

Public First Poll for Google Portugal (Consumer)

Fieldwork: 6th Jun - 28th Jun 2023
Interview method: Online Survey
Population represented: 18+ year olds in Portugal
Sample size: 1012

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)

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164 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 334

165 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 skillsBy from scratch , we mean that before learning you had no or limited ability in these areas 336

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

168 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 342

169 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 344

170 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 346

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

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

	Total	Age Group						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Android	81%	59%	79%	87%	90%	84%	79%	82%	84%	86%	54%	85%	67%	81%	80%	70%	44%
Non-smartphone	2%	0%	0%	1%	1%	3%	4%	3%	2%	0%	2%	1%	7%	2%	4%	0%	10%
iPhone	17%	41%	25%	14%	8%	11%	14%	14%	15%	12%	48%	15%	23%	13%	16%	29%	45%
Don't know	1%	1%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%
Other	2%	1%	1%	0%	1%	2%	4%	2%	2%	2%	0%	1%	3%	5%	0%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Android	81%	84%	79%	81%	82%	86%	76%	81%	100%	82%	81%	80%	81%	77%	100%	94%	86%
Non-smartphone	2%	2%	2%	3%	2%	0%	1%	1%	0%	2%	1%	8%	1%	2%	0%	4%	0%
iPhone	17%	15%	18%	14%	15%	13%	21%	20%	2%	17%	17%	13%	17%	21%	0%	3%	14%
Don't know	1%	0%	1%	3%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Other	2%	1%	2%	2%	1%	2%	3%	4%	0%	2%	3%	0%	3%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	813	58	115	177	191	145	127	310	333	98	26	518	40	135	71	39	9
Weighted	822	55	104	145	165	141	212	344	324	82	21	466	40	205	66	36	8
More powerful	9%	6%	12%	10%	9%	15%	5%	9%	9%	11%	11%	10%	17%	7%	5%	11%	10%
Lower cost or more affordable	48%	66%	66%	54%	51%	41%	31%	45%	50%	47%	42%	52%	58%	32%	52%	63%	27%
Easier to use	47%	48%	46%	52%	46%	38%	48%	48%	44%	53%	60%	46%	48%	46%	56%	47%	17%
Easier access to the apps, information and online services I want	39%	37%	35%	35%	45%	36%	43%	37%	42%	41%	40%	38%	36%	41%	45%	47%	10%
Better integration with Google apps	39%	30%	38%	40%	43%	43%	36%	36%	42%	44%	51%	40%	37%	38%	37%	33%	29%
Better accessibility options	24%	19%	21%	25%	24%	29%	24%	23%	28%	25%	21%	24%	22%	24%	30%	19%	20%
Liked the camera	23%	24%	26%	21%	25%	24%	19%	22%	24%	22%	9%	23%	19%	21%	22%	32%	24%
More options for types of phone	22%	17%	20%	29%	24%	26%	16%	19%	24%	30%	35%	24%	28%	17%	25%	16%	18%
Faster	21%	13%	28%	22%	22%	22%	19%	24%	20%	23%	14%	22%	24%	22%	20%	11%	10%
Worked better with my other devices or applications	21%	19%	28%	26%	25%	17%	15%	22%	21%	24%	21%	24%	20%	14%	24%	26%	10%
More customisable	18%	37%	19%	19%	20%	17%	13%	19%	19%	19%	19%	21%	25%	12%	11%	36%	0%
Was given to me	17%	9%	8%	13%	15%	17%	27%	20%	16%	8%	0%	14%	18%	23%	21%	12%	36%
More open than the alternatives	17%	15%	24%	23%	20%	15%	8%	18%	17%	17%	18%	21%	17%	8%	17%	17%	0%
More secure	10%	20%	8%	9%	10%	10%	9%	9%	11%	13%	17%	9%	10%	10%	12%	17%	0%
Don't know	1%	0%	2%	2%	1%	3%	0%	2%	0%	2%	0%	1%	0%	1%	0%	0%	11%
None of the above	1%	4%	1%	0%	1%	2%	0%	2%	1%	0%	0%	1%	0%	1%	2%	3%	0%

Note:

BASE: Android users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	813	445	368	30	418	49	197	115	813	808	272	32	191	270	15	21	12
Weighted	822	422	399	42	482	49	156	88	822	817	285	37	179	212	24	65	19
More powerful	9%	13%	5%	4%	10%	19%	6%	10%	9%	9%	10%	6%	11%	11%	0%	8%	0%
Lower cost or more affordable	48%	52%	43%	34%	45%	57%	49%	58%	48%	48%	46%	39%	52%	50%	50%	40%	40%
Easier to use	47%	45%	48%	58%	44%	57%	47%	47%	47%	47%	50%	40%	42%	50%	57%	36%	36%
Easier access to the apps, information and online services I want	39%	40%	39%	24%	43%	33%	40%	33%	39%	39%	48%	45%	39%	39%	47%	10%	0%
Better integration with Google apps	39%	45%	33%	34%	38%	37%	40%	44%	39%	39%	41%	32%	43%	41%	27%	30%	19%
Better accessibility options	24%	27%	22%	23%	25%	22%	22%	27%	24%	24%	28%	35%	22%	24%	21%	12%	28%
Liked the camera	23%	22%	23%	14%	22%	28%	25%	21%	23%	23%	25%	15%	24%	23%	34%	16%	18%
More options for types of phone	22%	26%	18%	9%	23%	16%	21%	30%	22%	22%	25%	13%	26%	23%	9%	11%	10%
Faster	21%	25%	17%	27%	23%	27%	12%	24%	21%	21%	21%	11%	20%	23%	28%	27%	10%
Worked better with my other devices or applications	21%	25%	17%	6%	24%	13%	18%	21%	21%	21%	22%	19%	14%	25%	34%	20%	8%
More customisable	18%	23%	14%	12%	21%	23%	15%	14%	18%	19%	18%	24%	21%	19%	4%	12%	27%
Was given to me	17%	10%	24%	28%	18%	21%	14%	7%	17%	17%	12%	19%	22%	13%	37%	20%	35%
More open than the alternatives	17%	23%	11%	5%	19%	20%	12%	18%	17%	17%	19%	6%	22%	16%	16%	12%	0%
More secure	10%	12%	7%	7%	11%	11%	6%	11%	10%	10%	9%	8%	11%	9%	24%	4%	28%
Don't know	1%	2%	1%	5%	1%	0%	0%	2%	1%	1%	1%	0%	2%	1%	0%	0%	6%
None of the above	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	7%	0%	0%

Note:

BASE: Android users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Windows PC	83%	82%	77%	81%	85%	81%	86%	80%	87%	84%	84%	82%	86%	83%	85%	85%	57%
Apple Mac	7%	13%	11%	7%	6%	4%	5%	5%	7%	9%	10%	8%	8%	4%	4%	11%	22%
Google Chromebook	5%	5%	5%	7%	5%	5%	4%	6%	4%	8%	1%	6%	6%	4%	3%	0%	0%
I don't use a personal computer	5%	6%	9%	5%	4%	7%	1%	7%	3%	3%	3%	5%	2%	3%	9%	0%	22%
Apple iPad	4%	10%	4%	6%	1%	1%	3%	2%	3%	4%	21%	4%	3%	3%	3%	8%	0%
Android Tablets	13%	2%	9%	17%	23%	13%	10%	13%	13%	13%	15%	15%	20%	11%	13%	0%	4%
Don't know	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%
Other	3%	4%	4%	4%	3%	4%	3%	3%	3%	2%	6%	3%	0%	4%	1%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Windows PC	83%	86%	79%	81%	83%	85%	83%	80%	85%	83%	84%	85%	78%	82%	89%	86%	89%
Apple Mac	7%	8%	6%	0%	6%	4%	9%	13%	4%	7%	6%	2%	9%	8%	7%	0%	15%
Google Chromebook	5%	6%	4%	0%	6%	2%	5%	4%	5%	5%	5%	6%	3%	6%	0%	11%	5%
I don't use a personal computer	5%	3%	6%	9%	6%	5%	2%	0%	4%	5%	4%	5%	9%	3%	0%	4%	7%
Apple iPad	4%	4%	4%	2%	2%	2%	6%	8%	2%	4%	4%	3%	4%	4%	0%	0%	14%
Android Tablets	13%	17%	10%	4%	15%	10%	11%	14%	15%	13%	12%	12%	15%	15%	14%	11%	0%
Don't know	1%	0%	1%	3%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%
Other	3%	2%	4%	4%	3%	3%	2%	8%	4%	3%	3%	5%	3%	3%	0%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	49	5	7	10	10	9	8	24	15	8	1	34	4	8	3	0	0
Weighted	51	5	6	11	8	8	12	26	15	7	1	34	3	11	3	0	0
Easier to use	41%	23%	44%	15%	49%	44%	64%	34%	42%	73%	0%	29%	49%	80%	30%	*	*
Faster	40%	64%	25%	35%	10%	80%	35%	43%	39%	25%	0%	37%	0%	54%	72%	*	*
More secure	37%	41%	12%	35%	35%	49%	43%	37%	37%	24%	100%	36%	17%	37%	72%	*	*
Better integration with Google apps	34%	20%	41%	25%	35%	73%	19%	25%	48%	27%	100%	35%	17%	36%	41%	*	*
Better accessibility options	31%	41%	12%	24%	45%	39%	27%	32%	30%	33%	0%	27%	17%	38%	72%	*	*
Easier access to the apps, information and online services I want	29%	0%	57%	5%	35%	26%	46%	29%	25%	32%	100%	17%	49%	59%	30%	*	*
More powerful	27%	41%	12%	47%	22%	34%	7%	32%	29%	0%	0%	29%	0%	16%	72%	*	*
Lower cost or more affordable	21%	41%	30%	24%	27%	0%	16%	32%	10%	9%	0%	20%	33%	17%	30%	*	*
More customisable	21%	19%	12%	24%	19%	19%	27%	29%	15%	11%	0%	17%	0%	37%	30%	*	*
Was given to me	16%	38%	27%	14%	13%	14%	8%	21%	10%	14%	0%	17%	51%	0%	28%	*	*
Worked better with my other devices or applications	15%	19%	12%	6%	28%	10%	19%	15%	15%	18%	0%	11%	0%	28%	30%	*	*
None of the above	1%	0%	0%	0%	7%	0%	0%	0%	4%	0%	0%	2%	0%	0%	0%	*	*

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Gender		Education level					Android User	Google Search User		Region					
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	49	26	23	0	31	1	12	5	39	49	17	3	7	18	0	3	1
Weighted	51	29	22	0	35	1	11	4	42	51	17	3	7	16	0	8	1
Easier to use	41%	41%	42%	*	38%	0%	47%	62%	45%	41%	47%	73%	9%	45%	*	29%	100%
Faster	40%	35%	46%	*	45%	0%	26%	40%	43%	40%	46%	33%	33%	42%	*	35%	0%
More secure	37%	34%	41%	*	36%	0%	48%	19%	41%	37%	34%	33%	52%	37%	*	35%	0%
Better integration with Google apps	34%	40%	28%	*	33%	100%	24%	58%	38%	34%	47%	33%	39%	38%	*	0%	0%
Better accessibility options	31%	36%	24%	*	36%	0%	19%	19%	37%	31%	38%	33%	24%	25%	*	35%	0%
Easier access to the apps, information and online services I want	29%	30%	27%	*	29%	0%	24%	40%	31%	29%	36%	33%	10%	44%	*	0%	0%
More powerful	27%	38%	13%	*	34%	0%	8%	19%	30%	27%	24%	33%	14%	16%	*	71%	0%
Lower cost or more affordable	21%	31%	8%	*	24%	0%	8%	35%	23%	21%	18%	33%	23%	16%	*	35%	0%
More customisable	21%	18%	25%	*	22%	0%	21%	19%	25%	21%	9%	33%	24%	25%	*	35%	0%
Was given to me	16%	16%	16%	*	22%	0%	7%	0%	8%	16%	19%	27%	0%	27%	*	0%	0%
Worked better with my other devices or applications	15%	16%	14%	*	13%	0%	21%	19%	18%	15%	17%	33%	23%	15%	*	0%	0%
None of the above	1%	0%	3%	*	0%	0%	5%	0%	0%	1%	0%	0%	0%	4%	*	0%	0%

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	91%	88%	96%	96%	95%	93%	83%	88%	92%	96%	94%	95%	87%	84%	92%	94%	82%
In the last week	8%	5%	2%	4%	5%	7%	15%	9%	6%	4%	6%	4%	11%	14%	6%	4%	18%
In the last month	0%	2%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%
In the last year	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Never	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	2%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	91%	91%	91%	87%	89%	88%	96%	95%	92%	92%	92%	90%	88%	92%	92%	93%	86%
In the last week	8%	7%	8%	13%	9%	7%	4%	4%	7%	8%	6%	10%	10%	8%	8%	7%	7%
In the last month	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	8%
In the last year	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Never	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	39%	44%	53%	39%	43%	39%	27%	42%	34%	40%	52%	45%	34%	30%	36%	43%	20%
In the last week	38%	40%	34%	46%	32%	42%	37%	36%	42%	43%	31%	37%	41%	38%	41%	38%	45%
In the last month	16%	9%	12%	12%	20%	13%	20%	14%	18%	14%	14%	14%	19%	18%	20%	9%	27%
In the last year	3%	4%	1%	2%	3%	3%	6%	4%	3%	2%	0%	3%	2%	5%	2%	7%	0%
Never	2%	3%	0%	0%	0%	0%	6%	3%	1%	1%	0%	0%	0%	7%	0%	3%	4%
Don't know	2%	0%	0%	1%	2%	3%	3%	1%	2%	1%	3%	1%	4%	2%	2%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	39%	39%	39%	36%	37%	46%	40%	47%	38%	39%	39%	35%	42%	41%	7%	38%	22%
In the last week	38%	42%	35%	20%	38%	36%	46%	34%	39%	38%	42%	27%	32%	42%	48%	36%	15%
In the last month	16%	15%	16%	26%	17%	12%	12%	13%	16%	15%	16%	32%	17%	12%	39%	4%	21%
In the last year	3%	2%	5%	9%	4%	2%	1%	6%	4%	3%	2%	6%	4%	2%	7%	7%	27%
Never	2%	1%	3%	10%	2%	1%	0%	0%	2%	2%	1%	0%	2%	0%	0%	11%	16%
Don't know	2%	2%	2%	0%	3%	3%	1%	0%	2%	2%	1%	0%	3%	2%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	27%	37%	34%	28%	30%	21%	21%	27%	28%	19%	41%	30%	22%	20%	25%	35%	25%
In the last week	20%	21%	24%	25%	20%	22%	15%	20%	21%	26%	16%	22%	32%	15%	17%	26%	4%
In the last month	19%	21%	22%	23%	18%	20%	16%	16%	20%	24%	28%	20%	14%	17%	18%	25%	6%
In the last year	7%	11%	5%	8%	11%	8%	5%	8%	6%	10%	0%	8%	7%	6%	9%	10%	0%
Never	16%	5%	9%	10%	17%	18%	24%	20%	14%	9%	5%	11%	23%	23%	21%	1%	50%
Don't know	10%	5%	5%	6%	5%	11%	20%	10%	10%	11%	10%	8%	2%	19%	11%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	27%	27%	27%	12%	25%	30%	29%	40%	28%	27%	28%	28%	25%	27%	35%	25%	14%
In the last week	20%	18%	23%	15%	19%	16%	25%	26%	21%	21%	18%	13%	22%	24%	19%	22%	7%
In the last month	19%	24%	14%	16%	20%	22%	17%	19%	19%	19%	23%	14%	19%	17%	12%	15%	22%
In the last year	7%	9%	6%	5%	7%	10%	7%	9%	7%	7%	9%	2%	5%	7%	13%	7%	7%
Never	16%	13%	18%	28%	17%	16%	14%	5%	15%	16%	14%	24%	15%	13%	15%	30%	26%
Don't know	10%	9%	12%	23%	12%	6%	9%	1%	10%	11%	8%	18%	14%	12%	7%	0%	23%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	12%	9%	14%	16%	10%	17%	8%	13%	13%	5%	12%	15%	5%	9%	13%	9%	4%
In the last week	14%	10%	15%	17%	17%	16%	8%	11%	15%	18%	22%	17%	10%	9%	16%	9%	5%
In the last month	18%	14%	23%	16%	19%	16%	21%	17%	22%	17%	22%	18%	21%	20%	19%	13%	5%
In the last year	7%	11%	9%	6%	7%	6%	5%	7%	7%	7%	10%	7%	4%	6%	5%	15%	11%
Never	32%	40%	25%	30%	30%	26%	38%	34%	28%	32%	23%	27%	38%	38%	30%	41%	54%
Don't know	17%	16%	14%	15%	16%	19%	19%	17%	15%	21%	12%	16%	22%	19%	17%	13%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	12%	13%	11%	2%	12%	24%	13%	11%	13%	12%	11%	19%	11%	14%	7%	14%	0%
In the last week	14%	14%	14%	12%	13%	12%	13%	19%	14%	14%	14%	17%	14%	13%	9%	18%	0%
In the last month	18%	20%	17%	14%	19%	15%	18%	18%	20%	19%	21%	18%	17%	16%	53%	6%	14%
In the last year	7%	8%	6%	0%	7%	6%	9%	9%	7%	7%	9%	2%	6%	6%	13%	10%	0%
Never	32%	30%	34%	44%	32%	27%	30%	31%	30%	32%	29%	30%	34%	30%	19%	43%	70%
Don't know	17%	16%	18%	29%	17%	16%	17%	12%	16%	17%	17%	14%	18%	21%	0%	9%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	69%	87%	81%	79%	67%	57%	58%	70%	71%	63%	63%	73%	68%	55%	66%	87%	79%
In the last week	22%	11%	18%	17%	28%	28%	24%	24%	18%	27%	32%	20%	25%	27%	32%	10%	16%
In the last month	6%	1%	1%	3%	4%	11%	9%	4%	6%	8%	4%	5%	3%	10%	3%	0%	0%
In the last year	1%	0%	0%	0%	0%	3%	2%	0%	2%	2%	0%	2%	0%	1%	0%	0%	0%
Never	2%	0%	0%	0%	0%	0%	5%	1%	1%	0%	0%	0%	2%	5%	0%	0%	5%
Don't know	1%	2%	0%	1%	1%	0%	3%	1%	2%	0%	0%	1%	4%	2%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	69%	74%	63%	72%	67%	71%	72%	66%	71%	69%	71%	55%	68%	68%	84%	69%	59%
In the last week	22%	17%	28%	15%	23%	23%	23%	23%	21%	22%	21%	29%	22%	23%	16%	24%	26%
In the last month	6%	7%	4%	12%	5%	6%	4%	6%	6%	6%	6%	9%	7%	5%	0%	0%	15%
In the last year	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	2%	6%	0%	0%	0%	0%	0%
Never	2%	1%	2%	0%	2%	0%	0%	5%	1%	1%	1%	0%	1%	2%	0%	7%	0%
Don't know	1%	1%	2%	0%	2%	0%	0%	0%	1%	1%	0%	0%	2%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
In the last day	85%	91%	87%	88%	91%	84%	77%	87%	85%	89%	78%	88%	85%	79%	76%	96%	74%
In the last week	7%	5%	9%	7%	5%	9%	8%	6%	7%	7%	8%	6%	8%	8%	16%	2%	9%
In the last month	3%	2%	2%	2%	2%	2%	4%	3%	2%	1%	2%	2%	2%	4%	5%	0%	5%
In the last year	2%	1%	1%	1%	1%	2%	5%	2%	1%	3%	12%	1%	0%	5%	1%	2%	0%
Never	2%	0%	1%	1%	0%	2%	3%	1%	3%	0%	0%	2%	0%	2%	1%	0%	6%
Don't know	1%	0%	1%	0%	1%	1%	3%	1%	2%	1%	0%	1%	5%	2%	1%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
In the last day	85%	88%	82%	81%	84%	88%	85%	91%	87%	85%	85%	65%	86%	87%	83%	91%	78%
In the last week	7%	6%	9%	8%	7%	6%	9%	4%	7%	7%	9%	15%	3%	7%	6%	9%	0%
In the last month	3%	2%	3%	4%	2%	3%	3%	4%	2%	3%	2%	6%	5%	2%	11%	0%	0%
In the last year	2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%	0%	3%	1%	0%	0%	14%
Never	2%	1%	2%	5%	2%	0%	1%	0%	2%	2%	1%	14%	1%	1%	0%	0%	7%
Don't know	1%	1%	1%	0%	2%	2%	0%	0%	1%	1%	1%	0%	2%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	669	40	123	185	178	111	32	229	305	83	29	612	57	0	0	0	0
Weighted	601	36	110	151	147	108	49	222	275	64	20	543	58	0	0	0	0
None	9%	3%	8%	8%	11%	8%	13%	8%	10%	8%	3%	9%	6%	*	*	*	*
1-2 times	23%	20%	29%	22%	18%	27%	22%	29%	23%	13%	20%	22%	31%	*	*	*	*
2-4 times	24%	25%	24%	25%	21%	24%	27%	24%	22%	26%	27%	24%	24%	*	*	*	*
5-9 times	15%	8%	13%	16%	16%	19%	17%	9%	19%	19%	16%	16%	8%	*	*	*	*
10-19 times	12%	17%	13%	14%	15%	4%	8%	11%	10%	19%	22%	12%	14%	*	*	*	*
Over 20 times	14%	23%	11%	13%	17%	14%	9%	14%	15%	15%	12%	15%	10%	*	*	*	*
Don't know	3%	3%	2%	2%	3%	3%	5%	4%	1%	1%	0%	2%	7%	*	*	*	*

Note:

BASE: Workers and Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	669	350	319	17	309	36	192	113	554	669	225	25	158	229	10	16	6
Weighted	601	318	284	19	328	36	138	79	502	601	216	29	134	162	14	38	9
None	9%	9%	8%	37%	10%	14%	4%	2%	9%	9%	7%	28%	13%	6%	11%	0%	0%
1-2 times	23%	21%	26%	26%	27%	11%	20%	17%	23%	23%	21%	35%	20%	20%	32%	39%	70%
2-4 times	24%	25%	23%	6%	24%	16%	23%	31%	24%	24%	26%	9%	27%	21%	32%	22%	12%
5-9 times	15%	15%	16%	17%	13%	16%	17%	23%	17%	15%	16%	14%	14%	19%	16%	7%	0%
10-19 times	12%	12%	12%	0%	9%	11%	15%	20%	11%	12%	13%	7%	11%	15%	8%	7%	0%
Over 20 times	14%	16%	12%	5%	12%	28%	21%	7%	14%	14%	14%	8%	14%	15%	0%	26%	0%
Don't know	3%	3%	3%	10%	4%	3%	0%	0%	2%	3%	2%	0%	1%	5%	0%	0%	17%

Note:

