

# Public First Poll for Google EU27 (Consumer)

**Fieldwork:** 6th Jun - 19th May 2023  
**Interview method:** Online Survey  
**Population represented:** 18+ year olds in 12 EU member states  
**Sample size:** 12135

## Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

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141 Which of the following types of content do you or your household currently have paid subscriptions for?Please select all that apply . . . . . 288

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143 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. . . . . 292

144 Overall, how familiar are you with Google s work with AI? . . . . . 294

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153 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless . . . . . 312

154 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow . . . . . 314

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156 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 . . . . . 318

157 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 . . . . . 320

158 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 . . . . . 322

159 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 . . . 324

160 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 . . . . . 326

161 Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Attending meetings . . . . . 328

162 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 . . . . . 330

163 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 . . . . . 332

164 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 . . . . . 334

165 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 . . . . . 336

166 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 . . . . . 338

167 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 . . . . . 340

168 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 . . . . . 342

169 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 . . . . . 344

170 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 . . . . . 346

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172 You said you used self-directed internet research to learn a skill from scratch. Which tools were important to you for this? . . . . . 350

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Android	72%	50%	65%	77%	78%	78%	73%	78%	74%	76%	67%	68%	72%	73%	73%	76%	51%	83%
Non-smartphone	4%	1%	2%	1%	3%	5%	7%	5%	3%	4%	3%	4%	2%	2%	7%	4%	1%	4%
iPhone	25%	53%	38%	24%	20%	17%	19%	16%	24%	20%	33%	31%	29%	26%	18%	19%	50%	14%
I don't own a mobile phone	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Other	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Android	72%	74%	70%	100%	73%	63%	78%	48%	76%	67%	69%	76%	62%	86%	80%	54%	79%
Non-smartphone	4%	4%	3%	1%	3%	7%	6%	3%	6%	3%	5%	2%	3%	4%	2%	2%	2%
iPhone	25%	24%	27%	3%	25%	36%	17%	55%	20%	29%	26%	23%	37%	12%	19%	45%	23%
I don't own a mobile phone	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Don't know	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
Other	1%	1%	1%	0%	1%	3%	2%	2%	2%	2%	0%	1%	1%	1%	2%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level						Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	
Unweighted	8490	496	1153	1591	1657	1624	1969	466	2429	2624	1594	1341	3915	849	2258	851	343	241	
Weighted	8747	552	1156	1521	1648	1596	2274	462	2580	2562	1493	1613	3822	892	2496	924	340	241	
Was given to me	9%	10%	6%	6%	6%	10%	15%	10%	9%	10%	9%	10%	6%	8%	15%	12%	7%	8%	
Don't know	5%	4%	2%	4%	5%	5%	9%	8%	6%	6%	5%	4%	3%	5%	8%	6%	5%	8%	
Easier to use	45%	46%	46%	46%	47%	43%	43%	50%	44%	47%	44%	43%	47%	45%	44%	43%	40%	38%	
Lower cost or more affordable	40%	62%	49%	41%	38%	38%	33%	40%	40%	37%	46%	40%	42%	41%	34%	41%	59%	33%	
Easier access to the apps, information and online services I want	33%	37%	35%	34%	31%	33%	30%	28%	33%	33%	35%	32%	33%	34%	30%	36%	36%	29%	
Better integration with Google apps	29%	39%	35%	32%	30%	30%	22%	24%	31%	27%	32%	30%	34%	28%	23%	30%	39%	24%	
Worked better with my other devices or applications	25%	35%	33%	30%	25%	23%	17%	23%	22%	26%	31%	25%	30%	23%	18%	27%	31%	20%	
Liked the camera	22%	27%	28%	21%	21%	19%	20%	21%	21%	21%	23%	24%	22%	23%	21%	21%	27%	13%	
More options for types of phone	19%	26%	24%	21%	18%	20%	14%	14%	18%	20%	21%	18%	21%	21%	15%	16%	25%	19%	
Faster	17%	23%	23%	19%	17%	15%	12%	16%	19%	17%	14%	15%	18%	19%	13%	19%	19%	15%	
More powerful	16%	22%	20%	16%	17%	14%	12%	16%	15%	17%	15%	16%	17%	17%	12%	17%	21%	17%	
More customisable	16%	25%	21%	19%	15%	15%	9%	10%	17%	15%	17%	14%	19%	16%	10%	14%	28%	13%	
More open than the alternatives	13%	16%	20%	16%	14%	11%	7%	8%	13%	11%	17%	14%	16%	13%	7%	14%	16%	11%	
Better accessibility options	13%	21%	18%	15%	13%	11%	8%	9%	14%	11%	16%	13%	16%	11%	9%	12%	19%	10%	
More secure	11%	18%	13%	11%	8%	11%	9%	10%	10%	11%	11%	11%	11%	12%	9%	12%	16%	10%	
None of the above	3%	1%	1%	2%	2%	4%	5%	3%	3%	4%	2%	3%	2%	2%	5%	2%	1%	6%	

Note:

BASE: Android users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	8490	4295	4182	7933	7757	635	779	488	765	687	702	761	631	873	813	557	799
Weighted	8747	4341	4391	8562	7625	236	273	94	138	1500	1901	1481	359	1069	272	185	1238
Was given to me	9%	7%	12%	9%	9%	11%	21%	14%	8%	7%	10%	9%	12%	10%	14%	8%	8%
Don't know	5%	5%	6%	5%	5%	4%	5%	7%	7%	7%	5%	6%	9%	5%	1%	7%	4%
Easier to use	45%	43%	47%	45%	45%	42%	33%	48%	45%	46%	50%	44%	43%	42%	47%	43%	43%
Lower cost or more affordable	40%	43%	38%	40%	41%	47%	43%	48%	50%	42%	37%	41%	39%	36%	51%	46%	39%
Easier access to the apps, information and online services I want	33%	34%	32%	33%	35%	30%	30%	27%	32%	21%	32%	35%	28%	43%	40%	33%	38%
Better integration with Google apps	29%	34%	26%	30%	31%	27%	32%	24%	23%	26%	23%	30%	17%	42%	41%	25%	35%
Worked better with my other devices or applications	25%	28%	23%	25%	27%	17%	24%	26%	28%	22%	28%	17%	18%	29%	22%	23%	37%
Liked the camera	22%	20%	23%	22%	22%	19%	17%	20%	23%	32%	24%	15%	14%	24%	24%	23%	16%
More options for types of phone	19%	22%	16%	19%	20%	13%	31%	25%	26%	13%	20%	15%	18%	22%	25%	18%	22%
Faster	17%	18%	16%	17%	17%	15%	9%	15%	12%	17%	15%	21%	8%	22%	21%	15%	15%
More powerful	16%	18%	14%	16%	17%	13%	13%	14%	16%	20%	22%	11%	9%	15%	10%	12%	11%
More customisable	16%	19%	12%	15%	17%	13%	19%	21%	16%	9%	14%	18%	9%	25%	19%	23%	14%
More open than the alternatives	13%	17%	9%	13%	14%	14%	9%	20%	9%	11%	10%	15%	8%	15%	18%	13%	17%
Better accessibility options	13%	14%	12%	13%	14%	12%	16%	16%	4%	11%	6%	13%	10%	23%	25%	11%	17%
More secure	11%	12%	9%	11%	11%	11%	7%	13%	9%	9%	12%	12%	6%	14%	10%	8%	9%
None of the above	3%	3%	3%	3%	3%	3%	3%	5%	3%	3%	5%	2%	5%	2%	1%	4%	2%

Note:

BASE: Android users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Apple Mac	9%	20%	15%	9%	7%	5%	6%	4%	7%	6%	14%	13%	11%	10%	6%	7%	20%	3%
Windows PC	74%	64%	70%	72%	76%	77%	77%	68%	73%	74%	73%	76%	75%	72%	77%	67%	67%	71%
Google Chromebook	5%	6%	6%	7%	6%	5%	4%	4%	5%	5%	6%	6%	6%	6%	4%	4%	5%	5%
I don't use a personal computer	4%	4%	5%	5%	5%	5%	4%	14%	5%	5%	3%	2%	4%	4%	3%	11%	2%	9%
Android Tablets	20%	13%	17%	22%	22%	20%	21%	18%	20%	20%	20%	18%	21%	18%	21%	20%	12%	17%
Apple iPad	11%	21%	15%	11%	9%	8%	9%	7%	10%	8%	16%	14%	12%	14%	9%	7%	18%	7%
Don't know	1%	1%	0%	1%	1%	1%	2%	3%	1%	1%	0%	1%	1%	1%	2%	2%	1%	1%
Other	5%	5%	5%	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	5%	5%	5%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Apple Mac	9%	9%	9%	3%	9%	16%	3%	19%	7%	12%	8%	8%	12%	4%	8%	15%	9%
Windows PC	74%	80%	68%	80%	75%	70%	82%	65%	68%	74%	74%	77%	62%	77%	82%	67%	72%
Google Chromebook	5%	5%	6%	6%	5%	10%	4%	9%	7%	5%	3%	5%	9%	5%	5%	7%	6%
I don't use a personal computer	4%	3%	6%	4%	4%	3%	4%	4%	6%	3%	4%	3%	5%	6%	4%	6%	6%
Android Tablets	20%	20%	20%	25%	20%	20%	12%	14%	20%	21%	17%	20%	20%	25%	14%	13%	23%
Apple iPad	11%	11%	11%	5%	11%	15%	3%	24%	8%	12%	12%	10%	21%	3%	5%	18%	11%
Don't know	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%
Other	5%	4%	5%	5%	5%	4%	3%	6%	6%	5%	5%	3%	6%	7%	3%	5%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level						Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	
Unweighted	757	80	138	158	143	104	134	43	200	198	169	145	413	86	154	52	36	16	
Weighted	645	65	98	130	123	98	131	24	173	179	128	140	328	76	147	47	33	14	
Easier to use	43%	52%	41%	33%	42%	46%	48%	31%	41%	47%	51%	35%	39%	46%	48%	42%	41%	56%	
Faster	34%	38%	31%	36%	43%	29%	27%	35%	33%	36%	37%	29%	34%	50%	28%	35%	16%	31%	
Better integration with Google apps	31%	31%	38%	26%	32%	31%	27%	22%	30%	34%	25%	34%	34%	26%	24%	24%	36%	38%	
Lower cost or more affordable	24%	40%	26%	25%	29%	15%	16%	6%	19%	30%	29%	23%	26%	23%	15%	14%	56%	42%	
More secure	24%	25%	23%	26%	23%	24%	23%	32%	15%	29%	33%	18%	26%	28%	23%	22%	9%	8%	
Easier access to the apps, information and online services I want	22%	30%	32%	17%	22%	18%	21%	9%	18%	25%	26%	23%	26%	14%	22%	16%	23%	8%	
More powerful	21%	31%	29%	19%	18%	15%	19%	8%	19%	19%	22%	26%	24%	17%	19%	14%	22%	13%	
Worked better with my other devices or applications	19%	20%	24%	19%	17%	17%	21%	8%	17%	23%	23%	16%	23%	17%	17%	13%	10%	25%	
More customisable	17%	26%	31%	16%	16%	11%	7%	24%	14%	10%	18%	26%	20%	23%	8%	8%	29%	5%	
Better accessibility options	16%	22%	20%	20%	24%	7%	5%	16%	15%	13%	17%	21%	23%	7%	8%	14%	14%	5%	
Was given to me	13%	27%	20%	11%	7%	11%	8%	10%	13%	12%	15%	11%	14%	15%	9%	8%	19%	5%	
None of the above	4%	5%	1%	6%	4%	4%	5%	3%	3%	3%	6%	5%	3%	0%	6%	10%	11%	4%	
Don't know	5%	1%	1%	2%	0%	11%	11%	10%	6%	3%	2%	6%	2%	3%	12%	7%	0%	0%	

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	757	345	410	522	693	103	41	83	68	53	33	53	90	52	49	71	61
Weighted	645	294	348	490	558	39	15	17	12	116	93	104	52	63	16	23	95
Easier to use	43%	43%	42%	43%	44%	44%	44%	36%	46%	37%	55%	45%	43%	37%	41%	28%	43%
Faster	34%	38%	30%	37%	33%	25%	18%	29%	26%	45%	33%	36%	33%	28%	39%	16%	35%
Better integration with Google apps	31%	32%	30%	34%	33%	32%	22%	25%	18%	25%	24%	26%	27%	47%	40%	20%	44%
Lower cost or more affordable	24%	33%	17%	25%	26%	32%	7%	31%	41%	25%	28%	23%	34%	19%	20%	32%	13%
More secure	24%	29%	20%	25%	25%	27%	11%	31%	25%	19%	37%	17%	21%	28%	36%	14%	23%
Easier access to the apps, information and online services I want	22%	27%	18%	25%	24%	31%	14%	30%	18%	18%	23%	14%	24%	31%	31%	15%	27%
More powerful	21%	25%	17%	21%	22%	29%	15%	30%	18%	30%	26%	23%	12%	21%	22%	8%	7%
Worked better with my other devices or applications	19%	18%	21%	22%	20%	16%	9%	30%	23%	12%	14%	17%	17%	36%	18%	13%	30%
More customisable	17%	21%	12%	14%	17%	32%	20%	26%	8%	19%	16%	18%	6%	18%	19%	12%	13%
Better accessibility options	16%	18%	15%	16%	18%	27%	7%	25%	3%	17%	0%	11%	16%	30%	30%	7%	23%
Was given to me	13%	13%	13%	12%	12%	21%	21%	31%	18%	17%	3%	9%	21%	15%	18%	22%	5%
None of the above	4%	4%	4%	4%	4%	1%	4%	0%	4%	6%	6%	4%	3%	0%	2%	7%	5%
Don't know	5%	3%	6%	4%	4%	1%	7%	6%	4%	9%	7%	3%	5%	2%	0%	7%	2%

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	66%	71%	77%	76%	72%	64%	49%	53%	62%	68%	69%	71%	75%	70%	52%	62%	73%	61%
In the last week	14%	10%	10%	11%	13%	17%	20%	13%	14%	16%	13%	14%	12%	13%	20%	15%	9%	15%
In the last month	5%	5%	4%	4%	3%	4%	7%	6%	5%	5%	5%	4%	4%	5%	6%	5%	5%	5%
In the last year	4%	5%	3%	3%	2%	3%	5%	3%	4%	3%	3%	3%	3%	4%	5%	2%	4%	7%
Never	8%	6%	4%	5%	7%	8%	14%	18%	10%	6%	7%	6%	5%	6%	13%	12%	7%	7%
Don't know	3%	3%	1%	2%	2%	3%	5%	7%	4%	2%	2%	2%	2%	2%	5%	4%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	66%	69%	63%	68%	77%	71%	82%	80%	71%	37%	75%	52%	45%	85%	93%	74%	89%
In the last week	14%	14%	15%	14%	17%	20%	12%	15%	23%	16%	16%	15%	21%	12%	6%	19%	7%
In the last month	5%	5%	5%	4%	6%	4%	2%	3%	3%	7%	4%	9%	9%	2%	0%	2%	2%
In the last year	4%	4%	3%	3%	0%	2%	1%	1%	1%	9%	3%	5%	5%	1%	0%	2%	1%
Never	8%	6%	10%	8%	0%	2%	1%	0%	1%	24%	2%	14%	15%	0%	0%	1%	1%
Don't know	3%	2%	4%	3%	0%	1%	1%	1%	1%	7%	1%	6%	7%	0%	0%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	31%	42%	42%	37%	32%	29%	19%	20%	30%	28%	35%	37%	39%	34%	20%	25%	39%	29%
In the last week	35%	37%	39%	36%	34%	34%	31%	32%	34%	34%	37%	36%	37%	34%	31%	35%	41%	27%
In the last month	20%	15%	14%	17%	21%	20%	25%	23%	21%	22%	18%	16%	16%	21%	25%	21%	15%	21%
In the last year	9%	3%	3%	5%	7%	11%	16%	12%	9%	11%	6%	7%	5%	7%	15%	12%	3%	17%
Never	4%	2%	1%	2%	3%	5%	7%	11%	4%	5%	3%	3%	2%	3%	7%	5%	1%	3%
Don't know	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	1%	1%	1%	2%	2%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	31%	34%	29%	31%	34%	31%	38%	36%	20%	26%	31%	34%	27%	30%	42%	28%	36%
In the last week	35%	35%	35%	36%	36%	36%	33%	37%	46%	29%	32%	39%	38%	37%	39%	40%	36%
In the last month	20%	20%	20%	20%	19%	18%	20%	16%	21%	23%	19%	17%	19%	22%	14%	20%	20%
In the last year	9%	7%	10%	8%	7%	11%	7%	5%	11%	15%	10%	6%	9%	8%	2%	7%	5%
Never	4%	3%	4%	3%	3%	3%	2%	4%	2%	7%	6%	2%	5%	2%	1%	4%	2%
Don't know	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	13%	29%	20%	14%	13%	9%	6%	10%	13%	10%	16%	17%	17%	12%	5%	11%	29%	9%
In the last week	16%	22%	24%	23%	15%	12%	7%	10%	15%	12%	23%	18%	20%	18%	7%	13%	23%	14%
In the last month	15%	19%	17%	16%	17%	13%	10%	12%	16%	14%	14%	16%	17%	16%	10%	13%	19%	10%
In the last year	13%	13%	13%	15%	13%	13%	12%	10%	13%	13%	12%	14%	14%	13%	12%	14%	9%	18%
Never	35%	13%	21%	26%	35%	43%	52%	44%	35%	42%	29%	29%	26%	33%	53%	39%	16%	36%
Don't know	8%	4%	4%	6%	7%	9%	13%	13%	9%	9%	6%	6%	5%	7%	13%	9%	4%	12%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	13%	14%	12%	13%	14%	18%	20%	16%	9%	11%	6%	15%	10%	14%	29%	12%	20%
In the last week	16%	16%	15%	16%	17%	18%	17%	13%	19%	11%	11%	15%	14%	24%	22%	17%	22%
In the last month	15%	16%	14%	15%	16%	12%	17%	14%	17%	12%	11%	17%	12%	19%	19%	15%	17%
In the last year	13%	14%	12%	14%	14%	13%	15%	14%	19%	11%	14%	13%	13%	16%	8%	16%	12%
Never	35%	33%	38%	34%	32%	32%	21%	36%	26%	46%	51%	29%	42%	19%	13%	34%	21%
Don't know	8%	7%	9%	8%	8%	6%	11%	8%	10%	8%	6%	10%	9%	8%	9%	6%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	13%	14%	16%	16%	15%	12%	9%	13%	15%	11%	14%	12%	16%	13%	9%	12%	10%	14%
In the last week	13%	15%	15%	15%	14%	13%	11%	12%	15%	13%	15%	11%	15%	16%	11%	12%	11%	12%
In the last month	13%	19%	15%	15%	13%	13%	10%	10%	15%	13%	13%	13%	15%	14%	10%	11%	18%	12%
In the last year	13%	14%	14%	11%	11%	12%	14%	13%	12%	12%	12%	14%	12%	12%	14%	11%	15%	11%
Never	38%	31%	33%	35%	37%	41%	46%	41%	35%	41%	38%	41%	34%	38%	45%	42%	35%	39%
Don't know	9%	8%	6%	8%	10%	9%	11%	12%	9%	10%	8%	8%	7%	7%	11%	12%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	13%	15%	11%	14%	14%	14%	8%	13%	2%	10%	9%	18%	9%	11%	13%	7%	25%
In the last week	13%	15%	12%	15%	15%	11%	8%	8%	5%	10%	12%	18%	11%	16%	14%	8%	18%
In the last month	13%	14%	13%	15%	14%	11%	12%	8%	7%	10%	11%	17%	10%	19%	18%	10%	16%
In the last year	13%	13%	12%	13%	13%	11%	11%	10%	14%	14%	12%	12%	10%	18%	7%	12%	12%
Never	38%	35%	42%	35%	35%	44%	44%	51%	55%	49%	46%	27%	52%	27%	31%	53%	20%
Don't know	9%	8%	10%	8%	9%	9%	17%	11%	17%	7%	10%	7%	9%	8%	17%	10%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	50%	79%	71%	59%	50%	38%	28%	49%	53%	44%	53%	49%	57%	50%	29%	55%	80%	58%
In the last week	26%	14%	20%	26%	30%	32%	27%	22%	24%	27%	26%	27%	26%	27%	27%	25%	14%	23%
In the last month	12%	4%	6%	10%	11%	15%	17%	10%	12%	12%	11%	14%	10%	12%	17%	10%	5%	6%
In the last year	6%	2%	2%	3%	5%	7%	11%	11%	5%	7%	6%	5%	4%	6%	11%	5%	1%	6%
Never	6%	0%	1%	2%	3%	6%	15%	6%	5%	8%	4%	5%	2%	4%	13%	4%	0%	5%
Don't know	1%	1%	0%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	50%	56%	43%	50%	53%	38%	58%	41%	35%	41%	46%	56%	37%	56%	70%	47%	61%
In the last week	26%	24%	28%	26%	26%	28%	23%	27%	37%	26%	23%	26%	29%	28%	22%	26%	25%
In the last month	12%	9%	14%	12%	11%	17%	12%	17%	15%	14%	13%	10%	16%	9%	6%	13%	8%
In the last year	6%	5%	7%	6%	5%	8%	3%	8%	8%	9%	9%	3%	9%	2%	1%	8%	3%
Never	6%	4%	7%	5%	4%	7%	3%	7%	4%	10%	7%	4%	8%	3%	1%	6%	2%
Don't know	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
In the last day	60%	73%	69%	65%	60%	58%	48%	56%	64%	53%	64%	59%	65%	62%	48%	61%	74%	63%
In the last week	14%	13%	15%	14%	13%	12%	14%	14%	12%	14%	14%	14%	14%	15%	13%	12%	12%	14%
In the last month	7%	6%	6%	6%	8%	7%	10%	7%	6%	9%	7%	8%	7%	6%	10%	7%	5%	7%
In the last year	6%	3%	4%	5%	5%	7%	9%	7%	6%	8%	5%	7%	5%	5%	9%	7%	3%	8%
Never	11%	4%	5%	7%	12%	14%	17%	13%	9%	14%	9%	11%	9%	10%	17%	11%	5%	6%
Don't know	2%	1%	1%	2%	2%	2%	3%	3%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
In the last day	60%	61%	58%	62%	62%	59%	47%	58%	72%	55%	45%	72%	50%	61%	87%	56%	76%
In the last week	14%	13%	14%	14%	13%	15%	14%	12%	14%	14%	13%	13%	17%	17%	7%	16%	11%
In the last month	7%	8%	7%	7%	7%	8%	14%	7%	6%	6%	9%	6%	8%	9%	3%	10%	6%
In the last year	6%	6%	7%	6%	6%	6%	11%	7%	5%	7%	10%	3%	8%	6%	2%	7%	3%
Never	11%	10%	12%	9%	10%	11%	11%	14%	3%	14%	21%	5%	15%	6%	1%	9%	3%
Don't know	2%	1%	2%	2%	1%	1%	4%	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6287	418	1310	1631	1555	1140	233	181	1565	1751	1503	1269	5178	1109	0	0	0	0
Weighted	5882	419	1294	1468	1462	1052	188	128	1453	1578	1336	1371	4790	1092	0	0	0	0
None	15%	13%	10%	13%	18%	19%	15%	27%	18%	22%	10%	6%	14%	19%	*	*	*	*
1-2 times	29%	29%	28%	30%	26%	32%	31%	21%	27%	32%	29%	27%	28%	33%	*	*	*	*
2-4 times	21%	21%	24%	20%	19%	20%	26%	21%	19%	19%	22%	24%	21%	19%	*	*	*	*
5-9 times	18%	18%	18%	19%	19%	13%	16%	11%	16%	12%	20%	23%	18%	14%	*	*	*	*
10-19 times	8%	7%	9%	8%	9%	6%	3%	3%	9%	6%	8%	9%	8%	7%	*	*	*	*
Over 20 times	7%	9%	8%	9%	7%	6%	3%	8%	7%	6%	9%	9%	8%	5%	*	*	*	*
Don't know	3%	2%	2%	2%	4%	3%	5%	10%	4%	3%	2%	1%	3%	4%	*	*	*	*

Note:

BASE: Workers who use Google Search

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6287	3272	3006	4219	6287	532	621	507	468	356	508	382	448	631	669	543	622
Weighted	5882	3207	2669	4234	5882	198	216	97	84	780	1369	732	259	771	225	178	973
None	15%	14%	16%	16%	15%	10%	18%	18%	19%	17%	14%	9%	17%	19%	8%	13%	15%
1-2 times	29%	26%	32%	28%	29%	23%	24%	27%	30%	28%	32%	27%	35%	26%	21%	34%	29%
2-4 times	21%	21%	20%	20%	21%	22%	19%	17%	20%	21%	22%	20%	18%	20%	24%	21%	21%
5-9 times	18%	19%	16%	17%	18%	25%	15%	18%	16%	18%	17%	21%	13%	16%	17%	17%	18%
10-19 times	8%	8%	7%	7%	8%	13%	10%	7%	6%	6%	9%	9%	8%	6%	14%	6%	6%
Over 20 times	7%	8%	6%	8%	7%	6%	11%	7%	5%	6%	5%	10%	5%	8%	14%	4%	9%
Don't know	3%	3%	3%	3%	3%	1%	4%	6%	4%	5%	1%	4%	5%	4%	2%	4%	1%