BASE: Workers and Google Search users

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Age Group						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
None	1%	5%	0%	0%	0%	1%	0%	0%	2%	0%	3%	1%	0%	0%	0%	2%	0%
1-2 times	30%	18%	17%	23%	25%	37%	42%	33%	29%	24%	10%	23%	33%	45%	34%	17%	41%
2-4 times	26%	25%	36%	26%	20%	27%	23%	26%	23%	32%	32%	26%	24%	25%	22%	30%	15%
5-9 times	21%	28%	22%	24%	24%	14%	20%	21%	20%	20%	35%	21%	19%	19%	22%	33%	32%
10-19 times	11%	12%	14%	16%	14%	8%	6%	10%	12%	12%	17%	13%	12%	7%	9%	11%	4%
Over 20 times	9%	12%	10%	9%	15%	9%	2%	7%	12%	9%	4%	13%	7%	0%	11%	7%	9%
Don't know	3%	1%	1%	1%	2%	3%	6%	4%	2%	3%	0%	2%	5%	5%	1%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
None	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	15%
1-2 times	30%	24%	35%	43%	33%	22%	23%	23%	30%	30%	28%	31%	28%	26%	42%	45%	49%
2-4 times	26%	27%	24%	19%	27%	27%	21%	26%	25%	26%	26%	32%	25%	23%	49%	24%	14%
5-9 times	21%	21%	22%	22%	19%	22%	27%	23%	21%	21%	20%	23%	23%	24%	9%	14%	15%
10-19 times	11%	14%	8%	6%	9%	17%	14%	15%	11%	11%	13%	6%	13%	12%	0%	4%	0%
Over 20 times	9%	10%	8%	0%	8%	12%	13%	9%	9%	9%	10%	3%	9%	9%	0%	13%	0%
Don't know	3%	3%	3%	8%	3%	0%	2%	3%	2%	3%	2%	5%	2%	4%	0%	0%	7%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	41%	48%	48%	42%	45%	40%	33%	41%	41%	46%	61%	42%	34%	37%	46%	50%	45%
Good description	52%	45%	44%	49%	52%	51%	61%	52%	51%	52%	37%	51%	53%	58%	45%	46%	50%
Neither a good nor bad description	6%	5%	8%	8%	3%	8%	5%	5%	7%	2%	0%	6%	7%	4%	8%	5%	5%
Bad description	1%	1%	0%	0%	0%	2%	1%	1%	1%	0%	2%	0%	6%	1%	1%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	41%	41%	41%	53%	38%	39%	46%	41%	42%	41%	42%	31%	46%	42%	17%	30%	48%
Good description	52%	50%	54%	37%	54%	56%	49%	54%	52%	52%	53%	64%	47%	51%	61%	57%	52%
Neither a good nor bad description	6%	8%	4%	7%	6%	4%	5%	5%	6%	6%	4%	4%	7%	5%	22%	13%	0%
Bad description	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	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%	0%
Don't know	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	33%	39%	35%	36%	31%	38%	28%	33%	34%	30%	47%	34%	23%	32%	37%	33%	41%
Good description	54%	44%	56%	52%	56%	51%	58%	55%	53%	64%	42%	55%	65%	55%	46%	52%	45%
Neither a good nor bad description	10%	11%	9%	8%	11%	9%	11%	10%	12%	6%	6%	9%	8%	12%	13%	12%	6%
Bad description	1%	4%	0%	2%	0%	1%	2%	1%	1%	0%	2%	1%	4%	1%	2%	0%	4%
Very bad description	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Don't know	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	3%	0%	0%	1%	0%	2%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	33%	31%	35%	49%	31%	39%	34%	37%	33%	33%	37%	18%	36%	31%	9%	30%	56%
Good description	54%	54%	54%	42%	56%	51%	54%	55%	56%	54%	54%	64%	55%	53%	65%	56%	37%
Neither a good nor bad description	10%	12%	8%	4%	11%	9%	11%	7%	10%	10%	8%	16%	8%	13%	26%	11%	7%
Bad description	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	4%	0%
Very bad description	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	3%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	22%	27%	22%	24%	18%	25%	20%	23%	19%	27%	45%	23%	14%	21%	20%	23%	25%
Good description	52%	37%	51%	46%	59%	48%	60%	52%	54%	58%	31%	50%	56%	61%	46%	44%	41%
Neither a good nor bad description	23%	29%	25%	25%	18%	24%	20%	22%	24%	13%	20%	23%	28%	17%	27%	29%	34%
Bad description	2%	4%	1%	4%	4%	3%	0%	2%	2%	2%	4%	2%	2%	1%	6%	4%	0%
Very bad description	0%	4%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	22%	23%	21%	36%	21%	25%	22%	23%	22%	22%	25%	12%	28%	19%	4%	15%	35%
Good description	52%	51%	54%	45%	53%	51%	52%	53%	54%	52%	51%	51%	52%	52%	51%	66%	30%
Neither a good nor bad description	23%	22%	23%	13%	23%	23%	24%	21%	21%	23%	21%	33%	17%	27%	45%	20%	19%
Bad description	2%	3%	1%	2%	2%	1%	2%	3%	2%	2%	3%	4%	3%	2%	0%	0%	0%
Very bad description	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	15%
Don't know	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	16%	18%	20%	18%	13%	16%	15%	15%	16%	20%	31%	16%	20%	16%	14%	15%	34%
Good description	45%	35%	39%	41%	49%	43%	51%	45%	46%	48%	40%	44%	38%	54%	39%	42%	17%
Neither a good nor bad description	34%	34%	34%	33%	34%	40%	29%	35%	32%	29%	24%	34%	38%	28%	40%	39%	36%
Bad description	4%	10%	5%	6%	4%	1%	2%	3%	4%	3%	5%	4%	5%	1%	8%	4%	13%
Very bad description	1%	2%	2%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	1%	0%	1%	0%	1%	0%	2%	1%	1%	0%	0%	0%	0%	2%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	16%	18%	14%	24%	16%	18%	14%	17%	16%	16%	16%	7%	20%	16%	4%	12%	31%
Good description	45%	42%	48%	44%	45%	41%	48%	42%	47%	45%	46%	46%	42%	44%	42%	52%	42%
Neither a good nor bad description	34%	36%	32%	22%	35%	38%	31%	34%	33%	34%	31%	45%	32%	36%	47%	34%	27%
Bad description	4%	3%	5%	0%	3%	3%	5%	8%	3%	4%	5%	1%	4%	4%	0%	3%	0%
Very bad description	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	7%	0%	0%
Don't know	1%	0%	1%	11%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	22%	29%	24%	24%	20%	22%	19%	22%	21%	24%	38%	21%	23%	22%	19%	28%	29%
Good description	56%	38%	51%	51%	63%	57%	63%	54%	59%	62%	41%	56%	49%	61%	59%	46%	32%
Neither a good nor bad description	19%	27%	23%	22%	15%	19%	16%	22%	17%	13%	16%	20%	24%	16%	16%	22%	38%
Bad description	2%	6%	2%	3%	1%	1%	1%	1%	3%	1%	4%	2%	4%	0%	6%	3%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	22%	23%	21%	29%	21%	27%	21%	22%	23%	22%	24%	17%	27%	21%	4%	8%	36%
Good description	56%	54%	58%	62%	57%	52%	53%	56%	58%	56%	58%	56%	55%	52%	44%	80%	35%
Neither a good nor bad description	19%	19%	19%	4%	20%	18%	24%	17%	18%	19%	17%	23%	16%	23%	51%	12%	21%
Bad description	2%	2%	2%	0%	2%	3%	2%	4%	2%	2%	1%	4%	1%	3%	0%	0%	8%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	28%	40%	31%	31%	21%	32%	23%	27%	28%	33%	41%	29%	19%	25%	28%	42%	35%
Good description	58%	49%	59%	50%	67%	50%	63%	59%	57%	56%	42%	57%	60%	61%	59%	50%	44%
Neither a good nor bad description	12%	9%	8%	14%	10%	17%	12%	11%	12%	10%	14%	12%	15%	13%	10%	8%	21%
Bad description	2%	2%	1%	4%	2%	1%	1%	1%	2%	1%	2%	2%	6%	0%	4%	0%	0%
Very bad description	0%	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%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	28%	27%	29%	54%	24%	35%	28%	30%	28%	28%	32%	20%	33%	25%	0%	17%	41%
Good description	58%	56%	59%	32%	60%	60%	56%	61%	59%	58%	57%	58%	55%	58%	67%	70%	37%
Neither a good nor bad description	12%	14%	10%	7%	13%	4%	15%	9%	11%	12%	10%	18%	11%	14%	33%	5%	22%
Bad description	2%	2%	2%	0%	2%	1%	1%	0%	1%	2%	1%	2%	0%	2%	0%	8%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	7%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	54%	61%	57%	50%	57%	56%	49%	54%	54%	56%	63%	54%	55%	53%	51%	64%	58%
Good description	42%	34%	37%	46%	40%	42%	46%	40%	42%	44%	35%	43%	40%	42%	44%	35%	27%
Neither a good nor bad description	4%	3%	6%	4%	3%	2%	5%	5%	4%	0%	0%	3%	6%	5%	4%	1%	15%
Bad description	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	54%	53%	54%	72%	53%	61%	53%	48%	53%	54%	55%	42%	57%	53%	32%	59%	57%
Good description	42%	42%	42%	26%	42%	38%	44%	49%	44%	42%	42%	53%	38%	42%	60%	37%	43%
Neither a good nor bad description	4%	4%	4%	0%	5%	0%	3%	3%	3%	4%	3%	5%	6%	4%	8%	4%	0%
Bad description	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	54%	55%	63%	51%	58%	50%	53%	54%	54%	59%	61%	54%	50%	55%	52%	62%	55%
Good description	41%	41%	36%	42%	40%	48%	40%	41%	41%	41%	37%	42%	45%	39%	44%	35%	34%
Neither a good nor bad description	4%	3%	1%	6%	2%	2%	7%	5%	4%	0%	0%	3%	5%	5%	3%	3%	5%
Bad description	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	54%	51%	57%	72%	53%	51%	54%	55%	55%	54%	54%	41%	55%	58%	27%	60%	64%
Good description	41%	44%	39%	26%	42%	46%	42%	42%	41%	41%	44%	51%	41%	37%	58%	34%	36%
Neither a good nor bad description	4%	5%	3%	3%	5%	2%	4%	2%	3%	4%	3%	5%	3%	5%	15%	6%	0%
Bad description	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	43%	54%	46%	44%	45%	45%	34%	39%	46%	47%	57%	44%	42%	37%	46%	56%	40%
Good description	49%	33%	48%	48%	48%	49%	58%	52%	47%	49%	39%	49%	49%	56%	42%	34%	51%
Neither a good nor bad description	6%	10%	6%	6%	5%	6%	6%	6%	7%	4%	2%	6%	6%	5%	9%	9%	9%
Bad description	1%	1%	0%	2%	1%	0%	2%	2%	1%	0%	2%	1%	4%	1%	2%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	43%	45%	41%	55%	41%	44%	44%	47%	43%	43%	43%	28%	51%	43%	27%	35%	55%
Good description	49%	46%	52%	29%	51%	50%	51%	48%	50%	49%	50%	63%	44%	49%	47%	58%	37%
Neither a good nor bad description	6%	8%	5%	16%	7%	4%	4%	5%	6%	6%	6%	8%	4%	7%	26%	2%	8%
Bad description	1%	1%	2%	0%	2%	1%	0%	0%	1%	1%	0%	0%	1%	2%	0%	4%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	29%	40%	37%	27%	29%	28%	23%	28%	29%	33%	43%	30%	21%	25%	26%	42%	48%
Good description	49%	41%	44%	51%	54%	50%	51%	50%	48%	59%	37%	49%	61%	51%	47%	42%	30%
Neither a good nor bad description	20%	16%	16%	20%	14%	20%	26%	21%	21%	7%	13%	19%	14%	23%	23%	16%	17%
Bad description	1%	2%	2%	0%	2%	1%	1%	1%	1%	1%	4%	2%	4%	0%	2%	0%	0%
Very bad description	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	29%	28%	29%	44%	26%	39%	34%	23%	29%	29%	29%	19%	33%	26%	16%	35%	36%
Good description	49%	48%	51%	37%	50%	43%	52%	56%	49%	49%	53%	44%	47%	52%	38%	45%	31%
Neither a good nor bad description	20%	22%	17%	18%	22%	16%	14%	21%	19%	20%	16%	37%	19%	19%	46%	20%	33%
Bad description	1%	1%	2%	0%	2%	1%	1%	0%	1%	1%	2%	0%	1%	2%	0%	0%	0%
Very bad description	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	3%	6%	3%	4%	2%	2%	3%	3%	3%	3%	7%	3%	3%	4%	0%	4%	17%
Good description	7%	7%	12%	5%	3%	7%	10%	10%	6%	2%	0%	8%	13%	7%	4%	4%	6%
Neither a good nor bad description	18%	18%	20%	28%	12%	14%	18%	20%	17%	13%	18%	18%	18%	18%	20%	18%	11%
Bad description	43%	44%	41%	39%	43%	44%	46%	39%	46%	46%	50%	42%	39%	46%	44%	50%	34%
Very bad description	26%	24%	23%	24%	37%	29%	19%	24%	27%	34%	25%	28%	21%	22%	28%	23%	27%
Don't know	2%	2%	2%	1%	2%	3%	3%	4%	1%	1%	0%	1%	6%	3%	4%	2%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	3%	3%	3%	4%	2%	5%	4%	3%	3%	3%	3%	5%	5%	3%	0%	0%	0%
Good description	7%	7%	8%	18%	8%	1%	5%	4%	7%	7%	6%	4%	6%	9%	0%	15%	7%
Neither a good nor bad description	18%	18%	18%	9%	19%	7%	23%	16%	17%	18%	16%	11%	22%	18%	31%	21%	14%
Bad description	43%	42%	44%	44%	42%	60%	41%	47%	43%	43%	47%	54%	35%	43%	13%	55%	39%
Very bad description	26%	28%	24%	18%	26%	25%	25%	30%	28%	26%	26%	20%	28%	27%	56%	9%	30%
Don't know	2%	2%	2%	8%	2%	2%	2%	0%	2%	2%	2%	6%	3%	1%	0%	0%	9%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Very good description	4%	7%	5%	4%	2%	4%	2%	3%	4%	6%	5%	4%	4%	2%	4%	3%	20%
Good description	7%	6%	8%	8%	4%	8%	7%	7%	6%	7%	5%	8%	5%	6%	8%	7%	0%
Neither a good nor bad description	22%	24%	26%	28%	16%	20%	22%	23%	20%	17%	9%	22%	18%	23%	21%	25%	18%
Bad description	38%	37%	35%	37%	46%	33%	39%	36%	41%	39%	38%	39%	47%	36%	42%	39%	22%
Very bad description	25%	24%	25%	21%	29%	30%	22%	25%	26%	30%	35%	26%	21%	25%	20%	22%	29%
Don't know	4%	2%	1%	2%	3%	4%	8%	5%	2%	1%	8%	2%	5%	8%	5%	3%	11%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Very good description	4%	5%	3%	10%	3%	8%	2%	2%	3%	4%	3%	0%	4%	4%	0%	8%	0%
Good description	7%	8%	6%	12%	6%	8%	8%	7%	6%	7%	7%	6%	10%	7%	0%	3%	7%
Neither a good nor bad description	22%	21%	23%	29%	22%	16%	19%	25%	22%	22%	21%	31%	22%	20%	33%	31%	0%
Bad description	38%	38%	39%	21%	40%	50%	37%	37%	40%	38%	37%	30%	35%	44%	26%	43%	40%
Very bad description	25%	26%	24%	17%	25%	16%	29%	28%	26%	25%	29%	26%	26%	22%	41%	8%	22%
Don't know	4%	3%	5%	12%	4%	2%	5%	1%	3%	4%	3%	6%	3%	3%	0%	7%	30%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	25%	40%	35%	27%	19%	30%	14%	25%	25%	18%	37%	26%	20%	16%	27%	58%	70%
Good description	58%	50%	53%	56%	66%	57%	61%	60%	58%	59%	34%	58%	56%	63%	60%	36%	30%
Neither a good nor bad description	14%	8%	8%	12%	14%	12%	23%	11%	14%	21%	23%	13%	25%	19%	9%	0%	0%
Bad description	1%	0%	2%	3%	0%	0%	0%	1%	1%	0%	3%	1%	0%	0%	2%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	3%	2%	3%	2%	1%	2%	2%	2%	2%	4%	2%	0%	2%	2%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	25%	27%	23%	43%	22%	36%	25%	28%	24%	25%	20%	11%	37%	29%	0%	30%	0%
Good description	58%	57%	60%	44%	63%	55%	50%	52%	60%	58%	65%	62%	47%	54%	77%	70%	0%
Neither a good nor bad description	14%	14%	14%	13%	12%	9%	20%	14%	14%	14%	11%	24%	13%	16%	23%	0%	100%
Bad description	1%	1%	1%	0%	0%	0%	1%	4%	1%	1%	2%	0%	0%	0%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	0%	2%	0%	3%	3%	2%	2%	2%	4%	4%	1%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	23%	38%	30%	23%	14%	32%	13%	20%	23%	23%	40%	23%	25%	17%	24%	43%	36%
Good description	54%	36%	48%	53%	61%	51%	59%	59%	53%	49%	34%	54%	42%	60%	55%	39%	30%
Neither a good nor bad description	19%	23%	16%	17%	21%	14%	25%	17%	20%	25%	22%	19%	33%	21%	17%	13%	0%
Bad description	2%	0%	2%	4%	2%	1%	0%	2%	2%	2%	0%	2%	0%	0%	2%	0%	0%
Very bad description	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	4%	2%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	23%	26%	19%	41%	20%	35%	18%	32%	22%	23%	23%	17%	27%	25%	0%	20%	0%
Good description	54%	50%	58%	59%	58%	49%	49%	40%	55%	54%	57%	40%	52%	50%	67%	70%	0%
Neither a good nor bad description	19%	19%	20%	0%	18%	16%	28%	21%	19%	19%	17%	33%	15%	22%	33%	10%	100%
Bad description	2%	1%	2%	0%	1%	0%	2%	4%	2%	2%	2%	7%	1%	1%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	0%	2%	0%	2%	3%	1%	2%	2%	4%	5%	1%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	18%	27%	21%	19%	13%	27%	10%	18%	15%	23%	31%	18%	20%	16%	19%	25%	36%
Good description	52%	51%	51%	47%	54%	47%	61%	53%	57%	47%	30%	53%	32%	59%	43%	54%	30%
Neither a good nor bad description	25%	20%	21%	26%	28%	24%	26%	25%	23%	27%	33%	24%	49%	22%	31%	15%	0%
Bad description	2%	0%	2%	3%	2%	1%	0%	1%	2%	0%	0%	2%	0%	0%	5%	0%	0%
Very bad description	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
Don't know	3%	3%	3%	4%	3%	1%	3%	2%	3%	2%	4%	3%	0%	3%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	18%	20%	15%	20%	18%	24%	16%	19%	17%	18%	16%	12%	20%	23%	0%	20%	0%
Good description	52%	49%	56%	67%	53%	55%	48%	52%	54%	52%	61%	44%	51%	44%	70%	43%	0%
Neither a good nor bad description	25%	26%	24%	13%	26%	16%	31%	18%	24%	25%	18%	33%	25%	28%	23%	37%	100%
Bad description	2%	1%	2%	0%	1%	3%	2%	6%	2%	2%	3%	7%	1%	1%	0%	0%	0%
Very bad description	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	3%	3%	3%	0%	2%	3%	3%	5%	2%	3%	2%	4%	4%	3%	7%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	14%	23%	15%	11%	11%	23%	10%	13%	12%	22%	30%	13%	17%	13%	18%	20%	36%
Good description	49%	38%	44%	48%	51%	49%	53%	45%	53%	50%	35%	48%	33%	54%	48%	47%	30%
Neither a good nor bad description	30%	28%	30%	32%	29%	25%	35%	35%	27%	26%	22%	29%	50%	30%	28%	28%	0%
Bad description	4%	9%	7%	4%	7%	2%	0%	4%	4%	0%	10%	6%	0%	0%	4%	0%	0%
Very bad description	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	3%	3%	5%	3%	1%	2%	3%	3%	2%	4%	3%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	14%	17%	12%	14%	13%	26%	14%	17%	14%	14%	12%	14%	17%	17%	0%	20%	0%
Good description	49%	47%	50%	66%	55%	43%	39%	32%	49%	49%	54%	35%	45%	45%	47%	63%	0%
Neither a good nor bad description	30%	30%	31%	14%	28%	22%	39%	35%	31%	30%	28%	43%	33%	31%	23%	10%	100%
Bad description	4%	3%	5%	6%	2%	3%	5%	11%	4%	4%	3%	4%	2%	4%	23%	7%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	3%	3%	3%	0%	2%	6%	3%	5%	2%	3%	3%	4%	4%	2%	7%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	17%	32%	18%	14%	11%	23%	14%	18%	15%	15%	27%	16%	17%	18%	14%	25%	36%
Good description	54%	41%	47%	57%	58%	52%	57%	50%	60%	56%	30%	53%	40%	57%	56%	55%	30%
Neither a good nor bad description	24%	22%	26%	21%	23%	23%	27%	26%	20%	27%	31%	24%	43%	22%	25%	5%	0%
Bad description	2%	2%	6%	4%	2%	1%	0%	2%	2%	0%	8%	3%	0%	0%	4%	10%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	3%	3%	4%	6%	1%	3%	4%	3%	2%	4%	3%	0%	3%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	17%	18%	15%	22%	15%	36%	16%	17%	16%	17%	14%	11%	24%	19%	0%	20%	0%
Good description	54%	52%	56%	58%	57%	52%	44%	54%	54%	54%	62%	46%	48%	47%	44%	70%	0%
Neither a good nor bad description	24%	24%	24%	20%	24%	6%	32%	18%	24%	24%	19%	32%	23%	30%	33%	10%	100%
Bad description	2%	2%	2%	0%	1%	3%	4%	7%	3%	2%	3%	7%	2%	1%	6%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	4%	3%	0%	3%	4%	3%	5%	3%	3%	3%	4%	4%	3%	16%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	17%	26%	24%	14%	13%	24%	11%	17%	17%	14%	35%	18%	17%	16%	18%	20%	36%
Good description	55%	57%	53%	52%	58%	57%	55%	55%	57%	60%	36%	55%	54%	52%	62%	60%	30%
Neither a good nor bad description	23%	14%	12%	28%	25%	18%	30%	22%	24%	22%	17%	22%	29%	28%	17%	9%	0%
Bad description	2%	0%	6%	2%	2%	0%	1%	4%	0%	2%	7%	2%	0%	1%	2%	0%	0%
Very bad description	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	6%	0%
Don't know	3%	3%	3%	4%	3%	1%	2%	4%	2%	2%	4%	3%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	17%	19%	15%	14%	14%	32%	22%	22%	16%	18%	13%	17%	26%	20%	0%	20%	0%
Good description	55%	51%	59%	65%	61%	35%	46%	51%	56%	55%	65%	37%	50%	50%	63%	50%	0%
Neither a good nor bad description	23%	23%	22%	21%	21%	29%	26%	20%	23%	22%	17%	40%	19%	27%	30%	20%	100%
Bad description	2%	3%	1%	0%	2%	0%	2%	4%	2%	2%	2%	0%	0%	1%	6%	10%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	1%	0%	0%	0%	0%
Don't know	3%	3%	2%	0%	2%	4%	3%	3%	2%	3%	3%	4%	4%	2%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	28%	37%	35%	21%	30%	39%	15%	28%	27%	28%	35%	29%	31%	22%	33%	24%	36%
Good description	54%	51%	47%	53%	51%	49%	66%	54%	54%	50%	54%	52%	47%	62%	48%	64%	30%
Neither a good nor bad description	14%	6%	11%	18%	15%	10%	16%	11%	15%	20%	7%	14%	21%	14%	15%	0%	0%
Bad description	1%	3%	2%	3%	0%	1%	0%	3%	1%	0%	0%	2%	0%	0%	2%	0%	0%
Very bad description	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	6%	0%
Don't know	3%	3%	3%	4%	4%	1%	2%	4%	2%	2%	4%	3%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	28%	30%	26%	42%	27%	34%	32%	22%	26%	28%	25%	18%	35%	32%	0%	37%	0%
Good description	54%	49%	59%	51%	57%	45%	45%	59%	56%	54%	59%	55%	48%	50%	74%	36%	100%
Neither a good nor bad description	14%	16%	12%	7%	13%	14%	18%	14%	14%	14%	11%	24%	12%	17%	16%	17%	0%
Bad description	1%	2%	1%	0%	1%	4%	1%	2%	2%	1%	2%	0%	0%	0%	0%	10%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	3%	3%	2%	0%	2%	4%	3%	3%	2%	3%	3%	4%	4%	1%	9%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	30%	37%	40%	28%	24%	43%	19%	31%	30%	21%	41%	32%	35%	22%	37%	31%	36%
Good description	49%	42%	38%	52%	54%	42%	57%	51%	48%	51%	30%	49%	21%	58%	37%	53%	30%
Neither a good nor bad description	18%	19%	17%	16%	17%	14%	22%	14%	18%	27%	21%	16%	44%	18%	20%	10%	0%
Bad description	1%	0%	2%	1%	3%	1%	0%	1%	1%	0%	5%	1%	0%	0%	4%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	3%	3%	4%	2%	1%	2%	2%	2%	2%	4%	2%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	30%	31%	30%	42%	28%	32%	32%	33%	29%	30%	26%	24%	36%	34%	10%	37%	0%
Good description	49%	46%	52%	45%	52%	44%	44%	42%	51%	49%	57%	52%	43%	42%	65%	43%	0%
Neither a good nor bad description	18%	20%	14%	13%	17%	20%	19%	18%	17%	18%	13%	20%	17%	21%	19%	20%	100%
Bad description	1%	1%	1%	0%	0%	0%	2%	5%	1%	1%	1%	0%	0%	2%	6%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	0%	2%	3%	3%	3%	2%	2%	2%	4%	4%	2%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	30%	43%	38%	25%	26%	45%	17%	29%	33%	18%	47%	31%	42%	20%	43%	37%	36%
Good description	49%	36%	43%	55%	56%	41%	55%	51%	48%	60%	24%	52%	28%	55%	39%	42%	30%
Neither a good nor bad description	16%	19%	13%	14%	14%	9%	26%	15%	15%	19%	18%	13%	30%	22%	15%	9%	0%
Bad description	2%	0%	2%	2%	3%	4%	0%	2%	2%	1%	7%	3%	0%	1%	2%	0%	0%
Very bad description	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	6%	0%
Don't know	2%	3%	3%	3%	2%	1%	2%	2%	2%	2%	4%	2%	0%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	30%	32%	29%	33%	29%	32%	31%	32%	28%	30%	25%	19%	35%	39%	10%	30%	0%
Good description	49%	47%	52%	54%	52%	53%	44%	43%	53%	49%	61%	55%	42%	38%	74%	43%	0%
Neither a good nor bad description	16%	17%	15%	13%	15%	11%	18%	18%	15%	16%	9%	18%	17%	20%	10%	27%	100%
Bad description	2%	2%	2%	0%	1%	3%	3%	5%	2%	2%	2%	4%	1%	2%	6%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	2%	2%	2%	0%	2%	0%	3%	3%	2%	2%	2%	4%	4%	1%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	4%	8%	8%	4%	1%	3%	2%	5%	2%	0%	8%	4%	0%	1%	6%	5%	36%
Good description	10%	11%	14%	15%	5%	3%	11%	11%	8%	20%	3%	11%	14%	9%	2%	12%	0%
Neither a good nor bad description	25%	26%	24%	25%	24%	22%	29%	29%	24%	13%	25%	25%	29%	25%	28%	17%	0%
Bad description	40%	32%	36%	33%	46%	46%	39%	33%	44%	41%	37%	38%	30%	43%	50%	36%	30%
Very bad description	19%	20%	15%	18%	19%	25%	16%	18%	19%	21%	24%	19%	22%	19%	12%	24%	0%
Don't know	3%	3%	5%	5%	3%	2%	2%	4%	2%	5%	4%	3%	5%	2%	2%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	4%	4%	4%	15%	3%	8%	3%	2%	3%	4%	4%	3%	3%	4%	0%	10%	0%
Good description	10%	9%	10%	38%	8%	10%	9%	11%	9%	9%	9%	7%	12%	7%	10%	17%	0%
Neither a good nor bad description	25%	25%	25%	13%	25%	23%	25%	29%	23%	25%	22%	45%	20%	32%	16%	10%	100%
Bad description	40%	39%	40%	27%	41%	49%	37%	34%	42%	40%	43%	37%	33%	34%	64%	63%	0%
Very bad description	19%	19%	18%	7%	19%	6%	22%	21%	19%	19%	18%	4%	29%	21%	10%	0%	0%
Don't know	3%	4%	3%	0%	3%	4%	3%	3%	3%	3%	5%	4%	4%	2%	0%	0%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	453	35	75	96	102	81	64	164	200	46	26	304	21	63	44	18	3
Weighted	447	31	68	81	86	82	100	176	192	38	22	273	22	94	40	16	2
Very good description	4%	8%	7%	3%	1%	4%	6%	6%	3%	0%	10%	4%	4%	6%	5%	0%	0%
Good description	8%	4%	10%	11%	4%	9%	6%	9%	5%	14%	3%	10%	10%	3%	0%	0%	0%
Neither a good nor bad description	23%	25%	25%	25%	22%	24%	20%	25%	22%	19%	11%	21%	23%	20%	38%	29%	0%
Bad description	41%	45%	39%	36%	48%	34%	43%	34%	48%	35%	31%	39%	43%	42%	44%	42%	30%
Very bad description	20%	16%	14%	20%	22%	28%	19%	21%	19%	27%	26%	21%	15%	22%	10%	24%	36%
Don't know	4%	3%	5%	5%	3%	2%	6%	4%	3%	5%	18%	3%	5%	7%	3%	5%	34%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	453	252	201	12	228	29	111	72	387	451	152	23	103	153	10	11	1
Weighted	447	235	212	14	262	29	89	52	385	445	163	25	93	120	16	27	3
Very good description	4%	5%	4%	8%	4%	18%	2%	3%	4%	4%	3%	3%	5%	3%	0%	20%	0%
Good description	8%	8%	7%	36%	6%	12%	7%	6%	7%	8%	10%	7%	5%	5%	10%	17%	0%
Neither a good nor bad description	23%	26%	19%	20%	26%	12%	20%	19%	22%	23%	22%	36%	19%	25%	10%	30%	0%
Bad description	41%	36%	45%	21%	41%	46%	38%	43%	43%	41%	39%	46%	36%	43%	80%	26%	0%
Very bad description	20%	20%	21%	14%	19%	9%	27%	26%	21%	20%	21%	4%	30%	21%	0%	7%	0%
Don't know	4%	5%	4%	0%	4%	4%	8%	3%	3%	4%	5%	4%	4%	3%	0%	0%	100%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Have done this	70%	52%	74%	71%	74%	74%	70%	68%	73%	70%	79%	74%	64%	71%	72%	49%	33%
Have not done this	30%	48%	26%	29%	26%	26%	30%	32%	27%	30%	21%	26%	36%	29%	28%	51%	67%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Have done this	70%	70%	71%	74%	67%	72%	77%	73%	72%	70%	73%	59%	68%	71%	78%	75%	50%
Have not done this	30%	30%	29%	26%	33%	28%	23%	27%	28%	30%	27%	41%	32%	29%	22%	25%	50%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Have done this	70%	66%	75%	75%	79%	72%	59%	63%	77%	74%	79%	75%	79%	58%	71%	68%	53%
Have not done this	30%	34%	25%	25%	21%	28%	41%	37%	23%	26%	21%	25%	21%	42%	29%	32%	47%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Have done this	70%	71%	70%	46%	68%	76%	80%	70%	70%	70%	75%	76%	73%	67%	60%	54%	50%
Have not done this	30%	29%	30%	54%	32%	24%	20%	30%	30%	30%	25%	24%	27%	33%	40%	46%	50%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Have done this	60%	67%	70%	66%	70%	63%	41%	55%	62%	65%	79%	65%	66%	44%	63%	73%	63%
Have not done this	40%	33%	30%	34%	30%	37%	59%	45%	38%	35%	21%	35%	34%	56%	37%	27%	37%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Have done this	60%	61%	59%	35%	58%	66%	69%	59%	60%	60%	62%	52%	66%	60%	37%	49%	46%
Have not done this	40%	39%	41%	65%	42%	34%	31%	41%	40%	40%	38%	48%	34%	40%	63%	51%	54%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	730	66	113	152	170	128	101	255	310	86	38	470	45	102	64	39	9
Weighted	702	59	98	124	144	121	156	260	297	70	31	409	46	143	59	35	9
Very helpful	55%	48%	51%	48%	61%	62%	56%	51%	56%	59%	70%	55%	43%	60%	61%	49%	35%
Somewhat helpful	40%	39%	46%	46%	34%	36%	40%	42%	40%	35%	28%	41%	47%	36%	31%	48%	53%
Neither helpful nor unhelpful	3%	11%	3%	3%	3%	2%	3%	6%	2%	4%	2%	2%	8%	4%	6%	3%	0%
Somewhat unhelpful	1%	0%	1%	1%	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	2%	0%	0%
Very unhelpful	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	12%
Don't know	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

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

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	730	382	348	19	355	43	204	106	590	730	256	29	172	243	9	15	6
Weighted	702	354	348	24	396	42	162	76	570	702	262	35	158	184	14	38	11
Very helpful	55%	54%	57%	34%	56%	65%	58%	49%	57%	55%	59%	45%	51%	54%	27%	67%	86%
Somewhat helpful	40%	41%	39%	66%	38%	35%	38%	45%	39%	40%	38%	50%	41%	43%	66%	26%	14%
Neither helpful nor unhelpful	3%	3%	3%	0%	4%	0%	2%	4%	3%	3%	3%	2%	7%	2%	0%	0%	0%
Somewhat unhelpful	1%	1%	0%	0%	0%	0%	1%	2%	1%	1%	0%	0%	1%	1%	8%	0%	0%
Very unhelpful	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%

Note:

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

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Multiple times a day	5%	16%	6%	3%	5%	5%	4%	6%	4%	3%	16%	5%	7%	5%	7%	15%	3%
Every day	10%	13%	18%	12%	8%	6%	7%	12%	9%	9%	8%	11%	11%	7%	6%	13%	12%
Multiple times a week	18%	30%	16%	20%	20%	13%	14%	16%	17%	28%	12%	17%	21%	14%	21%	22%	40%
Every week	9%	7%	14%	11%	11%	7%	7%	8%	11%	10%	10%	11%	2%	6%	12%	7%	0%
Multiple times a month	14%	15%	15%	13%	13%	14%	14%	14%	15%	8%	18%	13%	18%	15%	12%	16%	10%
Every month	7%	6%	9%	7%	10%	7%	4%	6%	8%	8%	3%	8%	6%	2%	13%	7%	9%
Multiple times a year	16%	7%	14%	17%	19%	18%	17%	16%	16%	20%	19%	17%	7%	19%	13%	10%	6%
Less often, or never	18%	6%	5%	16%	10%	27%	29%	18%	18%	14%	12%	14%	26%	28%	11%	10%	16%
Don't know	3%	1%	3%	3%	4%	2%	4%	3%	3%	2%	2%	3%	3%	5%	3%	0%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Multiple times a day	5%	6%	5%	0%	6%	6%	6%	4%	5%	5%	5%	7%	7%	6%	0%	4%	0%
Every day	10%	8%	12%	4%	11%	8%	10%	8%	10%	10%	8%	7%	9%	9%	7%	25%	0%
Multiple times a week	18%	19%	16%	9%	18%	20%	21%	13%	18%	18%	21%	15%	18%	17%	9%	6%	29%
Every week	9%	10%	9%	13%	9%	6%	8%	14%	9%	9%	11%	12%	7%	10%	11%	3%	12%
Multiple times a month	14%	13%	15%	12%	14%	15%	15%	12%	14%	14%	15%	6%	12%	17%	18%	7%	15%
Every month	7%	7%	7%	2%	6%	11%	7%	12%	7%	7%	6%	12%	6%	6%	9%	12%	0%
Multiple times a year	16%	16%	16%	11%	17%	10%	13%	22%	17%	16%	16%	11%	17%	15%	25%	18%	21%
Less often, or never	18%	17%	19%	43%	18%	19%	14%	11%	18%	18%	15%	30%	19%	17%	15%	25%	23%
Don't know	3%	4%	2%	6%	2%	5%	4%	3%	3%	3%	2%	0%	6%	3%	5%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1003	98	147	204	217	172	165	379	398	113	48	612	57	168	90	57	18
Weighted	1001	89	130	166	183	168	265	411	386	95	39	543	58	248	82	51	17
Multiple times a day	4%	11%	5%	5%	3%	2%	2%	5%	3%	2%	2%	3%	9%	2%	11%	5%	20%
Every day	4%	7%	5%	5%	5%	4%	2%	5%	4%	2%	0%	4%	5%	2%	14%	2%	6%
Multiple times a week	6%	9%	14%	7%	8%	4%	1%	9%	4%	4%	3%	5%	11%	2%	19%	8%	4%
Every week	4%	8%	6%	4%	4%	4%	3%	6%	4%	7%	2%	4%	7%	2%	9%	10%	0%
Multiple times a month	5%	10%	8%	6%	7%	6%	0%	5%	6%	4%	5%	7%	5%	0%	6%	9%	6%
Every month	5%	8%	12%	6%	5%	1%	1%	5%	5%	1%	8%	6%	6%	1%	4%	7%	0%
Multiple times a year	11%	12%	19%	18%	15%	11%	2%	11%	11%	15%	13%	16%	10%	1%	8%	17%	19%
Less often, or never	54%	32%	28%	43%	47%	61%	79%	47%	58%	61%	58%	51%	36%	78%	24%	40%	35%
Don't know	6%	4%	2%	7%	6%	6%	10%	7%	5%	5%	9%	4%	10%	10%	6%	2%	10%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1003	530	473	37	504	56	260	143	808	1003	335	39	234	344	15	23	13
Weighted	1001	500	501	51	579	55	203	109	817	1001	348	46	217	274	24	70	22
Multiple times a day	4%	3%	5%	0%	4%	5%	4%	2%	4%	4%	4%	6%	4%	5%	0%	0%	0%
Every day	4%	4%	5%	6%	4%	6%	5%	2%	4%	4%	6%	2%	5%	3%	0%	4%	0%
Multiple times a week	6%	6%	6%	2%	6%	18%	5%	6%	6%	6%	8%	4%	5%	5%	16%	6%	0%
Every week	4%	3%	6%	2%	4%	5%	6%	5%	4%	4%	3%	8%	6%	5%	0%	5%	0%
Multiple times a month	5%	5%	5%	0%	4%	8%	9%	6%	5%	5%	6%	2%	5%	6%	4%	8%	0%
Every month	5%	5%	4%	2%	4%	8%	4%	9%	5%	5%	5%	4%	6%	3%	7%	6%	0%
Multiple times a year	11%	12%	11%	5%	11%	18%	12%	15%	11%	11%	13%	7%	11%	14%	11%	0%	7%
Less often, or never	54%	55%	52%	75%	57%	31%	48%	50%	56%	54%	50%	61%	50%	54%	42%	71%	78%
Don't know	6%	6%	6%	8%	7%	0%	7%	5%	5%	6%	5%	6%	8%	6%	19%	0%	15%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	669	40	123	185	178	111	32	229	305	83	29	612	57	0	0	0	0
Weighted	601	36	110	151	147	108	49	222	275	64	20	543	58	0	0	0	0
Multiple times a day	6%	22%	8%	5%	2%	5%	10%	7%	7%	1%	11%	6%	6%	*	*	*	*
Every day	10%	15%	17%	5%	11%	8%	2%	8%	11%	9%	9%	9%	12%	*	*	*	*
Multiple times a week	16%	18%	16%	19%	20%	10%	11%	18%	14%	18%	27%	16%	15%	*	*	*	*
Every week	9%	16%	7%	8%	9%	12%	0%	8%	9%	12%	6%	9%	4%	*	*	*	*
Multiple times a month	12%	16%	17%	10%	12%	9%	13%	11%	13%	12%	8%	12%	11%	*	*	*	*
Every month	7%	5%	10%	7%	5%	9%	4%	7%	7%	9%	3%	7%	9%	*	*	*	*
Multiple times a year	16%	3%	14%	19%	16%	21%	15%	16%	15%	21%	22%	17%	14%	*	*	*	*
Less often, or never	20%	2%	8%	23%	23%	21%	45%	19%	22%	14%	15%	20%	27%	*	*	*	*
Don't know	3%	3%	3%	4%	3%	5%	0%	5%	2%	3%	0%	3%	1%	*	*	*	*

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	669	350	319	17	309	36	192	113	554	669	225	25	158	229	10	16	6
Weighted	601	318	284	19	328	36	138	79	502	601	216	29	134	162	14	38	9
Multiple times a day	6%	5%	8%	6%	7%	8%	5%	4%	6%	6%	4%	9%	9%	5%	0%	7%	39%
Every day	10%	9%	10%	0%	11%	2%	8%	13%	9%	10%	8%	4%	11%	8%	0%	26%	0%
Multiple times a week	16%	20%	12%	21%	16%	14%	18%	14%	17%	16%	18%	9%	11%	21%	8%	14%	0%
Every week	9%	8%	9%	0%	7%	10%	10%	12%	9%	9%	10%	0%	9%	8%	20%	4%	12%
Multiple times a month	12%	15%	9%	5%	11%	19%	13%	15%	12%	12%	12%	9%	10%	12%	21%	24%	0%
Every month	7%	8%	6%	0%	6%	14%	8%	8%	7%	7%	9%	8%	7%	6%	8%	0%	0%
Multiple times a year	16%	16%	17%	22%	16%	13%	15%	22%	17%	16%	16%	11%	16%	17%	12%	18%	30%
Less often, or never	20%	16%	25%	41%	22%	17%	20%	11%	19%	20%	20%	52%	23%	18%	32%	0%	19%
Don't know	3%	3%	4%	5%	4%	3%	2%	1%	3%	3%	3%	0%	3%	4%	0%	7%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	669	40	123	185	178	111	32	229	305	83	29	612	57	0	0	0	0
Weighted	601	36	110	151	147	108	49	222	275	64	20	543	58	0	0	0	0
Multiple times a day	6%	18%	7%	6%	4%	4%	10%	7%	7%	2%	9%	7%	5%	*	*	*	*
Every day	10%	11%	15%	10%	10%	5%	1%	11%	8%	10%	9%	10%	9%	*	*	*	*
Multiple times a week	15%	17%	18%	13%	16%	12%	11%	15%	14%	19%	18%	14%	18%	*	*	*	*
Every week	7%	9%	8%	7%	5%	7%	6%	7%	7%	7%	10%	7%	0%	*	*	*	*
Multiple times a month	13%	16%	18%	12%	11%	13%	10%	11%	13%	18%	14%	13%	11%	*	*	*	*
Every month	6%	5%	6%	4%	8%	7%	2%	3%	8%	5%	10%	6%	2%	*	*	*	*
Multiple times a year	15%	14%	14%	16%	16%	16%	7%	17%	13%	13%	14%	14%	19%	*	*	*	*
Less often, or never	24%	7%	10%	28%	24%	29%	46%	22%	25%	25%	13%	24%	30%	*	*	*	*
Don't know	5%	3%	4%	4%	5%	7%	6%	7%	4%	2%	3%	5%	7%	*	*	*	*

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	669	350	319	17	309	36	192	113	554	669	225	25	158	229	10	16	6
Weighted	601	318	284	19	328	36	138	79	502	601	216	29	134	162	14	38	9
Multiple times a day	6%	7%	6%	0%	8%	9%	5%	3%	7%	6%	5%	6%	8%	4%	0%	14%	39%
Every day	10%	9%	11%	0%	12%	5%	5%	11%	9%	10%	7%	2%	9%	9%	0%	40%	0%
Multiple times a week	15%	17%	12%	28%	14%	15%	20%	8%	15%	15%	17%	16%	13%	17%	16%	0%	0%
Every week	7%	7%	7%	4%	5%	8%	8%	12%	6%	7%	8%	8%	10%	4%	12%	0%	12%
Multiple times a month	13%	14%	12%	6%	10%	16%	15%	17%	13%	13%	15%	5%	9%	12%	28%	16%	12%
Every month	6%	6%	5%	0%	4%	6%	9%	10%	6%	6%	5%	4%	6%	8%	0%	5%	0%
Multiple times a year	15%	13%	16%	16%	13%	13%	17%	17%	15%	15%	17%	12%	15%	15%	0%	10%	17%
Less often, or never	24%	24%	25%	36%	28%	24%	16%	19%	24%	24%	23%	37%	26%	25%	44%	8%	19%
Don't know	5%	4%	7%	10%	6%	5%	5%	3%	4%	5%	4%	10%	5%	6%	0%	7%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I learn better through reading than watching a video	17%	14%	12%	16%	10%	19%	24%	18%	17%	15%	22%	14%	26%	25%	8%	16%	9%
I learn equally well through reading and watching a video	60%	48%	63%	62%	65%	62%	58%	59%	60%	59%	66%	63%	61%	54%	63%	49%	75%
I learn better through watching a video than reading	22%	36%	24%	19%	25%	17%	18%	22%	22%	25%	12%	22%	13%	20%	27%	33%	12%
Don't know	1%	2%	1%	3%	0%	2%	0%	1%	1%	1%	0%	1%	0%	0%	2%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I learn better through reading than watching a video	17%	15%	18%	11%	18%	15%	16%	14%	16%	16%	15%	11%	17%	18%	34%	18%	22%
I learn equally well through reading and watching a video	60%	58%	62%	47%	59%	70%	62%	66%	62%	60%	60%	65%	55%	63%	59%	62%	66%
I learn better through watching a video than reading	22%	26%	18%	41%	22%	15%	20%	20%	21%	22%	24%	24%	27%	18%	7%	18%	12%
Don't know	1%	1%	2%	0%	1%	0%	2%	1%	1%	1%	1%	0%	2%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	76%	74%	79%	73%	78%	78%	74%	76%	75%	77%	86%	78%	69%	74%	84%	67%	47%
Have not done this	23%	24%	19%	26%	20%	22%	26%	23%	24%	23%	14%	21%	29%	26%	16%	31%	46%
Don't know	1%	2%	2%	1%	2%	1%	0%	1%	1%	0%	0%	1%	2%	0%	0%	2%	7%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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		Education level					Android User		Google Search User		Region				
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	76%	72%	79%	71%	74%	72%	81%	78%	76%	76%	74%	69%	73%	78%	84%	84%	92%
Have not done this	23%	27%	19%	29%	24%	28%	18%	21%	23%	23%	24%	31%	25%	22%	16%	16%	8%
Don't know	1%	0%	2%	0%	1%	0%	2%	1%	1%	1%	2%	0%	2%	0%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	72%	83%	82%	76%	78%	60%	64%	75%	71%	67%	88%	74%	79%	64%	74%	78%	59%
Have not done this	27%	17%	17%	24%	21%	39%	33%	24%	28%	31%	12%	24%	21%	34%	26%	22%	41%
Don't know	1%	0%	1%	1%	0%	1%	2%	1%	0%	2%	0%	1%	0%	2%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	72%	70%	75%	69%	69%	78%	77%	76%	71%	72%	72%	73%	72%	75%	70%	68%	51%
Have not done this	27%	29%	24%	28%	30%	22%	22%	23%	28%	27%	26%	27%	26%	25%	30%	32%	49%
Don't know	1%	1%	2%	3%	1%	0%	1%	1%	1%	1%	1%	0%	2%	0%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	76%	87%	88%	80%	78%	74%	62%	75%	76%	84%	78%	83%	77%	61%	72%	90%	46%
Have not done this	23%	13%	11%	19%	22%	26%	36%	25%	23%	15%	22%	17%	23%	37%	28%	10%	54%
Don't know	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	76%	78%	74%	52%	76%	77%	79%	83%	77%	76%	78%	58%	80%	79%	46%	67%	41%
Have not done this	23%	22%	25%	48%	23%	23%	20%	17%	23%	23%	21%	42%	18%	20%	54%	33%	59%
Don't know	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	40%	49%	61%	44%	41%	32%	28%	37%	44%	43%	51%	47%	45%	27%	31%	46%	26%
Have not done this	58%	49%	37%	54%	58%	67%	72%	63%	54%	56%	46%	52%	54%	72%	69%	52%	74%
Don't know	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	3%	2%	1%	1%	0%	2%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	40%	43%	38%	21%	40%	38%	42%	51%	38%	41%	40%	25%	34%	52%	29%	35%	0%
Have not done this	58%	56%	61%	79%	59%	62%	56%	48%	60%	58%	58%	75%	64%	47%	71%	65%	100%
Don't know	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%	2%	0%	2%	1%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	21%	31%	29%	29%	21%	15%	10%	20%	23%	16%	26%	25%	25%	10%	15%	33%	9%
Have not done this	75%	64%	65%	66%	77%	83%	85%	76%	74%	80%	67%	71%	70%	86%	81%	62%	84%
Don't know	4%	5%	6%	4%	2%	2%	5%	4%	3%	4%	7%	3%	6%	4%	4%	5%	7%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	21%	24%	18%	2%	21%	26%	20%	28%	21%	21%	22%	15%	23%	17%	13%	39%	8%
Have not done this	75%	74%	77%	94%	75%	72%	77%	70%	76%	75%	74%	85%	74%	77%	87%	61%	92%
Don't know	4%	2%	5%	5%	5%	2%	3%	2%	3%	4%	4%	0%	4%	5%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	43%	50%	49%	39%	42%	43%	42%	43%	45%	35%	47%	44%	40%	40%	44%	56%	37%
Have not done this	55%	47%	49%	59%	58%	56%	53%	53%	54%	64%	53%	55%	60%	55%	53%	43%	50%
Don't know	2%	3%	2%	2%	1%	1%	4%	4%	1%	1%	0%	1%	0%	4%	3%	1%	12%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	43%	40%	46%	23%	45%	47%	39%	51%	44%	43%	44%	30%	34%	54%	37%	39%	13%
Have not done this	55%	59%	50%	59%	54%	49%	60%	48%	54%	54%	54%	67%	64%	45%	63%	47%	87%
Don't know	2%	1%	4%	18%	2%	4%	1%	1%	2%	2%	2%	3%	2%	1%	0%	14%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Have done this	63%	61%	78%	58%	64%	65%	58%	61%	64%	74%	66%	66%	56%	62%	60%	58%	64%
Have not done this	35%	39%	21%	41%	34%	34%	41%	38%	35%	26%	30%	32%	43%	37%	40%	42%	36%
Don't know	1%	0%	1%	1%	2%	1%	1%	1%	1%	0%	4%	1%	1%	1%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Have done this	63%	67%	59%	62%	62%	65%	64%	69%	64%	64%	68%	51%	68%	58%	51%	67%	15%
Have not done this	35%	32%	39%	38%	36%	34%	35%	31%	35%	35%	31%	49%	29%	40%	49%	33%	85%
Don't know	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1%	0%	0%	0%