*Note:*

BASE: Workers who use Google Search

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
None	2%	1%	2%	2%	2%	2%	4%	5%	3%	2%	2%	2%	2%	3%	4%	2%	2%	2%
1-2 times	31%	21%	21%	27%	28%	35%	44%	37%	30%	35%	27%	28%	25%	29%	42%	38%	21%	29%
2-4 times	26%	28%	28%	23%	27%	25%	25%	21%	25%	25%	26%	28%	25%	28%	26%	21%	35%	24%
5-9 times	20%	23%	25%	23%	22%	19%	13%	15%	20%	19%	23%	21%	24%	20%	14%	20%	21%	20%
10-19 times	9%	13%	12%	12%	9%	8%	5%	9%	10%	7%	10%	11%	12%	11%	5%	8%	10%	8%
Over 20 times	8%	12%	10%	11%	8%	7%	2%	7%	8%	6%	9%	8%	10%	7%	3%	8%	10%	10%
Don't know	3%	2%	2%	2%	4%	4%	6%	6%	4%	4%	3%	1%	2%	2%	6%	4%	1%	7%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
None	2%	2%	3%	2%	2%	3%	2%	5%	2%	4%	2%	3%	5%	1%	1%	3%	1%
1-2 times	31%	28%	34%	31%	31%	31%	29%	31%	32%	37%	37%	31%	39%	19%	26%	29%	25%
2-4 times	26%	24%	27%	25%	26%	26%	26%	26%	30%	23%	26%	25%	21%	25%	25%	29%	29%
5-9 times	20%	22%	18%	21%	20%	22%	18%	17%	20%	18%	20%	18%	16%	22%	23%	21%	24%
10-19 times	9%	11%	8%	9%	9%	9%	11%	7%	8%	7%	8%	10%	10%	14%	13%	8%	11%
Over 20 times	8%	9%	6%	8%	8%	5%	10%	5%	5%	5%	5%	8%	5%	16%	10%	6%	9%
Don't know	3%	3%	4%	3%	3%	4%	3%	9%	4%	6%	2%	5%	6%	3%	2%	4%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	41%	43%	45%	46%	42%	40%	33%	40%	42%	39%	43%	41%	44%	43%	34%	41%	44%	39%
Good description	50%	45%	47%	46%	50%	52%	56%	44%	50%	51%	48%	51%	48%	48%	56%	50%	45%	46%
Neither a good nor bad description	8%	9%	7%	7%	7%	7%	9%	12%	7%	9%	7%	7%	7%	7%	8%	7%	9%	14%
Bad description	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	0%	0%
Very bad description	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	0%	1%	0%	1%	3%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	41%	42%	40%	41%	41%	37%	41%	34%	36%	40%	43%	39%	29%	42%	44%	43%	44%
Good description	50%	48%	52%	50%	50%	51%	47%	53%	54%	49%	50%	52%	59%	47%	50%	48%	49%
Neither a good nor bad description	8%	8%	7%	8%	8%	9%	10%	9%	9%	8%	7%	8%	8%	9%	5%	8%	6%
Bad description	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%
Very bad description	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	1%	2%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	27%	29%	30%	30%	27%	26%	21%	26%	26%	27%	27%	27%	28%	29%	22%	27%	29%	30%
Good description	49%	43%	46%	48%	49%	52%	55%	42%	52%	49%	48%	50%	49%	49%	54%	47%	46%	38%
Neither a good nor bad description	19%	19%	19%	18%	19%	18%	20%	24%	18%	19%	19%	20%	19%	16%	20%	20%	19%	23%
Bad description	3%	6%	3%	2%	3%	2%	2%	1%	2%	2%	5%	2%	3%	4%	2%	2%	2%	3%
Very bad description	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	2%	0%
Don't know	2%	3%	1%	1%	2%	1%	2%	6%	2%	2%	1%	1%	1%	1%	2%	3%	2%	6%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	27%	27%	27%	27%	27%	29%	25%	25%	26%	27%	31%	30%	25%	25%	35%	31%	15%
Good description	49%	49%	50%	50%	49%	49%	50%	43%	52%	51%	50%	53%	56%	50%	53%	49%	42%
Neither a good nor bad description	19%	19%	18%	19%	19%	17%	21%	23%	17%	18%	16%	15%	15%	20%	10%	16%	31%
Bad description	3%	3%	2%	3%	3%	3%	2%	4%	3%	2%	2%	1%	2%	3%	1%	2%	6%
Very bad description	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	2%
Don't know	2%	2%	2%	2%	2%	2%	2%	5%	1%	2%	1%	1%	2%	2%	1%	2%	4%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	24%	25%	27%	27%	24%	25%	19%	24%	25%	25%	24%	22%	27%	26%	20%	21%	21%	25%
Good description	49%	46%	48%	49%	49%	48%	52%	47%	51%	48%	51%	47%	47%	48%	51%	52%	51%	47%
Neither a good nor bad description	22%	21%	21%	20%	22%	22%	24%	24%	21%	22%	21%	25%	21%	20%	24%	23%	22%	21%
Bad description	3%	5%	3%	2%	2%	2%	3%	1%	2%	3%	2%	4%	3%	3%	3%	2%	4%	3%
Very bad description	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%
Don't know	1%	1%	1%	1%	1%	2%	2%	4%	1%	2%	1%	1%	1%	1%	2%	2%	1%	4%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	24%	25%	23%	25%	24%	22%	24%	19%	12%	23%	25%	25%	16%	27%	23%	20%	27%
Good description	49%	47%	51%	49%	49%	48%	50%	52%	54%	49%	44%	51%	56%	51%	51%	49%	52%
Neither a good nor bad description	22%	22%	22%	21%	22%	22%	23%	21%	28%	23%	24%	21%	24%	18%	22%	27%	19%
Bad description	3%	3%	2%	3%	3%	4%	2%	3%	4%	3%	4%	2%	2%	3%	3%	2%	2%
Very bad description	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%
Don't know	1%	1%	2%	1%	1%	3%	1%	4%	1%	2%	2%	1%	2%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	23%	27%	25%	25%	23%	22%	19%	25%	23%	24%	23%	21%	25%	25%	19%	21%	26%	23%
Good description	53%	47%	51%	53%	52%	53%	56%	48%	55%	51%	52%	54%	52%	52%	56%	53%	49%	47%
Neither a good nor bad description	20%	21%	20%	19%	21%	20%	21%	21%	19%	21%	20%	22%	20%	19%	21%	22%	22%	20%
Bad description	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	4%	2%	2%	2%	2%	3%	2%	5%
Very bad description	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Don't know	1%	0%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	23%	24%	22%	23%	23%	21%	22%	16%	10%	23%	24%	25%	15%	26%	17%	14%	25%
Good description	53%	51%	54%	53%	53%	52%	53%	50%	51%	57%	50%	55%	54%	53%	44%	50%	53%
Neither a good nor bad description	20%	21%	20%	20%	20%	22%	22%	26%	32%	16%	22%	18%	26%	17%	34%	29%	19%
Bad description	2%	3%	2%	2%	2%	3%	2%	4%	4%	3%	2%	2%	3%	3%	5%	4%	2%
Very bad description	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%
Don't know	1%	1%	1%	1%	1%	2%	1%	4%	2%	1%	1%	1%	3%	1%	0%	2%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	27%	25%	29%	28%	28%	27%	23%	25%	27%	28%	25%	25%	28%	30%	24%	25%	23%	23%
Good description	52%	50%	49%	52%	51%	50%	55%	44%	53%	51%	51%	53%	51%	49%	54%	52%	52%	54%
Neither a good nor bad description	18%	20%	17%	16%	18%	19%	18%	26%	17%	16%	19%	18%	17%	17%	18%	19%	20%	19%
Bad description	2%	3%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%
Very bad description	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%
Don't know	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	1%	1%	1%	2%	3%	2%	2%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	27%	27%	27%	28%	27%	23%	31%	19%	13%	24%	34%	30%	17%	25%	23%	21%	21%
Good description	52%	51%	52%	51%	52%	52%	54%	53%	52%	50%	49%	55%	53%	51%	54%	51%	51%
Neither a good nor bad description	18%	18%	18%	17%	18%	20%	13%	22%	28%	20%	14%	12%	24%	20%	20%	24%	23%
Bad description	2%	2%	1%	1%	2%	2%	1%	3%	5%	3%	1%	1%	3%	2%	2%	3%	1%
Very bad description	1%	1%	0%	1%	1%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	0%	0%
Don't know	2%	1%	2%	2%	2%	2%	1%	3%	2%	2%	1%	1%	3%	1%	0%	1%	3%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	25%	28%	29%	26%	24%	27%	20%	21%	24%	26%	26%	26%	28%	26%	21%	23%	28%	25%
Good description	54%	48%	53%	54%	53%	54%	57%	43%	55%	51%	55%	57%	53%	54%	57%	54%	50%	50%
Neither a good nor bad description	17%	19%	15%	16%	18%	15%	19%	23%	17%	18%	15%	15%	16%	17%	18%	18%	17%	18%
Bad description	2%	3%	2%	2%	2%	2%	1%	4%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%
Very bad description	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%
Don't know	2%	2%	1%	1%	2%	1%	2%	8%	2%	2%	1%	1%	1%	2%	2%	3%	2%	3%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	25%	26%	25%	25%	25%	24%	22%	16%	17%	26%	31%	24%	21%	26%	30%	26%	18%
Good description	54%	52%	55%	54%	54%	56%	50%	44%	52%	56%	52%	56%	61%	59%	56%	54%	48%
Neither a good nor bad description	17%	18%	16%	17%	17%	15%	24%	28%	27%	15%	15%	18%	14%	13%	12%	17%	22%
Bad description	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	5%
Very bad description	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%
Don't know	2%	2%	2%	2%	2%	2%	3%	9%	2%	2%	0%	1%	2%	1%	0%	2%	4%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	48%	47%	51%	49%	49%	52%	42%	46%	50%	46%	47%	48%	50%	49%	44%	48%	52%	40%
Good description	45%	43%	40%	45%	44%	42%	51%	42%	43%	46%	46%	44%	43%	43%	49%	45%	41%	48%
Neither a good nor bad description	6%	8%	8%	5%	5%	5%	6%	9%	5%	6%	6%	6%	6%	6%	6%	5%	5%	10%
Bad description	1%	2%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	1%	0%	0%	0%	1%	0%	1%	3%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	48%	47%	49%	48%	48%	39%	39%	39%	44%	47%	48%	54%	32%	49%	55%	48%	50%
Good description	45%	44%	45%	44%	45%	50%	48%	49%	49%	45%	44%	40%	57%	43%	41%	44%	44%
Neither a good nor bad description	6%	7%	5%	6%	6%	8%	11%	8%	6%	6%	6%	5%	8%	6%	4%	6%	5%
Bad description	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%	0%	1%	1%	0%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	47%	50%	49%	52%	51%	48%	40%	50%	50%	45%	48%	47%	50%	49%	42%	47%	49%	47%
Good description	44%	39%	43%	41%	42%	45%	50%	42%	43%	46%	45%	45%	42%	43%	49%	47%	42%	39%
Neither a good nor bad description	6%	7%	6%	6%	5%	6%	8%	5%	5%	7%	6%	7%	6%	6%	8%	3%	5%	11%
Bad description	1%	3%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
Very bad description	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	1%	0%	0%	0%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	47%	46%	49%	48%	47%	45%	50%	43%	48%	47%	42%	53%	29%	51%	55%	53%	53%
Good description	44%	44%	45%	44%	44%	46%	43%	47%	47%	46%	47%	41%	59%	42%	41%	39%	40%
Neither a good nor bad description	6%	7%	5%	6%	6%	6%	6%	6%	4%	5%	10%	4%	9%	6%	3%	6%	5%
Bad description	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	0%	1%	1%
Very bad description	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	1%	1%	1%	1%	3%	0%	1%	0%	1%	1%	0%	0%	0%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	41%	43%	44%	44%	41%	45%	34%	39%	41%	41%	40%	43%	44%	42%	36%	40%	45%	39%
Good description	47%	42%	44%	46%	46%	45%	52%	45%	47%	47%	49%	45%	45%	46%	51%	49%	41%	42%
Neither a good nor bad description	10%	10%	10%	9%	10%	8%	11%	12%	10%	10%	8%	10%	9%	9%	10%	10%	11%	14%
Bad description	1%	3%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	0%	1%	2%	1%	1%	1%	2%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	41%	41%	42%	41%	41%	34%	42%	34%	35%	39%	44%	41%	28%	43%	46%	44%	44%
Good description	47%	46%	47%	47%	47%	52%	44%	48%	53%	50%	44%	49%	58%	45%	48%	43%	45%
Neither a good nor bad description	10%	11%	8%	10%	10%	11%	11%	12%	9%	9%	10%	9%	10%	10%	6%	10%	9%
Bad description	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	2%	2%	1%	1%	1%
Very bad description	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	0%	1%	2%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	24%	29%	30%	28%	25%	23%	14%	23%	23%	23%	27%	25%	28%	27%	15%	23%	30%	19%
Good description	44%	45%	46%	47%	45%	41%	43%	36%	45%	43%	46%	45%	47%	40%	43%	42%	44%	42%
Neither a good nor bad description	25%	21%	20%	21%	23%	28%	32%	31%	25%	26%	22%	24%	20%	27%	31%	28%	22%	29%
Bad description	3%	3%	2%	2%	2%	3%	3%	2%	3%	3%	3%	2%	2%	2%	3%	2%	2%	4%
Very bad description	1%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	2%	2%	0%	0%
Don't know	3%	1%	1%	2%	3%	3%	5%	7%	3%	3%	2%	2%	1%	3%	6%	3%	1%	7%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	24%	25%	23%	23%	24%	20%	24%	16%	9%	21%	27%	25%	17%	21%	30%	24%	28%
Good description	44%	44%	45%	45%	44%	41%	42%	41%	34%	46%	42%	46%	45%	47%	51%	42%	45%
Neither a good nor bad description	25%	25%	25%	25%	25%	29%	27%	26%	40%	26%	24%	25%	28%	24%	18%	27%	23%
Bad description	3%	3%	3%	2%	3%	3%	2%	7%	7%	3%	2%	1%	5%	3%	1%	3%	2%
Very bad description	1%	1%	1%	1%	1%	1%	1%	3%	4%	1%	1%	0%	1%	1%	0%	1%	1%
Don't know	3%	3%	3%	3%	3%	6%	3%	8%	6%	3%	3%	3%	4%	3%	0%	2%	1%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	3%	6%	7%	4%	3%	2%	1%	2%	3%	2%	5%	4%	4%	4%	1%	4%	4%	3%
Good description	8%	13%	11%	9%	7%	5%	5%	7%	8%	7%	9%	6%	9%	9%	5%	6%	12%	6%
Neither a good nor bad description	18%	22%	21%	18%	16%	17%	16%	18%	17%	18%	20%	18%	18%	16%	17%	19%	22%	19%
Bad description	37%	32%	34%	37%	39%	37%	38%	32%	38%	34%	39%	38%	37%	34%	38%	38%	34%	40%
Very bad description	31%	23%	24%	30%	32%	37%	35%	33%	31%	35%	26%	32%	30%	35%	35%	30%	24%	27%
Don't know	3%	3%	2%	2%	3%	2%	5%	9%	3%	4%	2%	2%	2%	3%	4%	3%	4%	4%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	3%	4%	3%	3%	3%	7%	1%	5%	1%	4%	3%	4%	3%	4%	3%	2%	3%
Good description	8%	8%	7%	7%	8%	11%	6%	10%	7%	11%	5%	8%	8%	7%	6%	5%	9%
Neither a good nor bad description	18%	19%	17%	18%	18%	23%	18%	24%	25%	27%	17%	13%	18%	15%	18%	17%	17%
Bad description	37%	35%	38%	37%	37%	34%	38%	37%	40%	29%	32%	38%	43%	39%	43%	41%	44%
Very bad description	31%	31%	32%	32%	31%	20%	32%	19%	23%	27%	40%	35%	25%	32%	27%	31%	24%
Don't know	3%	3%	3%	3%	3%	5%	4%	5%	4%	4%	3%	3%	3%	3%	2%	4%	2%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Very good description	3%	5%	5%	4%	3%	3%	1%	3%	4%	3%	3%	3%	4%	3%	1%	2%	4%	5%
Good description	8%	15%	13%	9%	7%	5%	5%	7%	8%	7%	11%	9%	10%	7%	5%	8%	12%	9%
Neither a good nor bad description	22%	28%	24%	23%	22%	21%	19%	23%	23%	21%	22%	22%	22%	22%	20%	23%	27%	31%
Bad description	34%	28%	34%	33%	35%	34%	36%	26%	35%	32%	36%	35%	34%	33%	35%	36%	32%	22%
Very bad description	28%	19%	21%	28%	28%	34%	33%	32%	27%	32%	25%	29%	27%	32%	33%	24%	21%	26%
Don't know	4%	4%	3%	3%	5%	4%	5%	10%	4%	5%	3%	2%	3%	3%	5%	6%	4%	6%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Very good description	3%	4%	2%	3%	3%	7%	3%	5%	1%	1%	3%	3%	3%	5%	4%	3%	3%
Good description	8%	9%	8%	8%	8%	11%	9%	11%	6%	9%	7%	9%	8%	11%	7%	7%	7%
Neither a good nor bad description	22%	21%	23%	22%	22%	22%	27%	24%	25%	26%	17%	22%	21%	25%	21%	22%	24%
Bad description	34%	33%	34%	34%	34%	34%	33%	37%	40%	31%	32%	33%	37%	34%	39%	41%	36%
Very bad description	28%	29%	28%	29%	28%	21%	22%	18%	23%	28%	38%	29%	25%	20%	26%	22%	26%
Don't know	4%	4%	4%	4%	4%	6%	6%	5%	4%	5%	3%	3%	5%	4%	3%	5%	3%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	35%	42%	35%	37%	36%	36%	28%	41%	35%	34%	35%	34%	36%	35%	30%	40%	36%	29%
Good description	49%	39%	47%	48%	50%	50%	57%	45%	50%	51%	51%	46%	49%	48%	55%	43%	45%	57%
Neither a good nor bad description	11%	14%	14%	11%	9%	11%	10%	9%	11%	10%	9%	16%	12%	13%	9%	12%	11%	9%
Bad description	1%	1%	2%	1%	2%	1%	0%	3%	1%	1%	2%	2%	1%	2%	1%	3%	1%	3%
Very bad description	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%	1%	0%
Don't know	3%	3%	1%	1%	2%	3%	4%	2%	2%	3%	3%	2%	2%	1%	5%	2%	5%	2%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	35%	35%	35%	34%	36%	35%	29%	35%	15%	35%	38%	32%	27%	32%	27%	29%	41%
Good description	49%	48%	51%	50%	49%	46%	46%	48%	50%	52%	44%	52%	50%	52%	56%	50%	47%
Neither a good nor bad description	11%	13%	10%	11%	11%	12%	16%	10%	27%	9%	11%	12%	16%	12%	13%	13%	9%
Bad description	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	2%	1%	3%	2%	1%	2%	1%
Very bad description	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%
Don't know	3%	3%	2%	3%	3%	4%	8%	6%	7%	2%	5%	2%	4%	1%	2%	6%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	25%	25%	24%	26%	28%	28%	20%	23%	25%	25%	25%	25%	27%	24%	21%	30%	21%	23%
Good description	47%	43%	46%	47%	45%	46%	54%	44%	48%	48%	45%	48%	46%	48%	52%	42%	45%	50%
Neither a good nor bad description	20%	24%	23%	21%	19%	18%	19%	24%	20%	20%	20%	22%	20%	23%	19%	22%	23%	17%
Bad description	3%	3%	4%	3%	3%	3%	1%	4%	3%	2%	5%	3%	3%	4%	2%	3%	2%	3%
Very bad description	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	3%	0%
Don't know	4%	4%	2%	3%	3%	4%	5%	4%	3%	4%	4%	3%	2%	1%	6%	4%	5%	7%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	25%	26%	24%	24%	25%	26%	26%	19%	9%	26%	28%	26%	20%	24%	25%	22%	22%
Good description	47%	46%	48%	47%	47%	46%	43%	51%	43%	53%	48%	50%	53%	48%	51%	44%	38%
Neither a good nor bad description	20%	21%	20%	21%	21%	20%	21%	17%	36%	15%	17%	18%	20%	22%	20%	19%	29%
Bad description	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	1%	3%	2%	2%	2%	7%	6%
Very bad description	1%	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%	2%
Don't know	4%	4%	4%	3%	3%	4%	8%	8%	10%	3%	5%	2%	4%	2%	2%	8%	4%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	27%	30%	22%	29%	29%	28%	23%	30%	26%	26%	26%	27%	28%	30%	22%	30%	25%	22%
Good description	48%	44%	49%	45%	48%	47%	52%	48%	50%	48%	49%	42%	47%	46%	52%	48%	45%	46%
Neither a good nor bad description	19%	18%	20%	21%	17%	20%	19%	18%	19%	20%	17%	22%	19%	18%	19%	16%	20%	21%
Bad description	3%	5%	6%	3%	2%	2%	1%	2%	2%	2%	5%	4%	3%	4%	2%	3%	4%	6%
Very bad description	0%	2%	1%	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	2%	0%
Don't know	3%	3%	2%	2%	3%	4%	5%	3%	2%	3%	4%	3%	2%	1%	6%	3%	4%	6%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	27%	27%	26%	26%	27%	29%	25%	21%	11%	31%	28%	27%	19%	25%	20%	18%	26%
Good description	48%	46%	50%	48%	47%	44%	46%	49%	43%	48%	41%	50%	54%	45%	51%	48%	52%
Neither a good nor bad description	19%	20%	18%	20%	19%	19%	19%	18%	34%	15%	20%	18%	21%	23%	24%	22%	18%
Bad description	3%	4%	2%	3%	3%	3%	2%	4%	5%	2%	5%	2%	2%	4%	2%	2%	2%
Very bad description	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%
Don't know	3%	3%	3%	3%	3%	5%	8%	7%	7%	3%	6%	2%	4%	2%	3%	8%	1%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	25%	28%	21%	29%	29%	26%	21%	25%	24%	26%	27%	26%	27%	27%	21%	28%	24%	20%
Good description	47%	37%	46%	46%	49%	49%	52%	54%	51%	47%	43%	42%	46%	48%	52%	44%	45%	51%
Neither a good nor bad description	21%	26%	25%	20%	16%	19%	21%	17%	18%	21%	22%	23%	21%	19%	20%	22%	22%	19%
Bad description	3%	6%	6%	3%	3%	2%	1%	2%	4%	2%	3%	5%	4%	5%	2%	3%	3%	5%
Very bad description	1%	2%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	1%	2%
Don't know	3%	3%	2%	2%	2%	4%	5%	2%	3%	3%	3%	3%	2%	1%	6%	2%	5%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	25%	26%	24%	25%	26%	31%	20%	16%	10%	29%	28%	24%	18%	24%	16%	18%	27%
Good description	47%	44%	51%	47%	47%	42%	44%	50%	42%	50%	42%	48%	49%	47%	45%	44%	51%
Neither a good nor bad description	21%	22%	19%	21%	20%	20%	25%	23%	39%	18%	21%	20%	25%	22%	31%	23%	18%
Bad description	3%	4%	3%	4%	3%	3%	2%	4%	1%	1%	3%	5%	4%	5%	4%	5%	3%
Very bad description	1%	0%	1%	0%	1%	0%	0%	0%	2%	0%	0%	1%	1%	1%	0%	1%	1%
Don't know	3%	3%	3%	3%	3%	5%	7%	7%	7%	2%	5%	2%	3%	2%	3%	9%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	25%	25%	23%	26%	27%	27%	23%	25%	26%	26%	23%	27%	27%	28%	22%	27%	20%	18%
Good description	49%	49%	46%	48%	51%	49%	51%	48%	51%	50%	50%	44%	48%	48%	51%	49%	50%	55%
Neither a good nor bad description	19%	17%	23%	21%	17%	18%	19%	21%	18%	18%	20%	21%	19%	18%	19%	18%	19%	21%
Bad description	3%	5%	5%	3%	2%	3%	2%	3%	2%	2%	5%	4%	3%	4%	2%	3%	4%	1%
Very bad description	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	2%
Don't know	3%	4%	2%	2%	3%	4%	5%	2%	3%	4%	3%	3%	2%	2%	6%	3%	5%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	25%	26%	25%	25%	26%	29%	26%	19%	7%	28%	30%	26%	19%	22%	18%	19%	23%