Note:

BASE: Google Maps user

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Regularly use this	84%	87%	84%	83%	86%	82%	85%	83%	81%	93%	100%	84%	84%	*	*	*	*
Do not regularly use this	16%	13%	15%	17%	14%	18%	15%	17%	18%	7%	0%	16%	16%	*	*	*	*
Don't know	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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

	Gender		Education level						Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Regularly use this	84%	83%	85%	58%	81%	83%	89%	94%	84%	84%	85%	76%	83%	85%	89%	81%	81%
Do not regularly use this	16%	16%	15%	42%	19%	17%	11%	6%	16%	15%	14%	24%	17%	15%	11%	19%	19%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Regularly use this	33%	51%	36%	30%	33%	33%	20%	31%	34%	39%	41%	33%	33%	*	*	*	*
Do not regularly use this	63%	44%	62%	65%	65%	65%	70%	65%	63%	59%	53%	64%	59%	*	*	*	*
Don't know	4%	5%	2%	4%	2%	3%	10%	4%	3%	2%	7%	3%	8%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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)

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Regularly use this	33%	32%	34%	12%	26%	40%	39%	52%	34%	33%	33%	31%	27%	34%	36%	54%	20%
Do not regularly use this	63%	65%	62%	82%	70%	55%	58%	45%	63%	63%	63%	55%	71%	62%	64%	46%	80%
Don't know	4%	3%	4%	6%	4%	5%	3%	3%	3%	4%	4%	14%	2%	4%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Regularly use this	70%	76%	66%	67%	76%	71%	59%	71%	67%	77%	85%	68%	79%	*	*	*	*
Do not regularly use this	29%	21%	31%	32%	24%	28%	41%	29%	31%	22%	15%	30%	21%	*	*	*	*
Don't know	1%	3%	2%	2%	0%	1%	0%	0%	2%	1%	0%	1%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level						Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Regularly use this	70%	71%	67%	42%	70%	59%	71%	79%	69%	70%	72%	55%	71%	65%	57%	84%	61%
Do not regularly use this	29%	27%	32%	58%	29%	38%	28%	20%	30%	29%	26%	45%	29%	34%	31%	16%	39%
Don't know	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	2%	0%	0%	1%	12%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Regularly use this	50%	37%	58%	43%	50%	59%	39%	52%	48%	48%	61%	50%	48%	*	*	*	*
Do not regularly use this	49%	58%	40%	56%	50%	40%	59%	48%	51%	52%	35%	49%	49%	*	*	*	*
Don't know	1%	5%	2%	1%	0%	1%	2%	0%	1%	0%	4%	1%	3%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Regularly use this	50%	55%	44%	25%	52%	49%	49%	49%	50%	50%	51%	33%	49%	48%	44%	72%	19%
Do not regularly use this	49%	44%	55%	75%	47%	49%	49%	51%	49%	49%	47%	67%	50%	51%	56%	28%	81%
Don't know	1%	1%	1%	0%	1%	3%	1%	0%	1%	1%	2%	0%	1%	1%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Regularly use this	50%	44%	51%	53%	51%	52%	37%	47%	51%	58%	71%	51%	44%	*	*	*	*
Do not regularly use this	47%	52%	46%	43%	49%	47%	56%	49%	48%	41%	29%	47%	53%	*	*	*	*
Don't know	2%	4%	3%	4%	0%	1%	6%	4%	2%	1%	0%	2%	3%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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

	Gender		Education level						Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Regularly use this	50%	50%	50%	11%	45%	63%	58%	63%	49%	51%	48%	39%	45%	55%	49%	77%	12%
Do not regularly use this	47%	49%	46%	72%	53%	37%	40%	36%	48%	47%	48%	55%	54%	44%	51%	23%	70%
Don't know	2%	1%	4%	17%	2%	0%	3%	1%	2%	2%	4%	6%	1%	1%	0%	0%	17%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Would have no impact on my ability to do my job	18%	15%	12%	18%	17%	20%	32%	23%	16%	10%	11%	18%	21%	*	*	*	*
Would have a minor impact on my ability to do my job	37%	38%	43%	36%	32%	40%	32%	36%	37%	39%	30%	37%	38%	*	*	*	*
Would have a major impact on my ability to do my job	39%	30%	42%	39%	46%	36%	31%	35%	42%	43%	48%	40%	35%	*	*	*	*
Would be impossible to do my job without a search engine	5%	14%	2%	5%	5%	4%	5%	5%	5%	7%	11%	5%	6%	*	*	*	*
Don't know	1%	3%	1%	2%	0%	1%	0%	2%	0%	1%	0%	1%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Would have no impact on my ability to do my job	18%	17%	19%	68%	22%	16%	11%	3%	16%	18%	16%	43%	23%	16%	23%	0%	20%
Would have a minor impact on my ability to do my job	37%	36%	37%	27%	40%	32%	35%	31%	39%	37%	37%	39%	38%	32%	40%	45%	68%
Would have a major impact on my ability to do my job	39%	41%	38%	4%	32%	48%	48%	57%	39%	40%	40%	14%	34%	46%	37%	55%	12%
Would be impossible to do my job without a search engine	5%	5%	5%	0%	4%	4%	5%	10%	5%	5%	6%	5%	5%	6%	0%	0%	0%
Don't know	1%	1%	1%	0%	1%	0%	2%	0%	1%	1%	2%	0%	0%	1%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Would have no impact on my ability to do my job	39%	35%	34%	41%	39%	40%	42%	39%	39%	34%	14%	39%	39%	*	*	*	*
Would have a minor impact on my ability to do my job	38%	40%	40%	35%	39%	37%	39%	38%	38%	41%	42%	37%	44%	*	*	*	*
Would have a major impact on my ability to do my job	18%	12%	22%	17%	17%	18%	16%	16%	18%	21%	25%	18%	14%	*	*	*	*
Would be impossible to do my job without Google Workspace	3%	8%	2%	2%	4%	2%	2%	3%	3%	0%	16%	3%	1%	*	*	*	*
Don't know	3%	5%	3%	5%	1%	3%	2%	3%	2%	4%	4%	3%	2%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Would have no impact on my ability to do my job	39%	40%	37%	69%	44%	41%	30%	24%	37%	39%	37%	45%	41%	40%	35%	22%	51%
Would have a minor impact on my ability to do my job	38%	36%	40%	31%	36%	42%	41%	42%	39%	38%	39%	35%	38%	36%	37%	42%	20%
Would have a major impact on my ability to do my job	18%	19%	17%	0%	14%	14%	22%	27%	18%	18%	15%	17%	16%	18%	28%	35%	0%
Would be impossible to do my job without Google Workspace	3%	3%	3%	0%	2%	3%	4%	5%	3%	3%	5%	2%	2%	2%	0%	0%	0%
Don't know	3%	3%	3%	0%	3%	0%	3%	2%	3%	3%	3%	0%	2%	3%	0%	0%	30%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very important	34%	25%	30%	27%	32%	35%	44%	37%	29%	32%	44%	31%	27%	45%	27%	22%	50%
Somewhat important	48%	43%	39%	47%	51%	50%	52%	45%	52%	50%	51%	48%	48%	48%	53%	52%	39%
Neither important or unimportant	13%	23%	25%	16%	12%	12%	4%	15%	13%	10%	2%	15%	21%	6%	16%	14%	5%
Somewhat unimportant	3%	8%	3%	6%	3%	1%	0%	1%	4%	6%	4%	4%	2%	1%	0%	11%	0%
Not at all important	1%	1%	1%	3%	2%	1%	0%	1%	1%	2%	0%	1%	0%	0%	3%	2%	0%
Don't know	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	6%
Total Important:	82%	68%	69%	74%	83%	85%	96%	82%	81%	82%	95%	79%	75%	93%	80%	74%	89%
Net:	-82%	-68%	-68%	-72%	-83%	-84%	-96%	-82%	-80%	-82%	-95%	-78%	-74%	-93%	-78%	-74%	-83%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very important	34%	31%	37%	28%	37%	23%	29%	37%	33%	34%	31%	29%	35%	36%	32%	41%	47%
Somewhat important	48%	47%	49%	60%	44%	54%	55%	49%	48%	48%	48%	54%	46%	47%	61%	53%	38%
Neither important or unimportant	13%	16%	11%	12%	14%	16%	12%	10%	14%	13%	15%	12%	16%	12%	7%	0%	15%
Somewhat unimportant	3%	5%	2%	0%	3%	3%	3%	3%	3%	3%	4%	2%	2%	4%	0%	4%	0%
Not at all important	1%	2%	0%	0%	1%	3%	0%	2%	1%	1%	2%	1%	0%	1%	0%	0%	0%
Don't know	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	0%	2%	0%
Total Important:	82%	77%	87%	88%	81%	77%	84%	85%	82%	82%	79%	82%	81%	82%	93%	94%	85%
Net:	-82%	-77%	-86%	-88%	-80%	-77%	-83%	-85%	-81%	-82%	-79%	-80%	-81%	-82%	-93%	-91%	-85%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Don't know	9%	5%	10%	11%	6%	9%	11%	9%	9%	9%	8%	8%	6%	12%	11%	6%	21%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	44%	50%	47%	49%	46%	37%	41%	44%	47%	42%	58%	47%	49%	37%	35%	50%	58%
Find accurate information on climate change using Google Search	36%	44%	26%	36%	39%	36%	36%	36%	35%	34%	61%	35%	53%	34%	36%	39%	28%
Find suggestions for more energy-efficient appliances in Google Shopping	27%	24%	26%	22%	30%	30%	30%	27%	27%	28%	42%	28%	36%	30%	21%	20%	10%
Eco-certified hotels through Google Travel	22%	16%	21%	22%	23%	22%	23%	21%	22%	29%	29%	23%	19%	22%	21%	14%	27%
Find flights with lower carbon emissions through Google Flights	15%	28%	24%	14%	14%	13%	10%	16%	14%	20%	26%	17%	22%	10%	8%	29%	4%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	15%	19%	16%	17%	14%	14%	13%	15%	14%	19%	30%	16%	20%	13%	12%	17%	0%
None of the above	20%	18%	12%	18%	21%	21%	25%	20%	21%	20%	8%	18%	9%	28%	24%	19%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Don't know	9%	9%	10%	12%	10%	10%	7%	6%	9%	9%	9%	13%	10%	9%	19%	0%	20%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	44%	45%	43%	31%	45%	47%	43%	46%	44%	45%	46%	34%	48%	43%	33%	44%	19%
Find accurate information on climate change using Google Search	36%	35%	37%	25%	37%	29%	40%	31%	35%	36%	34%	49%	41%	36%	14%	34%	34%
Find suggestions for more energy-efficient appliances in Google Shopping	27%	28%	27%	15%	30%	25%	28%	23%	28%	28%	29%	20%	29%	26%	21%	32%	22%
Eco-certified hotels through Google Travel	22%	20%	24%	11%	22%	15%	26%	23%	22%	22%	23%	19%	23%	21%	24%	22%	5%
Find flights with lower carbon emissions through Google Flights	15%	15%	16%	11%	14%	24%	15%	22%	15%	15%	20%	13%	15%	13%	0%	14%	12%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	15%	16%	14%	9%	16%	12%	15%	15%	15%	15%	14%	18%	19%	14%	5%	14%	5%
None of the above	20%	20%	20%	23%	18%	20%	23%	26%	22%	20%	18%	20%	16%	22%	25%	27%	46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very likely	33%	35%	33%	22%	33%	35%	38%	37%	29%	30%	51%	30%	18%	40%	36%	37%	42%
Somewhat likely	49%	45%	49%	54%	49%	45%	49%	46%	52%	52%	42%	51%	64%	43%	44%	51%	47%
Neither likely or unlikely	12%	15%	13%	16%	12%	13%	9%	12%	14%	11%	5%	13%	15%	11%	15%	9%	6%
Somewhat unlikely	2%	3%	2%	2%	3%	4%	0%	1%	3%	4%	1%	3%	3%	1%	2%	2%	0%
Very unlikely	1%	0%	1%	3%	0%	1%	0%	1%	0%	2%	2%	1%	0%	1%	2%	0%	0%
Don't know	2%	1%	1%	2%	2%	3%	3%	3%	2%	2%	0%	2%	0%	4%	1%	2%	5%
Total Likely:	82%	81%	82%	77%	82%	80%	87%	83%	81%	82%	92%	81%	82%	83%	80%	88%	89%
Total Unlikely:	3%	3%	3%	5%	4%	5%	1%	2%	4%	5%	3%	4%	3%	2%	4%	2%	0%
Net:	79%	78%	79%	72%	78%	75%	87%	80%	77%	76%	89%	77%	79%	82%	76%	86%	89%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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?

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very likely	33%	31%	36%	32%	34%	32%	34%	32%	33%	33%	32%	25%	35%	34%	21%	36%	41%
Somewhat likely	49%	48%	50%	42%	49%	45%	51%	50%	48%	49%	47%	55%	49%	49%	50%	61%	29%
Neither likely or unlikely	12%	14%	11%	15%	13%	14%	9%	14%	13%	12%	16%	13%	9%	11%	29%	2%	12%
Somewhat unlikely	2%	3%	2%	0%	2%	5%	3%	2%	2%	2%	2%	2%	3%	3%	0%	0%	0%
Very unlikely	1%	1%	1%	0%	1%	0%	1%	2%	1%	1%	1%	3%	1%	1%	0%	0%	0%
Don't know	2%	3%	1%	11%	2%	4%	2%	1%	2%	2%	2%	2%	3%	2%	0%	0%	17%
Total Likely:	82%	79%	85%	74%	82%	77%	85%	82%	81%	82%	79%	80%	84%	83%	71%	98%	70%
Total Unlikely:	3%	4%	3%	0%	3%	5%	4%	4%	3%	3%	3%	5%	3%	4%	0%	0%	0%
Net:	79%	75%	83%	74%	79%	73%	81%	78%	78%	79%	76%	75%	81%	78%	71%	98%	70%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I know a lot about AI	4%	11%	7%	5%	2%	0%	4%	4%	3%	6%	13%	4%	6%	4%	1%	11%	0%
I know a moderate amount about AI	41%	59%	50%	43%	49%	40%	25%	39%	44%	47%	33%	47%	41%	26%	42%	68%	19%
I know a little about AI	42%	24%	34%	41%	39%	46%	50%	40%	43%	41%	40%	40%	36%	50%	46%	21%	37%
I know nothing at all about AI	12%	5%	9%	8%	8%	12%	19%	15%	9%	5%	12%	8%	15%	19%	10%	0%	44%
Don t Know	1%	0%	0%	3%	2%	1%	1%	1%	1%	0%	2%	1%	2%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I know a lot about AI	4%	5%	3%	0%	5%	5%	2%	7%	4%	4%	5%	3%	4%	3%	7%	4%	8%
I know a moderate amount about AI	41%	48%	35%	20%	39%	46%	46%	54%	43%	42%	44%	27%	42%	45%	34%	31%	29%
I know a little about AI	42%	37%	46%	34%	45%	46%	37%	36%	42%	42%	42%	52%	41%	41%	46%	36%	28%
I know nothing at all about AI	12%	8%	15%	44%	11%	3%	13%	3%	10%	11%	8%	17%	12%	9%	8%	28%	35%
Don't Know	1%	2%	1%	2%	1%	0%	2%	0%	1%	1%	1%	2%	1%	2%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Artificial Intelligence (AI) is developing faster than I expected	56%	60%	42%	51%	62%	62%	57%	49%	59%	64%	64%	55%	62%	58%	50%	59%	56%
Artificial Intelligence (AI) is developing about as quickly as I expected	27%	35%	43%	32%	27%	21%	16%	29%	27%	29%	18%	32%	23%	14%	30%	37%	20%
Artificial Intelligence (AI) is developing more slowly than I expected	4%	4%	5%	6%	3%	4%	2%	5%	3%	3%	2%	4%	4%	3%	5%	4%	0%
Don't Know	13%	1%	10%	11%	8%	13%	25%	17%	11%	4%	16%	9%	11%	25%	16%	0%	25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Artificial Intelligence (AI) is developing faster than I expected	56%	56%	56%	30%	54%	64%	63%	60%	55%	56%	59%	57%	56%	60%	39%	38%	35%
Artificial Intelligence (AI) is developing about as quickly as I expected	27%	27%	27%	24%	27%	28%	26%	28%	28%	27%	26%	18%	26%	27%	53%	30%	15%
Artificial Intelligence (AI) is developing more slowly than I expected	4%	5%	3%	2%	4%	0%	3%	8%	4%	4%	5%	8%	3%	2%	0%	4%	14%
Don't Know	13%	12%	14%	44%	15%	8%	8%	4%	13%	13%	10%	17%	15%	11%	8%	28%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	30%	39%	30%	30%	29%	31%	27%	31%	28%	27%	54%	31%	16%	26%	35%	47%	27%
Somewhat interested	34%	30%	40%	37%	35%	31%	31%	36%	34%	39%	23%	37%	29%	31%	29%	28%	22%
Neither interested or uninterested	18%	22%	17%	15%	19%	19%	15%	16%	18%	15%	12%	16%	24%	17%	24%	21%	12%
Somewhat uninterested	7%	3%	7%	7%	9%	7%	8%	5%	9%	7%	4%	7%	12%	7%	5%	3%	6%
Very uninterested	8%	4%	4%	8%	6%	9%	11%	7%	8%	8%	8%	6%	16%	9%	6%	0%	24%
Don't know	4%	2%	3%	3%	3%	3%	9%	5%	4%	4%	0%	3%	2%	9%	1%	1%	10%
Total Interested:	64%	69%	70%	67%	64%	62%	58%	67%	62%	66%	77%	68%	45%	58%	64%	75%	48%
Total Uninterested:	15%	7%	10%	15%	15%	16%	18%	13%	16%	15%	12%	13%	28%	16%	11%	3%	30%
Net:	49%	62%	59%	53%	49%	46%	39%	54%	46%	51%	65%	54%	17%	41%	53%	72%	18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	30%	28%	31%	18%	30%	40%	32%	24%	28%	30%	31%	12%	32%	31%	22%	25%	29%
Somewhat interested	34%	38%	30%	30%	34%	34%	32%	37%	35%	34%	34%	45%	34%	34%	27%	36%	12%
Neither interested or uninterested	18%	16%	19%	14%	19%	7%	19%	14%	17%	18%	18%	14%	17%	15%	33%	17%	29%
Somewhat uninterested	7%	8%	6%	7%	6%	7%	5%	13%	7%	7%	7%	3%	7%	8%	5%	12%	7%
Very uninterested	8%	7%	8%	10%	7%	7%	9%	8%	7%	8%	6%	19%	7%	9%	8%	0%	9%
Don't know	4%	3%	6%	21%	3%	5%	4%	3%	5%	4%	4%	8%	4%	3%	5%	11%	13%
Total Interested:	64%	66%	61%	48%	64%	74%	63%	61%	64%	63%	65%	56%	65%	65%	50%	60%	42%
Total Uninterested:	15%	15%	14%	18%	13%	14%	14%	22%	14%	15%	13%	21%	14%	16%	13%	12%	16%
Net:	49%	51%	47%	30%	51%	60%	49%	40%	50%	49%	52%	35%	51%	49%	37%	48%	25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	24%	39%	26%	25%	19%	26%	21%	27%	22%	20%	45%	26%	19%	18%	28%	39%	9%
Somewhat interested	39%	39%	43%	39%	42%	34%	37%	39%	37%	45%	39%	39%	33%	42%	32%	45%	24%
Neither interested or uninterested	20%	15%	19%	18%	25%	20%	18%	17%	23%	15%	2%	20%	20%	17%	24%	13%	34%
Somewhat uninterested	8%	3%	7%	6%	8%	10%	10%	8%	8%	10%	5%	7%	15%	8%	9%	3%	11%
Very uninterested	6%	2%	3%	8%	5%	7%	8%	6%	6%	7%	3%	5%	11%	8%	6%	0%	11%
Don't know	3%	1%	3%	4%	2%	2%	6%	3%	4%	3%	5%	3%	2%	6%	1%	0%	10%
Total Interested:	63%	79%	68%	64%	61%	60%	58%	66%	59%	66%	85%	65%	53%	61%	61%	84%	34%
Total Uninterested:	14%	6%	10%	14%	13%	17%	17%	14%	14%	17%	8%	13%	26%	16%	15%	3%	22%
Net:	49%	73%	59%	49%	48%	43%	41%	52%	45%	49%	77%	52%	27%	45%	46%	80%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	24%	24%	25%	21%	23%	32%	27%	23%	23%	24%	27%	19%	26%	26%	9%	10%	29%
Somewhat interested	39%	41%	37%	39%	39%	37%	36%	42%	39%	39%	37%	39%	38%	38%	55%	50%	26%
Neither interested or uninterested	20%	19%	20%	21%	21%	14%	17%	20%	19%	20%	18%	15%	20%	21%	19%	28%	15%
Somewhat uninterested	8%	7%	8%	11%	8%	5%	8%	8%	8%	8%	8%	11%	9%	8%	5%	5%	7%
Very uninterested	6%	7%	6%	8%	7%	6%	6%	4%	6%	6%	8%	8%	4%	6%	8%	0%	9%
Don't know	3%	2%	5%	0%	3%	5%	6%	3%	4%	3%	3%	8%	3%	2%	5%	7%	13%
Total Interested:	63%	64%	62%	60%	62%	70%	63%	65%	63%	63%	64%	58%	64%	64%	64%	60%	55%
Total Uninterested:	14%	14%	14%	19%	14%	11%	13%	12%	14%	14%	15%	19%	13%	14%	13%	5%	16%
Net:	49%	50%	48%	41%	48%	58%	50%	53%	48%	49%	49%	38%	51%	49%	51%	55%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	38%	42%	37%	42%	38%	37%	34%	39%	36%	38%	55%	39%	31%	35%	41%	37%	24%
Somewhat interested	37%	35%	38%	33%	40%	35%	39%	34%	38%	44%	33%	38%	27%	39%	27%	42%	19%
Neither interested or uninterested	13%	15%	15%	14%	14%	11%	12%	13%	14%	8%	4%	12%	24%	10%	21%	14%	25%
Somewhat uninterested	4%	5%	4%	3%	4%	8%	3%	5%	4%	4%	0%	4%	9%	3%	4%	6%	5%
Very uninterested	5%	1%	2%	6%	4%	6%	5%	4%	5%	3%	8%	4%	6%	5%	6%	0%	11%
Don't know	4%	1%	4%	3%	1%	3%	7%	5%	3%	3%	0%	2%	4%	8%	0%	2%	16%
Total Interested:	75%	78%	76%	75%	77%	71%	73%	73%	74%	82%	88%	78%	58%	75%	69%	79%	43%
Total Uninterested:	9%	6%	5%	9%	8%	14%	8%	9%	9%	8%	8%	8%	15%	8%	10%	6%	17%
Net:	66%	71%	70%	66%	69%	57%	65%	64%	65%	74%	80%	70%	43%	67%	59%	73%	26%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	38%	38%	37%	37%	37%	41%	37%	39%	37%	37%	35%	30%	38%	39%	29%	43%	59%
Somewhat interested	37%	37%	37%	30%	37%	38%	35%	45%	38%	37%	39%	38%	38%	36%	56%	27%	11%
Neither interested or uninterested	13%	13%	14%	12%	14%	6%	15%	9%	13%	13%	13%	16%	14%	13%	7%	19%	0%
Somewhat uninterested	4%	5%	4%	6%	4%	3%	4%	4%	4%	4%	4%	3%	4%	5%	0%	4%	7%
Very uninterested	5%	5%	4%	8%	5%	6%	4%	1%	5%	4%	6%	9%	3%	4%	8%	0%	9%
Don't know	4%	3%	4%	6%	3%	5%	4%	2%	4%	4%	3%	4%	2%	3%	0%	7%	13%
Total Interested:	75%	75%	74%	68%	74%	79%	72%	84%	75%	75%	74%	68%	77%	75%	85%	70%	70%
Total Uninterested:	9%	9%	8%	14%	9%	10%	9%	5%	9%	9%	10%	12%	7%	9%	8%	4%	16%
Net:	66%	66%	66%	53%	65%	69%	64%	79%	66%	66%	64%	55%	70%	66%	77%	66%	54%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	40%	53%	43%	42%	41%	35%	36%	41%	40%	40%	54%	42%	31%	36%	45%	50%	31%
Somewhat interested	37%	29%	39%	34%	37%	40%	39%	38%	37%	40%	28%	37%	36%	41%	31%	37%	9%
Neither interested or uninterested	11%	8%	11%	14%	13%	10%	11%	12%	10%	10%	16%	11%	15%	10%	12%	8%	21%
Somewhat uninterested	4%	4%	2%	2%	3%	4%	5%	3%	4%	3%	0%	3%	5%	4%	5%	4%	13%
Very uninterested	5%	5%	2%	5%	4%	7%	4%	5%	5%	4%	1%	5%	9%	4%	5%	0%	17%
Don't know	3%	1%	3%	3%	1%	4%	4%	2%	4%	3%	0%	2%	4%	5%	1%	0%	10%
Total Interested:	77%	82%	82%	76%	78%	75%	75%	78%	77%	80%	82%	79%	68%	76%	77%	87%	40%
Total Uninterested:	8%	8%	4%	8%	7%	11%	10%	8%	9%	7%	1%	7%	14%	8%	10%	4%	30%
Net:	69%	74%	78%	68%	71%	65%	66%	71%	68%	73%	81%	72%	53%	68%	67%	83%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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)