Good description	49%	48%	51%	49%	48%	41%	42%	48%	45%	54%	44%	52%	51%	47%	51%	44%	50%
Neither a good nor bad description	19%	20%	18%	19%	19%	21%	21%	23%	38%	14%	17%	17%	21%	26%	24%	21%	21%
Bad description	3%	3%	3%	3%	3%	3%	3%	3%	4%	1%	3%	3%	5%	4%	3%	5%	3%
Very bad description	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	3%	0%
Don't know	3%	3%	3%	3%	3%	6%	7%	6%	7%	3%	5%	2%	4%	2%	4%	8%	2%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	22%	23%	20%	25%	23%	25%	20%	21%	21%	22%	24%	25%	24%	23%	19%	23%	23%	20%
Good description	48%	43%	46%	48%	52%	48%	51%	49%	50%	47%	47%	49%	48%	50%	52%	44%	45%	46%
Neither a good nor bad description	21%	22%	24%	21%	19%	21%	22%	21%	22%	22%	21%	20%	21%	20%	21%	28%	22%	20%
Bad description	3%	6%	6%	4%	2%	2%	2%	5%	3%	3%	3%	3%	4%	5%	2%	2%	4%	2%
Very bad description	1%	1%	3%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	4%
Don't know	3%	4%	3%	2%	3%	4%	5%	3%	4%	4%	3%	3%	3%	2%	6%	2%	4%	8%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	22%	23%	22%	22%	23%	26%	19%	14%	7%	26%	29%	20%	16%	21%	20%	21%	19%
Good description	48%	47%	50%	49%	48%	44%	47%	47%	42%	54%	42%	51%	53%	52%	53%	44%	46%
Neither a good nor bad description	21%	21%	22%	22%	21%	20%	24%	27%	36%	16%	18%	25%	21%	22%	21%	20%	24%
Bad description	3%	4%	3%	3%	3%	4%	1%	4%	7%	1%	4%	2%	5%	3%	2%	5%	6%
Very bad description	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	2%	1%	1%	1%	0%	1%	2%
Don't know	3%	4%	3%	3%	3%	5%	8%	8%	7%	2%	5%	2%	4%	2%	3%	9%	4%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	36%	33%	32%	37%	40%	40%	36%	41%	37%	36%	37%	35%	37%	37%	35%	38%	35%	29%
Good description	48%	43%	48%	47%	47%	46%	52%	45%	49%	48%	49%	44%	46%	49%	51%	49%	42%	53%
Neither a good nor bad description	11%	16%	16%	11%	8%	10%	8%	11%	10%	11%	9%	15%	12%	11%	8%	9%	17%	13%
Bad description	2%	4%	2%	2%	1%	1%	0%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	3%
Very bad description	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	2%	0%
Don't know	3%	2%	2%	2%	2%	3%	4%	1%	2%	3%	3%	2%	2%	1%	5%	2%	3%	2%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	36%	36%	37%	37%	37%	34%	28%	27%	19%	39%	37%	38%	24%	31%	31%	31%	41%
Good description	48%	47%	49%	48%	48%	46%	42%	50%	50%	49%	43%	49%	52%	53%	52%	46%	46%
Neither a good nor bad description	11%	12%	11%	11%	11%	11%	19%	14%	22%	9%	13%	10%	17%	12%	14%	12%	10%
Bad description	2%	2%	1%	1%	2%	2%	3%	2%	3%	2%	2%	1%	4%	1%	1%	4%	1%
Very bad description	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%
Don't know	3%	3%	2%	3%	3%	6%	8%	6%	5%	2%	5%	2%	3%	2%	3%	7%	1%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	39%	40%	33%	38%	44%	44%	34%	43%	39%	38%	39%	38%	39%	39%	35%	43%	39%	40%
Good description	46%	44%	44%	46%	44%	44%	52%	45%	47%	48%	44%	43%	45%	46%	51%	42%	42%	43%
Neither a good nor bad description	10%	11%	16%	11%	8%	8%	9%	9%	9%	10%	10%	13%	11%	10%	8%	11%	11%	15%
Bad description	2%	3%	4%	3%	1%	1%	1%	2%	1%	2%	3%	3%	2%	3%	1%	3%	4%	2%
Very bad description	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	1%	2%	3%	4%	1%	2%	3%	3%	3%	2%	1%	5%	1%	4%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	39%	38%	40%	39%	39%	31%	34%	28%	17%	40%	36%	43%	26%	35%	32%	33%	44%
Good description	46%	45%	47%	46%	45%	47%	42%	50%	48%	49%	43%	44%	51%	50%	46%	42%	46%
Neither a good nor bad description	10%	11%	9%	10%	10%	13%	14%	10%	24%	7%	12%	11%	13%	11%	17%	12%	7%
Bad description	2%	2%	2%	2%	2%	2%	3%	4%	5%	2%	3%	1%	5%	3%	2%	4%	2%
Very bad description	0%	0%	0%	0%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%
Don't know	2%	3%	2%	2%	3%	5%	7%	6%	5%	2%	4%	1%	3%	1%	3%	7%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	38%	40%	35%	37%	43%	40%	34%	45%	37%	37%	38%	38%	39%	39%	34%	42%	39%	37%
Good description	45%	38%	45%	45%	42%	45%	51%	42%	46%	46%	44%	42%	44%	44%	50%	41%	44%	40%
Neither a good nor bad description	12%	15%	15%	13%	10%	10%	10%	9%	11%	12%	11%	14%	12%	13%	9%	14%	12%	19%
Bad description	2%	4%	3%	3%	2%	1%	1%	1%	2%	2%	3%	3%	3%	2%	1%	1%	2%	1%
Very bad description	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%
Don't know	3%	2%	2%	1%	2%	3%	4%	1%	2%	3%	3%	3%	2%	2%	5%	1%	3%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	38%	37%	39%	38%	39%	32%	34%	27%	18%	39%	39%	37%	22%	37%	33%	34%	43%
Good description	45%	42%	48%	45%	44%	47%	41%	49%	49%	48%	40%	47%	50%	46%	47%	41%	42%
Neither a good nor bad description	12%	14%	10%	12%	12%	12%	17%	15%	23%	8%	13%	12%	16%	11%	15%	11%	12%
Bad description	2%	3%	1%	2%	2%	3%	2%	1%	4%	2%	3%	2%	6%	4%	3%	5%	1%
Very bad description	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%	2%	0%	0%	2%	0%
Don't know	3%	3%	2%	2%	3%	5%	7%	7%	4%	2%	4%	2%	4%	2%	2%	8%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	5%	11%	8%	6%	6%	3%	1%	5%	5%	5%	6%	7%	7%	5%	1%	6%	8%	8%
Good description	14%	19%	22%	18%	12%	7%	7%	11%	13%	12%	14%	19%	17%	15%	7%	9%	18%	15%
Neither a good nor bad description	19%	24%	22%	19%	17%	18%	18%	15%	20%	20%	21%	16%	18%	21%	19%	21%	21%	23%
Bad description	29%	27%	27%	26%	33%	30%	34%	30%	31%	28%	30%	27%	28%	27%	31%	33%	32%	33%
Very bad description	28%	16%	19%	27%	28%	38%	34%	35%	27%	31%	24%	27%	26%	29%	35%	26%	15%	18%
Don't know	4%	4%	3%	3%	4%	5%	7%	4%	4%	4%	4%	5%	3%	3%	7%	4%	6%	2%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	5%	6%	4%	5%	5%	16%	3%	9%	5%	6%	6%	5%	8%	4%	4%	8%	4%
Good description	14%	15%	13%	13%	14%	20%	10%	21%	14%	21%	10%	12%	14%	15%	9%	14%	13%
Neither a good nor bad description	19%	20%	19%	19%	19%	23%	20%	22%	29%	24%	18%	17%	16%	17%	26%	22%	19%
Bad description	29%	28%	31%	30%	30%	19%	31%	26%	29%	19%	26%	31%	37%	34%	38%	29%	35%
Very bad description	28%	27%	29%	29%	28%	15%	26%	15%	16%	25%	34%	31%	22%	26%	21%	19%	26%
Don't know	4%	4%	4%	4%	4%	7%	11%	7%	6%	4%	6%	4%	4%	3%	3%	9%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4307	404	749	867	820	707	760	202	1334	1137	880	735	2352	431	846	370	217	82
Weighted	4831	527	819	907	879	772	929	203	1540	1253	941	873	2479	519	1018	427	268	110
Very good description	4%	10%	7%	4%	3%	1%	1%	2%	3%	3%	5%	5%	5%	3%	1%	4%	8%	5%
Good description	10%	17%	16%	13%	9%	6%	5%	9%	11%	8%	10%	13%	12%	11%	6%	12%	10%	15%
Neither a good nor bad description	21%	20%	24%	21%	21%	19%	18%	22%	21%	21%	21%	19%	20%	22%	19%	22%	24%	39%
Bad description	31%	32%	30%	29%	32%	31%	34%	26%	32%	30%	34%	31%	32%	31%	32%	30%	36%	15%
Very bad description	29%	17%	20%	29%	31%	38%	34%	36%	28%	33%	27%	28%	28%	30%	34%	28%	16%	25%
Don't know	5%	4%	3%	4%	4%	5%	7%	5%	5%	5%	4%	4%	3%	3%	8%	4%	6%	1%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4307	2329	1975	3144	4079	362	278	280	139	300	322	537	298	474	453	256	608
Weighted	4831	2578	2253	3717	4467	136	98	55	26	661	878	1046	173	581	152	84	941
Very good description	4%	5%	3%	3%	4%	13%	5%	8%	3%	5%	3%	4%	4%	4%	3%	3%	2%
Good description	10%	10%	10%	10%	10%	20%	8%	15%	6%	12%	9%	10%	14%	15%	7%	11%	7%
Neither a good nor bad description	21%	20%	22%	21%	21%	19%	24%	28%	31%	20%	19%	22%	14%	23%	22%	22%	21%
Bad description	31%	31%	32%	32%	31%	24%	31%	27%	36%	28%	30%	31%	40%	32%	41%	34%	32%
Very bad description	29%	29%	29%	30%	29%	18%	21%	15%	17%	31%	35%	29%	23%	22%	23%	20%	33%
Don't know	5%	5%	4%	4%	4%	7%	11%	8%	7%	4%	5%	4%	6%	3%	4%	10%	4%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Have done this	61%	58%	68%	65%	62%	59%	56%	51%	61%	60%	63%	64%	65%	65%	55%	59%	58%	51%
Have not done this	39%	42%	32%	35%	38%	41%	44%	49%	39%	40%	37%	36%	35%	35%	45%	41%	42%	49%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Have done this	61%	61%	61%	60%	61%	59%	63%	62%	72%	53%	62%	62%	61%	60%	71%	65%	62%
Have not done this	39%	39%	39%	40%	39%	41%	37%	38%	28%	47%	38%	38%	39%	40%	29%	35%	38%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Have done this	70%	74%	77%	76%	71%	66%	60%	63%	71%	69%	72%	69%	73%	75%	61%	72%	71%	68%
Have not done this	30%	26%	23%	24%	29%	34%	40%	37%	29%	31%	28%	31%	27%	25%	39%	28%	29%	32%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Have done this	70%	70%	70%	70%	70%	65%	73%	66%	72%	68%	64%	76%	64%	77%	73%	69%	72%
Have not done this	30%	30%	30%	30%	30%	35%	27%	34%	28%	32%	36%	24%	36%	23%	27%	31%	28%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Have done this	64%	70%	73%	72%	66%	61%	52%	60%	64%	64%	66%	65%	69%	69%	53%	65%	73%	55%
Have not done this	36%	30%	27%	28%	34%	39%	48%	40%	36%	36%	34%	35%	31%	31%	47%	35%	27%	45%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Have done this	64%	62%	67%	64%	64%	58%	73%	68%	69%	59%	56%	72%	65%	71%	64%	64%	69%
Have not done this	36%	38%	33%	36%	36%	42%	27%	32%	31%	41%	44%	28%	35%	29%	36%	36%	31%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	7674	701	1278	1488	1428	1305	1474	358	2074	2307	1608	1300	3793	789	1705	728	452	177
Weighted	7236	705	1251	1354	1327	1165	1435	269	2015	2066	1404	1460	3511	815	1600	707	418	162
Very helpful	43%	38%	40%	44%	43%	48%	42%	44%	44%	44%	42%	41%	44%	43%	41%	43%	41%	45%
Somewhat helpful	50%	53%	54%	46%	49%	46%	52%	48%	50%	49%	49%	51%	49%	50%	52%	46%	53%	46%
Neither helpful nor unhelpful	6%	6%	4%	7%	7%	5%	6%	7%	5%	6%	6%	6%	6%	6%	6%	9%	4%	7%
Somewhat unhelpful	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%

*Note:*

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

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	7674	3724	3939	5099	7674	627	705	650	710	416	617	569	485	776	730	677	712
Weighted	7236	3593	3632	5208	7236	233	247	125	128	916	1668	1116	277	951	246	225	1105
Very helpful	43%	42%	44%	43%	43%	36%	43%	42%	34%	30%	40%	45%	49%	46%	54%	41%	51%
Somewhat helpful	50%	51%	49%	49%	50%	54%	50%	49%	56%	62%	52%	49%	43%	49%	41%	47%	40%
Neither helpful nor unhelpful	6%	6%	5%	6%	6%	6%	5%	7%	9%	6%	7%	3%	6%	4%	4%	9%	7%
Somewhat unhelpful	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%
Very unhelpful	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%

*Note:*

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

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Multiple times a day	6%	11%	8%	7%	5%	4%	2%	6%	5%	5%	7%	5%	6%	6%	3%	7%	9%	9%
Every day	8%	15%	13%	10%	8%	5%	3%	5%	9%	6%	10%	9%	10%	9%	3%	8%	13%	7%
Multiple times a week	15%	19%	21%	17%	16%	13%	11%	13%	16%	14%	17%	16%	17%	19%	10%	16%	20%	22%
Every week	9%	12%	11%	10%	10%	7%	5%	7%	9%	7%	10%	9%	10%	9%	5%	8%	10%	7%
Multiple times a month	12%	13%	13%	14%	10%	13%	10%	8%	12%	11%	11%	14%	13%	12%	10%	10%	11%	9%
Every month	7%	7%	8%	8%	6%	6%	6%	5%	7%	7%	7%	7%	8%	6%	6%	6%	7%	5%
Multiple times a year	12%	8%	10%	13%	13%	14%	10%	10%	11%	11%	12%	13%	13%	12%	11%	9%	12%	8%
Less often, or never	25%	9%	11%	17%	25%	33%	42%	34%	24%	29%	21%	22%	19%	21%	42%	27%	12%	22%
Don't know	7%	6%	5%	5%	7%	6%	11%	13%	6%	9%	5%	4%	4%	5%	11%	10%	7%	11%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Multiple times a day	6%	6%	5%	5%	6%	6%	5%	5%	4%	4%	6%	6%	4%	5%	6%	3%	9%
Every day	8%	9%	8%	8%	8%	10%	8%	7%	4%	9%	7%	10%	6%	8%	9%	6%	9%
Multiple times a week	15%	16%	14%	15%	15%	11%	15%	10%	10%	13%	14%	19%	8%	19%	19%	14%	17%
Every week	9%	10%	8%	9%	9%	6%	10%	7%	10%	7%	7%	11%	5%	10%	10%	10%	10%
Multiple times a month	12%	12%	12%	12%	12%	8%	18%	10%	12%	9%	10%	12%	10%	17%	14%	12%	13%
Every month	7%	7%	6%	7%	7%	6%	10%	8%	12%	6%	7%	6%	6%	9%	7%	9%	5%
Multiple times a year	12%	11%	12%	12%	12%	12%	12%	13%	19%	11%	10%	12%	15%	13%	16%	12%	11%
Less often, or never	25%	24%	27%	25%	25%	35%	16%	30%	23%	35%	32%	17%	41%	14%	15%	25%	20%
Don't know	7%	6%	8%	7%	7%	6%	5%	10%	6%	7%	8%	9%	6%	5%	3%	8%	5%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10953	968	1666	2007	2004	1919	2389	565	2969	3275	2250	1847	5178	1109	2716	1015	626	264
Weighted	10377	956	1624	1787	1868	1752	2388	426	2838	3009	1953	2105	4790	1092	2643	987	588	237
Multiple times a day	4%	7%	6%	5%	3%	2%	1%	6%	4%	3%	3%	4%	3%	5%	1%	9%	5%	8%
Every day	4%	7%	7%	5%	3%	2%	1%	4%	4%	3%	4%	5%	4%	3%	1%	8%	7%	5%
Multiple times a week	6%	13%	10%	8%	7%	4%	1%	4%	7%	6%	6%	6%	7%	8%	1%	13%	10%	7%
Every week	4%	7%	7%	4%	3%	2%	1%	2%	4%	3%	5%	4%	4%	4%	1%	6%	5%	1%
Multiple times a month	6%	9%	10%	7%	6%	4%	1%	3%	5%	5%	7%	7%	7%	7%	1%	7%	10%	3%
Every month	4%	8%	5%	6%	4%	3%	1%	2%	4%	4%	5%	4%	5%	6%	1%	4%	7%	4%
Multiple times a year	10%	13%	15%	13%	11%	8%	2%	4%	9%	8%	12%	12%	13%	13%	2%	8%	12%	6%
Less often, or never	58%	31%	34%	47%	57%	70%	84%	64%	57%	63%	52%	56%	51%	49%	84%	41%	36%	58%
Don't know	6%	5%	5%	4%	6%	6%	7%	11%	7%	6%	6%	3%	5%	5%	7%	6%	8%	8%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10953	5358	5573	7221	10953	964	968	983	985	613	965	753	748	1008	1003	972	991
Weighted	10377	5136	5221	7447	10377	358	341	189	177	1351	2624	1472	430	1236	337	324	1537
Multiple times a day	4%	3%	4%	3%	4%	6%	3%	4%	2%	2%	3%	5%	3%	2%	4%	1%	7%
Every day	4%	4%	3%	4%	4%	6%	3%	5%	2%	4%	3%	4%	2%	5%	4%	2%	5%
Multiple times a week	6%	6%	6%	6%	6%	5%	7%	4%	4%	7%	5%	6%	4%	9%	6%	5%	8%
Every week	4%	4%	3%	3%	4%	3%	4%	4%	4%	4%	3%	4%	2%	4%	5%	4%	4%
Multiple times a month	6%	5%	6%	6%	6%	5%	8%	4%	5%	6%	4%	5%	5%	8%	6%	5%	7%
Every month	4%	5%	4%	4%	4%	4%	5%	3%	6%	2%	5%	3%	2%	6%	5%	5%	3%
Multiple times a year	10%	10%	9%	10%	10%	7%	14%	9%	12%	7%	9%	10%	11%	15%	14%	10%	7%
Less often, or never	58%	57%	58%	59%	58%	60%	52%	64%	61%	60%	65%	53%	65%	46%	49%	64%	54%
Don't know	6%	5%	6%	6%	6%	5%	4%	4%	5%	8%	3%	11%	5%	5%	6%	4%	6%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6287	418	1310	1631	1555	1140	233	181	1565	1751	1503	1269	5178	1109	0	0	0	0
Weighted	5882	419	1294	1468	1462	1052	188	128	1453	1578	1336	1371	4790	1092	0	0	0	0
Multiple times a day	5%	10%	7%	6%	4%	3%	1%	8%	5%	4%	6%	6%	5%	5%	*	*	*	*
Every day	8%	13%	11%	10%	6%	4%	4%	4%	9%	7%	9%	8%	9%	6%	*	*	*	*
Multiple times a week	16%	25%	18%	16%	13%	11%	16%	13%	15%	14%	17%	18%	16%	15%	*	*	*	*
Every week	9%	13%	10%	10%	9%	7%	6%	5%	10%	8%	9%	10%	9%	9%	*	*	*	*
Multiple times a month	12%	12%	14%	11%	13%	10%	10%	8%	11%	11%	13%	13%	12%	10%	*	*	*	*
Every month	6%	6%	6%	7%	7%	6%	4%	4%	6%	6%	7%	8%	6%	6%	*	*	*	*
Multiple times a year	12%	4%	12%	12%	11%	14%	18%	12%	9%	12%	11%	14%	12%	10%	*	*	*	*
Less often, or never	28%	14%	18%	25%	32%	41%	38%	41%	29%	35%	24%	20%	26%	34%	*	*	*	*
Don't know	4%	3%	4%	4%	5%	5%	2%	4%	5%	5%	4%	3%	4%	6%	*	*	*	*

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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			Android User	Google Search User	Region											
	Total	Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6287	3272	3006	4219	6287	532	621	507	468	356	508	382	448	631	669	543	622
Weighted	5882	3207	2669	4234	5882	198	216	97	84	780	1369	732	259	771	225	178	973
Multiple times a day	5%	6%	5%	5%	5%	10%	5%	9%	4%	5%	5%	5%	4%	4%	6%	4%	7%
Every day	8%	10%	5%	7%	8%	11%	7%	9%	5%	8%	7%	10%	9%	8%	10%	6%	8%
Multiple times a week	16%	15%	16%	15%	16%	12%	12%	8%	9%	13%	15%	20%	8%	21%	17%	13%	15%
Every week	9%	10%	9%	9%	9%	6%	9%	6%	8%	7%	8%	12%	4%	10%	9%	9%	12%
Multiple times a month	12%	12%	11%	13%	12%	8%	14%	8%	10%	12%	11%	10%	11%	16%	12%	9%	12%
Every month	6%	7%	6%	7%	6%	5%	8%	5%	14%	7%	5%	6%	6%	8%	7%	9%	7%
Multiple times a year	12%	10%	13%	12%	12%	10%	12%	13%	11%	11%	12%	12%	10%	12%	17%	13%	11%
Less often, or never	28%	26%	30%	28%	28%	33%	29%	35%	36%	32%	34%	20%	43%	17%	19%	30%	24%
Don't know	4%	3%	6%	4%	4%	3%	5%	6%	4%	5%	3%	5%	5%	4%	3%	6%	4%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6287	418	1310	1631	1555	1140	233	181	1565	1751	1503	1269	5178	1109	0	0	0	0
Weighted	5882	419	1294	1468	1462	1052	188	128	1453	1578	1336	1371	4790	1092	0	0	0	0
Multiple times a day	6%	12%	7%	6%	5%	3%	3%	6%	6%	5%	5%	6%	6%	5%	*	*	*	*
Every day	8%	15%	11%	10%	6%	2%	5%	3%	9%	6%	9%	10%	8%	7%	*	*	*	*
Multiple times a week	14%	18%	18%	15%	13%	8%	9%	11%	14%	11%	18%	13%	14%	12%	*	*	*	*
Every week	9%	11%	12%	9%	8%	8%	6%	6%	9%	8%	11%	10%	9%	8%	*	*	*	*
Multiple times a month	11%	10%	13%	11%	10%	9%	8%	9%	11%	9%	11%	12%	11%	10%	*	*	*	*
Every month	6%	8%	6%	6%	6%	7%	3%	3%	6%	6%	8%	6%	6%	6%	*	*	*	*
Multiple times a year	9%	6%	9%	10%	9%	11%	9%	15%	8%	9%	8%	12%	10%	7%	*	*	*	*
Less often, or never	32%	14%	20%	27%	37%	48%	49%	42%	32%	38%	26%	28%	30%	38%	*	*	*	*
Don't know	5%	5%	4%	6%	6%	5%	7%	5%	6%	7%	4%	3%	5%	6%	*	*	*	*

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6287	3272	3006	4219	6287	532	621	507	468	356	508	382	448	631	669	543	622
Weighted	5882	3207	2669	4234	5882	198	216	97	84	780	1369	732	259	771	225	178	973
Multiple times a day	6%	6%	5%	5%	6%	10%	3%	7%	3%	4%	6%	5%	4%	4%	5%	4%	8%
Every day	8%	9%	7%	7%	8%	11%	5%	9%	3%	10%	6%	11%	4%	9%	8%	7%	7%
Multiple times a week	14%	15%	12%	13%	14%	11%	13%	7%	7%	14%	12%	17%	9%	14%	16%	11%	17%
Every week	9%	10%	8%	9%	9%	6%	7%	6%	5%	9%	8%	11%	7%	10%	7%	12%	12%
Multiple times a month	11%	11%	11%	11%	11%	7%	14%	7%	7%	8%	8%	12%	9%	13%	13%	8%	13%
Every month	6%	6%	6%	7%	6%	5%	8%	4%	11%	6%	7%	4%	5%	8%	7%	6%	6%
Multiple times a year	9%	8%	11%	10%	9%	8%	10%	6%	11%	10%	7%	10%	9%	13%	15%	9%	8%
Less often, or never	32%	30%	33%	33%	32%	37%	33%	46%	48%	32%	41%	23%	46%	23%	23%	36%	25%
Don't know	5%	4%	6%	5%	5%	4%	7%	7%	5%	6%	5%	6%	6%	5%	5%	8%	3%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I learn better through reading than watching a video	23%	20%	22%	21%	20%	25%	27%	20%	22%	21%	24%	27%	23%	22%	28%	17%	17%	16%
I learn equally well through reading and watching a video	54%	48%	53%	54%	56%	53%	55%	48%	54%	53%	54%	56%	53%	56%	53%	57%	53%	52%
I learn better through watching a video than reading	18%	29%	21%	20%	19%	16%	12%	21%	19%	20%	19%	14%	20%	18%	12%	20%	27%	24%
Don't know	5%	3%	4%	5%	5%	6%	6%	11%	5%	6%	3%	4%	4%	4%	7%	6%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I learn better through reading than watching a video	23%	23%	23%	22%	22%	24%	25%	24%	17%	27%	24%	22%	24%	22%	16%	24%	17%
I learn equally well through reading and watching a video	54%	52%	55%	56%	55%	52%	40%	45%	44%	50%	58%	59%	48%	54%	60%	52%	53%
I learn better through watching a video than reading	18%	20%	16%	17%	19%	19%	26%	23%	31%	17%	14%	15%	20%	16%	23%	19%	28%
Don't know	5%	5%	5%	5%	4%	5%	9%	8%	7%	6%	4%	4%	8%	8%	1%	6%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	61%	60%	69%	65%	62%	57%	52%	55%	60%	58%	63%	63%	66%	60%	52%	61%	59%	45%
Have not done this	37%	35%	29%	33%	35%	41%	46%	42%	37%	40%	35%	35%	32%	38%	46%	36%	36%	49%
Don't know	2%	5%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	4%	5%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	61%	60%	61%	60%	63%	57%	62%	64%	69%	48%	55%	63%	56%	63%	76%	64%	75%
Have not done this	37%	38%	37%	37%	35%	41%	36%	34%	29%	49%	43%	33%	42%	35%	22%	33%	24%
Don't know	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	1%	2%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	68%	74%	75%	73%	69%	64%	59%	67%	67%	66%	71%	70%	72%	69%	60%	68%	72%	62%
Have not done this	30%	23%	22%	25%	30%	35%	40%	32%	31%	32%	27%	29%	27%	29%	39%	30%	25%	37%
Don't know	2%	3%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	3%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	68%	68%	69%	68%	71%	68%	62%	72%	75%	60%	61%	71%	62%	71%	74%	70%	83%
Have not done this	30%	31%	30%	31%	28%	31%	37%	27%	23%	37%	38%	27%	37%	28%	25%	29%	16%
Don't know	2%	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	79%	83%	83%	79%	79%	78%	74%	72%	79%	77%	82%	80%	82%	81%	73%	74%	85%	71%
Have not done this	20%	15%	15%	20%	19%	22%	25%	27%	20%	22%	17%	18%	17%	19%	26%	25%	14%	27%
Don't know	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	79%	78%	80%	78%	79%	72%	70%	73%	81%	83%	84%	84%	80%	65%	80%	81%	73%
Have not done this	20%	20%	19%	20%	20%	26%	29%	25%	18%	15%	16%	14%	18%	33%	20%	18%	26%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	37%	50%	48%	41%	37%	32%	23%	30%	36%	33%	39%	42%	45%	38%	23%	32%	44%	26%
Have not done this	61%	47%	49%	56%	60%	66%	75%	67%	61%	64%	58%	56%	53%	60%	75%	65%	53%	71%
Don't know	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	3%	3%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	37%	39%	35%	36%	38%	35%	33%	30%	12%	35%	35%	42%	34%	43%	44%	27%	38%
Have not done this	61%	59%	63%	62%	60%	61%	66%	69%	86%	62%	63%	55%	64%	55%	54%	71%	60%
Don't know	2%	2%	3%	2%	2%	4%	2%	1%	2%	3%	2%	4%	2%	2%	1%	2%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	42%	57%	50%	47%	42%	37%	28%	37%	41%	38%	44%	45%	46%	43%	29%	40%	56%	37%
Have not done this	56%	39%	46%	51%	56%	61%	71%	62%	56%	60%	53%	52%	51%	54%	70%	57%	40%	60%
Don't know	2%	4%	4%	2%	2%	2%	1%	1%	3%	2%	2%	3%	3%	3%	1%	3%	4%	3%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	42%	44%	40%	41%	43%	50%	44%	36%	46%	30%	30%	47%	43%	51%	22%	41%	59%
Have not done this	56%	54%	58%	57%	55%	47%	55%	63%	53%	66%	67%	50%	55%	47%	75%	57%	40%
Don't know	2%	2%	3%	2%	2%	4%	2%	1%	1%	3%	3%	2%	2%	2%	4%	2%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	50%	65%	55%	50%	50%	46%	42%	49%	47%	46%	52%	56%	52%	53%	42%	46%	61%	44%
Have not done this	49%	32%	43%	49%	49%	53%	57%	49%	52%	52%	46%	43%	46%	46%	57%	52%	36%	53%
Don't know	2%	3%	2%	2%	1%	1%	1%	3%	2%	2%	2%	1%	2%	1%	1%	2%	3%	2%