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	40%	42%	38%	30%	40%	41%	42%	47%	38%	40%	41%	27%	43%	45%	23%	21%	45%
Somewhat interested	37%	36%	38%	48%	36%	38%	37%	39%	40%	37%	35%	49%	35%	35%	58%	56%	19%
Neither interested or uninterested	11%	10%	13%	2%	13%	8%	13%	8%	11%	11%	10%	13%	13%	9%	7%	22%	7%
Somewhat uninterested	4%	4%	4%	5%	5%	2%	2%	2%	4%	4%	4%	0%	2%	6%	0%	0%	7%
Very uninterested	5%	6%	4%	8%	5%	6%	4%	2%	4%	5%	7%	8%	3%	3%	8%	0%	9%
Don't know	3%	3%	3%	8%	3%	5%	2%	3%	3%	3%	3%	3%	3%	2%	5%	0%	13%
Total Interested:	77%	78%	76%	77%	75%	80%	79%	85%	79%	77%	76%	76%	78%	79%	80%	78%	64%
Total Uninterested:	8%	9%	7%	13%	10%	8%	6%	4%	8%	8%	11%	8%	5%	9%	8%	0%	16%
Net:	69%	69%	69%	64%	66%	72%	73%	81%	71%	69%	66%	68%	73%	70%	72%	78%	47%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	24%	38%	26%	29%	21%	19%	19%	26%	20%	20%	38%	25%	23%	17%	22%	44%	18%
Somewhat interested	43%	39%	39%	35%	45%	42%	49%	44%	42%	49%	40%	43%	29%	51%	35%	39%	22%
Neither interested or uninterested	20%	16%	24%	20%	22%	20%	19%	17%	23%	18%	12%	20%	31%	17%	32%	10%	28%
Somewhat uninterested	5%	3%	3%	4%	6%	8%	3%	4%	5%	6%	2%	5%	5%	4%	5%	4%	6%
Very uninterested	6%	2%	3%	9%	5%	8%	6%	6%	7%	5%	3%	6%	8%	6%	7%	2%	17%
Don't know	3%	1%	4%	3%	1%	2%	4%	3%	2%	3%	5%	2%	4%	5%	0%	2%	10%
Total Interested:	66%	77%	65%	64%	66%	62%	68%	70%	62%	69%	78%	68%	52%	68%	57%	83%	40%
Total Uninterested:	11%	6%	7%	13%	11%	16%	10%	10%	12%	11%	5%	10%	13%	11%	12%	6%	22%
Net:	56%	72%	58%	51%	55%	45%	58%	60%	50%	58%	73%	57%	39%	58%	45%	77%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	24%	25%	23%	24%	23%	22%	23%	27%	23%	24%	25%	21%	28%	26%	9%	6%	22%
Somewhat interested	43%	40%	46%	45%	43%	40%	45%	37%	44%	43%	38%	44%	43%	40%	78%	66%	34%
Neither interested or uninterested	20%	22%	19%	7%	20%	22%	19%	26%	20%	20%	22%	18%	16%	21%	5%	28%	14%
Somewhat uninterested	5%	4%	5%	8%	4%	5%	5%	4%	5%	5%	3%	5%	5%	7%	0%	0%	7%
Very uninterested	6%	7%	5%	16%	6%	6%	5%	4%	6%	6%	9%	11%	4%	5%	8%	0%	9%
Don't know	3%	2%	3%	0%	3%	5%	3%	2%	3%	3%	3%	1%	3%	2%	0%	0%	13%
Total Interested:	66%	64%	68%	68%	67%	61%	68%	64%	66%	66%	63%	65%	71%	65%	87%	72%	56%
Total Uninterested:	11%	11%	10%	24%	10%	11%	9%	8%	10%	11%	12%	15%	9%	12%	8%	0%	16%
Net:	56%	53%	58%	44%	56%	50%	58%	56%	56%	56%	51%	50%	62%	53%	79%	72%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	23%	34%	25%	22%	19%	29%	17%	24%	20%	21%	46%	24%	27%	18%	19%	31%	9%
Somewhat interested	37%	28%	41%	44%	41%	28%	37%	39%	35%	46%	27%	39%	17%	40%	32%	33%	32%
Neither interested or uninterested	22%	19%	22%	16%	24%	24%	22%	19%	26%	16%	9%	20%	36%	19%	28%	23%	19%
Somewhat uninterested	8%	9%	7%	5%	8%	8%	10%	9%	8%	9%	2%	7%	8%	10%	9%	10%	13%
Very uninterested	7%	10%	3%	9%	5%	8%	8%	6%	8%	5%	8%	6%	10%	8%	8%	4%	17%
Don't know	4%	1%	3%	4%	3%	4%	6%	3%	4%	3%	7%	4%	2%	5%	3%	0%	10%
Total Interested:	60%	61%	65%	66%	61%	56%	54%	63%	55%	67%	74%	63%	44%	58%	51%	63%	41%
Total Uninterested:	15%	19%	10%	14%	13%	16%	18%	15%	15%	14%	9%	13%	18%	18%	18%	13%	30%
Net:	45%	42%	55%	52%	48%	41%	36%	47%	40%	53%	64%	51%	26%	41%	33%	50%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	23%	25%	20%	14%	23%	24%	22%	23%	21%	23%	24%	15%	24%	26%	0%	10%	22%
Somewhat interested	37%	36%	38%	34%	35%	38%	44%	37%	39%	37%	38%	27%	39%	38%	35%	38%	5%
Neither interested or uninterested	22%	20%	23%	14%	23%	16%	17%	26%	21%	22%	20%	35%	18%	19%	52%	30%	29%
Somewhat uninterested	8%	8%	9%	21%	8%	7%	7%	7%	8%	8%	6%	6%	9%	7%	0%	21%	14%
Very uninterested	7%	8%	6%	16%	7%	8%	5%	3%	6%	7%	9%	9%	5%	6%	8%	0%	16%
Don't know	4%	2%	5%	2%	4%	7%	4%	4%	4%	4%	4%	8%	5%	3%	5%	0%	13%
Total Interested:	60%	61%	58%	48%	58%	61%	66%	60%	60%	59%	61%	42%	63%	65%	35%	48%	27%
Total Uninterested:	15%	16%	14%	37%	15%	15%	12%	10%	14%	15%	15%	15%	14%	14%	8%	21%	31%
Net:	45%	45%	44%	11%	43%	46%	54%	50%	46%	44%	47%	27%	49%	51%	27%	27%	-4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very interested	28%	50%	32%	30%	29%	24%	18%	27%	27%	29%	59%	32%	24%	16%	25%	46%	18%
Somewhat interested	30%	24%	43%	36%	36%	27%	21%	32%	29%	34%	21%	35%	26%	22%	26%	35%	11%
Neither interested or uninterested	23%	20%	16%	19%	23%	24%	29%	20%	26%	18%	9%	18%	30%	29%	29%	13%	45%
Somewhat uninterested	8%	5%	5%	4%	5%	12%	13%	7%	8%	10%	2%	7%	12%	11%	8%	6%	6%
Very uninterested	7%	1%	2%	7%	5%	11%	9%	7%	7%	6%	6%	5%	6%	10%	12%	0%	11%
Don't know	4%	0%	2%	3%	2%	3%	10%	7%	3%	3%	3%	2%	2%	12%	0%	0%	10%
Total Interested:	58%	74%	75%	66%	65%	51%	39%	60%	56%	63%	80%	68%	51%	38%	51%	81%	29%
Total Uninterested:	15%	6%	7%	12%	10%	22%	23%	13%	15%	17%	8%	12%	18%	21%	20%	6%	17%
Net:	43%	67%	68%	54%	55%	29%	16%	46%	41%	46%	72%	55%	33%	17%	31%	76%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very interested	28%	31%	24%	12%	26%	32%	32%	35%	27%	28%	30%	16%	32%	29%	9%	11%	45%
Somewhat interested	30%	32%	28%	33%	28%	33%	33%	33%	31%	30%	28%	26%	33%	31%	38%	32%	14%
Neither interested or uninterested	23%	21%	25%	14%	27%	22%	17%	18%	23%	23%	25%	36%	18%	22%	40%	20%	11%
Somewhat uninterested	8%	6%	10%	13%	8%	5%	8%	7%	8%	8%	6%	11%	9%	10%	0%	12%	7%
Very uninterested	7%	6%	8%	14%	8%	6%	5%	3%	6%	7%	8%	9%	6%	5%	8%	7%	9%
Don't know	4%	3%	5%	15%	3%	2%	5%	4%	5%	4%	3%	1%	3%	3%	5%	18%	13%
Total Interested:	58%	63%	53%	45%	54%	65%	65%	68%	58%	58%	58%	42%	65%	60%	48%	43%	59%
Total Uninterested:	15%	13%	17%	27%	16%	11%	13%	10%	14%	15%	14%	20%	15%	15%	8%	19%	16%
Net:	43%	50%	35%	18%	38%	54%	51%	57%	44%	43%	44%	21%	50%	44%	40%	24%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	33%	39%	33%	33%	29%	35%	34%	37%	27%	35%	56%	35%	23%	34%	32%	28%	31%
Somewhat support	38%	37%	36%	34%	44%	35%	40%	38%	40%	39%	33%	37%	35%	43%	33%	47%	20%
Neither support nor oppose	16%	11%	21%	19%	15%	18%	14%	14%	19%	13%	8%	18%	25%	12%	18%	8%	15%
Somewhat oppose	4%	7%	4%	3%	4%	5%	3%	3%	6%	5%	0%	4%	8%	2%	5%	12%	6%
Strongly oppose	4%	3%	3%	6%	5%	4%	3%	4%	5%	6%	3%	3%	7%	4%	7%	3%	19%
Don't know	4%	3%	2%	4%	4%	3%	5%	4%	4%	3%	0%	3%	2%	6%	5%	2%	10%
Total Support:	72%	75%	69%	68%	73%	70%	74%	75%	67%	73%	89%	72%	58%	77%	65%	75%	51%
Total Oppose:	8%	11%	7%	10%	9%	9%	7%	6%	11%	11%	3%	7%	15%	6%	12%	15%	24%
Net:	63%	65%	62%	58%	64%	60%	68%	69%	56%	62%	86%	65%	44%	70%	53%	60%	27%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	33%	33%	34%	28%	31%	43%	39%	35%	33%	33%	37%	29%	31%	35%	9%	36%	14%
Somewhat support	38%	39%	38%	39%	39%	33%	35%	41%	38%	38%	36%	33%	42%	38%	27%	44%	42%
Neither support nor oppose	16%	17%	16%	19%	17%	14%	13%	15%	17%	16%	14%	28%	17%	15%	41%	18%	7%
Somewhat oppose	4%	3%	5%	2%	5%	2%	5%	3%	4%	4%	3%	6%	3%	5%	18%	0%	7%
Strongly oppose	4%	5%	4%	3%	4%	6%	4%	4%	4%	4%	5%	1%	4%	5%	5%	0%	7%
Don't know	4%	4%	4%	10%	4%	2%	4%	2%	3%	4%	4%	1%	4%	2%	0%	2%	22%
Total Support:	72%	72%	71%	66%	70%	76%	74%	76%	72%	71%	73%	63%	73%	72%	36%	80%	56%
Total Oppose:	8%	8%	9%	5%	9%	8%	9%	6%	8%	8%	8%	7%	7%	10%	23%	0%	14%
Net:	63%	64%	62%	62%	61%	68%	64%	70%	64%	63%	65%	55%	66%	62%	13%	80%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	32%	48%	33%	31%	25%	28%	33%	36%	29%	28%	49%	33%	17%	33%	26%	43%	24%
Somewhat support	32%	28%	34%	37%	40%	31%	26%	31%	31%	34%	33%	35%	34%	29%	31%	32%	11%
Neither support nor oppose	21%	19%	24%	19%	16%	23%	24%	21%	22%	22%	8%	19%	27%	23%	22%	20%	24%
Somewhat oppose	5%	2%	3%	3%	9%	8%	5%	5%	6%	8%	2%	5%	10%	5%	9%	2%	12%
Strongly oppose	5%	3%	2%	7%	5%	5%	4%	4%	6%	5%	6%	5%	8%	3%	6%	4%	19%
Don't know	5%	1%	4%	3%	6%	5%	7%	4%	6%	3%	3%	4%	4%	8%	6%	0%	10%
Total Support:	64%	75%	67%	68%	65%	59%	59%	67%	59%	62%	81%	68%	51%	61%	57%	74%	35%
Total Oppose:	10%	5%	6%	10%	13%	14%	9%	8%	12%	13%	8%	9%	19%	8%	15%	5%	31%
Net:	54%	71%	61%	58%	52%	45%	50%	58%	47%	49%	73%	59%	32%	53%	42%	69%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	32%	35%	29%	39%	31%	32%	33%	31%	32%	32%	33%	16%	33%	31%	11%	40%	37%
Somewhat support	32%	32%	33%	24%	30%	36%	36%	37%	32%	32%	32%	26%	34%	32%	16%	41%	26%
Neither support nor oppose	21%	19%	23%	24%	23%	18%	16%	20%	20%	21%	20%	42%	19%	22%	45%	8%	7%
Somewhat oppose	5%	5%	6%	7%	5%	3%	5%	5%	5%	5%	4%	2%	5%	6%	5%	8%	7%
Strongly oppose	5%	5%	4%	0%	5%	8%	6%	2%	5%	5%	6%	3%	5%	5%	0%	0%	0%
Don't know	5%	4%	6%	6%	6%	2%	3%	5%	5%	5%	4%	12%	5%	3%	24%	2%	22%
Total Support:	64%	67%	61%	63%	61%	69%	69%	68%	65%	64%	65%	42%	66%	64%	27%	82%	63%
Total Oppose:	10%	10%	10%	7%	10%	11%	12%	7%	10%	10%	10%	5%	10%	11%	5%	8%	7%
Net:	54%	57%	52%	56%	51%	58%	57%	61%	55%	54%	55%	38%	56%	52%	22%	73%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	51%	53%	47%	47%	52%	49%	54%	53%	47%	51%	66%	51%	52%	51%	47%	49%	33%
Somewhat support	30%	31%	33%	30%	31%	30%	28%	30%	30%	32%	28%	30%	34%	30%	26%	37%	20%
Neither support nor oppose	11%	13%	15%	13%	9%	12%	7%	11%	11%	9%	2%	12%	10%	7%	14%	11%	6%
Somewhat oppose	2%	0%	1%	3%	2%	1%	1%	2%	1%	2%	0%	1%	0%	2%	3%	2%	12%
Strongly oppose	3%	1%	1%	4%	3%	5%	2%	2%	4%	3%	3%	2%	3%	3%	6%	0%	19%
Don't know	4%	2%	3%	4%	3%	3%	7%	3%	6%	3%	0%	3%	2%	7%	4%	2%	10%
Total Support:	81%	84%	80%	77%	82%	79%	82%	82%	77%	83%	95%	81%	85%	81%	73%	86%	53%
Total Oppose:	4%	1%	3%	7%	6%	6%	3%	4%	5%	6%	3%	3%	3%	4%	9%	2%	31%
Net:	76%	83%	77%	70%	77%	73%	79%	78%	72%	77%	92%	78%	83%	77%	65%	84%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	51%	51%	51%	50%	47%	51%	57%	58%	51%	51%	56%	37%	45%	51%	25%	67%	29%
Somewhat support	30%	32%	29%	29%	31%	29%	27%	31%	30%	30%	26%	23%	36%	35%	41%	20%	12%
Neither support nor oppose	11%	10%	12%	7%	13%	10%	8%	8%	10%	11%	9%	26%	11%	8%	15%	10%	22%
Somewhat oppose	2%	1%	2%	0%	2%	2%	2%	1%	2%	2%	1%	5%	2%	2%	0%	0%	0%
Strongly oppose	3%	4%	2%	3%	3%	4%	2%	1%	3%	3%	4%	1%	2%	3%	0%	0%	7%
Don't know	4%	3%	5%	10%	5%	4%	4%	2%	4%	4%	4%	8%	4%	2%	19%	2%	30%
Total Support:	81%	82%	79%	80%	78%	81%	85%	89%	81%	81%	82%	60%	81%	86%	66%	87%	41%
Total Oppose:	4%	5%	4%	3%	5%	6%	4%	2%	5%	4%	5%	6%	4%	5%	0%	0%	7%
Net:	76%	77%	75%	76%	73%	75%	81%	87%	76%	76%	76%	54%	77%	81%	66%	87%	34%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	18%	19%	21%	21%	11%	20%	18%	21%	15%	16%	35%	18%	17%	17%	17%	20%	19%
Somewhat support	28%	32%	34%	28%	31%	28%	21%	23%	30%	32%	31%	31%	21%	21%	31%	31%	19%
Neither support nor oppose	26%	27%	21%	21%	21%	24%	35%	28%	25%	22%	19%	22%	31%	35%	23%	22%	13%
Somewhat oppose	12%	15%	9%	11%	16%	11%	12%	12%	12%	16%	8%	12%	11%	11%	10%	20%	22%
Strongly oppose	11%	7%	11%	15%	16%	11%	6%	10%	13%	11%	5%	12%	16%	7%	13%	6%	19%
Don't know	5%	1%	4%	4%	5%	6%	8%	5%	6%	3%	2%	4%	4%	9%	5%	0%	10%
Total Support:	46%	51%	54%	49%	42%	48%	39%	44%	45%	47%	66%	49%	39%	38%	48%	52%	37%
Total Oppose:	23%	21%	21%	26%	32%	22%	18%	22%	24%	28%	13%	24%	27%	18%	24%	26%	40%
Net:	22%	29%	34%	22%	10%	26%	20%	22%	20%	20%	53%	24%	12%	20%	25%	25%	-3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	18%	21%	15%	18%	16%	21%	21%	18%	18%	18%	17%	12%	21%	17%	5%	26%	14%
Somewhat support	28%	27%	28%	24%	27%	29%	27%	34%	27%	28%	31%	24%	22%	28%	25%	35%	26%
Neither support nor oppose	26%	24%	27%	15%	29%	26%	21%	21%	26%	26%	25%	37%	25%	24%	50%	26%	15%
Somewhat oppose	12%	12%	13%	18%	12%	12%	13%	11%	13%	12%	10%	14%	14%	15%	16%	11%	0%
Strongly oppose	11%	11%	11%	14%	10%	8%	13%	11%	11%	11%	11%	12%	12%	12%	5%	0%	15%
Don't know	5%	5%	6%	10%	5%	4%	6%	4%	5%	5%	6%	1%	6%	4%	0%	2%	30%
Total Support:	46%	48%	43%	42%	43%	50%	48%	53%	45%	46%	48%	35%	43%	45%	29%	61%	40%
Total Oppose:	23%	23%	24%	33%	22%	20%	25%	23%	24%	23%	21%	26%	26%	27%	21%	11%	15%
Net:	22%	25%	19%	10%	21%	30%	23%	30%	22%	22%	26%	9%	16%	18%	8%	51%	25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	49%	56%	39%	42%	52%	51%	50%	50%	44%	49%	69%	48%	36%	51%	53%	51%	44%
Somewhat support	30%	27%	36%	33%	28%	31%	27%	29%	33%	33%	24%	31%	33%	28%	27%	33%	22%
Neither support nor oppose	12%	10%	15%	13%	10%	10%	12%	12%	12%	9%	2%	12%	19%	11%	10%	7%	13%
Somewhat oppose	2%	2%	3%	3%	4%	2%	1%	2%	3%	3%	2%	3%	2%	1%	3%	6%	6%
Strongly oppose	3%	3%	4%	4%	1%	4%	2%	3%	3%	3%	3%	2%	3%	4%	4%	3%	6%
Don't know	4%	1%	3%	4%	4%	2%	7%	4%	4%	3%	0%	4%	7%	5%	3%	0%	10%
Total Support:	79%	83%	75%	75%	81%	82%	77%	79%	77%	82%	93%	79%	69%	79%	80%	84%	66%
Total Oppose:	6%	5%	7%	8%	6%	6%	3%	5%	7%	6%	5%	5%	5%	5%	7%	9%	11%
Net:	73%	78%	68%	68%	75%	76%	74%	74%	70%	75%	88%	74%	64%	74%	73%	75%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	49%	49%	48%	48%	46%	51%	54%	50%	48%	48%	50%	30%	49%	49%	36%	57%	45%
Somewhat support	30%	32%	29%	31%	30%	33%	29%	30%	31%	30%	29%	27%	29%	34%	18%	34%	18%
Neither support nor oppose	12%	11%	12%	8%	15%	7%	7%	10%	12%	12%	11%	18%	14%	9%	41%	4%	7%
Somewhat oppose	2%	1%	4%	0%	2%	4%	5%	2%	2%	3%	2%	8%	2%	3%	0%	3%	0%
Strongly oppose	3%	4%	2%	9%	3%	4%	2%	3%	3%	3%	4%	3%	2%	3%	0%	0%	7%
Don't know	4%	4%	5%	4%	4%	2%	4%	5%	4%	4%	4%	14%	4%	2%	5%	2%	22%
Total Support:	79%	80%	77%	79%	76%	84%	83%	81%	79%	79%	79%	56%	78%	83%	54%	91%	63%
Total Oppose:	6%	5%	6%	9%	5%	8%	7%	5%	5%	5%	6%	11%	5%	5%	0%	3%	7%
Net:	73%	76%	71%	70%	72%	76%	76%	76%	74%	73%	72%	45%	73%	78%	54%	88%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	39%	49%	36%	36%	34%	40%	39%	43%	35%	37%	51%	39%	40%	37%	34%	40%	33%
Somewhat support	34%	26%	39%	37%	37%	30%	33%	30%	38%	36%	44%	35%	31%	32%	38%	37%	17%
Neither support nor oppose	17%	19%	15%	18%	17%	17%	15%	16%	16%	17%	2%	17%	21%	16%	13%	19%	12%
Somewhat oppose	3%	2%	4%	1%	5%	3%	2%	2%	4%	2%	0%	2%	4%	2%	7%	3%	12%
Strongly oppose	3%	1%	2%	4%	3%	6%	1%	3%	3%	4%	3%	3%	1%	3%	3%	0%	15%
Don't know	5%	2%	4%	4%	3%	4%	9%	5%	5%	5%	0%	4%	4%	9%	4%	2%	11%
Total Support:	73%	75%	75%	73%	72%	70%	72%	73%	72%	72%	95%	74%	71%	70%	73%	77%	50%
Total Oppose:	6%	4%	6%	5%	9%	9%	3%	5%	7%	6%	3%	5%	5%	5%	10%	3%	27%
Net:	67%	72%	69%	68%	63%	61%	69%	68%	66%	66%	92%	69%	65%	65%	62%	74%	23%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	39%	41%	36%	33%	37%	48%	41%	38%	38%	39%	40%	31%	41%	37%	15%	40%	37%
Somewhat support	34%	34%	34%	26%	34%	30%	38%	34%	34%	34%	34%	35%	34%	37%	30%	26%	19%
Neither support nor oppose	17%	15%	18%	13%	19%	11%	13%	16%	16%	17%	14%	12%	16%	18%	46%	20%	14%
Somewhat oppose	3%	2%	4%	0%	3%	2%	3%	4%	3%	3%	3%	10%	2%	3%	0%	0%	0%
Strongly oppose	3%	4%	2%	3%	3%	6%	1%	4%	3%	3%	3%	1%	2%	3%	10%	0%	7%
Don't know	5%	4%	6%	24%	4%	4%	4%	4%	5%	5%	5%	10%	5%	2%	0%	13%	22%
Total Support:	73%	75%	70%	59%	71%	78%	79%	72%	73%	72%	75%	67%	75%	74%	45%	67%	56%
Total Oppose:	6%	6%	6%	3%	6%	7%	5%	8%	6%	6%	7%	11%	4%	6%	10%	0%	7%
Net:	67%	69%	64%	56%	65%	71%	74%	64%	67%	67%	68%	55%	71%	68%	35%	67%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	54%	55%	52%	51%	53%	50%	58%	57%	51%	50%	66%	53%	45%	55%	56%	61%	51%
Somewhat support	30%	30%	32%	27%	35%	34%	24%	28%	31%	32%	29%	32%	35%	25%	27%	27%	21%
Neither support nor oppose	10%	12%	12%	13%	7%	8%	10%	9%	11%	9%	2%	10%	14%	10%	11%	9%	6%
Somewhat oppose	1%	0%	1%	1%	1%	1%	2%	1%	1%	3%	0%	1%	4%	1%	1%	2%	6%
Strongly oppose	2%	2%	0%	3%	2%	4%	1%	2%	2%	3%	3%	2%	1%	3%	2%	2%	6%
Don't know	3%	1%	2%	4%	2%	2%	5%	2%	4%	3%	0%	2%	2%	5%	2%	0%	10%
Total Support:	83%	85%	85%	78%	88%	84%	82%	86%	82%	82%	95%	85%	80%	80%	83%	88%	73%
Total Oppose:	3%	2%	1%	5%	3%	5%	3%	3%	3%	6%	3%	3%	5%	4%	4%	3%	11%
Net:	80%	83%	84%	74%	85%	79%	79%	83%	79%	76%	92%	83%	75%	76%	80%	84%	61%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	54%	55%	53%	56%	50%	61%	59%	58%	53%	54%	59%	44%	53%	52%	34%	58%	37%
Somewhat support	30%	29%	30%	25%	32%	27%	28%	23%	30%	30%	26%	28%	30%	35%	32%	28%	19%
Neither support nor oppose	10%	10%	11%	6%	11%	6%	6%	16%	11%	10%	8%	20%	10%	8%	34%	11%	14%
Somewhat oppose	1%	0%	2%	0%	1%	0%	2%	1%	1%	1%	1%	6%	1%	1%	0%	0%	0%
Strongly oppose	2%	3%	1%	3%	2%	4%	2%	1%	2%	2%	3%	0%	2%	2%	0%	0%	7%
Don't know	3%	3%	3%	10%	3%	2%	3%	2%	3%	3%	4%	1%	3%	1%	0%	2%	22%
Total Support:	83%	83%	83%	81%	83%	88%	87%	81%	83%	83%	84%	72%	83%	87%	66%	86%	56%
Total Oppose:	3%	4%	3%	3%	3%	4%	4%	2%	3%	3%	3%	6%	4%	3%	0%	0%	7%
Net:	80%	80%	81%	78%	79%	83%	83%	79%	80%	80%	81%	66%	80%	84%	66%	86%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	49%	57%	45%	46%	48%	47%	53%	54%	44%	48%	59%	49%	41%	51%	46%	63%	27%
Somewhat support	31%	27%	35%	34%	34%	32%	26%	28%	34%	35%	34%	33%	38%	26%	32%	23%	39%
Neither support nor oppose	12%	12%	15%	10%	12%	11%	13%	11%	13%	8%	5%	12%	17%	12%	12%	10%	13%
Somewhat oppose	2%	0%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	0%	1%	3%	2%	6%
Strongly oppose	2%	2%	1%	4%	2%	5%	1%	2%	2%	3%	1%	2%	1%	3%	5%	2%	6%
Don't know	4%	1%	3%	3%	2%	4%	6%	3%	5%	3%	0%	3%	2%	6%	2%	2%	10%
Total Support:	80%	85%	80%	80%	81%	79%	79%	82%	78%	83%	92%	82%	80%	78%	78%	86%	66%
Total Oppose:	4%	2%	3%	6%	5%	6%	2%	4%	4%	6%	3%	4%	1%	4%	8%	3%	11%
Net:	76%	83%	77%	74%	76%	72%	77%	78%	73%	78%	89%	78%	79%	73%	70%	83%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	49%	47%	51%	55%	47%	52%	55%	47%	48%	49%	50%	42%	51%	48%	36%	55%	37%
Somewhat support	31%	31%	31%	27%	32%	26%	30%	33%	32%	31%	30%	28%	32%	34%	30%	22%	26%
Neither support nor oppose	12%	14%	11%	5%	14%	15%	7%	14%	12%	12%	10%	13%	10%	13%	34%	20%	7%
Somewhat oppose	2%	1%	3%	0%	2%	0%	2%	2%	2%	2%	2%	7%	1%	1%	0%	0%	0%
Strongly oppose	2%	4%	1%	3%	2%	4%	2%	2%	3%	2%	3%	1%	3%	2%	0%	0%	7%
Don't know	4%	4%	4%	10%	3%	4%	4%	2%	3%	4%	4%	8%	4%	2%	0%	2%	22%
Total Support:	80%	79%	82%	82%	79%	77%	85%	79%	80%	80%	80%	70%	83%	83%	66%	78%	63%
Total Oppose:	4%	4%	4%	3%	4%	4%	4%	5%	4%	4%	5%	9%	4%	3%	0%	0%	7%
Net:	76%	74%	78%	79%	75%	73%	81%	75%	75%	76%	75%	61%	79%	79%	66%	78%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly support	49%	56%	43%	43%	47%	48%	53%	50%	46%	45%	59%	46%	40%	53%	56%	52%	35%
Somewhat support	31%	26%	35%	33%	35%	29%	28%	30%	33%	32%	36%	34%	40%	25%	19%	29%	33%
Neither support nor oppose	11%	12%	13%	11%	9%	13%	9%	12%	10%	12%	2%	10%	12%	10%	15%	14%	6%
Somewhat oppose	2%	3%	3%	3%	4%	2%	1%	2%	2%	5%	0%	2%	5%	1%	4%	2%	10%
Strongly oppose	3%	3%	3%	6%	2%	5%	1%	3%	3%	3%	3%	3%	3%	3%	4%	2%	6%
Don't know	4%	1%	3%	5%	2%	3%	8%	3%	7%	3%	0%	3%	2%	8%	3%	2%	10%
Total Support:	79%	81%	79%	76%	82%	77%	81%	80%	79%	77%	95%	81%	79%	78%	75%	81%	68%
Total Oppose:	6%	6%	5%	8%	7%	7%	2%	6%	5%	8%	3%	6%	7%	4%	8%	3%	16%
Net:	74%	75%	73%	68%	75%	70%	78%	74%	73%	69%	92%	75%	72%	74%	67%	78%	52%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly support	49%	47%	50%	50%	46%	55%	53%	51%	48%	48%	51%	32%	49%	48%	29%	57%	45%
Somewhat support	31%	31%	30%	26%	31%	26%	30%	35%	31%	31%	29%	38%	32%	33%	32%	27%	18%
Neither support nor oppose	11%	12%	9%	11%	13%	10%	7%	7%	10%	11%	10%	9%	11%	11%	15%	10%	7%
Somewhat oppose	2%	1%	3%	0%	2%	3%	3%	3%	2%	2%	2%	8%	1%	3%	5%	3%	0%
Strongly oppose	3%	5%	2%	3%	4%	4%	3%	2%	4%	3%	5%	3%	3%	2%	0%	0%	7%
Don't know	4%	3%	5%	10%	5%	2%	4%	3%	4%	4%	4%	9%	3%	3%	19%	2%	22%
Total Support:	79%	78%	80%	76%	77%	81%	83%	86%	79%	79%	80%	70%	81%	81%	61%	85%	63%
Total Oppose:	6%	6%	5%	3%	6%	8%	6%	4%	6%	5%	6%	12%	4%	5%	5%	3%	7%
Net:	74%	72%	75%	73%	71%	73%	77%	81%	74%	74%	73%	58%	77%	75%	56%	82%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very likely	24%	39%	26%	22%	26%	20%	20%	23%	24%	27%	47%	26%	16%	17%	24%	44%	9%
Somewhat likely	41%	36%	42%	44%	45%	44%	36%	39%	42%	47%	35%	44%	33%	40%	35%	38%	20%
Neither likely or unlikely	19%	16%	19%	16%	19%	20%	22%	22%	17%	14%	11%	16%	28%	23%	26%	12%	23%
Somewhat unlikely	6%	4%	8%	6%	4%	7%	6%	5%	6%	5%	7%	6%	6%	6%	7%	5%	14%
Very unlikely	7%	3%	3%	8%	6%	8%	11%	8%	8%	5%	0%	5%	14%	10%	8%	1%	29%
Don't know	3%	1%	3%	2%	1%	2%	6%	3%	4%	1%	0%	3%	2%	4%	0%	0%	5%
Total Likely:	65%	76%	67%	67%	71%	63%	55%	62%	65%	74%	82%	70%	50%	57%	59%	82%	29%
Total Unlikely:	13%	7%	11%	15%	9%	15%	17%	13%	13%	10%	7%	11%	21%	16%	15%	6%	43%
Net:	52%	69%	56%	52%	62%	48%	39%	48%	52%	64%	75%	60%	29%	41%	44%	76%	-14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very likely	24%	30%	18%	16%	23%	21%	27%	29%	24%	24%	25%	19%	22%	26%	27%	14%	38%
Somewhat likely	41%	40%	42%	32%	40%	52%	41%	45%	43%	41%	42%	27%	45%	42%	38%	29%	36%
Neither likely or unlikely	19%	16%	22%	19%	21%	8%	18%	15%	19%	19%	18%	21%	18%	16%	27%	41%	5%
Somewhat unlikely	6%	5%	7%	6%	5%	7%	8%	5%	5%	6%	5%	7%	6%	8%	0%	6%	0%
Very unlikely	7%	5%	9%	28%	7%	7%	5%	5%	6%	7%	7%	13%	4%	6%	8%	11%	21%
Don't know	3%	3%	3%	0%	4%	4%	1%	2%	3%	3%	3%	13%	4%	2%	0%	0%	0%
Total Likely:	65%	70%	60%	48%	63%	73%	68%	74%	67%	65%	67%	47%	67%	68%	65%	43%	74%
Total Unlikely:	13%	11%	16%	34%	12%	15%	13%	10%	11%	13%	12%	19%	11%	14%	8%	17%	21%
Net:	52%	59%	44%	14%	51%	59%	55%	64%	55%	52%	55%	27%	57%	54%	57%	26%	53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	51%	63%	52%	51%	55%	49%	45%	48%	50%	60%	63%	53%	52%	45%	48%	65%	37%
I do not think this is AI powered	24%	26%	28%	28%	25%	24%	19%	26%	24%	19%	23%	27%	20%	20%	22%	23%	31%
Don't know	25%	11%	20%	21%	21%	26%	35%	26%	26%	21%	14%	20%	27%	35%	30%	12%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	51%	55%	47%	32%	48%	56%	61%	57%	52%	51%	56%	30%	49%	54%	29%	48%	36%
I do not think this is AI powered	24%	26%	23%	30%	25%	24%	21%	24%	25%	24%	25%	25%	24%	21%	39%	21%	39%
Don't know	25%	20%	30%	38%	28%	21%	17%	19%	24%	25%	19%	44%	27%	25%	32%	31%	26%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	26%	33%	31%	29%	26%	19%	25%	27%	25%	29%	34%	26%	22%	26%	26%	32%	12%
I do not think this is AI powered	44%	56%	46%	47%	48%	45%	36%	42%	46%	46%	40%	48%	50%	35%	40%	56%	38%
Don't know	29%	12%	22%	25%	26%	36%	40%	30%	29%	26%	26%	25%	28%	39%	33%	12%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	26%	26%	26%	22%	24%	25%	32%	27%	26%	26%	29%	16%	30%	23%	24%	22%	22%
I do not think this is AI powered	44%	48%	41%	39%	44%	45%	48%	47%	45%	45%	46%	38%	42%	44%	67%	43%	46%
Don't know	29%	26%	33%	40%	32%	30%	21%	26%	29%	29%	25%	47%	29%	33%	10%	35%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	48%	59%	52%	46%	52%	51%	40%	46%	49%	52%	56%	50%	47%	38%	53%	66%	42%
I do not think this is AI powered	24%	29%	26%	30%	26%	16%	22%	24%	24%	28%	18%	26%	24%	22%	16%	24%	25%
Don't know	28%	12%	22%	25%	22%	33%	38%	30%	26%	21%	26%	23%	29%	40%	31%	9%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	48%	50%	46%	35%	45%	49%	56%	58%	49%	48%	51%	37%	46%	51%	51%	46%	22%
I do not think this is AI powered	24%	28%	21%	23%	24%	22%	24%	25%	24%	24%	26%	30%	26%	23%	30%	5%	38%
Don't know	28%	22%	34%	42%	31%	28%	20%	17%	27%	28%	23%	33%	28%	26%	19%	49%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	26%	39%	22%	25%	26%	30%	22%	25%	27%	30%	25%	28%	22%	21%	30%	27%	28%
I do not think this is AI powered	36%	43%	50%	45%	38%	27%	27%	37%	36%	41%	38%	41%	33%	28%	27%	57%	18%
Don't know	37%	18%	27%	30%	36%	43%	51%	37%	37%	28%	37%	31%	44%	52%	43%	16%	53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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)