Note:

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	50%	48%	51%	49%	52%	51%	61%	43%	45%	46%	45%	45%	40%	56%	44%	47%	64%
Have not done this	49%	50%	47%	50%	47%	47%	38%	55%	54%	52%	54%	52%	58%	42%	55%	51%	35%
Don't know	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	10674	1019	1688	1971	1942	1825	2229	528	2969	3102	2222	1807	5136	1094	2516	992	656	238
Weighted	10530	1050	1680	1820	1870	1715	2395	463	3035	2858	2026	2105	4893	1107	2620	1002	644	226
Have done this	47%	47%	52%	50%	46%	47%	42%	45%	50%	43%	46%	50%	52%	44%	42%	47%	44%	37%
Have not done this	50%	47%	44%	48%	52%	51%	56%	53%	48%	54%	52%	48%	46%	54%	56%	49%	53%	59%
Don't know	2%	5%	3%	2%	2%	1%	2%	2%	2%	2%	3%	3%	2%	3%	2%	3%	3%	4%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	10674	5213	5439	7094	9905	853	904	895	872	783	841	905	856	906	964	893	1002
Weighted	10530	5213	5296	7581	9374	318	318	172	157	1734	2284	1770	491	1112	324	298	1553
Have done this	47%	49%	45%	48%	48%	55%	30%	29%	22%	48%	33%	56%	25%	72%	65%	22%	54%
Have not done this	50%	48%	53%	50%	50%	42%	68%	68%	76%	50%	63%	42%	72%	26%	34%	74%	45%
Don't know	2%	2%	3%	2%	3%	3%	2%	3%	1%	2%	4%	3%	3%	2%	1%	3%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Regularly use this	72%	75%	77%	74%	67%	69%	66%	54%	67%	67%	76%	81%	73%	67%	*	*	*	*
Do not regularly use this	26%	22%	21%	24%	31%	29%	29%	44%	30%	30%	22%	18%	25%	30%	*	*	*	*
Don't know	2%	3%	2%	2%	2%	3%	5%	2%	2%	3%	3%	1%	2%	3%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Regularly use this	72%	73%	70%	71%	78%	77%	76%	76%	70%	52%	76%	69%	62%	79%	86%	76%	81%
Do not regularly use this	26%	25%	27%	27%	21%	21%	23%	22%	30%	40%	23%	28%	36%	20%	14%	23%	19%
Don't know	2%	2%	3%	2%	1%	1%	1%	2%	0%	8%	1%	3%	2%	1%	0%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Regularly use this	27%	44%	37%	28%	22%	16%	18%	13%	23%	19%	33%	36%	28%	23%	*	*	*	*
Do not regularly use this	66%	52%	56%	65%	72%	77%	76%	80%	70%	71%	62%	59%	65%	70%	*	*	*	*
Don't know	7%	5%	7%	7%	6%	7%	6%	6%	7%	10%	5%	5%	7%	7%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region												
	Total	Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Regularly use this	27%	27%	27%	26%	29%	30%	30%	30%	21%	21%	21%	29%	24%	33%	35%	30%	35%
Do not regularly use this	66%	67%	65%	68%	66%	64%	66%	67%	76%	66%	72%	65%	72%	63%	62%	65%	60%
Don't know	7%	6%	8%	6%	5%	6%	4%	3%	3%	13%	7%	6%	4%	5%	3%	5%	5%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Regularly use this	55%	69%	61%	57%	50%	48%	52%	48%	58%	47%	59%	58%	55%	55%	*	*	*	*
Do not regularly use this	42%	29%	36%	40%	47%	49%	46%	47%	40%	49%	38%	39%	42%	43%	*	*	*	*
Don't know	3%	2%	3%	3%	2%	3%	1%	5%	2%	4%	2%	2%	3%	2%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Regularly use this	55%	57%	54%	56%	56%	54%	41%	45%	38%	55%	39%	69%	41%	62%	70%	47%	70%
Do not regularly use this	42%	41%	43%	42%	41%	43%	57%	52%	61%	40%	57%	29%	55%	37%	29%	52%	29%
Don't know	3%	3%	3%	2%	2%	3%	1%	2%	1%	5%	4%	2%	4%	1%	1%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Regularly use this	51%	53%	57%	53%	49%	46%	45%	46%	48%	47%	54%	58%	53%	45%	*	*	*	*
Do not regularly use this	46%	43%	40%	45%	50%	52%	52%	52%	49%	50%	44%	40%	45%	52%	*	*	*	*
Don't know	2%	4%	3%	2%	2%	2%	3%	3%	2%	3%	2%	1%	2%	3%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Regularly use this	51%	55%	47%	51%	53%	53%	48%	49%	34%	49%	48%	56%	48%	50%	49%	43%	61%
Do not regularly use this	46%	43%	50%	47%	46%	43%	50%	49%	66%	47%	49%	42%	49%	50%	50%	55%	38%
Don't know	2%	2%	3%	2%	2%	4%	1%	2%	1%	4%	3%	3%	3%	1%	1%	2%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Regularly use this	47%	62%	53%	50%	43%	39%	36%	40%	46%	41%	49%	55%	49%	41%	*	*	*	*
Do not regularly use this	50%	34%	44%	47%	55%	59%	62%	56%	51%	55%	48%	44%	49%	55%	*	*	*	*
Don't know	3%	4%	3%	2%	2%	2%	2%	4%	3%	3%	3%	1%	3%	3%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Regularly use this	47%	50%	45%	46%	50%	54%	59%	45%	34%	41%	41%	45%	43%	54%	52%	46%	57%
Do not regularly use this	50%	48%	52%	52%	48%	44%	40%	52%	65%	54%	57%	51%	54%	44%	46%	51%	41%
Don't know	3%	2%	3%	2%	2%	2%	1%	4%	2%	6%	1%	4%	3%	2%	2%	3%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Would have no impact on my ability to do my job	27%	27%	23%	23%	29%	32%	32%	48%	29%	36%	20%	16%	26%	31%	*	*	*	*
Would have a minor impact on my ability to do my job	36%	43%	38%	37%	34%	34%	31%	30%	36%	33%	40%	37%	36%	36%	*	*	*	*
Would have a major impact on my ability to do my job	28%	23%	30%	30%	28%	25%	26%	13%	27%	21%	32%	35%	29%	23%	*	*	*	*
Would be impossible to do my job without a search engine	6%	4%	7%	6%	6%	4%	8%	4%	5%	5%	6%	10%	6%	6%	*	*	*	*
Don't know	3%	2%	2%	4%	3%	3%	3%	5%	3%	4%	2%	2%	3%	4%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Would have no impact on my ability to do my job	27%	25%	29%	27%	25%	28%	31%	32%	20%	31%	34%	16%	27%	25%	16%	32%	22%
Would have a minor impact on my ability to do my job	36%	37%	35%	36%	37%	42%	35%	36%	40%	37%	37%	34%	40%	34%	35%	41%	35%
Would have a major impact on my ability to do my job	28%	30%	26%	29%	29%	22%	23%	25%	35%	22%	21%	39%	25%	32%	42%	21%	33%
Would be impossible to do my job without a search engine	6%	5%	7%	6%	6%	6%	8%	4%	4%	5%	5%	8%	5%	7%	6%	4%	7%
Don't know	3%	3%	3%	3%	3%	3%	3%	3%	1%	5%	3%	3%	3%	2%	1%	3%	3%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Would have no impact on my ability to do my job	50%	48%	46%	48%	52%	53%	54%	67%	49%	58%	44%	43%	49%	50%	*	*	*	*
Would have a minor impact on my ability to do my job	25%	24%	27%	28%	25%	24%	17%	14%	26%	21%	28%	30%	26%	24%	*	*	*	*
Would have a major impact on my ability to do my job	14%	17%	18%	14%	14%	10%	12%	7%	13%	9%	19%	17%	15%	11%	*	*	*	*
Would be impossible to do my job without Google Workspace	3%	4%	3%	3%	2%	1%	3%	3%	3%	2%	2%	4%	3%	3%	*	*	*	*
Don't know	8%	6%	7%	7%	8%	11%	15%	8%	9%	9%	6%	6%	7%	12%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Would have no impact on my ability to do my job	50%	49%	50%	49%	48%	49%	58%	60%	54%	51%	60%	42%	54%	43%	37%	57%	43%
Would have a minor impact on my ability to do my job	25%	27%	24%	26%	26%	28%	22%	17%	26%	23%	21%	27%	23%	30%	38%	20%	29%
Would have a major impact on my ability to do my job	14%	14%	15%	14%	15%	12%	11%	12%	10%	12%	9%	19%	12%	20%	18%	10%	19%
Would be impossible to do my job without Google Workspace	3%	3%	3%	3%	3%	3%	2%	2%	2%	3%	2%	3%	3%	3%	3%	3%	4%
Don't know	8%	8%	8%	8%	7%	8%	8%	9%	8%	11%	9%	8%	9%	5%	3%	10%	6%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very important	21%	22%	18%	20%	21%	24%	23%	25%	23%	19%	21%	22%	20%	20%	23%	23%	25%	20%
Somewhat important	43%	43%	46%	43%	42%	42%	45%	36%	43%	42%	49%	44%	44%	41%	44%	44%	45%	36%
Neither important or unimportant	22%	23%	21%	22%	24%	21%	22%	25%	22%	25%	20%	20%	22%	25%	22%	21%	20%	27%
Somewhat unimportant	6%	6%	8%	6%	6%	7%	5%	4%	7%	6%	5%	7%	7%	7%	5%	5%	7%	9%
Not at all important	5%	4%	5%	7%	5%	5%	4%	7%	4%	5%	4%	6%	6%	5%	4%	5%	2%	6%
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very important	21%	20%	23%	22%	21%	17%	10%	12%	10%	18%	19%	28%	15%	18%	32%	15%	33%
Somewhat important	43%	41%	46%	43%	44%	43%	38%	39%	47%	45%	42%	45%	43%	45%	49%	38%	42%
Neither important or unimportant	22%	24%	21%	22%	22%	24%	32%	28%	22%	24%	24%	18%	22%	26%	15%	27%	17%
Somewhat unimportant	6%	7%	5%	6%	6%	8%	10%	12%	11%	5%	8%	5%	9%	5%	4%	9%	4%
Not at all important	5%	7%	3%	5%	5%	6%	9%	7%	7%	4%	6%	3%	9%	5%	1%	9%	3%
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	1%	2%	1%	0%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	34%	47%	42%	37%	32%	31%	27%	32%	36%	30%	37%	36%	38%	33%	27%	33%	48%	26%
Find accurate information on climate change using Google Search	22%	33%	29%	23%	21%	19%	16%	17%	24%	17%	25%	23%	25%	26%	15%	21%	31%	15%
Find suggestions for more energy-efficient appliances in Google Shopping	19%	23%	21%	20%	19%	19%	16%	16%	21%	16%	21%	20%	21%	23%	15%	17%	21%	16%
Find flights with lower carbon emissions through Google Flights	14%	29%	21%	15%	13%	10%	7%	9%	14%	10%	18%	17%	17%	18%	7%	12%	26%	11%
Eco-certified hotels through Google Travel	13%	20%	19%	15%	12%	12%	8%	7%	13%	11%	17%	14%	16%	15%	8%	11%	17%	11%
Don't know	12%	6%	9%	12%	13%	13%	14%	17%	12%	14%	11%	9%	10%	11%	14%	14%	7%	16%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	11%	22%	16%	13%	11%	8%	6%	6%	12%	9%	12%	14%	15%	12%	6%	9%	18%	9%