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	26%	27%	25%	25%	26%	23%	30%	24%	26%	26%	29%	16%	28%	27%	16%	19%	14%
I do not think this is AI powered	36%	42%	31%	26%	36%	40%	37%	39%	38%	36%	41%	24%	36%	34%	57%	31%	24%
Don't know	37%	31%	44%	49%	38%	37%	33%	37%	36%	37%	31%	60%	36%	39%	27%	50%	62%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	23%	34%	24%	18%	21%	22%	23%	25%	21%	19%	33%	22%	18%	25%	24%	30%	12%
I do not think this is AI powered	46%	50%	52%	54%	49%	46%	35%	45%	47%	55%	36%	52%	48%	35%	35%	53%	40%
Don't know	31%	16%	24%	28%	30%	32%	42%	31%	32%	25%	31%	26%	34%	40%	41%	18%	48%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	23%	23%	23%	18%	23%	23%	26%	20%	23%	23%	23%	20%	29%	21%	9%	20%	15%
I do not think this is AI powered	46%	53%	39%	38%	43%	48%	49%	55%	47%	46%	48%	39%	42%	46%	54%	52%	31%
Don't know	31%	25%	38%	44%	34%	29%	25%	26%	30%	31%	29%	41%	29%	34%	37%	29%	54%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Age Group						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	52%	61%	59%	49%	60%	47%	43%	49%	52%	53%	69%	55%	54%	40%	57%	62%	48%
I do not think this is AI powered	22%	27%	20%	26%	21%	20%	20%	22%	22%	26%	16%	23%	17%	21%	12%	26%	19%
Don't know	27%	12%	21%	25%	19%	33%	37%	29%	27%	20%	15%	22%	29%	38%	31%	11%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	52%	52%	51%	37%	49%	53%	59%	58%	52%	52%	54%	58%	46%	54%	38%	51%	44%
I do not think this is AI powered	22%	26%	17%	21%	22%	23%	23%	20%	21%	21%	25%	12%	24%	20%	34%	6%	24%
Don't know	27%	22%	31%	42%	30%	25%	18%	22%	27%	27%	21%	31%	30%	26%	27%	42%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Age Group						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
I think this is AI powered	63%	81%	69%	69%	72%	60%	44%	61%	65%	62%	66%	68%	67%	45%	69%	79%	38%
I do not think this is AI powered	11%	10%	10%	11%	9%	13%	11%	12%	8%	19%	10%	11%	11%	12%	6%	11%	20%
Don't know	26%	8%	20%	19%	19%	27%	44%	27%	28%	19%	24%	21%	22%	43%	24%	9%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
I think this is AI powered	63%	65%	61%	51%	59%	71%	70%	69%	64%	63%	66%	47%	60%	64%	50%	68%	44%
I do not think this is AI powered	11%	13%	9%	6%	12%	10%	9%	11%	11%	11%	13%	11%	10%	10%	23%	4%	16%
Don't know	26%	22%	30%	43%	29%	19%	21%	20%	25%	26%	21%	42%	30%	26%	27%	28%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very worried	18%	15%	16%	21%	24%	20%	15%	20%	16%	19%	20%	18%	21%	13%	32%	12%	42%
Somewhat worried	38%	53%	43%	40%	42%	35%	30%	40%	39%	36%	36%	40%	38%	32%	37%	57%	26%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	24%	16%	29%	24%	21%	28%	22%	21%	27%	29%	11%	26%	25%	20%	19%	23%	16%
Not at all worried	16%	15%	9%	14%	11%	14%	27%	15%	15%	15%	33%	13%	15%	29%	10%	8%	11%
Don t know	3%	1%	3%	2%	2%	3%	6%	4%	4%	0%	0%	2%	2%	7%	3%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very worried	18%	15%	22%	12%	18%	18%	20%	19%	17%	19%	20%	23%	19%	19%	14%	4%	9%
Somewhat worried	38%	36%	40%	26%	39%	40%	43%	35%	39%	38%	41%	24%	36%	40%	23%	51%	14%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	24%	28%	19%	32%	24%	20%	21%	22%	24%	24%	22%	23%	27%	25%	25%	12%	38%
Not at all worried	16%	17%	16%	23%	15%	17%	14%	21%	16%	16%	15%	14%	13%	14%	33%	33%	30%
Don't know	3%	4%	3%	8%	4%	4%	2%	2%	4%	3%	2%	15%	6%	2%	5%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very familiar	3%	12%	9%	2%	2%	1%	0%	2%	4%	2%	10%	5%	0%	0%	3%	7%	0%
Somewhat familiar	20%	42%	30%	27%	14%	17%	9%	19%	21%	20%	23%	22%	20%	9%	13%	61%	0%
Neither familiar or unfamiliar	21%	22%	24%	23%	24%	13%	21%	21%	21%	16%	18%	23%	26%	20%	20%	13%	10%
Somewhat unfamiliar	18%	13%	19%	18%	27%	19%	12%	16%	19%	25%	17%	20%	18%	12%	22%	11%	23%
Very unfamiliar	35%	8%	15%	27%	30%	47%	55%	38%	32%	34%	28%	27%	34%	56%	41%	8%	61%
Don t know	3%	2%	3%	3%	2%	3%	3%	3%	3%	2%	4%	4%	1%	3%	2%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very familiar	3%	5%	2%	2%	3%	5%	3%	6%	3%	3%	3%	2%	3%	3%	7%	0%	15%
Somewhat familiar	20%	25%	14%	4%	18%	28%	19%	31%	21%	20%	22%	16%	19%	18%	19%	21%	7%
Neither familiar or unfamiliar	21%	22%	20%	23%	21%	19%	20%	23%	22%	21%	21%	16%	19%	23%	20%	28%	14%
Somewhat unfamiliar	18%	16%	20%	4%	18%	18%	22%	17%	18%	18%	19%	15%	20%	18%	11%	14%	0%
Very unfamiliar	35%	28%	42%	61%	38%	27%	32%	21%	33%	35%	31%	51%	36%	34%	43%	37%	50%
Don't know	3%	3%	3%	6%	3%	4%	3%	2%	3%	3%	3%	0%	3%	3%	0%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Already use generative AI tools as part of my job	12%	22%	18%	12%	10%	7%	3%	16%	9%	10%	6%	12%	8%	*	*	*	*
In the next year	19%	15%	22%	17%	20%	17%	16%	17%	18%	23%	35%	19%	16%	*	*	*	*
In the next 2-5 years	18%	23%	21%	22%	17%	17%	4%	15%	21%	21%	29%	19%	15%	*	*	*	*
Over 5 years away	4%	7%	4%	4%	6%	2%	2%	3%	3%	6%	10%	4%	7%	*	*	*	*
Unlikely to ever use AI tools as part of my job	27%	24%	20%	23%	23%	36%	56%	27%	29%	24%	13%	26%	38%	*	*	*	*
Don't know	20%	9%	15%	22%	24%	21%	19%	21%	20%	16%	8%	20%	16%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Already use generative AI tools as part of my job	12%	12%	12%	6%	10%	13%	12%	17%	11%	12%	11%	4%	12%	15%	12%	9%	0%
In the next year	19%	21%	16%	5%	18%	17%	19%	24%	19%	19%	19%	12%	18%	20%	12%	26%	0%
In the next 2-5 years	18%	23%	13%	6%	17%	29%	22%	17%	20%	18%	20%	12%	16%	17%	27%	24%	20%
Over 5 years away	4%	4%	4%	4%	4%	0%	6%	3%	4%	4%	3%	5%	5%	6%	0%	0%	0%
Unlikely to ever use AI tools as part of my job	27%	21%	35%	62%	29%	29%	23%	18%	26%	27%	28%	40%	31%	23%	12%	27%	32%
Don't know	20%	19%	21%	17%	22%	13%	17%	20%	20%	20%	19%	27%	19%	19%	37%	14%	49%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	198	15	31	46	34	35	37	83	72	22	11	117	13	39	17	10	1
Weighted	202	14	26	41	30	35	57	92	73	20	8	108	15	55	15	8	1
I would give up access to Google Search and get paid 0.50	11%	24%	13%	7%	6%	16%	8%	11%	13%	0%	0%	10%	13%	12%	7%	9%	0%
I would keep access to Google Search	83%	76%	81%	88%	86%	76%	86%	86%	75%	97%	100%	82%	87%	84%	88%	91%	100%
Don't know	6%	0%	6%	6%	8%	8%	6%	3%	11%	3%	0%	8%	0%	4%	5%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	198	106	92	9	105	9	45	28	163	195	66	11	41	68	2	6	4
Weighted	202	106	96	16	121	9	35	20	168	199	68	15	39	51	3	19	7
I would give up access to Google Search and get paid 0.50	11%	13%	8%	7%	11%	13%	9%	12%	10%	11%	12%	7%	8%	7%	65%	10%	24%
I would keep access to Google Search	83%	80%	87%	93%	82%	87%	86%	76%	84%	83%	81%	86%	84%	85%	35%	90%	76%
Don't know	6%	8%	5%	0%	6%	0%	5%	12%	6%	6%	7%	7%	8%	8%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	211	21	37	40	40	35	38	77	81	27	12	126	14	35	24	10	2
Weighted	215	21	31	33	32	36	63	86	78	24	12	113	13	58	21	9	2
I would give up access to Google Search and get paid 1	11%	43%	10%	15%	12%	2%	3%	11%	12%	5%	6%	12%	16%	3%	13%	38%	0%
I would keep access to Google Search	83%	52%	85%	82%	80%	96%	87%	88%	79%	84%	88%	81%	79%	91%	83%	62%	100%
Don't know	6%	5%	5%	2%	7%	2%	10%	1%	9%	11%	7%	7%	5%	6%	4%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	211	113	98	5	110	13	55	28	169	211	67	9	48	76	2	4	5
Weighted	215	105	110	12	128	13	43	20	174	215	70	13	42	63	3	15	9
I would give up access to Google Search and get paid 1	11%	15%	7%	0%	13%	21%	7%	6%	9%	11%	9%	5%	13%	10%	0%	0%	54%
I would keep access to Google Search	83%	81%	85%	100%	83%	60%	85%	87%	84%	83%	85%	55%	84%	86%	100%	100%	46%
Don't know	6%	4%	8%	0%	4%	19%	8%	7%	7%	6%	6%	39%	3%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	222	29	30	41	53	30	39	79	93	27	7	135	12	39	16	13	6
Weighted	232	26	28	32	45	29	73	93	96	20	5	120	12	66	14	13	7
I would give up access to Google Search and get paid 2.50	11%	29%	20%	11%	11%	0%	6%	9%	9%	18%	10%	13%	0%	4%	17%	38%	0%
I would keep access to Google Search	86%	71%	80%	86%	84%	96%	91%	90%	87%	79%	90%	84%	94%	93%	78%	62%	100%
Don't know	3%	0%	0%	3%	6%	4%	3%	1%	4%	3%	0%	3%	6%	3%	6%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	222	119	103	11	114	12	60	25	177	219	71	7	60	73	4	4	3
Weighted	232	111	121	16	138	11	48	19	188	229	81	7	55	57	9	17	5
I would give up access to Google Search and get paid 2.50	11%	14%	8%	13%	11%	7%	14%	6%	11%	11%	10%	0%	14%	9%	19%	0%	62%
I would keep access to Google Search	86%	83%	88%	87%	86%	86%	84%	90%	86%	86%	89%	84%	85%	84%	81%	100%	38%
Don't know	3%	3%	3%	0%	4%	7%	1%	4%	3%	3%	1%	16%	1%	8%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	207	20	35	39	46	35	32	77	84	22	9	124	13	31	17	18	4
Weighted	196	18	30	31	39	32	45	80	78	18	7	106	11	42	16	16	4
I would give up access to Google Search and get paid 5	13%	9%	14%	23%	13%	7%	12%	18%	12%	3%	10%	16%	0%	11%	21%	4%	0%
I would keep access to Google Search	86%	91%	83%	75%	86%	93%	88%	82%	86%	97%	75%	82%	100%	89%	79%	96%	100%
Don't know	1%	0%	3%	2%	1%	0%	0%	0%	2%	0%	15%	2%	0%	0%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	207	108	99	10	99	12	62	23	165	204	76	5	55	67	2	2	0
Weighted	196	100	96	10	107	12	48	18	159	191	81	5	51	53	2	3	0
I would give up access to Google Search and get paid 5	13%	16%	10%	22%	7%	28%	21%	12%	14%	13%	10%	0%	18%	15%	0%	0%	*
I would keep access to Google Search	86%	82%	90%	78%	92%	72%	76%	88%	86%	86%	89%	100%	80%	84%	100%	100%	*
Don't know	1%	2%	1%	0%	1%	0%	3%	0%	0%	1%	1%	0%	2%	1%	0%	0%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	215	22	38	42	48	37	28	89	77	27	12	137	11	27	17	17	5
Weighted	209	21	33	33	41	38	44	94	76	20	9	118	14	37	17	16	6
I would give up access to Google Search and get paid 10	24%	24%	38%	17%	19%	28%	19%	31%	19%	3%	25%	19%	34%	28%	38%	37%	0%
I would keep access to Google Search	69%	67%	55%	78%	78%	67%	69%	64%	70%	94%	75%	74%	66%	68%	62%	58%	68%
Don't know	7%	9%	7%	5%	3%	5%	12%	5%	11%	3%	0%	7%	0%	5%	0%	6%	32%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level						Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	215	112	103	7	101	15	55	35	180	214	71	10	48	71	7	5	3
Weighted	209	107	102	8	118	17	39	25	175	209	68	13	42	57	12	13	5
I would give up access to Google Search and get paid 10	24%	32%	15%	50%	25%	27%	20%	14%	25%	24%	27%	14%	27%	18%	27%	25%	38%
I would keep access to Google Search	69%	63%	76%	38%	68%	73%	73%	80%	68%	70%	64%	63%	67%	78%	73%	75%	62%
Don't know	7%	5%	9%	12%	7%	0%	7%	5%	7%	6%	8%	23%	6%	5%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	180	17	25	35	39	33	31	70	74	18	5	115	8	33	13	8	3
Weighted	180	15	23	30	31	32	48	78	68	16	4	105	9	45	11	7	2
I would give up access to Google Search and get paid 20	26%	32%	35%	42%	24%	14%	18%	29%	22%	29%	22%	28%	34%	18%	27%	44%	0%
I would keep access to Google Search	65%	61%	62%	48%	70%	81%	65%	63%	71%	59%	78%	66%	66%	66%	54%	56%	54%
Don't know	9%	7%	3%	10%	6%	5%	17%	9%	7%	12%	0%	6%	0%	16%	19%	0%	46%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	180	89	91	5	90	17	39	28	144	178	68	4	37	65	0	4	2
Weighted	180	83	97	9	101	18	30	21	145	178	69	5	40	53	0	9	3
I would give up access to Google Search and get paid 20	26%	28%	24%	41%	26%	21%	25%	25%	24%	26%	25%	0%	26%	31%	*	20%	0%
I would keep access to Google Search	65%	66%	64%	47%	64%	73%	68%	65%	69%	65%	63%	57%	62%	66%	*	80%	100%
Don't know	9%	6%	12%	12%	10%	6%	7%	10%	7%	9%	12%	43%	12%	3%	*	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	202	21	32	34	38	42	35	69	85	25	7	122	10	40	15	11	4
Weighted	199	19	30	26	33	39	52	67	81	24	6	108	10	54	13	10	4
I would give up access to Google Search and get paid 50	39%	46%	45%	38%	39%	24%	43%	40%	43%	24%	15%	34%	49%	39%	65%	62%	0%
I would keep access to Google Search	52%	54%	46%	62%	49%	61%	45%	51%	49%	67%	56%	57%	51%	48%	35%	38%	72%
Don't know	9%	0%	9%	0%	12%	15%	12%	8%	8%	9%	29%	9%	0%	13%	0%	0%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level						Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	202	108	94	10	108	9	47	28	160	199	68	9	49	69	2	3	2
Weighted	199	102	98	13	120	8	34	24	156	194	73	7	47	55	3	11	3
I would give up access to Google Search and get paid 50	39%	38%	39%	66%	39%	12%	26%	46%	38%	39%	31%	76%	42%	29%	100%	75%	61%
I would keep access to Google Search	52%	52%	52%	26%	50%	88%	63%	51%	53%	51%	57%	24%	49%	60%	0%	25%	39%
Don't know	9%	9%	10%	7%	11%	0%	11%	3%	9%	10%	12%	0%	9%	11%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	211	22	28	47	51	26	37	80	83	23	11	132	12	32	18	13	4
Weighted	214	18	25	37	43	24	66	94	81	17	9	116	14	54	15	12	3
I would give up access to Google Search and get paid 100	46%	36%	62%	61%	34%	49%	39%	51%	43%	38%	26%	48%	55%	38%	51%	42%	52%
I would keep access to Google Search	47%	55%	38%	34%	59%	46%	49%	46%	45%	62%	74%	46%	45%	54%	34%	58%	17%
Don't know	7%	9%	0%	5%	8%	5%	11%	3%	13%	0%	0%	6%	0%	8%	15%	0%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	211	110	101	6	99	8	65	33	173	210	72	9	51	69	4	5	1
Weighted	214	106	109	6	129	8	48	24	180	213	77	12	47	53	6	18	2
I would give up access to Google Search and get paid 100	46%	51%	40%	38%	45%	76%	43%	42%	44%	46%	44%	52%	46%	50%	58%	33%	0%
I would keep access to Google Search	47%	44%	51%	62%	47%	24%	51%	46%	49%	47%	49%	7%	48%	48%	21%	67%	100%
Don't know	7%	5%	9%	0%	7%	0%	6%	12%	7%	7%	7%	41%	6%	2%	21%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	203	21	25	47	40	41	29	80	78	22	11	121	13	36	19	9	5
Weighted	196	19	23	38	35	44	37	85	71	18	7	108	12	45	19	8	5
I would give up access to Google Search and get paid 200	61%	61%	50%	69%	76%	65%	42%	68%	61%	72%	26%	62%	43%	50%	83%	77%	82%
I would keep access to Google Search	33%	39%	50%	27%	19%	25%	47%	25%	35%	21%	63%	33%	50%	36%	17%	23%	18%
Don't know	6%	0%	0%	4%	5%	10%	11%	7%	4%	8%	11%	5%	7%	14%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	203	112	91	6	105	11	48	32	154	202	56	8	51	73	2	9	4
Weighted	196	103	94	7	114	10	37	27	152	196	55	8	46	56	3	24	6
I would give up access to Google Search and get paid 200	61%	60%	62%	71%	62%	65%	66%	45%	61%	61%	68%	62%	60%	61%	100%	46%	46%
I would keep access to Google Search	33%	36%	30%	17%	29%	35%	34%	51%	34%	33%	28%	24%	34%	31%	0%	54%	28%
Don't know	6%	4%	8%	12%	9%	0%	0%	4%	5%	6%	4%	14%	6%	8%	0%	0%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	183	16	25	37	45	30	30	68	71	21	11	111	10	28	24	7	2
Weighted	184	14	21	31	38	27	53	71	71	17	12	97	8	48	22	6	2
I would give up access to Google Search and get paid 500	61%	55%	68%	69%	73%	62%	46%	58%	66%	63%	56%	67%	54%	42%	70%	70%	58%
I would keep access to Google Search	32%	45%	25%	22%	26%	27%	43%	38%	31%	25%	37%	28%	37%	46%	18%	30%	42%
Don't know	8%	0%	8%	9%	2%	12%	11%	4%	3%	12%	7%	5%	10%	12%	11%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	183	93	90	5	89	10	52	26	149	182	65	6	34	67	5	4	2
Weighted	184	88	96	6	99	9	49	20	150	183	64	7	34	56	6	11	5
I would give up access to Google Search and get paid 500	61%	65%	57%	39%	61%	63%	53%	81%	61%	61%	65%	72%	57%	57%	100%	38%	66%
I would keep access to Google Search	32%	34%	30%	61%	33%	29%	33%	19%	32%	32%	31%	0%	33%	37%	0%	47%	34%
Don't know	8%	1%	13%	0%	6%	9%	14%	0%	7%	8%	4%	28%	10%	7%	0%	15%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	200	20	24	41	45	30	40	72	68	30	13	118	10	40	18	10	4
Weighted	208	18	24	32	36	31	66	89	66	23	9	106	12	59	18	9	4
I would give up access to Google Maps and get paid 0.50	10%	15%	27%	8%	11%	7%	4%	11%	7%	9%	22%	9%	19%	7%	13%	9%	23%
I would keep access to Google Maps	85%	85%	66%	86%	81%	87%	94%	86%	86%	91%	60%	85%	73%	92%	75%	91%	77%
Don't know	5%	0%	7%	6%	8%	7%	2%	3%	7%	0%	17%	6%	8%	1%	12%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	200	100	100	5	110	6	44	34	164	199	65	9	44	71	4	6	1
Weighted	208	92	115	14	128	6	34	25	171	206	69	11	41	58	8	19	2
I would give up access to Google Maps and get paid 0.50	10%	15%	6%	16%	10%	29%	8%	3%	9%	10%	10%	0%	12%	14%	0%	0%	0%
I would keep access to Google Maps	85%	79%	91%	84%	84%	71%	90%	92%	86%	85%	86%	91%	78%	81%	100%	100%	100%
Don't know	5%	7%	3%	0%	6%	0%	2%	6%	5%	5%	4%	9%	10%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	193	22	25	38	40	35	33	82	66	23	9	113	7	39	14	16	4
Weighted	199	19	23	29	36	34	58	96	64	19	6	100	7	63	13	14	3
I would give up access to Google Maps and get paid 1	15%	13%	22%	0%	11%	10%	24%	22%	9%	0%	21%	10%	24%	20%	24%	16%	0%
I would keep access to Google Maps	82%	87%	78%	97%	86%	88%	67%	74%	90%	100%	79%	86%	76%	76%	76%	84%	77%
Don't know	4%	0%	0%	3%	3%	2%	8%	5%	1%	0%	0%	4%	0%	4%	0%	0%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	193	102	91	5	92	5	56	33	157	191	63	4	52	63	2	7	2
Weighted	199	94	104	6	117	5	45	23	165	196	67	4	46	54	3	21	4
I would give up access to Google Maps and get paid 1	15%	15%	14%	30%	14%	18%	13%	19%	14%	15%	11%	24%	7%	12%	49%	36%	54%
I would keep access to Google Maps	82%	84%	80%	70%	82%	82%	83%	81%	84%	81%	88%	76%	81%	86%	51%	64%	46%
Don't know	4%	1%	6%	0%	5%	0%	4%	0%	2%	4%	2%	0%	12%	1%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	206	23	37	41	37	34	34	83	84	18	8	126	17	31	16	12	4
Weighted	204	21	32	33	31	32	55	80	88	16	5	119	16	42	13	10	4
I would give up access to Google Maps and get paid 2.50	18%	23%	18%	27%	11%	9%	20%	22%	19%	7%	0%	15%	35%	23%	11%	14%	25%
I would keep access to Google Maps	76%	77%	80%	70%	84%	79%	72%	74%	76%	81%	100%	81%	59%	69%	82%	86%	52%
Don't know	6%	0%	2%	3%	5%	11%	8%	3%	4%	12%	0%	4%	6%	8%	6%	0%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	206	107	99	14	108	12	46	26	170	205	72	8	53	68	2	2	1
Weighted	204	102	102	19	122	11	34	18	167	203	80	11	49	56	3	4	2
I would give up access to Google Maps and get paid 2.50	18%	17%	19%	49%	15%	19%	17%	7%	17%	18%	15%	6%	18%	22%	61%	0%	100%
I would keep access to Google Maps	76%	77%	76%	51%	77%	75%	83%	90%	78%	76%	82%	94%	78%	66%	39%	100%	0%
Don't know	6%	6%	5%	0%	8%	7%	0%	3%	5%	6%	3%	0%	4%	13%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	188	16	28	42	42	29	31	72	75	25	8	117	10	34	15	6	6
Weighted	176	14	24	32	36	26	43	69	73	22	5	100	9	44	13	5	5
I would give up access to Google Maps and get paid 5	25%	14%	40%	28%	22%	22%	24%	29%	18%	44%	13%	25%	19%	23%	35%	38%	32%
I would keep access to Google Maps	69%	79%	50%	72%	74%	62%	72%	68%	74%	50%	72%	68%	72%	71%	65%	62%	68%
Don't know	6%	7%	10%	0%	4%	16%	4%	3%	8%	6%	15%	7%	9%	6%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	188	101	87	11	88	13	48	28	150	185	55	10	46	71	4	2	0
Weighted	176	93	83	13	96	13	33	21	144	172	53	12	44	55	6	4	0
I would give up access to Google Maps and get paid 5	25%	23%	28%	52%	23%	14%	24%	28%	24%	26%	22%	26%	26%	29%	0%	44%	*
I would keep access to Google Maps	69%	73%	64%	41%	72%	78%	66%	68%	70%	68%	71%	74%	66%	65%	100%	56%	*
Don't know	6%	5%	8%	8%	5%	8%	11%	4%	6%	6%	7%	0%	8%	7%	0%	0%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	186	15	38	38	33	31	31	74	75	18	10	114	9	33	18	10	2
Weighted	185	15	31	32	27	31	48	79	74	15	8	101	10	46	16	10	2
I would give up access to Google Maps and get paid 10	40%	62%	43%	41%	51%	10%	44%	43%	36%	55%	38%	36%	58%	35%	45%	65%	100%
I would keep access to Google Maps	55%	31%	55%	51%	45%	90%	47%	55%	58%	45%	62%	59%	42%	55%	55%	35%	0%
Don't know	5%	7%	2%	7%	4%	0%	9%	2%	6%	0%	0%	5%	0%	9%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	186	98	88	8	90	13	48	27	141	184	60	10	47	59	5	2	3
Weighted	185	91	94	10	104	12	39	20	138	181	62	13	43	50	8	5	4
I would give up access to Google Maps and get paid 10	40%	42%	38%	52%	46%	32%	33%	23%	37%	39%	36%	59%	36%	38%	63%	0%	100%
I would keep access to Google Maps	55%	54%	55%	48%	49%	60%	59%	77%	59%	56%	58%	41%	55%	57%	37%	100%	0%
Don't know	5%	3%	7%	0%	5%	8%	8%	0%	5%	5%	6%	0%	9%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	194	17	31	39	40	40	27	64	90	24	5	130	11	28	12	8	4
Weighted	191	16	25	37	31	44	39	70	84	19	6	116	11	38	14	7	4
I would give up access to Google Maps and get paid 20	37%	50%	51%	37%	49%	32%	22%	40%	33%	45%	21%	42%	22%	21%	35%	73%	73%
I would keep access to Google Maps	58%	45%	46%	59%	49%	63%	71%	56%	62%	48%	79%	54%	72%	72%	60%	14%	27%
Don't know	5%	6%	3%	4%	2%	6%	7%	4%	5%	7%	0%	4%	6%	7%	6%	13%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	194	103	91	4	95	14	50	30	159	192	71	8	47	57	0	6	5
Weighted	191	99	91	5	110	15	39	21	157	189	69	7	45	44	0	15	9
I would give up access to Google Maps and get paid 20	37%	40%	34%	78%	31%	57%	40%	46%	39%	38%	34%	30%	50%	41%	*	0%	48%
I would keep access to Google Maps	58%	56%	60%	22%	64%	43%	55%	47%	55%	57%	58%	46%	46%	58%	*	100%	52%
Don't know	5%	4%	6%	0%	5%	0%	5%	7%	6%	5%	8%	24%	4%	1%	*	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	234	23	33	40	60	40	38	100	79	25	11	140	14	42	23	11	4
Weighted	246	20	31	32	53	38	71	116	76	21	9	124	16	73	20	10	3
I would give up access to Google Maps and get paid 50	54%	64%	41%	55%	59%	54%	52%	57%	45%	61%	45%	55%	66%	48%	59%	58%	33%
I would keep access to Google Maps	41%	34%	55%	39%	31%	37%	48%	40%	48%	39%	35%	37%	29%	52%	32%	42%	67%
Don't know	5%	3%	3%	6%	10%	9%	0%	3%	7%	0%	19%	8%	5%	0%	9%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	234	118	116	8	123	12	65	26	189	233	81	8	56	74	3	8	4
Weighted	246	114	132	15	141	11	53	25	202	245	85	7	52	60	7	30	5
I would give up access to Google Maps and get paid 50	54%	54%	53%	80%	47%	59%	55%	69%	52%	53%	54%	62%	46%	54%	33%	59%	100%
I would keep access to Google Maps	41%	44%	39%	13%	48%	34%	41%	25%	42%	41%	44%	28%	43%	38%	67%	41%	0%
Don't know	5%	3%	7%	7%	5%	7%	4%	5%	6%	5%	2%	10%	11%	7%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	211	24	36	47	44	29	31	75	90	23	10	131	12	26	20	17	4
Weighted	197	19	31	39	38	27	43	73	87	18	7	113	13	34	17	13	5
I would give up access to Google Maps and get paid 100	71%	67%	67%	75%	78%	67%	66%	74%	68%	81%	34%	68%	66%	73%	83%	67%	100%
I would keep access to Google Maps	27%	33%	33%	23%	16%	33%	30%	24%	28%	15%	66%	29%	34%	27%	17%	33%	0%
Don't know	2%	0%	0%	2%	6%	0%	4%	1%	3%	4%	0%	3%	0%	0%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	211	117	94	3	104	16	50	35	180	209	74	5	39	84	4	2	3
Weighted	197	109	88	5	113	15	35	26	172	195	76	6	37	63	5	4	5
I would give up access to Google Maps and get paid 100	71%	72%	69%	100%	75%	70%	60%	60%	72%	71%	59%	100%	84%	70%	100%	100%	69%
I would keep access to Google Maps	27%	26%	29%	0%	24%	30%	38%	35%	26%	27%	39%	0%	13%	27%	0%	0%	31%
Don't know	2%	3%	2%	0%	2%	0%	2%	5%	3%	2%	2%	0%	3%	3%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	208	22	25	42	46	35	38	70	88	24	13	129	11	32	20	14	0
Weighted	214	22	23	31	40	36	61	76	84	23	14	117	11	49	21	14	0
I would give up access to Google Maps and get paid 200	70%	90%	59%	75%	72%	64%	65%	72%	61%	83%	69%	64%	76%	67%	83%	100%	*
I would keep access to Google Maps	23%	10%	34%	23%	20%	29%	22%	19%	28%	17%	27%	27%	17%	25%	14%	0%	*
Don't know	7%	0%	7%	2%	8%	7%	13%	9%	10%	0%	4%	8%	6%	8%	3%	0%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	208	110	98	5	101	15	61	25	162	204	68	9	45	71	5	6	4
Weighted	214	107	107	5	120	16	50	22	166	208	70	10	46	55	7	18	8
I would give up access to Google Maps and get paid 200	70%	66%	73%	57%	72%	49%	73%	71%	69%	71%	65%	61%	62%	79%	100%	70%	79%
I would keep access to Google Maps	23%	30%	16%	43%	21%	40%	24%	18%	24%	23%	32%	10%	23%	15%	0%	30%	21%
Don't know	7%	4%	11%	0%	7%	11%	4%	12%	7%	6%	4%	28%	15%	6%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	212	22	29	40	47	41	33	80	83	24	9	122	15	35	24	12	4
Weighted	211	21	24	35	37	37	57	93	77	19	8	104	15	55	21	11	5
I would give up access to Google Maps and get paid 500	78%	78%	81%	77%	81%	82%	72%	73%	79%	86%	100%	78%	83%	69%	80%	100%	100%
I would keep access to Google Maps	17%	22%	17%	20%	14%	12%	19%	21%	17%	4%	0%	18%	17%	21%	17%	0%	0%
Don't know	5%	0%	2%	3%	5%	6%	9%	5%	4%	10%	0%	4%	0%	10%	3%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	212	114	98	11	109	10	60	22	162	212	71	7	45	80	1	5	3
Weighted	211	108	102	11	126	9	49	16	164	211	74	9	42	59	1	20	5
I would give up access to Google Maps and get paid 500	78%	77%	79%	81%	78%	100%	70%	85%	79%	78%	74%	100%	78%	81%	100%	65%	100%
I would keep access to Google Maps	17%	20%	14%	10%	17%	0%	28%	3%	16%	17%	17%	0%	17%	16%	0%	35%	0%
Don't know	5%	4%	6%	9%	5%	0%	3%	11%	5%	5%	9%	0%	6%	3%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	187	20	21	38	45	32	31	88	58	20	8	105	14	33	17	13	5
Weighted	187	18	18	32	40	32	47	91	57	18	7	95	15	46	15	12	4
I would give up access to YouTube and get paid 0.50	14%	15%	5%	16%	6%	16%	21%	15%	17%	6%	12%	16%	20%	13%	0%	15%	0%
I would keep access to YouTube	79%	85%	90%	73%	90%	72%	72%	79%	74%	91%	88%	78%	75%	75%	95%	85%	100%
Don't know	7%	0%	5%	11%	5%	12%	7%	6%	9%	3%	0%	6%	5%	13%	5%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	187	97	90	11	93	13	51	18	147	184	61	6	49	61	3	4	3
Weighted	187	93	94	14	105	14	40	14	144	183	64	9	46	50	4	9	5
I would give up access to YouTube and get paid 0.50	14%	13%	15%	6%	14%	15%	16%	15%	12%	14%	17%	0%	14%	17%	0%	0%	0%
I would keep access to YouTube	79%	79%	79%	87%	76%	85%	79%	85%	81%	79%	80%	88%	78%	72%	100%	100%	65%
Don't know	7%	8%	7%	7%	10%	0%	5%	0%	7%	7%	2%	12%	8%	11%	0%	0%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	200	15	37	38	37	30	43	72	88	22	7	117	12	40	17	6	6
Weighted	213	13	34	32	31	31	73	90	84	20	7	109	12	61	18	5	6
I would give up access to YouTube and get paid 1	12%	7%	20%	11%	14%	15%	8%	15%	10%	13%	12%	18%	7%	5%	6%	15%	14%
I would keep access to YouTube	80%	85%	80%	69%	86%	82%	81%	80%	84%	87%	78%	78%	93%	83%	73%	85%	86%
Don't know	8%	8%	0%	19%	0%	4%	11%	5%	6%	0%	10%	4%	0%	11%	21%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	200	97	103	10	104	11	50	24	159	198	71	10	42	68	1	8	0
Weighted	213	98	115	13	128	11	43	18	171	212	76	11	42	60	2	24	0
I would give up access to YouTube and get paid 1	12%	11%	13%	18%	11%	20%	15%	9%	11%	12%	18%	17%	14%	9%	0%	0%	*
I would keep access to YouTube	80%	86%	75%	74%	82%	61%	81%	83%	83%	80%	74%	77%	77%	85%	100%	93%	*
Don't know	8%	3%	12%	8%	7%	19%	4%	8%	6%	7%	8%	6%	9%	6%	0%	7%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	206	20	31	46	41	32	36	81	74	30	10	130	8	33	22	11	2
Weighted	210	18	27	37	33	30	65	97	73	23	8	111	10	57	20	11	2
I would give up access to YouTube and get paid 2.50	19%	14%	34%	22%	12%	13%	18%	21%	17%	9%	16%	21%	33%	15%	13%	17%	0%
I would keep access to YouTube	78%	86%	61%	73%	83%	81%	80%	77%	76%	88%	84%	76%	60%	82%	78%	83%	100%
Don't know	4%	0%	5%	5%	6%	6%	2%	2%	7%	3%	0%	3%	7%	4%	9%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	206	102	104	8	88	17	52	40	172	203	68	7	57	65	3	4	2
Weighted	210	93	117	15	110	17	38	29	178	205	70	6	56	52	3	20	2
I would give up access to YouTube and get paid 2.50	19%	22%	16%	13%	19%	25%	22%	11%	16%	19%	21%	17%	14%	26%	31%	0%	50%
I would keep access to YouTube	78%	77%	78%	80%	79%	69%	73%	83%	80%	78%	76%	83%	79%	70%	69%	100%	50%
Don't know	4%	1%	6%	7%	2%	6%	5%	6%	4%	4%	2%	0%	6%	5%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	203	23	31	41	50	26	32	75	75	27	16	129	4	34	14	16	5
Weighted	196	20	28	35	40	26	48	77	72	21	15	111	4	51	11	13	4
I would give up access to YouTube and get paid 5	29%	24%	36%	23%	39%	31%	21%	32%	25%	39%	15%	31%	74%	24%	28%	23%	19%
I would keep access to YouTube	68%	76%	64%	76%	61%	66%	68%	67%	73%	58%	63%	69%	26%	68%	67%	77%	81%
Don't know	3%	0%	0%	2%	0%	2%	11%	1%	2%	3%	22%	1%	0%	9%	6%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	203	113	90	6	108	11	48	28	150	199	73	3	49	71	0	3	4
Weighted	196	104	93	8	120	11	35	20	147	192	84	3	43	52	0	7	7
I would give up access to YouTube and get paid 5	29%	22%	36%	30%	26%	43%	40%	22%	28%	28%	26%	71%	32%	32%	*	0%	36%
I would keep access to YouTube	68%	75%	60%	70%	73%	57%	49%	74%	71%	69%	72%	29%	67%	67%	*	100%	21%
Don't know	3%	3%	4%	0%	1%	0%	11%	3%	1%	3%	3%	0%	1%	1%	*	0%	43%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	206	19	26	45	41	35	40	79	81	22	5	126	12	40	15	11	2
Weighted	207	17	23	35	34	36	63	81	80	18	4	112	12	58	14	10	2
I would give up access to YouTube and get paid 10	35%	24%	36%	38%	34%	38%	36%	41%	27%	28%	18%	31%	61%	40%	42%	9%	57%
I would keep access to YouTube	56%	76%	60%	53%	59%	48%	54%	55%	60%	65%	82%	61%	33%	52%	40%	83%	43%
Don't know	9%	0%	4%	9%	7%	14%	10%	4%	13%	7%	0%	8%	6%	8%	18%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	206	111	95	6	103	15	56	26	172	206	54	10	56	74	4	5	3
Weighted	207	105	102	8	119	16	41	23	177	207	56	12	52	60	8	15	5
I would give up access to YouTube and get paid 10	35%	31%	40%	79%	29%	34%	36%	52%	34%	35%	35%	51%	38%	33%	13%	35%	35%
I would keep access to YouTube	56%	62%	51%	21%	61%	60%	56%	39%	57%	56%	56%	23%	55%	62%	87%	54%	35%
Don't know	9%	7%	10%	0%	10%	6%	8%	10%	9%	9%	9%	26%	7%	5%	0%	11%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	204	24	28	35	35	43	39	67	92	24	10	121	11	42	13	15	2
Weighted	200	23	23	29	29	42	55	69	92	19	8	113	9	51	12	14	2
I would give up access to YouTube and get paid 20	46%	37%	42%	58%	53%	51%	36%	49%	50%	32%	42%	44%	59%	43%	70%	47%	0%
I would keep access to YouTube	48%	63%	51%	34%	47%	43%	53%	49%	44%	58%	49%	48%	41%	52%	30%	53%	58%
Don't know	6%	0%	7%	7%	0%	6%	11%	3%	7%	10%	8%	8%	0%	5%	0%	0%	42%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	204	125	79	5	114	11	44	29	171	202	70	11	46	69	4	1	3
Weighted	200	119	81	7	125	11	33	22	172	198	78	12	41	56	6	2	5
I would give up access to YouTube and get paid 20	46%	42%	51%	42%	41%	73%	48%	58%	45%	46%	39%	46%	47%	56%	20%	100%	33%
I would keep access to YouTube	48%	53%	41%	58%	51%	27%	48%	39%	50%	48%	55%	29%	47%	40%	80%	0%	67%
Don't know	6%	5%	8%	0%	8%	0%	4%	3%	5%	6%	6%	25%	6%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	213	16	37	37	52	34	37	83	86	23	6	132	23	33	18	3	3
Weighted	214	16	33	33	44	34	54	91	84	20	5	122	21	48	16	3	3
I would give up access to YouTube and get paid 50	56%	41%	60%	44%	64%	70%	50%	57%	59%	55%	50%	58%	62%	42%	80%	73%	32%
I would keep access to YouTube	40%	59%	37%	49%	34%	30%	42%	43%	36%	32%	29%	39%	38%	49%	20%	27%	68%
Don't know	4%	0%	3%	6%	2%	0%	8%	0%	5%	13%	21%	3%	0%	9%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	213	109	104	8	99	8	68	29	176	212	82	8	44	65	2	10	2
Weighted	214	106	108	8	116	8	58	22	181	213	77	10	40	56	3	26	3
I would give up access to YouTube and get paid 50	56%	56%	56%	60%	53%	45%	59%	64%	57%	56%	64%	59%	53%	53%	59%	42%	49%
I would keep access to YouTube	40%	40%	40%	40%	44%	55%	34%	36%	39%	40%	34%	19%	38%	44%	41%	58%	51%
Don't know	4%	4%	4%	0%	4%	0%	7%	0%	4%	4%	2%	21%	8%	2%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	189	21	22	44	41	37	24	76	66	22	9	111	9	30	24	12	3
Weighted	180	18	18	33	35	37	39	87	55	16	7	92	8	43	24	11	3
I would give up access to YouTube and get paid 100	65%	56%	67%	80%	56%	64%	63%	65%	55%	86%	85%	66%	61%	58%	69%	70%	73%
I would keep access to YouTube	31%	41%	27%	20%	39%	30%	29%	30%	42%	14%	0%	30%	39%	33%	31%	30%	0%
Don't know	4%	3%	5%	0%	5%	5%	7%	4%	3%	0%	15%	4%	0%	9%	0%	0%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	189	96	93	5	98	7	50	29	149	188	63	3	42	75	1	3	2
Weighted	180	82	98	5	108	6	41	20	143	179	63	3	41	59	2	10	3
I would give up access to YouTube and get paid 100	65%	65%	65%	40%	66%	74%	56%	79%	61%	65%	61%	65%	67%	77%	0%	27%	39%
I would keep access to YouTube	31%	32%	30%	60%	28%	26%	43%	18%	36%	31%	37%	0%	22%	21%	100%	73%	61%
Don't know	4%	4%	5%	0%	6%	0%	2%	3%	3%	4%	2%	35%	11%	2%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	205	21	37	37	48	36	26	72	83	24	11	129	15	25	17	13	6
Weighted	207	20	34	29	43	31	50	79	78	21	10	114	18	42	15	12	7
I would give up access to YouTube and get paid 200	81%	81%	57%	92%	86%	81%	85%	88%	70%	90%	78%	77%	90%	87%	87%	76%	68%
I would keep access to YouTube	17%	14%	41%	8%	10%	15%	15%	10%	29%	8%	22%	20%	10%	10%	13%	24%	32%
Don't know	2%	5%	2%	0%	4%	3%	0%	2%	1%	3%	0%	3%	0%	3%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	205	101	104	6	102	7	55	34	166	205	65	10	44	70	7	7	2
Weighted	207	98	109	13	116	7	40	30	167	207	62	15	38	52	10	25	5
I would give up access to YouTube and get paid 200	81%	75%	85%	100%	76%	84%	81%	87%	80%	81%	81%	93%	77%	77%	65%	90%	100%
I would keep access to YouTube	17%	22%	13%	0%	23%	0%	16%	9%	18%	17%	17%	0%	23%	19%	35%	10%	0%
Don't know	2%	2%	2%	0%	1%	16%	3%	4%	3%	2%	2%	7%	0%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	219	25	36	47	44	39	28	79	95	20	14	140	8	30	23	16	2
Weighted	213	24	31	37	36	38	47	79	98	17	9	121	10	47	20	14	2
I would give up access to YouTube and get paid 500	74%	71%	79%	71%	89%	84%	55%	80%	71%	74%	77%	75%	79%	62%	87%	81%	100%
I would keep access to YouTube	18%	29%	21%	17%	6%	14%	24%	13%	20%	22%	23%	16%	21%	24%	13%	19%	0%
Don't know	8%	0%	0%	12%	4%	3%	20%	7%	10%	4%	0%	8%	0%	14%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	219	119	100	9	111	16	54	29	172	217	73	10	45	80	5	1	5
Weighted	213	111	102	11	127	15	41	19	170	209	76	13	46	58	11	2	8
I would give up access to YouTube and get paid 500	74%	74%	75%	91%	69%	82%	83%	75%	74%	74%	77%	61%	85%	72%	57%	0%	62%
I would keep access to YouTube	18%	22%	14%	0%	21%	18%	13%	18%	17%	18%	17%	7%	10%	22%	43%	100%	20%
Don't know	8%	5%	11%	9%	10%	0%	4%	7%	9%	8%	6%	32%	6%	6%	0%	0%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	204	21	33	52	38	27	33	83	84	19	7	129	12	29	19	11	3
Weighted	212	20	28	45	32	26	61	100	81	16	4	117	11	55	16	11	3
I would give up access to Gmail and get paid 0.50	12%	16%	30%	16%	5%	8%	5%	12%	11%	18%	0%	17%	0%	4%	11%	21%	0%
I would keep access to Gmail	83%	79%	65%	78%	93%	85%	90%	84%	85%	70%	100%	79%	94%	90%	89%	79%	100%
Don't know	5%	5%	5%	5%	3%	6%	5%	4%	4%	12%	0%	5%	6%	6%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	204	108	96	9	98	15	53	25	161	199	71	4	54	65	3	6	1
Weighted	212	101	111	17	121	14	39	17	176	207	77	4	52	47	8	24	1
I would give up access to Gmail and get paid 0.50	12%	16%	9%	0%	12%	29%	10%	11%	11%	11%	17%	0%	15%	9%	0%	0%	0%
I would keep access to Gmail	83%	80%	86%	94%	84%	64%	86%	82%	83%	84%	77%	100%	79%	84%	100%	100%	100%
Don't know	5%	5%	5%	6%	4%	7%	4%	7%	6%	5%	5%	0%	6%	7%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	193	29	33	37	33	25	36	84	71	18	6	113	12	34	15	14	4
Weighted	201	26	29	29	30	26	61	96	74	13	5	104	12	56	13	12	3
I would give up access to Gmail and get paid 1	7%	8%	19%	15%	0%	0%	4%	8%	4%	11%	0%	9%	19%	0%	5%	11%	0%
I would keep access to Gmail	90%	92%	76%	79%	97%	97%	94%	89%	96%	85%	82%	87%	81%	98%	82%	89%	100%
Don't know	3%	0%	6%	6%	3%	3%	2%	3%	0%	4%	18%	3%	0%	2%	13%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	193	101	92	11	93	7	56	26	149	191	71	11	44	56	4	6	1
Weighted	201	99	102	14	115	7	48	18	158	197	75	10	45	46	6	17	2
I would give up access to Gmail and get paid 1	7%	4%	10%	0%	7%	15%	7%	7%	6%	7%	4%	18%	5%	12%	27%	0%	0%
I would keep access to Gmail	90%	93%	87%	100%	89%	85%	89%	89%	91%	90%	94%	82%	91%	85%	73%	90%	100%
Don't know	3%	3%	3%	0%	4%	0%	4%	3%	3%	3%	2%	0%	4%	3%	0%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	199	22	32	42	34	38	31	72	77	24	11	120	9	31	19	17	3
Weighted	196	18	30	35	29	39	44	73	81	18	8	115	11	39	15	13	3
I would give up access to Gmail and get paid 2.50	17%	27%	12%	14%	9%	15%	25%	17%	20%	11%	0%	19%	21%	16%	0%	13%	34%
I would keep access to Gmail	80%	73%	86%	81%	88%	80%	72%	81%	76%	89%	100%	77%	79%	79%	100%	87%	66%
Don't know	3%	0%	3%	5%	2%	5%	3%	3%	4%	0%	0%	4%	0%	6%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User		Google Search User		Region				
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	199	106	93	11	96	10	50	32	155	198	66	7	43	71	2	7	3
Weighted	196	105	91	14	110	11	36	25	154	195	68	11	38	54	2	17	5
I would give up access to Gmail and get paid 2.50	17%	14%	21%	8%	19%	9%	21%	11%	16%	16%	15%	33%	26%	13%	0%	11%	0%
I would keep access to Gmail	80%	83%	77%	85%	78%	91%	75%	89%	81%	80%	82%	67%	64%	85%	100%	89%	100%
Don't know	3%	4%	3%	7%	4%	0%	4%	0%	3%	3%	3%	0%	10%	2%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	204	16	34	42	52	33	27	79	80	22	9	136	10	28	16	10	4
Weighted	194	15	31	34	45	32	39	79	74	21	6	123	11	32	15	10	4
I would give up access to Gmail and get paid 5	13%	5%	24%	16%	4%	15%	15%	19%	10%	6%	11%	14%	0%	12%	16%	8%	28%
I would keep access to Gmail	84%	90%	74%	79%	94%	82%	82%	81%	84%	88%	89%	82%	100%	84%	84%	84%	72%
Don't know	3%	6%	2%	5%	2%	3%	3%	0%	7%	6%	0%	3%	0%	4%	0%	9%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	204	110	94	3	108	13	47	32	167	204	72	6	52	65	4	4	1
Weighted	194	103	91	3	117	13	37	23	161	194	71	8	45	54	6	8	2
I would give up access to Gmail and get paid 5	13%	14%	13%	36%	14%	16%	11%	9%	13%	13%	11%	61%	14%	9%	27%	0%	0%
I would keep access to Gmail	84%	83%	85%	64%	83%	77%	83%	91%	83%	84%	85%	39%	83%	87%	73%	100%	100%
Don't know	3%	4%	3%	0%	3%	7%	6%	0%	4%	3%	4%	0%	4%	3%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	202	18	30	41	40	37	36	72	77	29	11	115	9	41	22	13	2
Weighted	210	18	26	35	35	34	62	79	78	23	9	100	9	66	21	13	2
I would give up access to Gmail and get paid 10	16%	20%	28%	20%	17%	6%	11%	19%	15%	15%	0%	16%	21%	11%	26%	13%	52%
I would keep access to Gmail	83%	80%	68%	80%	81%	94%	89%	80%	84%	85%	100%	82%	79%	89%	74%	87%	48%
Don't know	1%	0%	3%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User		Google Search User		Region				
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	202	101	101	6	114	11	46	25	169	201	75	4	35	77	5	4	2
Weighted	210	98	112	6	133	11	35	24	180	208	80	6	33	65	10	12	3
I would give up access to Gmail and get paid 10	16%	18%	14%	18%	17%	9%	15%	15%	16%	16%	19%	50%	17%	12%	18%	0%	0%
I would keep access to Gmail	83%	81%	85%	82%	83%	91%	83%	85%	83%	83%	81%	50%	81%	87%	82%	100%	100%
Don't know	1%	1%	1%	0%	1%	0%	2%	0%	1%	1%	0%	0%	2%	1%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	224	15	26	48	49	43	43	83	96	24	7	133	13	46	19	7	4
Weighted	222	12	23	38	39	41	68	92	90	21	5	115	13	67	16	5	3
I would give up access to Gmail and get paid 20	21%	41%	25%	27%	17%	18%	17%	22%	19%	22%	46%	22%	30%	16%	13%	54%	25%
I would keep access to Gmail	74%	59%	75%	66%	73%	76%	81%	74%	75%	78%	54%	71%	65%	84%	82%	46%	75%
Don't know	5%	0%	0%	8%	10%	6%	1%	5%	6%	0%	0%	7%	5%	0%	5%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User		Google Search User		Region				
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	224	118	106	7	107	15	62	32	168	222	79	10	48	81	1	4	1
Weighted	222	108	114	7	130	14	44	25	171	220	81	12	48	63	2	14	2
I would give up access to Gmail and get paid 20	21%	22%	20%	31%	17%	22%	26%	28%	20%	21%	19%	49%	26%	21%	0%	0%	0%
I would keep access to Gmail	74%	74%	74%	69%	77%	78%	69%	69%	75%	75%	75%	51%	65%	77%	100%	100%	100%
Don't know	5%	3%	6%	0%	5%	0%	5%	3%	5%	4%	6%	0%	9%	2%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	189	25	25	33	40	34	32	67	74	28	11	108	11	34	14	17	5
Weighted	186	23	20	26	32	32	53	77	68	24	8	90	13	48	14	15	6
I would give up access to Gmail and get paid 50	32%	29%	42%	36%	32%	27%	31%	37%	31%	26%	10%	33%	47%	23%	45%	37%	16%
I would keep access to Gmail	65%	69%	58%	60%	68%	62%	69%	61%	66%	68%	90%	62%	53%	77%	50%	63%	84%
Don't know	3%	2%	0%	4%	0%	11%	0%	2%	2%	5%	0%	5%	0%	0%	5%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	189	98	91	6	99	11	51	22	149	187	64	6	44	69	1	1	4
Weighted	186	91	96	6	113	11	42	15	143	185	65	8	42	59	1	5	6
I would give up access to Gmail and get paid 50	32%	41%	24%	0%	37%	17%	36%	8%	35%	33%	28%	40%	35%	36%	100%	0%	31%
I would keep access to Gmail	65%	58%	72%	100%	61%	75%	61%	84%	62%	65%	71%	60%	61%	60%	0%	100%	69%
Don't know	3%	1%	4%	0%	2%	7%	3%	8%	3%	3%	1%	0%	4%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	183	22	31	33	36	33	28	67	80	19	5	110	16	26	19	10	2
Weighted	179	20	26	28	29	35	40	72	75	14	5	102	14	33	19	9	3
I would give up access to Gmail and get paid 100	38%	29%	46%	43%	24%	38%	45%	44%	33%	52%	18%	40%	49%	43%	31%	10%	0%
I would keep access to Gmail	57%	71%	51%	36%	67%	62%	55%	52%	62%	44%	82%	54%	51%	57%	54%	90%	100%
Don't know	5%	0%	3%	21%	9%	0%	0%	5%	5%	4%	0%	6%	0%	0%	15%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	183	93	90	6	88	10	53	25	154	182	57	10	43	61	3	5	4
Weighted	179	88	91	9	100	11	39	20	151	178	59	12	36	50	4	12	6
I would give up access to Gmail and get paid 100	38%	42%	35%	57%	36%	27%	35%	50%	38%	38%	38%	50%	48%	33%	27%	21%	31%
I would keep access to Gmail	57%	55%	58%	43%	60%	73%	55%	44%	56%	57%	59%	41%	50%	64%	46%	65%	44%
Don't know	5%	3%	7%	0%	4%	0%	9%	6%	6%	5%	3%	9%	2%	3%	27%	14%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	215	16	31	38	54	41	35	84	79	24	17	134	11	39	19	7	5
Weighted	207	15	28	28	45	39	52	84	74	19	16	109	13	55	19	7	4
I would give up access to Gmail and get paid 200	49%	58%	52%	56%	51%	51%	39%	51%	52%	54%	43%	49%	63%	44%	49%	72%	42%
I would keep access to Gmail	46%	35%	39%	44%	43%	47%	56%	44%	44%	46%	51%	44%	37%	52%	51%	28%	58%
Don't know	4%	7%	9%	0%	6%	2%	4%	5%	4%	0%	6%	6%	0%	4%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	215	113	102	8	103	10	59	34	176	214	60	10	53	78	4	5	5
Weighted	207	106	101	8	111	10	49	28	171	206	59	10	50	58	6	15	9
I would give up access to Gmail and get paid 200	49%	50%	49%	0%	56%	54%	48%	38%	51%	50%	55%	56%	46%	55%	69%	0%	53%
I would keep access to Gmail	46%	46%	46%	84%	40%	27%	49%	60%	46%	46%	41%	44%	52%	35%	31%	100%	47%
Don't know	4%	4%	5%	16%	4%	19%	2%	2%	3%	4%	4%	0%	2%	10%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	219	20	31	42	58	33	35	81	80	27	12	142	13	32	18	10	4
Weighted	221	19	28	34	49	31	61	89	77	25	11	125	14	53	16	10	4
I would give up access to Gmail and get paid 500	68%	75%	69%	67%	56%	63%	78%	69%	65%	81%	65%	65%	58%	79%	67%	69%	28%
I would keep access to Gmail	30%	25%	27%	28%	41%	37%	20%	30%	30%	19%	35%	31%	42%	18%	33%	31%	72%
Don't know	3%	0%	4%	5%	4%	0%	2%	1%	5%	0%	0%	4%	0%	2%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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?

	Total	Gender		Education level					Android User		Google Search User		Region				
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	219	122	97	7	114	14	51	33	186	216	65	10	58	75	3	4	4
Weighted	221	111	109	18	126	13	42	22	184	216	70	11	55	59	3	15	8
I would give up access to Gmail and get paid 500	68%	66%	69%	88%	63%	93%	69%	61%	69%	69%	72%	75%	66%	60%	100%	79%	59%
I would keep access to Gmail	30%	31%	28%	12%	33%	7%	29%	39%	27%	28%	26%	16%	30%	38%	0%	21%	41%
Don't know	3%	3%	2%	0%	4%	0%	2%	0%	3%	3%	3%	9%	4%	1%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	176	12	25	41	36	32	30	67	70	24	7	108	12	28	19	6	2
Weighted	183	10	25	34	30	29	55	82	66	19	8	96	11	50	18	4	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	24%	22%	32%	30%	19%	22%	19%	27%	26%	17%	6%	26%	10%	24%	24%	12%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	60%	78%	68%	46%	71%	63%	53%	62%	51%	83%	55%	66%	56%	58%	31%	88%	34%
Don't know	17%	0%	0%	24%	10%	15%	28%	12%	23%	0%	38%	8%	34%	18%	45%	0%	66%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	176	97	79	5	89	6	53	21	149	175	61	7	38	59	1	6	4
Weighted	183	90	93	8	104	5	49	15	153	182	65	6	35	46	2	20	8
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	24%	27%	20%	24%	27%	35%	17%	17%	26%	24%	23%	35%	10%	18%	100%	37%	62%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	60%	64%	56%	11%	59%	65%	64%	73%	62%	60%	54%	47%	81%	67%	0%	54%	0%
Don't know	17%	9%	24%	64%	14%	0%	19%	9%	11%	16%	23%	17%	10%	15%	0%	8%	38%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	190	24	25	41	38	36	26	58	82	23	11	126	8	27	10	12	7
Weighted	171	21	19	33	29	32	37	55	71	19	8	105	6	37	8	10	6
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	23%	20%	24%	25%	40%	7%	25%	14%	24%	33%	9%	23%	0%	27%	20%	26%	33%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	68%	71%	76%	57%	55%	84%	66%	72%	71%	63%	91%	67%	100%	63%	80%	74%	40%
Don't know	9%	8%	0%	18%	6%	9%	9%	14%	5%	3%	0%	10%	0%	10%	0%	0%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	190	95	95	5	73	15	70	26	153	188	74	8	38	65	2	2	1
Weighted	171	84	88	5	74	15	53	23	142	169	71	9	35	45	3	7	1
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	23%	23%	24%	0%	17%	38%	27%	35%	24%	24%	25%	8%	16%	24%	0%	76%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	68%	70%	65%	80%	73%	49%	66%	62%	67%	68%	64%	92%	73%	71%	100%	24%	0%
Don't know	9%	7%	11%	20%	10%	14%	7%	3%	9%	8%	11%	0%	11%	6%	0%	0%	100%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	224	23	34	36	56	38	37	88	80	29	11	129	8	38	31	13	4
Weighted	221	22	31	31	48	37	52	94	79	22	9	113	12	48	29	13	3
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	31%	24%	46%	31%	34%	25%	25%	31%	33%	40%	14%	35%	73%	17%	24%	29%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	59%	73%	49%	50%	57%	68%	59%	59%	58%	60%	86%	57%	27%	71%	51%	71%	79%
Don't know	10%	3%	5%	18%	8%	8%	16%	11%	9%	0%	0%	8%	0%	12%	25%	0%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	224	128	96	8	117	15	51	32	193	222	82	11	52	69	5	3	2
Weighted	221	121	99	8	136	15	36	25	191	218	82	14	49	59	7	7	3
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	31%	33%	28%	35%	32%	39%	25%	28%	30%	31%	32%	41%	36%	27%	23%	0%	39%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	59%	59%	59%	24%	59%	54%	59%	69%	60%	59%	57%	59%	53%	63%	77%	75%	61%
Don't know	10%	7%	14%	40%	9%	7%	15%	2%	10%	10%	11%	0%	11%	11%	0%	25%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	195	19	27	34	43	38	34	71	81	22	9	118	11	40	14	11	1
Weighted	199	16	22	28	36	38	59	80	81	18	8	107	9	61	12	9	1
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	35%	42%	23%	44%	38%	31%	33%	39%	35%	29%	8%	32%	29%	35%	48%	52%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	57%	58%	63%	50%	56%	61%	55%	54%	56%	57%	79%	57%	71%	57%	52%	48%	0%
Don't know	8%	0%	15%	6%	6%	8%	12%	7%	8%	14%	12%	11%	0%	8%	0%	0%	100%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	195	103	92	11	96	14	56	18	160	191	55	9	54	70	1	5	1
Weighted	199	98	101	17	114	13	41	13	165	195	62	10	50	57	1	17	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	35%	34%	36%	66%	29%	48%	37%	26%	33%	34%	37%	44%	28%	32%	0%	59%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	57%	58%	56%	22%	62%	46%	58%	63%	58%	57%	53%	16%	66%	63%	100%	41%	100%
Don't know	8%	9%	8%	12%	9%	6%	5%	11%	10%	9%	10%	40%	6%	6%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	201	28	20	44	39	36	34	73	80	22	9	109	15	32	24	14	7
Weighted	207	26	16	37	33	39	56	85	77	21	7	100	14	49	22	13	8
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	48%	64%	52%	47%	38%	43%	50%	49%	49%	49%	10%	46%	59%	44%	65%	49%	37%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	36%	48%	49%	52%	48%	29%	47%	36%	51%	71%	47%	31%	41%	35%	51%	21%
Don't know	9%	0%	0%	4%	10%	8%	21%	5%	16%	0%	19%	8%	10%	15%	0%	0%	42%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	201	105	96	4	105	13	44	34	151	200	69	9	42	71	1	8	1
Weighted	207	100	107	4	125	14	39	24	159	206	68	12	36	60	1	28	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	48%	53%	44%	51%	55%	34%	41%	35%	44%	48%	58%	32%	35%	48%	0%	46%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	39%	45%	23%	34%	57%	54%	57%	47%	42%	35%	33%	56%	38%	100%	54%	0%
Don't know	9%	8%	11%	26%	11%	9%	5%	9%	9%	10%	6%	34%	9%	14%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	225	15	45	33	49	42	41	93	83	26	9	136	15	42	20	9	2
Weighted	225	14	39	26	44	40	63	97	82	23	6	122	18	56	18	9	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	52%	50%	63%	47%	53%	48%	49%	48%	53%	52%	56%	48%	50%	49%	75%	72%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	50%	33%	49%	37%	41%	33%	43%	35%	40%	32%	42%	50%	32%	19%	28%	0%
Don't know	10%	0%	4%	4%	10%	12%	19%	9%	12%	8%	12%	10%	0%	19%	6%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	225	125	100	12	121	13	59	20	184	224	68	8	59	78	3	5	4
Weighted	225	118	107	15	132	12	46	20	191	224	73	10	55	63	3	14	7
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	52%	54%	49%	51%	48%	53%	54%	71%	50%	52%	41%	39%	66%	47%	31%	87%	55%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	36%	40%	40%	38%	38%	43%	22%	40%	38%	45%	21%	30%	42%	69%	13%	45%
Don't know	10%	10%	11%	9%	14%	8%	3%	6%	11%	10%	14%	41%	4%	11%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	191	17	37	43	35	23	36	90	62	22	12	120	11	33	13	12	1
Weighted	187	16	35	35	30	23	48	94	59	20	9	110	11	43	12	11	1
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	63%	66%	80%	52%	73%	47%	60%	58%	71%	82%	44%	65%	73%	56%	69%	62%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	30%	34%	12%	41%	22%	45%	31%	35%	22%	15%	56%	29%	9%	36%	31%	38%	100%
Don't know	7%	0%	7%	7%	5%	8%	9%	7%	7%	3%	0%	6%	17%	8%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	191	112	79	5	90	16	40	38	143	189	72	5	39	65	4	5	1
Weighted	187	108	79	7	106	17	30	26	144	185	78	5	38	48	5	13	1
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	63%	63%	64%	75%	61%	65%	66%	67%	65%	63%	63%	46%	67%	63%	100%	41%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	30%	31%	29%	13%	32%	35%	28%	28%	29%	30%	27%	31%	33%	29%	0%	59%	0%
Don't know	7%	7%	7%	12%	8%	0%	6%	5%	6%	6%	10%	23%	0%	8%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	214	22	33	53	49	30	27	86	88	20	8	137	14	29	17	12	5
Weighted	202	21	29	41	41	28	42	87	82	16	5	115	13	44	15	11	5
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	77%	82%	77%	84%	83%	85%	57%	77%	77%	93%	50%	80%	84%	62%	89%	76%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	17%	18%	20%	11%	16%	8%	28%	17%	17%	7%	50%	16%	8%	24%	11%	24%	0%
Don't know	6%	0%	3%	6%	1%	7%	14%	6%	7%	0%	0%	4%	8%	14%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	214	102	112	5	110	8	54	37	162	212	69	4	58	71	4	2	6
Weighted	202	95	107	5	123	8	38	28	154	199	72	4	55	52	5	5	9
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	77%	72%	82%	82%	79%	89%	77%	65%	79%	78%	78%	82%	78%	82%	100%	0%	56%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	17%	21%	13%	0%	13%	11%	19%	35%	15%	17%	19%	18%	12%	12%	0%	100%	28%
Don't know	6%	7%	5%	18%	8%	0%	3%	0%	6%	4%	3%	0%	9%	6%	0%	0%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	207	24	27	47	43	34	32	73	88	19	5	129	9	33	17	13	6
Weighted	207	22	25	38	36	36	51	75	91	15	4	115	8	49	17	12	7
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	75%	92%	82%	84%	82%	75%	55%	77%	77%	87%	23%	77%	100%	62%	89%	93%	66%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	16%	4%	18%	10%	12%	17%	27%	15%	16%	7%	77%	16%	0%	24%	11%	7%	0%
Don't know	8%	5%	0%	5%	6%	8%	18%	8%	8%	6%	0%	7%	0%	14%	0%	0%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	207	100	107	6	114	12	47	28	174	206	68	9	43	77	4	4	2
Weighted	207	98	110	7	135	12	35	19	171	205	69	10	42	63	9	11	3
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	75%	80%	71%	83%	70%	91%	91%	75%	76%	77%	84%	78%	73%	74%	51%	50%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	16%	15%	17%	17%	19%	0%	6%	25%	19%	16%	12%	11%	16%	12%	49%	50%	0%
Don't know	8%	5%	11%	0%	11%	9%	3%	0%	5%	7%	5%	11%	11%	13%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	209	20	33	36	46	35	39	73	84	27	15	128	13	38	15	14	1
Weighted	226	18	28	30	39	35	78	92	86	22	14	117	16	67	13	12	1
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	77%	100%	82%	72%	85%	74%	69%	85%	70%	89%	77%	75%	95%	68%	94%	100%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	15%	0%	9%	25%	6%	19%	19%	12%	17%	8%	16%	15%	5%	22%	6%	0%	0%
Don't know	8%	0%	9%	4%	9%	7%	12%	4%	13%	3%	7%	10%	0%	9%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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?

	Gender		Education level					Android User	Google Search User	Region							
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	209	103	106	13	105	4	54	32	165	207	62	8	51	73	5	6	4
Weighted	226	99	127	26	126	4	45	25	178	224	67	13	49	60	11	19	8
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	77%	84%	72%	96%	74%	79%	77%	68%	76%	77%	77%	61%	87%	75%	57%	76%	86%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	15%	8%	20%	0%	17%	0%	14%	22%	16%	15%	18%	0%	5%	15%	43%	24%	14%
Don't know	8%	9%	8%	4%	8%	21%	8%	10%	8%	8%	5%	39%	8%	11%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Short form video (eg YouTube, Tiktok, Facebook Video)	8%	16%	18%	13%	5%	5%	2%	9%	8%	8%	7%	10%	14%	3%	12%	6%	4%
TV	65%	57%	57%	61%	68%	68%	68%	63%	65%	74%	59%	65%	52%	69%	55%	69%	63%
Magazines	5%	5%	4%	5%	5%	3%	6%	4%	5%	13%	9%	5%	3%	6%	5%	7%	0%
Reading or books	5%	10%	8%	7%	3%	4%	3%	4%	5%	9%	18%	7%	4%	2%	5%	7%	0%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	42%	57%	58%	52%	47%	34%	23%	36%	46%	50%	51%	50%	39%	24%	33%	57%	30%
General News	4%	5%	4%	4%	2%	6%	3%	2%	5%	4%	13%	5%	0%	3%	3%	9%	3%
Podcasts	4%	11%	5%	9%	3%	2%	1%	3%	5%	7%	8%	6%	8%	1%	1%	6%	0%
Email newsletters	3%	6%	4%	5%	2%	3%	2%	2%	4%	6%	5%	4%	3%	2%	4%	7%	0%
Music	16%	30%	28%	17%	16%	13%	7%	12%	19%	21%	31%	20%	21%	5%	9%	27%	4%
Computer games	10%	21%	15%	16%	10%	5%	3%	9%	11%	11%	21%	13%	3%	3%	9%	18%	4%
None of the above	17%	11%	15%	15%	14%	19%	23%	20%	17%	11%	12%	14%	24%	21%	24%	14%	10%
Don't know	1%	1%	1%	2%	0%	1%	2%	1%	0%	0%	8%	0%	1%	1%	3%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Short form video (eg YouTube, Tiktok, Facebook Video)	8%	10%	7%	2%	8%	14%	8%	11%	8%	8%	9%	6%	9%	7%	0%	10%	9%
TV	65%	68%	61%	61%	64%	65%	63%	71%	65%	64%	60%	57%	63%	69%	78%	76%	59%
Magazines	5%	6%	4%	0%	4%	5%	6%	10%	5%	5%	6%	10%	5%	5%	0%	2%	0%
Reading or books	5%	6%	4%	0%	4%	10%	5%	8%	4%	5%	6%	0%	5%	6%	0%	3%	0%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	42%	44%	40%	24%	37%	51%	49%	55%	42%	42%	47%	50%	35%	44%	46%	29%	7%
General News	4%	5%	3%	4%	4%	3%	2%	9%	4%	4%	4%	5%	3%	5%	0%	8%	0%
Podcasts	4%	5%	3%	2%	4%	1%	4%	6%	4%	4%	4%	0%	4%	5%	0%	10%	0%
Email newsletters	3%	3%	3%	2%	3%	2%	5%	5%	3%	3%	3%	5%	4%	3%	0%	4%	0%
Music	16%	19%	13%	4%	14%	28%	16%	27%	15%	16%	15%	20%	14%	16%	23%	24%	9%
Computer games	10%	14%	6%	8%	9%	15%	10%	13%	10%	10%	10%	8%	11%	10%	0%	14%	0%
None of the above	17%	15%	19%	27%	19%	16%	14%	13%	18%	17%	17%	25%	21%	15%	13%	11%	26%
Don't know	1%	0%	2%	2%	1%	0%	3%	0%	1%	1%	1%	0%	0%	1%	0%	2%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Email newsletters	54%	55%	62%	57%	64%	56%	41%	54%	55%	56%	51%	59%	61%	42%	46%	64%	66%
Short form video (eg YouTube, Tiktok, Facebook Video)	52%	45%	50%	52%	62%	64%	43%	51%	55%	59%	50%	56%	72%	43%	44%	57%	42%
Podcasts	50%	40%	43%	45%	60%	55%	50%	53%	51%	41%	43%	48%	59%	52%	49%	51%	47%
TV	5%	4%	5%	7%	3%	3%	8%	6%	6%	2%	2%	5%	15%	4%	5%	3%	6%
Computer games	47%	21%	34%	35%	50%	55%	62%	51%	45%	42%	37%	41%	52%	63%	38%	25%	70%
Magazines	46%	50%	49%	45%	52%	46%	39%	49%	45%	40%	30%	47%	58%	39%	46%	54%	49%
General News	43%	40%	46%	48%	51%	44%	34%	45%	43%	40%	36%	47%	57%	34%	40%	44%	37%
Reading or books	28%	17%	20%	26%	32%	37%	28%	30%	27%	29%	11%	29%	30%	28%	30%	8%	33%
Music	24%	14%	16%	26%	26%	35%	22%	25%	23%	24%	15%	23%	29%	26%	23%	21%	40%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	3%	9%	11%	14%	27%	24%	19%	17%	13%	10%	14%	25%	24%	15%	5%	15%
None of the above	8%	5%	2%	5%	4%	11%	13%	8%	7%	10%	4%	5%	3%	14%	12%	3%	5%
Don't know	8%	8%	6%	11%	6%	5%	10%	6%	9%	5%	14%	7%	3%	9%	12%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Email newsletters	54%	60%	49%	46%	54%	60%	52%	58%	54%	55%	57%	61%	51%	60%	52%	33%	40%
Short form video (eg YouTube, Tiktok, Facebook Video)	52%	54%	51%	41%	53%	49%	52%	56%	53%	53%	53%	56%	47%	56%	60%	48%	39%
Podcasts	50%	50%	50%	42%	52%	54%	50%	41%	50%	50%	48%	65%	53%	54%	48%	31%	32%
TV	5%	5%	6%	2%	5%	5%	6%	6%	6%	5%	5%	8%	7%	4%	13%	7%	0%
Computer games	47%	41%	52%	51%	46%	49%	43%	50%	46%	47%	45%	51%	46%	48%	63%	48%	24%
Magazines	46%	47%	45%	51%	47%	50%	42%	41%	45%	46%	46%	54%	46%	49%	28%	36%	39%
General News	43%	48%	39%	35%	46%	43%	38%	41%	44%	44%	43%	42%	41%	44%	46%	52%	39%
Reading or books	28%	32%	24%	25%	31%	31%	20%	24%	29%	28%	27%	38%	28%	29%	18%	17%	42%
Music	24%	26%	22%	14%	27%	22%	18%	26%	25%	24%	25%	18%	27%	25%	5%	11%	31%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	20%	14%	12%	20%	18%	11%	13%	17%	17%	16%	30%	17%	19%	0%	9%	20%
None of the above	8%	7%	9%	18%	8%	8%	6%	6%	8%	8%	7%	2%	11%	8%	0%	3%	9%
Don't know	8%	7%	8%	4%	9%	5%	8%	5%	8%	7%	9%	9%	8%	5%	0%	6%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Airbnb	8%	14%	13%	7%	7%	6%	8%	5%	10%	10%	21%	9%	8%	7%	3%	16%	0%
iPad	8%	9%	4%	6%	6%	4%	13%	7%	6%	5%	19%	6%	6%	11%	9%	7%	0%
Tesla Model S or 3	8%	9%	9%	12%	10%	9%	5%	8%	9%	9%	6%	10%	6%	5%	8%	8%	20%
Wi-Fi	72%	74%	65%	70%	78%	75%	70%	74%	72%	72%	73%	70%	75%	74%	83%	77%	54%
Google Search	60%	54%	56%	55%	63%	60%	65%	63%	61%	53%	59%	57%	80%	62%	66%	54%	60%
Google Maps	59%	54%	61%	58%	62%	60%	60%	61%	57%	64%	65%	59%	72%	58%	69%	53%	27%
WhatsApp	52%	51%	48%	49%	51%	53%	56%	56%	52%	41%	44%	49%	52%	57%	57%	48%	58%
Apple Pay	5%	11%	8%	3%	1%	8%	4%	5%	6%	4%	11%	4%	4%	6%	8%	8%	6%
Android	49%	28%	45%	43%	54%	52%	58%	47%	54%	54%	37%	48%	44%	59%	53%	29%	27%
YouTube	44%	43%	51%	38%	46%	35%	50%	47%	45%	38%	43%	42%	58%	45%	45%	44%	58%
Bluetooth	41%	48%	37%	35%	48%	37%	43%	41%	40%	36%	56%	38%	35%	45%	51%	48%	40%
iPod	4%	2%	3%	3%	2%	2%	7%	6%	2%	3%	5%	3%	4%	6%	1%	3%	0%
Siri	4%	15%	9%	5%	2%	2%	1%	4%	4%	3%	11%	5%	6%	1%	7%	9%	5%
Internet browser	36%	42%	30%	40%	40%	40%	31%	33%	36%	46%	43%	38%	37%	33%	39%	40%	10%
Facebook	31%	16%	24%	30%	29%	38%	37%	33%	33%	22%	33%	28%	24%	40%	34%	22%	31%
CRISPR gene editing	3%	12%	3%	3%	3%	4%	0%	4%	3%	4%	2%	4%	3%	0%	6%	13%	0%
Apple Watch	3%	5%	2%	5%	2%	4%	3%	3%	3%	3%	7%	5%	7%	1%	2%	1%	0%
World Wide Web	29%	30%	32%	31%	39%	24%	23%	27%	31%	35%	31%	32%	24%	24%	33%	33%	19%
3D printing	28%	23%	24%	20%	31%	34%	33%	27%	28%	31%	25%	25%	20%	35%	37%	27%	23%
Wikipedia	27%	21%	26%	23%	24%	24%	35%	30%	21%	27%	27%	23%	42%	32%	31%	23%	21%
Netflix	26%	39%	32%	23%	22%	23%	25%	27%	22%	29%	34%	25%	28%	26%	24%	43%	23%
Uber	25%	37%	24%	21%	19%	21%	31%	26%	24%	27%	35%	22%	32%	31%	26%	31%	14%
iPhone	20%	23%	14%	18%	13%	22%	24%	17%	19%	23%	37%	18%	29%	21%	17%	24%	26%
Zoom	20%	19%	26%	18%	19%	14%	23%	19%	20%	24%	20%	18%	24%	20%	28%	25%	8%
AI / Machine learning	20%	42%	29%	22%	20%	13%	12%	18%	22%	27%	23%	22%	18%	13%	18%	46%	15%
Amazon Echo	2%	4%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	0%	1%	3%	4%	6%
Oculus / Meta Quest	2%	0%	7%	1%	0%	1%	2%	2%	1%	4%	0%	2%	0%	2%	1%	0%	0%
Spotify	17%	33%	18%	22%	14%	7%	14%	18%	18%	14%	11%	17%	10%	14%	12%	37%	26%
Instagram	17%	22%	20%	14%	14%	22%	17%	20%	17%	17%	11%	16%	24%	18%	21%	21%	14%
Google Workspace (e.g. Google Docs, Sheets, etc.)	16%	26%	16%	16%	18%	14%	13%	19%	14%	13%	18%	17%	18%	12%	22%	22%	8%
Bitcoin	14%	26%	23%	17%	14%	7%	7%	15%	13%	17%	10%	16%	15%	9%	12%	20%	10%
Slack	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please specify)	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	3%	0%	0%	1%	1%	0%	0%
None of the above	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	1%	3%	2%	5%	2%	3%	1%	2%	0%	3%	0%	3%	1%	0%	10%

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Airbnb	8%	7%	9%	0%	8%	0%	13%	12%	7%	8%	12%	0%	8%	7%	0%	0%	14%
iPad	8%	6%	9%	0%	6%	5%	11%	12%	6%	8%	5%	4%	7%	6%	23%	22%	14%
Tesla Model S or 3	8%	9%	8%	6%	9%	8%	7%	10%	8%	8%	8%	4%	9%	9%	7%	11%	0%
Wi-Fi	72%	72%	72%	76%	72%	76%	76%	62%	73%	73%	69%	71%	73%	74%	84%	71%	82%
Google Search	60%	56%	64%	48%	60%	56%	65%	56%	60%	60%	62%	54%	62%	60%	21%	63%	52%
Google Maps	59%	59%	60%	58%	58%	52%	65%	63%	60%	60%	63%	56%	60%	60%	48%	52%	27%
WhatsApp	52%	42%	63%	45%	52%	45%	53%	57%	51%	52%	51%	51%	49%	58%	40%	63%	20%
Apple Pay	5%	6%	4%	8%	5%	4%	7%	2%	3%	5%	5%	5%	8%	4%	15%	4%	0%
Android	49%	52%	46%	51%	51%	45%	50%	44%	58%	50%	48%	50%	52%	46%	52%	53%	60%
YouTube	44%	44%	44%	50%	46%	48%	41%	36%	45%	44%	43%	46%	51%	45%	31%	36%	25%
Bluetooth	41%	42%	40%	49%	38%	47%	45%	48%	40%	41%	44%	37%	42%	43%	14%	28%	38%
iPod	4%	3%	4%	6%	4%	7%	2%	4%	3%	4%	4%	2%	5%	2%	0%	11%	0%
Siri	4%	5%	3%	4%	5%	5%	2%	4%	4%	4%	6%	0%	3%	4%	7%	0%	0%
Internet browser	36%	41%	32%	18%	37%	37%	36%	41%	38%	37%	33%	39%	42%	37%	41%	27%	53%
Facebook	31%	32%	30%	28%	36%	27%	23%	25%	31%	31%	31%	23%	31%	30%	48%	28%	58%
CRISPR gene editing	3%	3%	3%	3%	3%	8%	2%	6%	4%	3%	4%	1%	5%	2%	5%	0%	0%
Apple Watch	3%	3%	4%	2%	2%	8%	5%	4%	2%	3%	3%	11%	3%	3%	5%	4%	0%
World Wide Web	29%	35%	24%	20%	26%	34%	32%	43%	30%	29%	29%	32%	30%	32%	29%	16%	38%
3D printing	28%	30%	27%	16%	30%	30%	24%	33%	29%	29%	30%	35%	25%	28%	51%	26%	14%
Wikipedia	27%	27%	26%	22%	27%	22%	28%	28%	28%	27%	24%	34%	30%	27%	20%	30%	31%
Netflix	26%	22%	30%	8%	25%	31%	30%	26%	24%	26%	28%	17%	22%	28%	35%	28%	12%
Uber	25%	20%	31%	14%	26%	16%	32%	22%	24%	25%	28%	18%	13%	31%	38%	26%	23%
iPhone	20%	19%	20%	29%	19%	17%	22%	16%	13%	20%	19%	11%	21%	21%	28%	10%	37%
Zoom	20%	16%	23%	14%	18%	17%	23%	27%	21%	20%	21%	22%	18%	20%	17%	22%	16%
AI / Machine learning	20%	26%	15%	12%	20%	29%	20%	25%	21%	20%	23%	18%	18%	23%	20%	7%	22%
Amazon Echo	2%	2%	1%	2%	2%	0%	2%	1%	2%	2%	1%	2%	3%	0%	0%	3%	16%
Oculus / Meta Quest	2%	2%	1%	0%	2%	0%	2%	2%	2%	2%	1%	6%	1%	1%	7%	7%	0%
Spotify	17%	14%	19%	9%	15%	24%	21%	15%	16%	17%	16%	20%	18%	16%	34%	13%	0%
Instagram	17%	13%	21%	13%	19%	7%	19%	12%	16%	18%	18%	27%	21%	15%	19%	13%	5%
Google Workspace (e.g. Google Docs, Sheets, etc.)	16%	11%	21%	15%	14%	20%	19%	21%	17%	16%	19%	10%	18%	15%	19%	6%	0%
Bitcoin	14%	19%	9%	6%	14%	16%	14%	14%	13%	14%	11%	16%	16%	14%	52%	9%	7%
Slack	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other (Please specify)	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	5%	2%	2%	2%	1%	3%	2%	3%	4%	3%	2%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

	Total	Age Group						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very familiar	2%	10%	3%	2%	1%	1%	1%	2%	2%	2%	6%	3%	4%	0%	2%	6%	4%
Somewhat familiar	17%	27%	24%	21%	15%	18%	9%	15%	19%	21%	27%	21%	12%	10%	12%	24%	9%
Neither familiar nor unfamiliar	26%	32%	31%	26%	32%	20%	20%	26%	25%	24%	23%	27%	30%	19%	25%	38%	20%
Somewhat unfamiliar	23%	16%	24%	18%	26%	23%	24%	21%	23%	27%	20%	21%	25%	26%	27%	17%	0%
Very unfamiliar	30%	11%	13%	30%	25%	37%	43%	34%	27%	25%	18%	25%	28%	42%	32%	10%	62%
Don t know	3%	3%	5%	3%	1%	2%	2%	1%	3%	2%	7%	3%	1%	2%	1%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

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

	Total	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very familiar	2%	3%	2%	0%	2%	7%	1%	4%	2%	2%	2%	2%	2%	3%	7%	0%	8%
Somewhat familiar	17%	23%	12%	13%	17%	22%	14%	26%	18%	17%	19%	13%	17%	17%	16%	18%	8%
Neither familiar nor unfamiliar	26%	25%	26%	16%	25%	29%	29%	27%	27%	26%	28%	31%	27%	23%	11%	26%	14%
Somewhat unfamiliar	23%	21%	24%	16%	23%	17%	26%	21%	24%	22%	25%	15%	21%	24%	39%	11%	0%
Very unfamiliar	30%	25%	35%	55%	30%	25%	28%	21%	26%	30%	23%	37%	31%	31%	27%	41%	64%
Don t know	3%	4%	2%	0%	3%	0%	2%	1%	2%	3%	3%	2%	2%	2%	0%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	8%	16%	9%	6%	8%	11%	6%	8%	9%	8%	16%	9%	8%	5%	9%	17%	13%
Good description	31%	37%	31%	37%	31%	24%	30%	32%	29%	35%	41%	33%	24%	30%	24%	30%	24%
Neither a good nor bad description	26%	23%	33%	28%	28%	30%	18%	21%	31%	28%	14%	30%	23%	18%	26%	26%	11%
Bad description	3%	10%	3%	5%	2%	2%	3%	4%	3%	4%	2%	2%	5%	4%	4%	10%	9%
Very bad description	1%	1%	2%	1%	0%	2%	0%	0%	2%	1%	0%	2%	0%	0%	1%	0%	0%
Don t know	30%	13%	22%	23%	31%	32%	43%	34%	27%	24%	27%	24%	39%	42%	35%	16%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	8%	8%	9%	14%	8%	12%	7%	8%	9%	9%	8%	6%	10%	9%	0%	7%	0%
Good description	31%	33%	29%	20%	29%	26%	35%	40%	31%	31%	33%	36%	30%	30%	30%	28%	14%
Neither a good nor bad description	26%	29%	23%	20%	26%	31%	25%	24%	27%	26%	29%	18%	24%	25%	57%	18%	15%
Bad description	3%	3%	4%	0%	4%	8%	2%	3%	3%	3%	3%	1%	2%	3%	0%	11%	7%
Very bad description	1%	1%	1%	2%	1%	3%	0%	0%	1%	1%	1%	2%	1%	1%	0%	0%	0%
Don t know	30%	26%	34%	44%	31%	19%	30%	25%	29%	30%	24%	37%	33%	32%	13%	36%	64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	7%	14%	7%	7%	4%	7%	5%	7%	5%	7%	17%	7%	5%	4%	7%	8%	19%
Good description	35%	48%	38%	36%	33%	32%	30%	35%	36%	40%	41%	37%	31%	31%	29%	49%	14%
Neither a good nor bad description	26%	17%	27%	26%	29%	30%	23%	23%	29%	25%	9%	28%	26%	23%	22%	20%	6%
Bad description	3%	3%	4%	5%	4%	1%	2%	2%	4%	1%	2%	3%	4%	2%	4%	2%	4%
Very bad description	1%	0%	2%	1%	0%	0%	1%	0%	1%	1%	2%	1%	0%	1%	1%	0%	0%
Don t know	29%	16%	22%	25%	30%	29%	39%	32%	26%	27%	29%	23%	34%	39%	37%	22%	56%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	7%	7%	6%	4%	7%	11%	5%	7%	7%	7%	7%	4%	10%	6%	0%	4%	0%
Good description	35%	36%	34%	25%	34%	38%	38%	36%	36%	35%	40%	18%	31%	34%	32%	39%	29%
Neither a good nor bad description	26%	28%	23%	23%	27%	26%	23%	23%	27%	26%	24%	37%	26%	26%	55%	19%	7%
Bad description	3%	3%	4%	0%	2%	5%	5%	7%	3%	3%	3%	6%	2%	2%	0%	10%	8%
Very bad description	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%
Don t know	29%	25%	33%	48%	29%	20%	28%	26%	27%	29%	26%	34%	30%	31%	13%	29%	56%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	6%	12%	7%	7%	7%	7%	3%	7%	7%	5%	13%	8%	4%	3%	6%	6%	9%
Good description	26%	33%	24%	25%	29%	30%	22%	26%	25%	29%	25%	27%	25%	24%	24%	26%	24%
Neither a good nor bad description	32%	27%	41%	39%	32%	30%	25%	31%	34%	34%	23%	36%	31%	24%	28%	36%	11%
Bad description	5%	10%	6%	4%	3%	2%	6%	4%	5%	4%	7%	4%	7%	6%	7%	7%	0%
Very bad description	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%
Don t know	30%	18%	22%	25%	29%	31%	42%	32%	28%	27%	29%	25%	33%	40%	35%	24%	56%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	6%	8%	5%	2%	6%	8%	7%	9%	6%	6%	7%	7%	5%	6%	5%	8%	15%
Good description	26%	28%	24%	27%	25%	22%	26%	35%	27%	26%	27%	21%	25%	28%	14%	30%	7%
Neither a good nor bad description	32%	34%	30%	24%	31%	46%	33%	27%	33%	32%	36%	28%	33%	30%	43%	19%	7%
Bad description	5%	4%	6%	0%	6%	5%	4%	3%	5%	5%	5%	4%	3%	3%	26%	11%	0%
Very bad description	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	1%	0%	0%	0%
Don't know	30%	26%	35%	48%	31%	20%	31%	26%	28%	30%	25%	40%	33%	32%	13%	32%	71%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	7%	15%	11%	7%	4%	8%	6%	8%	6%	6%	19%	9%	3%	5%	7%	13%	9%
Good description	29%	41%	30%	29%	29%	28%	25%	29%	32%	26%	30%	30%	19%	27%	28%	43%	20%
Neither a good nor bad description	28%	20%	30%	31%	32%	29%	25%	26%	29%	37%	18%	31%	40%	24%	27%	19%	11%
Bad description	4%	9%	4%	6%	4%	4%	3%	5%	3%	3%	2%	4%	7%	4%	3%	6%	4%
Very bad description	1%	0%	2%	3%	1%	0%	1%	1%	2%	1%	2%	2%	0%	1%	0%	0%	0%
Don t know	30%	15%	23%	24%	31%	31%	40%	32%	28%	26%	29%	25%	30%	39%	36%	19%	56%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	7%	9%	6%	4%	8%	11%	5%	9%	8%	7%	8%	2%	9%	7%	0%	11%	0%
Good description	29%	30%	28%	26%	30%	30%	26%	29%	30%	29%	32%	15%	27%	29%	33%	31%	14%
Neither a good nor bad description	28%	30%	26%	20%	27%	33%	33%	25%	29%	28%	29%	29%	30%	28%	49%	16%	15%
Bad description	4%	4%	4%	4%	3%	5%	5%	9%	4%	4%	4%	8%	3%	4%	0%	10%	0%
Very bad description	1%	1%	1%	0%	1%	0%	2%	1%	1%	1%	1%	3%	1%	2%	0%	0%	0%
Don t know	30%	25%	34%	46%	30%	22%	28%	27%	28%	30%	25%	43%	31%	30%	18%	32%	71%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	6%	10%	10%	7%	3%	5%	6%	6%	5%	8%	20%	7%	3%	4%	8%	9%	9%
Good description	24%	32%	26%	28%	21%	21%	21%	25%	25%	19%	16%	24%	21%	23%	22%	27%	20%
Neither a good nor bad description	31%	30%	29%	27%	35%	37%	28%	28%	33%	42%	31%	33%	31%	29%	23%	33%	17%
Bad description	7%	11%	8%	8%	9%	6%	4%	7%	6%	5%	8%	7%	11%	4%	8%	11%	4%
Very bad description	2%	4%	3%	3%	2%	1%	2%	1%	2%	3%	2%	2%	2%	2%	3%	4%	0%
Don t know	30%	12%	25%	27%	30%	30%	41%	32%	29%	25%	24%	26%	32%	39%	35%	15%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	6%	8%	5%	4%	6%	13%	5%	7%	7%	6%	7%	3%	7%	7%	0%	4%	0%
Good description	24%	24%	24%	21%	26%	21%	20%	20%	24%	23%	27%	9%	22%	23%	40%	21%	22%
Neither a good nor bad description	31%	33%	28%	23%	30%	38%	34%	29%	33%	31%	33%	31%	32%	29%	42%	28%	15%
Bad description	7%	7%	7%	2%	6%	7%	7%	16%	7%	7%	9%	8%	5%	6%	5%	15%	0%
Very bad description	2%	3%	1%	2%	2%	0%	4%	2%	2%	2%	2%	3%	2%	4%	0%	0%	0%
Don t know	30%	25%	35%	48%	30%	21%	29%	26%	28%	30%	24%	45%	32%	31%	13%	32%	63%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	6%	10%	6%	7%	2%	7%	6%	6%	6%	3%	15%	6%	5%	4%	7%	5%	3%
Good description	22%	29%	24%	22%	18%	21%	21%	22%	22%	30%	20%	21%	30%	23%	17%	23%	10%
Neither a good nor bad description	30%	29%	34%	33%	37%	31%	20%	28%	31%	30%	26%	35%	23%	20%	29%	37%	19%
Bad description	8%	15%	9%	7%	6%	3%	9%	7%	8%	6%	9%	6%	11%	8%	3%	19%	15%
Very bad description	2%	3%	4%	5%	1%	1%	1%	2%	3%	3%	3%	3%	2%	2%	3%	2%	4%
Don t know	33%	13%	23%	27%	35%	37%	43%	37%	31%	27%	26%	29%	30%	43%	41%	14%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	6%	7%	5%	2%	7%	6%	4%	4%	6%	6%	6%	4%	6%	6%	0%	8%	0%
Good description	22%	24%	20%	23%	22%	22%	22%	17%	22%	21%	25%	12%	20%	23%	16%	18%	15%
Neither a good nor bad description	30%	32%	28%	21%	29%	32%	33%	32%	31%	30%	33%	31%	31%	27%	42%	20%	14%
Bad description	8%	7%	8%	6%	6%	11%	9%	14%	8%	8%	8%	3%	5%	6%	5%	23%	8%
Very bad description	2%	3%	2%	4%	2%	5%	2%	2%	2%	2%	2%	12%	2%	3%	0%	0%	0%
Don t know	33%	28%	37%	43%	34%	25%	30%	31%	32%	33%	26%	38%	35%	36%	37%	32%	64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	6%	14%	6%	4%	4%	7%	6%	6%	6%	5%	19%	6%	5%	5%	5%	9%	15%
Good description	24%	32%	33%	26%	21%	20%	20%	24%	25%	29%	27%	26%	20%	20%	22%	30%	14%
Neither a good nor bad description	29%	27%	29%	34%	33%	33%	22%	28%	31%	32%	19%	34%	33%	23%	22%	28%	15%
Bad description	4%	6%	4%	4%	4%	3%	5%	4%	4%	2%	7%	4%	10%	4%	3%	9%	0%
Very bad description	2%	3%	3%	4%	0%	0%	1%	1%	1%	2%	3%	2%	0%	1%	2%	3%	0%
Don t know	35%	18%	25%	28%	37%	37%	47%	38%	33%	30%	25%	29%	32%	47%	46%	21%	56%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	6%	7%	6%	2%	6%	8%	5%	6%	6%	6%	6%	2%	8%	7%	0%	4%	0%
Good description	24%	27%	21%	24%	24%	30%	22%	24%	24%	24%	27%	21%	19%	25%	21%	21%	29%
Neither a good nor bad description	29%	31%	27%	17%	29%	30%	33%	25%	30%	29%	34%	23%	30%	24%	42%	27%	8%
Bad description	4%	4%	4%	2%	3%	5%	4%	13%	4%	4%	4%	4%	4%	4%	5%	12%	0%
Very bad description	2%	2%	1%	2%	1%	0%	2%	2%	1%	2%	1%	6%	2%	2%	0%	0%	0%
Don t know	35%	29%	41%	53%	36%	26%	33%	29%	33%	35%	29%	45%	37%	38%	32%	36%	64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	5%	12%	4%	4%	2%	5%	4%	4%	4%	5%	15%	4%	5%	3%	5%	8%	9%
Good description	19%	22%	20%	21%	17%	18%	18%	22%	18%	19%	18%	20%	12%	20%	16%	17%	10%
Neither a good nor bad description	33%	33%	35%	34%	39%	34%	27%	27%	38%	37%	29%	36%	43%	27%	30%	31%	22%
Bad description	8%	12%	14%	7%	8%	7%	4%	8%	7%	8%	6%	9%	6%	5%	5%	19%	9%
Very bad description	2%	1%	3%	4%	1%	2%	2%	1%	2%	2%	5%	3%	0%	2%	1%	1%	0%
Don t know	33%	20%	26%	29%	33%	35%	44%	37%	31%	29%	28%	28%	34%	43%	43%	23%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	5%	6%	4%	2%	5%	3%	4%	4%	5%	5%	7%	3%	3%	5%	0%	0%	0%
Good description	19%	21%	17%	25%	19%	19%	16%	20%	19%	19%	20%	9%	17%	18%	14%	32%	22%
Neither a good nor bad description	33%	35%	31%	19%	34%	43%	33%	28%	34%	33%	37%	36%	33%	30%	61%	22%	15%
Bad description	8%	8%	8%	4%	6%	8%	11%	16%	8%	8%	8%	6%	8%	7%	7%	10%	0%
Very bad description	2%	3%	2%	0%	2%	0%	3%	2%	2%	2%	1%	3%	4%	3%	0%	0%	0%
Don t know	33%	28%	39%	50%	33%	26%	33%	31%	31%	33%	27%	43%	35%	37%	18%	36%	64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	2%	4%	1%	4%	1%	3%	2%	3%	2%	1%	6%	2%	2%	2%	0%	2%	4%
Good description	8%	14%	13%	8%	5%	9%	5%	10%	6%	10%	5%	9%	15%	6%	6%	5%	4%
Neither a good nor bad description	26%	22%	30%	32%	26%	26%	22%	25%	27%	22%	21%	30%	31%	21%	19%	23%	22%
Bad description	22%	24%	21%	21%	27%	21%	20%	18%	25%	31%	22%	23%	17%	21%	24%	28%	13%
Very bad description	10%	17%	9%	8%	9%	10%	9%	9%	10%	9%	20%	10%	6%	10%	9%	14%	6%
Don t know	32%	20%	25%	28%	31%	31%	41%	35%	29%	26%	26%	26%	30%	40%	42%	27%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	2%	4%	1%	2%	2%	6%	1%	1%	2%	2%	2%	1%	2%	1%	0%	8%	0%
Good description	8%	10%	7%	12%	8%	12%	8%	6%	7%	8%	8%	10%	9%	7%	0%	14%	15%
Neither a good nor bad description	26%	27%	25%	18%	26%	28%	24%	32%	27%	26%	28%	26%	26%	24%	31%	26%	7%
Bad description	22%	21%	23%	4%	22%	21%	26%	23%	24%	22%	26%	11%	17%	25%	38%	14%	7%
Very bad description	10%	12%	8%	11%	10%	10%	11%	10%	10%	10%	10%	7%	13%	10%	7%	2%	0%
Don t know	32%	27%	36%	53%	32%	23%	30%	29%	30%	31%	26%	45%	33%	33%	25%	36%	71%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Very good description	1%	2%	1%	3%	0%	0%	1%	2%	0%	1%	2%	1%	2%	1%	0%	0%	0%
Good description	6%	8%	9%	6%	4%	5%	6%	8%	6%	5%	3%	6%	7%	6%	5%	7%	0%
Neither a good nor bad description	27%	26%	31%	32%	26%	32%	20%	26%	27%	29%	23%	30%	38%	20%	23%	21%	27%
Bad description	23%	28%	21%	24%	28%	20%	21%	21%	25%	26%	32%	23%	19%	21%	26%	33%	19%
Very bad description	11%	18%	11%	8%	11%	12%	9%	9%	13%	14%	14%	13%	3%	10%	6%	17%	4%
Don t know	32%	19%	25%	28%	30%	30%	43%	35%	29%	26%	26%	26%	32%	41%	40%	21%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Very good description	1%	2%	0%	0%	2%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	4%	0%
Good description	6%	8%	4%	15%	6%	8%	3%	5%	6%	6%	7%	2%	5%	5%	0%	14%	7%
Neither a good nor bad description	27%	30%	24%	17%	27%	35%	27%	26%	28%	27%	30%	24%	32%	23%	25%	23%	7%
Bad description	23%	20%	26%	7%	22%	26%	26%	27%	24%	23%	25%	21%	17%	27%	44%	22%	0%
Very bad description	11%	13%	9%	9%	11%	6%	12%	14%	11%	11%	11%	6%	12%	12%	7%	5%	22%
Don t know	32%	27%	36%	52%	32%	25%	30%	28%	30%	32%	26%	47%	33%	33%	25%	32%	64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1012	102	149	204	217	172	168	386	399	113	48	616	58	170	90	58	18
Weighted	1012	93	132	166	183	168	270	420	386	95	39	547	59	252	82	52	17
Strongly agree	19%	26%	17%	15%	15%	19%	23%	20%	19%	24%	27%	18%	24%	20%	17%	21%	19%
Somewhat agree	50%	40%	53%	44%	54%	52%	53%	51%	48%	50%	59%	50%	44%	56%	49%	45%	19%
Neither agree nor disagree	20%	21%	23%	27%	19%	17%	17%	19%	21%	19%	11%	21%	27%	15%	20%	22%	24%
Somewhat disagree	4%	8%	2%	7%	4%	7%	0%	3%	6%	2%	1%	5%	3%	2%	2%	6%	18%
Strongly disagree	2%	0%	2%	3%	1%	2%	2%	2%	1%	2%	2%	1%	0%	2%	4%	0%	10%
Don't know	4%	6%	2%	4%	7%	3%	5%	5%	5%	3%	0%	3%	3%	6%	7%	5%	10%
Total Agree:	70%	65%	70%	60%	69%	71%	76%	71%	67%	74%	86%	69%	68%	76%	67%	66%	38%
Total Disagree:	6%	8%	5%	10%	5%	8%	2%	5%	7%	3%	3%	7%	3%	4%	6%	6%	28%
Net:	64%	57%	65%	50%	64%	62%	74%	66%	60%	71%	83%	62%	65%	72%	61%	60%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	1012	535	477	37	510	58	260	143	813	1003	340	39	237	345	15	23	13
Weighted	1012	505	507	51	587	57	203	109	822	1001	353	46	222	275	24	70	22
Strongly agree	19%	18%	20%	15%	19%	17%	21%	19%	20%	19%	20%	0%	25%	20%	0%	12%	23%
Somewhat agree	50%	52%	49%	53%	50%	51%	51%	48%	53%	51%	52%	52%	42%	48%	64%	79%	37%
Neither agree nor disagree	20%	19%	21%	24%	19%	21%	22%	22%	18%	20%	20%	38%	20%	21%	4%	6%	24%
Somewhat disagree	4%	5%	4%	0%	5%	4%	2%	5%	4%	4%	3%	5%	4%	4%	16%	4%	8%
Strongly disagree	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%	0%	0%	0%
Don't know	4%	4%	5%	6%	5%	5%	2%	3%	4%	5%	3%	4%	7%	4%	15%	0%	9%
Total Agree:	70%	70%	69%	69%	69%	68%	72%	67%	72%	69%	71%	52%	67%	68%	64%	91%	60%
Total Disagree:	6%	6%	6%	2%	7%	6%	4%	7%	5%	6%	5%	6%	6%	7%	16%	4%	8%
Net:	64%	64%	63%	67%	63%	62%	68%	60%	67%	63%	66%	46%	62%	61%	48%	87%	52%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	964	97	148	200	207	162	150	364	384	109	46	595	56	155	87	53	16
Weighted	939	87	131	161	174	157	229	384	364	91	38	522	56	217	79	47	16
Strongly agree	33%	38%	33%	24%	31%	34%	39%	34%	31%	39%	37%	31%	33%	34%	39%	40%	32%
Somewhat agree	49%	42%	46%	48%	55%	49%	50%	48%	51%	47%	60%	50%	37%	55%	40%	46%	58%
Neither agree nor disagree	12%	14%	17%	21%	10%	11%	6%	11%	13%	9%	1%	14%	26%	6%	15%	7%	5%
Somewhat disagree	2%	1%	1%	3%	1%	3%	0%	1%	2%	2%	1%	2%	2%	0%	2%	1%	0%
Strongly disagree	1%	2%	0%	2%	1%	0%	1%	1%	0%	2%	0%	1%	0%	0%	1%	2%	0%
Don't know	3%	3%	3%	3%	2%	2%	4%	4%	3%	2%	0%	2%	2%	4%	3%	5%	5%
Total Agree:	82%	80%	79%	72%	86%	84%	89%	82%	82%	86%	97%	81%	70%	90%	79%	85%	90%
Total Disagree:	3%	4%	1%	4%	2%	3%	1%	2%	3%	4%	1%	3%	2%	0%	3%	3%	0%
Net:	80%	76%	78%	68%	83%	81%	88%	80%	79%	82%	96%	78%	68%	89%	76%	82%	90%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th Jun 2023

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

(156.B) To what extent do you agree or disagree with the following?: Google Maps helps me to make more sustainable travel choices

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	964	514	450	32	478	54	256	140	773	957	331	38	222	332	14	20	7
Weighted	939	483	456	42	537	54	201	102	762	932	340	43	202	264	22	55	13
Strongly agree	33%	34%	33%	45%	33%	31%	33%	31%	34%	33%	34%	22%	43%	30%	7%	27%	15%
Somewhat agree	49%	48%	51%	30%	48%	53%	53%	52%	50%	49%	47%	48%	45%	50%	64%	70%	51%
Neither agree nor disagree	12%	12%	12%	20%	12%	16%	11%	13%	11%	12%	15%	25%	8%	13%	0%	3%	13%
Somewhat disagree	2%	2%	1%	3%	1%	0%	3%	1%	1%	2%	1%	0%	1%	2%	7%	0%	13%
Strongly disagree	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	2%	0%	2%	0%	0%	0%
Don't know	3%	3%	2%	2%	4%	0%	1%	3%	2%	3%	1%	2%	3%	3%	21%	0%	8%
Total Agree:	82%	82%	83%	75%	82%	84%	85%	82%	84%	82%	81%	71%	88%	80%	71%	97%	66%
Total Disagree:	3%	3%	2%	3%	3%	0%	3%	1%	2%	3%	2%	2%	1%	3%	7%	0%	13%
Net:	80%	79%	81%	72%	79%	84%	82%	81%	82%	80%	79%	69%	86%	77%	64%	97%	53%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	373	30	82	104	97	49	11	126	162	52	23	342	31	0	0	0	0
Weighted	320	26	72	84	78	47	13	117	140	38	16	292	27	0	0	0	0
Much more productive	25%	41%	28%	31%	15%	16%	25%	27%	26%	16%	24%	24%	28%	*	*	*	*
A little more productive	61%	48%	56%	54%	74%	68%	62%	62%	57%	67%	66%	62%	55%	*	*	*	*
Make no difference	10%	11%	10%	9%	7%	13%	13%	6%	12%	12%	6%	9%	14%	*	*	*	*
A little less productive	3%	0%	5%	3%	3%	2%	0%	3%	3%	2%	4%	3%	0%	*	*	*	*
Much less productive	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*	*	*	*
Don't know	1%	0%	2%	3%	1%	1%	0%	1%	1%	3%	0%	1%	2%	*	*	*	*

Note:

BASE: Already use or plan to use AI tools in their job in future

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	373	220	153	4	158	22	116	71	316	370	124	11	84	138	5	10	1
Weighted	320	192	127	4	160	22	82	49	274	316	117	10	68	95	7	22	2
Much more productive	25%	23%	27%	0%	26%	25%	20%	29%	23%	25%	26%	11%	28%	24%	23%	8%	100%
A little more productive	61%	64%	58%	80%	60%	67%	65%	58%	63%	61%	65%	74%	58%	55%	53%	84%	0%
Make no difference	10%	11%	7%	0%	12%	8%	7%	8%	9%	10%	7%	0%	8%	16%	24%	0%	0%
A little less productive	3%	1%	6%	20%	2%	0%	3%	5%	3%	3%	2%	7%	2%	3%	0%	9%	0%
Much less productive	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
Don't know	1%	1%	2%	0%	1%	0%	4%	0%	1%	1%	0%	0%	4%	2%	0%	0%	0%

Note:

BASE: Already use or plan to use AI tools in their job in future

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	9%	11%	11%	7%	9%	9%	8%	12%	7%	6%	5%	8%	18%	*	*	*	*
Under 10 minutes	30%	37%	42%	27%	24%	30%	31%	34%	28%	29%	28%	30%	30%	*	*	*	*
10-30 minutes	28%	38%	24%	24%	34%	23%	38%	23%	32%	31%	33%	28%	33%	*	*	*	*
30-60 minutes	15%	6%	13%	19%	16%	15%	16%	16%	16%	13%	21%	16%	11%	*	*	*	*
1 - 2 hours	8%	4%	5%	11%	9%	12%	0%	7%	8%	13%	6%	9%	3%	*	*	*	*
2 - 4 hours	4%	4%	4%	7%	2%	5%	2%	4%	4%	4%	0%	4%	3%	*	*	*	*
Over 4 hours	3%	0%	1%	4%	5%	5%	5%	3%	3%	2%	8%	4%	2%	*	*	*	*
Don't Know	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	9%	10%	8%	31%	11%	11%	5%	1%	10%	9%	6%	14%	18%	8%	11%	0%	0%
Under 10 minutes	30%	32%	28%	32%	32%	38%	28%	24%	29%	30%	26%	43%	36%	22%	28%	63%	39%
10-30 minutes	28%	31%	26%	10%	26%	27%	32%	38%	29%	29%	32%	23%	21%	29%	53%	23%	49%
30-60 minutes	15%	14%	17%	21%	13%	22%	16%	20%	16%	16%	18%	17%	12%	17%	8%	7%	12%
1 - 2 hours	8%	8%	9%	6%	9%	3%	10%	9%	9%	9%	10%	3%	6%	10%	0%	7%	0%
2 - 4 hours	4%	2%	6%	0%	5%	0%	3%	6%	4%	4%	5%	0%	3%	5%	0%	0%	0%
Over 4 hours	3%	2%	5%	0%	4%	0%	5%	2%	3%	4%	3%	0%	3%	7%	0%	0%	0%
Don't Know	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	2%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	12%	5%	11%	9%	14%	15%	19%	14%	12%	6%	8%	12%	17%	*	*	*	*
Under 10 minutes	34%	30%	41%	29%	28%	39%	41%	33%	34%	36%	27%	34%	31%	*	*	*	*
10-30 minutes	31%	31%	27%	32%	34%	30%	27%	29%	31%	33%	41%	31%	27%	*	*	*	*
30-60 minutes	14%	18%	12%	17%	14%	8%	13%	15%	13%	13%	4%	14%	14%	*	*	*	*
1 - 2 hours	6%	5%	6%	8%	8%	3%	0%	6%	5%	7%	14%	6%	8%	*	*	*	*
2 - 4 hours	2%	11%	0%	3%	1%	4%	0%	1%	3%	4%	3%	2%	3%	*	*	*	*
Over 4 hours	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%	3%	1%	0%	*	*	*	*
Don't Know	1%	0%	1%	2%	1%	1%	0%	1%	1%	0%	0%	1%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	12%	13%	11%	46%	14%	12%	7%	3%	13%	12%	8%	7%	17%	13%	11%	15%	19%
Under 10 minutes	34%	33%	35%	21%	37%	34%	30%	31%	34%	34%	39%	54%	29%	32%	36%	24%	0%
10-30 minutes	31%	31%	30%	6%	28%	39%	33%	38%	30%	30%	30%	24%	32%	27%	41%	42%	42%
30-60 minutes	14%	14%	13%	22%	12%	8%	17%	14%	14%	14%	16%	8%	12%	12%	12%	19%	0%
1 - 2 hours	6%	4%	8%	5%	4%	7%	6%	11%	5%	6%	6%	8%	6%	8%	0%	0%	0%
2 - 4 hours	2%	3%	2%	0%	3%	0%	3%	2%	2%	2%	1%	0%	2%	4%	0%	0%	39%
Over 4 hours	1%	0%	1%	0%	0%	0%	2%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Don't Know	1%	1%	1%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	3%	0%	0%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	23%	27%	22%	26%	18%	22%	36%	30%	19%	20%	8%	22%	37%	*	*	*	*
Under 10 minutes	19%	17%	21%	16%	23%	21%	9%	18%	22%	14%	17%	20%	10%	*	*	*	*
10-30 minutes	24%	23%	25%	20%	20%	26%	38%	22%	25%	25%	27%	24%	25%	*	*	*	*
30-60 minutes	17%	23%	14%	14%	24%	16%	8%	18%	14%	21%	19%	17%	13%	*	*	*	*
1 - 2 hours	9%	3%	8%	11%	10%	8%	7%	5%	11%	11%	19%	9%	5%	*	*	*	*
2 - 4 hours	5%	2%	5%	8%	3%	5%	0%	4%	4%	5%	8%	4%	6%	*	*	*	*
Over 4 hours	2%	4%	3%	2%	2%	1%	1%	2%	2%	3%	3%	2%	4%	*	*	*	*
Don't Know	2%	0%	2%	3%	0%	2%	0%	1%	2%	1%	0%	2%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	23%	25%	22%	58%	28%	21%	18%	7%	22%	23%	22%	42%	35%	16%	11%	13%	31%
Under 10 minutes	19%	22%	15%	15%	21%	29%	16%	9%	20%	19%	18%	17%	12%	22%	32%	25%	57%
10-30 minutes	24%	22%	25%	6%	24%	25%	26%	22%	25%	24%	24%	22%	27%	20%	32%	28%	12%
30-60 minutes	17%	17%	17%	21%	14%	18%	18%	24%	17%	17%	19%	11%	13%	17%	25%	21%	0%
1 - 2 hours	9%	8%	10%	0%	6%	7%	10%	23%	9%	9%	9%	7%	6%	12%	0%	5%	0%
2 - 4 hours	5%	4%	5%	0%	4%	0%	5%	11%	4%	5%	5%	0%	3%	7%	0%	0%	0%
Over 4 hours	2%	1%	3%	0%	1%	0%	4%	4%	1%	2%	2%	0%	2%	3%	0%	0%	0%
Don't Know	2%	2%	1%	0%	2%	0%	2%	0%	2%	2%	1%	0%	1%	2%	0%	7%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	41%	45%	38%	39%	34%	50%	53%	40%	44%	36%	21%	40%	49%	*	*	*	*
Under 10 minutes	12%	13%	15%	10%	18%	10%	2%	14%	11%	9%	16%	12%	15%	*	*	*	*
10-30 minutes	18%	15%	19%	17%	16%	20%	22%	16%	19%	27%	19%	18%	17%	*	*	*	*
30-60 minutes	12%	19%	11%	13%	16%	6%	9%	12%	11%	12%	24%	13%	9%	*	*	*	*
1 - 2 hours	6%	6%	8%	8%	6%	3%	0%	4%	7%	5%	4%	6%	2%	*	*	*	*
2 - 4 hours	3%	0%	3%	5%	3%	2%	2%	3%	3%	4%	3%	3%	3%	*	*	*	*
Over 4 hours	2%	0%	1%	2%	3%	2%	0%	1%	1%	4%	6%	2%	0%	*	*	*	*
Don't Know	6%	2%	6%	6%	3%	7%	12%	8%	5%	2%	6%	6%	4%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	41%	40%	42%	73%	45%	39%	38%	23%	40%	41%	37%	62%	49%	39%	35%	20%	83%
Under 10 minutes	12%	13%	11%	4%	12%	11%	15%	8%	13%	12%	12%	6%	12%	12%	16%	16%	17%
10-30 minutes	18%	20%	16%	6%	19%	22%	16%	17%	18%	18%	18%	15%	18%	15%	31%	31%	0%
30-60 minutes	12%	13%	12%	17%	10%	14%	10%	25%	13%	12%	16%	4%	10%	13%	17%	7%	0%
1 - 2 hours	6%	5%	6%	0%	4%	6%	8%	11%	6%	6%	8%	11%	3%	7%	0%	0%	0%
2 - 4 hours	3%	3%	3%	0%	2%	2%	4%	6%	3%	3%	3%	3%	4%	4%	0%	0%	0%
Over 4 hours	2%	1%	2%	0%	1%	0%	3%	2%	1%	2%	2%	0%	1%	2%	0%	0%	0%
Don't Know	6%	5%	7%	0%	6%	5%	6%	6%	6%	6%	4%	0%	4%	7%	0%	26%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	64%	54%	56%	63%	66%	64%	82%	63%	65%	65%	42%	63%	70%	*	*	*	*
Under 10 minutes	9%	8%	11%	10%	8%	9%	2%	9%	8%	11%	11%	9%	8%	*	*	*	*
10-30 minutes	11%	20%	14%	8%	10%	10%	6%	10%	11%	9%	17%	11%	11%	*	*	*	*
30-60 minutes	7%	11%	7%	5%	8%	8%	3%	6%	6%	9%	23%	7%	4%	*	*	*	*
1 - 2 hours	4%	4%	7%	4%	5%	0%	1%	3%	4%	3%	7%	4%	2%	*	*	*	*
2 - 4 hours	2%	2%	2%	2%	1%	3%	0%	2%	2%	2%	0%	1%	3%	*	*	*	*
Over 4 hours	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	*	*	*	*
Don't Know	4%	0%	1%	8%	2%	5%	6%	6%	3%	1%	0%	4%	2%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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

	Gender			Education level					Android User	Google Search User	Region						
	Total	Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	64%	62%	66%	78%	67%	57%	65%	45%	64%	64%	63%	81%	68%	66%	64%	29%	83%
Under 10 minutes	9%	12%	5%	0%	9%	15%	7%	9%	10%	9%	7%	7%	8%	9%	0%	28%	0%
10-30 minutes	11%	13%	8%	0%	12%	5%	8%	13%	9%	11%	12%	6%	12%	9%	20%	7%	0%
30-60 minutes	7%	5%	9%	6%	3%	14%	9%	17%	7%	6%	8%	3%	4%	8%	8%	5%	0%
1 - 2 hours	4%	4%	4%	0%	2%	5%	5%	10%	3%	4%	4%	0%	3%	3%	8%	12%	0%
2 - 4 hours	2%	1%	2%	0%	1%	2%	3%	2%	2%	2%	2%	3%	3%	1%	0%	0%	0%
Over 4 hours	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't Know	4%	3%	5%	17%	4%	3%	4%	2%	4%	4%	3%	0%	2%	3%	0%	19%	17%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
I didn't do this	48%	35%	41%	45%	52%	54%	59%	54%	46%	41%	27%	48%	53%	*	*	*	*
Under 10 minutes	7%	8%	10%	6%	8%	4%	1%	7%	6%	9%	8%	7%	6%	*	*	*	*
10-30 minutes	12%	13%	17%	9%	10%	14%	9%	11%	12%	12%	15%	12%	15%	*	*	*	*
30-60 minutes	15%	24%	12%	14%	15%	11%	25%	13%	16%	20%	17%	15%	11%	*	*	*	*
1 - 2 hours	9%	13%	13%	10%	7%	8%	4%	8%	11%	7%	13%	10%	5%	*	*	*	*
2 - 4 hours	5%	3%	3%	9%	6%	4%	0%	4%	5%	8%	16%	5%	6%	*	*	*	*
Over 4 hours	1%	3%	1%	1%	0%	1%	2%	1%	1%	3%	3%	1%	4%	*	*	*	*
Don't Know	3%	0%	2%	6%	2%	3%	0%	3%	4%	1%	0%	3%	0%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
I didn't do this	48%	47%	49%	78%	54%	53%	39%	31%	48%	48%	46%	74%	49%	51%	52%	31%	19%
Under 10 minutes	7%	9%	5%	0%	7%	17%	5%	5%	6%	7%	6%	10%	8%	5%	0%	14%	0%
10-30 minutes	12%	11%	12%	0%	13%	0%	14%	10%	12%	12%	12%	6%	12%	10%	28%	18%	0%
30-60 minutes	15%	16%	14%	22%	13%	15%	17%	18%	16%	15%	18%	2%	11%	16%	20%	7%	39%
1 - 2 hours	9%	8%	10%	0%	5%	7%	14%	20%	9%	9%	10%	3%	11%	7%	0%	12%	12%
2 - 4 hours	5%	5%	5%	0%	3%	7%	7%	10%	5%	5%	5%	5%	7%	5%	0%	5%	0%
Over 4 hours	1%	1%	1%	0%	1%	0%	1%	5%	1%	1%	1%	0%	1%	1%	0%	0%	12%
Don't Know	3%	3%	3%	0%	4%	0%	3%	1%	3%	3%	1%	0%	2%	4%	0%	12%	17%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Self-directed internet research	31%	25%	38%	27%	40%	24%	14%	27%	30%	45%	49%	30%	32%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	29%	30%	28%	25%	33%	36%	20%	26%	31%	36%	32%	31%	17%	*	*	*	*
Formal education (e.g. college course)	23%	26%	24%	29%	24%	16%	14%	21%	25%	22%	38%	23%	26%	*	*	*	*
Taught by family and friends	19%	16%	19%	20%	20%	17%	24%	21%	16%	25%	37%	20%	12%	*	*	*	*
A digital course (e.g. on EdX)	13%	25%	13%	12%	13%	14%	10%	14%	11%	15%	35%	13%	21%	*	*	*	*
N/A I have never learned this	13%	10%	10%	16%	12%	14%	13%	13%	14%	10%	3%	13%	12%	*	*	*	*
Reading a book on the skill	11%	20%	11%	7%	7%	16%	15%	9%	12%	10%	16%	11%	10%	*	*	*	*
None of the above	13%	5%	9%	16%	13%	15%	22%	16%	14%	5%	3%	13%	18%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Self-directed internet research	31%	32%	29%	5%	26%	19%	38%	48%	31%	31%	28%	8%	36%	35%	40%	23%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	29%	30%	28%	6%	32%	25%	28%	29%	30%	29%	30%	17%	21%	35%	64%	30%	20%
Formal education (e.g. college course)	23%	21%	26%	0%	19%	27%	29%	34%	23%	23%	25%	15%	26%	26%	25%	7%	0%
Taught by family and friends	19%	16%	23%	28%	17%	23%	19%	27%	19%	19%	18%	27%	19%	19%	20%	24%	30%
A digital course (e.g. on EdX)	13%	15%	12%	0%	11%	25%	12%	20%	14%	13%	15%	3%	16%	12%	8%	12%	20%
N/A I have never learned this	13%	14%	11%	31%	14%	16%	11%	8%	14%	13%	17%	11%	11%	9%	0%	22%	12%
Reading a book on the skill	11%	15%	7%	6%	11%	14%	9%	12%	11%	11%	12%	12%	10%	8%	0%	19%	0%
None of the above	13%	14%	13%	24%	14%	16%	14%	7%	13%	13%	11%	34%	14%	14%	20%	5%	19%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Self-directed internet research	26%	18%	28%	26%	31%	24%	17%	23%	28%	28%	33%	26%	24%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	24%	11%	25%	25%	23%	30%	18%	20%	26%	33%	32%	25%	16%	*	*	*	*
Formal education (e.g. college course)	20%	26%	24%	21%	20%	14%	21%	19%	22%	20%	32%	20%	26%	*	*	*	*
N/A I have never learned this	19%	33%	16%	20%	19%	20%	14%	20%	18%	16%	15%	20%	15%	*	*	*	*
Taught by family and friends	17%	15%	21%	13%	18%	19%	19%	17%	16%	20%	22%	17%	24%	*	*	*	*
A digital course (e.g. on EdX)	13%	27%	10%	10%	17%	13%	9%	12%	14%	12%	27%	14%	8%	*	*	*	*
Reading a book on the skill	10%	8%	14%	11%	8%	10%	7%	11%	11%	5%	16%	10%	10%	*	*	*	*
None of the above	15%	4%	10%	19%	14%	15%	30%	18%	15%	15%	6%	15%	21%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Self-directed internet research	26%	30%	22%	20%	18%	30%	35%	40%	26%	26%	26%	16%	23%	33%	16%	18%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	24%	25%	23%	6%	25%	17%	23%	28%	24%	24%	23%	10%	23%	34%	32%	10%	0%
Formal education (e.g. college course)	20%	19%	22%	17%	17%	34%	20%	29%	21%	20%	20%	14%	25%	14%	68%	26%	0%
N/A I have never learned this	19%	18%	21%	28%	20%	28%	17%	14%	20%	19%	23%	17%	19%	14%	11%	18%	63%
Taught by family and friends	17%	14%	21%	6%	16%	12%	19%	24%	16%	17%	12%	21%	16%	20%	45%	24%	17%
A digital course (e.g. on EdX)	13%	14%	13%	0%	11%	21%	16%	18%	13%	13%	14%	12%	15%	11%	12%	12%	20%
Reading a book on the skill	10%	15%	4%	5%	11%	13%	7%	11%	11%	10%	11%	14%	8%	8%	20%	14%	0%
None of the above	15%	18%	13%	18%	18%	8%	16%	5%	15%	15%	14%	30%	17%	16%	12%	8%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Taught by family and friends	9%	3%	9%	10%	10%	8%	10%	12%	7%	10%	14%	9%	12%	*	*	*	*
Reading a book on the skill	7%	11%	6%	10%	5%	8%	4%	7%	8%	3%	13%	7%	5%	*	*	*	*
N/A I have never learned this	37%	37%	38%	34%	42%	41%	19%	36%	35%	42%	37%	38%	27%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	23%	13%	22%	28%	25%	20%	26%	20%	25%	24%	34%	24%	15%	*	*	*	*
Self-directed internet research	17%	23%	18%	18%	19%	9%	19%	19%	14%	24%	16%	17%	16%	*	*	*	*
Formal education (e.g. college course)	12%	18%	14%	12%	12%	9%	8%	9%	14%	11%	26%	12%	11%	*	*	*	*
A digital course (e.g. on EdX)	10%	21%	12%	10%	9%	11%	6%	9%	11%	12%	22%	10%	11%	*	*	*	*
None of the above	15%	6%	9%	16%	11%	19%	33%	16%	15%	9%	0%	14%	25%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Taught by family and friends	9%	7%	11%	0%	9%	8%	12%	9%	9%	9%	7%	6%	10%	12%	8%	7%	17%
Reading a book on the skill	7%	12%	2%	0%	9%	10%	3%	6%	7%	7%	6%	3%	7%	8%	12%	14%	0%
N/A I have never learned this	37%	34%	40%	33%	38%	39%	37%	32%	39%	37%	40%	24%	34%	35%	60%	28%	83%
Formal on-the-job training (e.g. a training session or an employer-paid course)	23%	24%	22%	17%	24%	18%	23%	25%	23%	24%	24%	12%	25%	25%	0%	28%	0%
Self-directed internet research	17%	21%	13%	26%	15%	16%	18%	22%	17%	17%	19%	10%	19%	16%	0%	21%	0%
Formal education (e.g. college course)	12%	12%	12%	6%	8%	18%	16%	19%	12%	12%	15%	5%	15%	8%	12%	7%	0%
A digital course (e.g. on EdX)	10%	11%	9%	0%	9%	15%	9%	18%	11%	10%	10%	5%	16%	6%	0%	21%	0%
None of the above	15%	16%	14%	35%	16%	11%	14%	8%	14%	15%	13%	43%	13%	15%	20%	8%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

Public First Poll for Google Portugal (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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Reading a book on the skill	9%	18%	10%	8%	10%	10%	4%	8%	9%	14%	15%	10%	7%	*	*	*	*
Taught by family and friends	9%	13%	11%	7%	8%	8%	12%	8%	8%	13%	17%	8%	13%	*	*	*	*
N/A I have never learned this	38%	28%	33%	37%	44%	44%	30%	38%	36%	42%	40%	38%	39%	*	*	*	*
Self-directed internet research	18%	23%	21%	17%	22%	13%	13%	17%	19%	22%	18%	18%	18%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	17%	17%	17%	16%	13%	21%	19%	14%	19%	18%	20%	17%	10%	*	*	*	*
Formal education (e.g. college course)	14%	27%	19%	14%	12%	6%	17%	16%	13%	9%	26%	14%	13%	*	*	*	*
A digital course (e.g. on EdX)	11%	34%	15%	10%	8%	5%	4%	12%	8%	16%	22%	10%	13%	*	*	*	*
None of the above	17%	8%	11%	18%	16%	20%	26%	18%	17%	13%	3%	16%	20%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Reading a book on the skill	9%	13%	6%	5%	10%	16%	8%	9%	9%	9%	7%	6%	12%	9%	0%	21%	0%
Taught by family and friends	9%	9%	8%	0%	10%	3%	8%	11%	8%	9%	8%	7%	8%	10%	8%	14%	0%
N/A I have never learned this	38%	34%	42%	42%	39%	36%	38%	36%	38%	38%	38%	26%	44%	37%	23%	32%	43%
Self-directed internet research	18%	24%	12%	6%	17%	22%	21%	20%	18%	18%	19%	12%	18%	15%	16%	40%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	17%	19%	14%	6%	17%	8%	19%	15%	17%	17%	17%	5%	16%	18%	24%	10%	39%
Formal education (e.g. college course)	14%	17%	11%	17%	12%	14%	15%	22%	14%	14%	17%	5%	12%	14%	20%	0%	39%
A digital course (e.g. on EdX)	11%	14%	7%	0%	10%	7%	9%	15%	10%	11%	11%	3%	12%	8%	20%	11%	39%
None of the above	17%	15%	19%	24%	17%	23%	14%	15%	17%	16%	15%	45%	16%	19%	8%	0%	17%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
N/A I have never learned this	34%	26%	28%	40%	40%	31%	25%	33%	32%	40%	21%	34%	35%	*	*	*	*
Self-directed internet research	21%	30%	25%	20%	19%	21%	16%	22%	21%	22%	29%	21%	26%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	21%	24%	20%	20%	21%	21%	21%	23%	22%	16%	20%	21%	15%	*	*	*	*
Formal education (e.g. college course)	13%	23%	13%	10%	13%	15%	14%	12%	15%	8%	30%	13%	14%	*	*	*	*
Taught by family and friends	13%	15%	19%	8%	8%	19%	17%	12%	14%	10%	28%	12%	20%	*	*	*	*
A digital course (e.g. on EdX)	11%	29%	17%	7%	9%	8%	8%	11%	11%	12%	27%	11%	11%	*	*	*	*
Reading a book on the skill	11%	14%	13%	15%	8%	10%	8%	12%	13%	5%	25%	12%	10%	*	*	*	*
None of the above	14%	3%	7%	13%	14%	20%	24%	14%	13%	14%	3%	14%	13%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(168.B) 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	Gender		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
N/A I have never learned this	34%	30%	39%	33%	31%	35%	36%	40%	36%	34%	31%	18%	37%	38%	32%	37%	32%
Self-directed internet research	21%	26%	16%	15%	18%	24%	26%	25%	21%	21%	22%	15%	26%	19%	28%	14%	12%
Formal on-the-job training (e.g. a training session or an employer-paid course)	21%	22%	19%	0%	24%	23%	20%	13%	21%	21%	22%	3%	23%	22%	0%	24%	0%
Formal education (e.g. college course)	13%	16%	10%	17%	11%	22%	15%	15%	13%	13%	15%	6%	17%	10%	32%	7%	0%
Taught by family and friends	13%	13%	14%	10%	13%	14%	13%	13%	12%	13%	15%	8%	14%	12%	0%	7%	17%
A digital course (e.g. on EdX)	11%	14%	8%	0%	10%	8%	15%	14%	11%	11%	14%	3%	11%	7%	12%	12%	20%
Reading a book on the skill	11%	16%	7%	6%	13%	12%	7%	11%	11%	11%	13%	10%	13%	10%	0%	7%	0%
None of the above	14%	13%	15%	20%	15%	14%	12%	11%	13%	14%	12%	48%	10%	14%	20%	7%	19%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Formal education (e.g. college course)	9%	14%	15%	6%	9%	5%	11%	10%	9%	6%	19%	9%	12%	*	*	*	*
A digital course (e.g. on EdX)	9%	18%	10%	7%	8%	12%	2%	9%	8%	12%	20%	9%	9%	*	*	*	*
Taught by family and friends	9%	11%	8%	10%	6%	8%	12%	10%	8%	8%	7%	9%	10%	*	*	*	*
Reading a book on the skill	8%	16%	13%	6%	3%	8%	4%	10%	6%	5%	10%	7%	13%	*	*	*	*
N/A I have never learned this	48%	38%	44%	51%	52%	51%	36%	46%	48%	49%	46%	49%	41%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	13%	16%	20%	12%	10%	11%	17%	14%	13%	14%	19%	14%	9%	*	*	*	*
Self-directed internet research	12%	17%	10%	11%	14%	11%	17%	13%	13%	11%	12%	12%	17%	*	*	*	*
None of the above	15%	6%	5%	20%	16%	18%	20%	15%	16%	15%	0%	15%	18%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Formal education (e.g. college course)	9%	11%	7%	17%	8%	2%	9%	14%	9%	9%	9%	6%	12%	7%	8%	12%	0%
A digital course (e.g. on EdX)	9%	10%	8%	6%	9%	10%	9%	13%	9%	9%	12%	0%	9%	8%	12%	7%	0%
Taught by family and friends	9%	9%	8%	5%	10%	2%	10%	6%	8%	9%	8%	10%	12%	9%	0%	0%	17%
Reading a book on the skill	8%	12%	3%	0%	7%	20%	4%	11%	7%	7%	6%	6%	10%	6%	12%	14%	0%
N/A I have never learned this	48%	43%	53%	47%	47%	60%	52%	38%	49%	48%	46%	46%	49%	48%	59%	41%	83%
Formal on-the-job training (e.g. a training session or an employer-paid course)	13%	14%	12%	0%	16%	5%	8%	20%	13%	14%	16%	0%	9%	15%	21%	14%	0%
Self-directed internet research	12%	15%	10%	0%	11%	20%	16%	14%	11%	12%	11%	0%	16%	13%	0%	23%	0%
None of the above	15%	15%	15%	26%	15%	13%	14%	14%	15%	15%	15%	32%	16%	14%	0%	7%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
N/A I have never learned this	31%	41%	26%	29%	36%	31%	23%	24%	33%	39%	30%	32%	23%	*	*	*	*
Self-directed internet research	26%	16%	34%	24%	31%	20%	20%	24%	26%	34%	31%	26%	23%	*	*	*	*
Taught by family and friends	16%	14%	18%	13%	13%	21%	20%	16%	17%	11%	26%	15%	24%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	14%	17%	16%	16%	12%	13%	6%	14%	15%	8%	23%	14%	9%	*	*	*	*
Formal education (e.g. college course)	12%	21%	18%	14%	9%	5%	16%	16%	10%	7%	20%	13%	7%	*	*	*	*
A digital course (e.g. on EdX)	12%	21%	17%	14%	9%	12%	2%	14%	10%	13%	32%	12%	16%	*	*	*	*
Reading a book on the skill	10%	20%	8%	11%	7%	11%	13%	11%	10%	10%	20%	10%	10%	*	*	*	*
None of the above	14%	1%	5%	17%	12%	19%	25%	18%	12%	9%	0%	13%	23%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
N/A I have never learned this	31%	28%	34%	22%	32%	26%	29%	33%	32%	31%	30%	33%	31%	31%	32%	26%	63%
Self-directed internet research	26%	30%	22%	4%	22%	32%	30%	38%	26%	26%	27%	10%	29%	28%	16%	24%	0%
Taught by family and friends	16%	15%	17%	27%	16%	18%	15%	15%	15%	16%	16%	19%	19%	16%	8%	12%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	14%	14%	14%	0%	13%	15%	16%	13%	14%	14%	15%	3%	15%	13%	12%	17%	0%
Formal education (e.g. college course)	12%	13%	12%	17%	9%	20%	16%	15%	11%	12%	16%	3%	14%	9%	24%	4%	0%
A digital course (e.g. on EdX)	12%	14%	10%	0%	11%	17%	12%	19%	13%	12%	13%	5%	17%	11%	12%	7%	0%
Reading a book on the skill	10%	15%	6%	0%	12%	12%	8%	11%	11%	10%	9%	10%	11%	9%	0%	28%	0%
None of the above	14%	14%	12%	31%	15%	10%	13%	7%	14%	14%	11%	30%	12%	16%	8%	8%	37%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Formal education (e.g. college course)	9%	20%	10%	9%	6%	6%	8%	12%	7%	3%	16%	9%	8%	*	*	*	*
Reading a book on the skill	9%	19%	9%	10%	6%	10%	8%	12%	9%	3%	10%	9%	14%	*	*	*	*
Taught by family and friends	7%	14%	4%	9%	5%	6%	14%	10%	6%	5%	13%	7%	11%	*	*	*	*
N/A I have never learned this	44%	46%	44%	44%	48%	48%	22%	38%	46%	52%	36%	45%	38%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	19%	19%	16%	20%	22%	15%	20%	20%	20%	13%	35%	19%	15%	*	*	*	*
Self-directed internet research	14%	19%	12%	15%	16%	11%	13%	17%	13%	13%	8%	14%	18%	*	*	*	*
A digital course (e.g. on EdX)	10%	22%	17%	9%	7%	6%	0%	11%	8%	11%	14%	10%	8%	*	*	*	*
None of the above	14%	4%	10%	11%	13%	22%	29%	13%	15%	16%	3%	14%	20%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Formal education (e.g. college course)	9%	11%	7%	17%	9%	7%	7%	7%	9%	9%	8%	3%	12%	7%	12%	14%	0%
Reading a book on the skill	9%	12%	7%	5%	11%	18%	4%	10%	9%	9%	10%	8%	11%	6%	0%	22%	12%
Taught by family and friends	7%	8%	7%	0%	9%	8%	5%	7%	6%	7%	6%	3%	10%	8%	0%	5%	30%
N/A I have never learned this	44%	41%	48%	42%	40%	48%	49%	51%	45%	44%	47%	17%	45%	44%	65%	33%	70%
Formal on-the-job training (e.g. a training session or an employer-paid course)	19%	18%	20%	0%	19%	22%	22%	16%	19%	19%	19%	7%	20%	22%	23%	12%	12%
Self-directed internet research	14%	18%	9%	12%	14%	11%	16%	13%	14%	14%	16%	9%	19%	10%	0%	14%	0%
A digital course (e.g. on EdX)	10%	12%	7%	0%	9%	20%	10%	10%	9%	9%	11%	11%	10%	6%	12%	14%	0%
None of the above	14%	13%	15%	24%	16%	11%	12%	11%	14%	14%	12%	51%	15%	14%	0%	7%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Taught by family and friends	9%	4%	10%	8%	11%	7%	9%	10%	7%	14%	9%	9%	5%	*	*	*	*
Reading a book on the skill	7%	12%	10%	7%	6%	5%	5%	8%	6%	10%	16%	7%	8%	*	*	*	*
N/A I have never learned this	42%	39%	32%	47%	47%	45%	25%	38%	44%	43%	31%	42%	35%	*	*	*	*
Self-directed internet research	17%	25%	24%	16%	19%	10%	10%	19%	16%	15%	24%	18%	12%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	14%	20%	16%	8%	11%	20%	16%	12%	15%	11%	25%	14%	12%	*	*	*	*
Formal education (e.g. college course)	10%	17%	15%	10%	4%	10%	13%	12%	8%	11%	16%	10%	9%	*	*	*	*
A digital course (e.g. on EdX)	10%	16%	17%	8%	8%	7%	4%	12%	8%	7%	29%	9%	12%	*	*	*	*
None of the above	16%	3%	8%	17%	15%	19%	39%	17%	18%	13%	3%	15%	28%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Taught by family and friends	9%	7%	10%	0%	8%	12%	9%	10%	9%	9%	7%	6%	9%	11%	16%	7%	30%
Reading a book on the skill	7%	9%	5%	6%	6%	4%	6%	15%	7%	7%	7%	5%	6%	9%	8%	7%	12%
N/A I have never learned this	42%	39%	45%	47%	42%	41%	42%	39%	42%	42%	45%	27%	46%	40%	43%	21%	70%
Self-directed internet research	17%	21%	14%	5%	16%	14%	22%	21%	16%	17%	16%	9%	20%	19%	20%	14%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	14%	13%	15%	0%	13%	20%	16%	12%	14%	13%	15%	3%	13%	14%	21%	19%	0%
Formal education (e.g. college course)	10%	11%	9%	17%	7%	20%	12%	14%	10%	10%	12%	9%	9%	8%	20%	14%	12%
A digital course (e.g. on EdX)	10%	11%	9%	0%	7%	12%	11%	19%	10%	10%	11%	6%	12%	8%	20%	0%	0%
None of the above	16%	18%	15%	26%	18%	18%	12%	13%	16%	16%	13%	43%	15%	16%	8%	32%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th Jun 2023

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

(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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	674	43	125	185	178	111	32	232	306	83	29	616	58	0	0	0	0
Weighted	606	39	112	151	147	108	49	226	276	64	20	547	59	0	0	0	0
Taught by family and friends	9%	11%	13%	5%	8%	9%	10%	11%	7%	7%	14%	8%	12%	*	*	*	*
Reading a book on the skill	8%	10%	9%	11%	5%	6%	4%	8%	8%	9%	12%	7%	10%	*	*	*	*
N/A I have never learned this	44%	45%	37%	46%	45%	52%	28%	39%	44%	52%	33%	44%	40%	*	*	*	*
Self-directed internet research	16%	19%	15%	17%	20%	13%	13%	16%	17%	20%	13%	16%	16%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	14%	18%	15%	16%	16%	17%	15%	17%	17%	24%	16%	13%	*	*	*	*
Formal education (e.g. college course)	11%	20%	16%	8%	11%	8%	10%	15%	9%	5%	25%	11%	14%	*	*	*	*
A digital course (e.g. on EdX)	11%	26%	15%	11%	9%	7%	4%	12%	8%	10%	38%	10%	15%	*	*	*	*
None of the above	15%	3%	10%	14%	14%	16%	36%	14%	17%	9%	3%	14%	25%	*	*	*	*

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	674	352	322	17	312	38	192	113	558	669	228	25	159	230	10	16	6
Weighted	606	320	287	19	331	38	138	79	506	601	219	29	135	163	14	38	9
Taught by family and friends	9%	10%	7%	4%	11%	8%	6%	5%	8%	9%	9%	7%	11%	7%	0%	14%	0%
Reading a book on the skill	8%	9%	6%	11%	8%	3%	8%	8%	7%	8%	7%	9%	11%	6%	0%	12%	0%
N/A I have never learned this	44%	36%	53%	37%	42%	41%	46%	49%	45%	44%	44%	38%	43%	44%	68%	28%	83%
Self-directed internet research	16%	20%	12%	0%	17%	20%	16%	15%	16%	16%	15%	12%	19%	16%	12%	21%	17%
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	18%	14%	6%	17%	20%	16%	11%	16%	16%	18%	6%	15%	19%	24%	5%	0%
Formal education (e.g. college course)	11%	12%	11%	17%	9%	16%	13%	14%	10%	11%	12%	9%	14%	10%	8%	7%	0%
A digital course (e.g. on EdX)	11%	15%	6%	0%	11%	5%	9%	17%	10%	11%	13%	0%	12%	10%	0%	14%	0%
None of the above	15%	16%	13%	25%	14%	18%	14%	13%	15%	15%	13%	33%	14%	15%	0%	20%	0%

Note:

BASE: Work status

Fieldwork: 6th Jun - 28th 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						Grouped Income				Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	417	31	91	110	109	59	17	139	186	60	21	381	36	0	0	0	0
Weighted	359	26	81	87	91	55	20	134	157	45	14	326	33	0	0	0	0
Reddit	9%	23%	12%	10%	4%	8%	0%	10%	9%	8%	6%	9%	7%	*	*	*	*
Google Search	82%	71%	74%	83%	92%	80%	79%	83%	80%	89%	76%	81%	85%	*	*	*	*
Youtube	74%	74%	75%	78%	76%	62%	72%	69%	79%	78%	64%	74%	75%	*	*	*	*
Bing search	5%	7%	1%	3%	6%	4%	20%	4%	5%	7%	4%	4%	8%	*	*	*	*
Wikipedia	32%	20%	33%	29%	30%	43%	45%	32%	33%	36%	31%	32%	35%	*	*	*	*
AI chat (e.g. ChatGPT, Google Bard)	19%	43%	27%	12%	14%	12%	27%	24%	16%	12%	14%	19%	22%	*	*	*	*
A tech/IT forum such as Stack Overflow	19%	15%	20%	14%	26%	24%	5%	12%	24%	22%	35%	20%	10%	*	*	*	*
Other (please specify)	1%	0%	1%	0%	2%	0%	0%	1%	1%	1%	0%	1%	0%	*	*	*	*
Don't know	2%	0%	1%	2%	0%	3%	11%	1%	3%	0%	0%	1%	7%	*	*	*	*

Note:

BASE: Have used self-directed internet research to learn a skill

Fieldwork: 6th Jun - 28th Jun 2023

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

(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		Education level					Android User	Google Search User	Region						
		Male	Female	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Android User	Google Search User	Northern	Algarve	Central	Lisbon	Madeira Islands	Alentejo	Azores Islands
Unweighted	417	222	195	6	169	23	130	89	341	414	136	12	100	150	6	11	2
Weighted	359	195	164	8	172	23	93	63	296	356	125	11	83	104	8	26	3
Reddit	9%	10%	8%	0%	10%	13%	7%	9%	9%	9%	15%	7%	7%	4%	0%	10%	0%
Google Search	82%	80%	84%	86%	80%	88%	85%	78%	83%	82%	80%	87%	88%	82%	44%	72%	100%
Youtube	74%	76%	72%	74%	71%	83%	77%	74%	75%	74%	80%	77%	73%	71%	58%	69%	0%
Bing search	5%	7%	2%	0%	3%	9%	7%	5%	5%	4%	7%	0%	2%	6%	0%	0%	0%
Wikipedia	32%	34%	30%	53%	34%	56%	25%	27%	33%	33%	34%	40%	34%	31%	0%	37%	0%
AI chat (e.g. ChatGPT, Google Bard)	19%	23%	14%	0%	19%	27%	15%	23%	19%	19%	16%	13%	18%	24%	21%	20%	0%
A tech/IT forum such as Stack Overflow	19%	24%	14%	0%	21%	19%	18%	19%	22%	20%	17%	27%	19%	18%	14%	41%	0%
Other (please specify)	1%	0%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%	0%	0%
Don't know	2%	1%	3%	0%	3%	0%	1%	1%	1%	2%	2%	0%	0%	2%	21%	0%	0%

Note:

BASE: Have used self-directed internet research to learn a skill

Fieldwork: 6th Jun - 28th Jun 2023

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