None of the above	33%	17%	21%	30%	35%	39%	43%	37%	30%	38%	30%	34%	28%	33%	43%	35%	20%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	34%	36%	33%	35%	36%	28%	24%	27%	44%	31%	30%	42%	22%	33%	45%	23%	45%
Find accurate information on climate change using Google Search	22%	22%	21%	22%	24%	19%	14%	12%	27%	20%	19%	25%	11%	27%	36%	16%	27%
Find suggestions for more energy-efficient appliances in Google Shopping	19%	20%	19%	20%	21%	15%	11%	10%	8%	15%	14%	29%	9%	24%	27%	12%	26%
Find flights with lower carbon emissions through Google Flights	14%	14%	14%	13%	15%	11%	8%	9%	6%	12%	16%	16%	6%	12%	16%	12%	18%
Eco-certified hotels through Google Travel	13%	14%	12%	13%	14%	10%	8%	10%	10%	11%	13%	11%	6%	17%	22%	11%	19%
Don't know	12%	12%	12%	12%	11%	12%	9%	12%	15%	17%	10%	13%	14%	10%	9%	15%	8%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	11%	13%	9%	11%	12%	12%	10%	8%	5%	11%	10%	15%	7%	14%	15%	6%	11%
None of the above	33%	31%	35%	34%	32%	40%	51%	46%	27%	34%	39%	22%	51%	30%	20%	45%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very likely	16%	20%	16%	15%	16%	16%	15%	17%	18%	14%	15%	16%	17%	14%	15%	16%	20%	18%
Somewhat likely	42%	48%	47%	43%	39%	38%	40%	40%	42%	38%	46%	43%	42%	40%	40%	44%	51%	36%
Neither likely or unlikely	26%	21%	24%	27%	27%	28%	28%	25%	25%	30%	25%	25%	26%	30%	28%	26%	20%	26%
Somewhat unlikely	4%	6%	6%	5%	4%	4%	3%	3%	4%	4%	4%	6%	5%	6%	3%	5%	5%	4%
Very unlikely	4%	1%	3%	3%	4%	5%	4%	4%	3%	4%	3%	4%	4%	4%	4%	3%	0%	6%
Don't know	8%	3%	4%	7%	10%	10%	11%	12%	7%	10%	6%	7%	7%	7%	11%	7%	4%	10%
Total Likely:	58%	68%	64%	58%	55%	54%	54%	57%	60%	52%	61%	59%	59%	54%	54%	59%	71%	54%
Total Unlikely:	8%	7%	9%	8%	8%	8%	7%	7%	7%	8%	8%	10%	9%	9%	7%	7%	5%	10%
Net:	50%	61%	55%	49%	48%	45%	47%	50%	53%	45%	53%	49%	50%	45%	47%	52%	66%	44%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very likely	16%	16%	16%	16%	17%	13%	10%	12%	7%	13%	12%	20%	9%	18%	33%	11%	24%
Somewhat likely	42%	41%	42%	42%	43%	40%	33%	37%	41%	42%	37%	48%	35%	44%	49%	34%	45%
Neither likely or unlikely	26%	26%	27%	26%	26%	29%	27%	22%	30%	28%	33%	22%	30%	25%	12%	30%	20%
Somewhat unlikely	4%	5%	4%	4%	4%	5%	8%	5%	7%	4%	4%	4%	6%	4%	3%	6%	4%
Very unlikely	4%	4%	3%	4%	4%	5%	7%	5%	6%	4%	4%	1%	7%	2%	1%	5%	3%
Don't know	8%	8%	8%	8%	7%	8%	16%	18%	9%	10%	9%	6%	12%	6%	2%	15%	4%
Total Likely:	58%	57%	58%	58%	59%	53%	43%	49%	47%	55%	49%	68%	45%	62%	81%	45%	69%
Total Unlikely:	8%	9%	7%	8%	8%	10%	15%	11%	13%	8%	9%	5%	13%	6%	4%	11%	7%
Net:	50%	48%	52%	50%	51%	42%	28%	39%	34%	47%	41%	62%	31%	57%	77%	34%	62%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I know a lot about AI	5%	14%	9%	5%	4%	2%	1%	2%	5%	3%	6%	8%	6%	6%	1%	4%	10%	4%
I know a moderate amount about AI	24%	39%	36%	25%	20%	19%	17%	16%	23%	18%	29%	31%	28%	23%	16%	21%	40%	20%
I know a little about AI	53%	38%	42%	53%	56%	57%	60%	44%	53%	55%	53%	52%	50%	54%	59%	50%	43%	52%
I know nothing at all about AI	16%	7%	11%	14%	16%	19%	20%	32%	17%	21%	11%	7%	13%	15%	22%	19%	5%	20%
Don't Know	3%	2%	3%	3%	3%	3%	2%	6%	3%	3%	1%	2%	3%	2%	2%	5%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I know a lot about AI	5%	7%	3%	4%	5%	10%	4%	8%	3%	7%	5%	4%	4%	4%	4%	4%	2%
I know a moderate amount about AI	24%	29%	19%	23%	26%	28%	31%	28%	32%	20%	26%	32%	24%	16%	46%	20%	13%
I know a little about AI	53%	50%	56%	54%	53%	44%	47%	47%	54%	50%	54%	51%	51%	58%	40%	60%	60%
I know nothing at all about AI	16%	13%	19%	16%	14%	15%	14%	17%	9%	20%	13%	10%	19%	17%	9%	15%	22%
Don't Know	3%	2%	3%	3%	2%	2%	3%	1%	1%	3%	2%	3%	2%	6%	1%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Artificial Intelligence (AI) is developing faster than I expected	52%	52%	47%	48%	51%	56%	56%	43%	51%	51%	56%	54%	52%	50%	56%	47%	50%	46%
Artificial Intelligence (AI) is developing about as quickly as I expected	25%	35%	34%	29%	24%	21%	18%	18%	25%	21%	29%	30%	28%	30%	17%	26%	38%	22%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	6%	7%	7%	5%	4%	4%	4%	5%	6%	5%	5%	6%	5%	4%	5%	5%	9%
Don't Know	17%	8%	12%	17%	19%	19%	22%	34%	19%	22%	11%	10%	14%	15%	23%	23%	7%	22%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Artificial Intelligence (AI) is developing faster than I expected	52%	52%	52%	53%	53%	51%	50%	51%	50%	50%	53%	48%	55%	52%	58%	57%	57%
Artificial Intelligence (AI) is developing about as quickly as I expected	25%	26%	24%	24%	26%	25%	22%	25%	28%	29%	26%	25%	19%	25%	28%	21%	22%
Artificial Intelligence (AI) is developing more slowly than I expected	5%	6%	4%	5%	5%	7%	5%	7%	6%	4%	5%	7%	4%	5%	4%	4%	6%
Don't Know	17%	16%	19%	18%	16%	17%	23%	17%	16%	17%	16%	20%	23%	18%	10%	19%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	18%	25%	21%	20%	17%	16%	15%	16%	19%	17%	18%	20%	20%	19%	14%	18%	26%	15%
Somewhat interested	32%	33%	37%	33%	31%	31%	31%	31%	33%	29%	35%	34%	35%	30%	30%	33%	30%	29%
Neither interested or uninterested	21%	21%	21%	20%	20%	22%	20%	20%	21%	22%	19%	19%	20%	22%	21%	20%	20%	23%
Somewhat uninterested	10%	8%	9%	9%	11%	9%	10%	9%	8%	10%	10%	11%	9%	11%	10%	9%	10%	7%
Very uninterested	16%	12%	10%	13%	15%	18%	20%	16%	14%	18%	15%	15%	13%	14%	20%	15%	12%	17%
Don't know	4%	2%	2%	4%	5%	4%	5%	8%	4%	5%	3%	3%	3%	3%	5%	5%	3%	9%
Total Interested:	50%	57%	58%	53%	49%	47%	45%	47%	53%	45%	53%	53%	54%	49%	45%	51%	56%	44%
Total Uninterested:	25%	20%	19%	23%	26%	27%	30%	25%	23%	27%	25%	26%	22%	25%	30%	24%	21%	24%
Net:	25%	38%	39%	30%	23%	20%	15%	22%	30%	18%	29%	28%	32%	23%	15%	26%	34%	20%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	18%	19%	17%	17%	19%	19%	23%	15%	14%	12%	14%	25%	11%	25%	31%	16%	21%
Somewhat interested	32%	33%	32%	33%	33%	34%	37%	32%	40%	30%	28%	39%	30%	31%	34%	27%	36%
Neither interested or uninterested	21%	20%	21%	21%	21%	21%	19%	21%	17%	21%	23%	16%	20%	21%	17%	22%	24%
Somewhat uninterested	10%	9%	10%	10%	9%	9%	8%	11%	13%	10%	11%	8%	12%	9%	7%	11%	6%
Very uninterested	16%	15%	16%	16%	14%	13%	10%	15%	13%	22%	22%	9%	22%	10%	8%	18%	9%
Don't know	4%	3%	5%	4%	3%	4%	4%	5%	3%	5%	3%	4%	6%	4%	3%	5%	3%
Total Interested:	50%	52%	49%	50%	52%	52%	60%	47%	54%	42%	41%	64%	41%	56%	65%	43%	58%
Total Uninterested:	25%	24%	26%	25%	24%	22%	18%	27%	27%	33%	33%	17%	34%	19%	15%	30%	16%
Net:	25%	28%	23%	25%	29%	30%	42%	21%	27%	9%	8%	47%	7%	37%	50%	13%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	16%	23%	18%	18%	15%	14%	11%	11%	17%	12%	18%	18%	18%	15%	11%	14%	25%	13%
Somewhat interested	32%	37%	38%	32%	33%	29%	29%	31%	35%	28%	36%	32%	35%	31%	29%	31%	35%	24%
Neither interested or uninterested	24%	22%	24%	25%	22%	25%	25%	26%	23%	26%	23%	22%	23%	25%	25%	24%	21%	29%
Somewhat uninterested	10%	9%	10%	10%	12%	11%	10%	8%	9%	11%	9%	12%	10%	12%	10%	12%	10%	10%
Very uninterested	14%	8%	8%	11%	14%	18%	20%	15%	13%	18%	12%	13%	11%	14%	20%	15%	7%	17%
Don't know	3%	2%	2%	4%	4%	3%	4%	8%	3%	4%	2%	2%	3%	3%	4%	5%	2%	6%
Total Interested:	48%	60%	56%	51%	49%	43%	40%	41%	52%	40%	53%	50%	53%	46%	40%	45%	60%	37%
Total Uninterested:	25%	16%	18%	21%	25%	29%	31%	24%	22%	29%	21%	26%	21%	26%	30%	27%	17%	27%
Net:	23%	44%	38%	30%	23%	14%	9%	18%	30%	11%	32%	24%	31%	20%	10%	18%	43%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	16%	16%	15%	15%	16%	16%	14%	13%	9%	12%	12%	20%	11%	21%	26%	14%	19%
Somewhat interested	32%	33%	32%	32%	33%	35%	33%	29%	34%	32%	25%	38%	28%	34%	39%	26%	37%
Neither interested or uninterested	24%	25%	23%	25%	24%	23%	26%	25%	23%	23%	25%	21%	24%	25%	19%	26%	27%
Somewhat uninterested	10%	10%	11%	11%	10%	10%	11%	14%	16%	11%	13%	9%	13%	8%	8%	13%	7%
Very uninterested	14%	14%	15%	14%	13%	11%	12%	15%	15%	18%	22%	9%	19%	9%	6%	18%	7%
Don't know	3%	3%	4%	4%	3%	5%	4%	4%	3%	5%	3%	3%	5%	4%	3%	3%	3%
Total Interested:	48%	49%	47%	47%	50%	51%	47%	42%	43%	44%	37%	58%	39%	55%	65%	40%	56%
Total Uninterested:	25%	24%	26%	25%	23%	21%	23%	29%	31%	29%	35%	18%	32%	16%	14%	31%	14%
Net:	23%	25%	22%	22%	26%	30%	24%	13%	12%	15%	2%	41%	7%	38%	51%	9%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	24%	27%	26%	27%	25%	25%	20%	21%	25%	22%	27%	25%	26%	25%	20%	24%	31%	21%
Somewhat interested	38%	38%	42%	36%	38%	36%	37%	31%	37%	37%	40%	39%	39%	37%	37%	36%	40%	33%
Neither interested or uninterested	18%	19%	17%	19%	17%	17%	17%	21%	18%	19%	17%	17%	18%	19%	17%	19%	16%	21%
Somewhat uninterested	7%	9%	6%	7%	6%	7%	8%	6%	7%	7%	7%	8%	7%	8%	7%	6%	6%	9%
Very uninterested	10%	5%	6%	7%	9%	12%	14%	12%	10%	12%	7%	9%	8%	9%	15%	10%	5%	9%
Don't know	3%	2%	2%	4%	4%	4%	4%	9%	3%	4%	2%	3%	3%	3%	4%	5%	2%	7%
Total Interested:	62%	65%	68%	63%	63%	61%	57%	52%	62%	58%	67%	64%	65%	62%	57%	60%	70%	53%
Total Uninterested:	17%	13%	12%	14%	15%	19%	22%	18%	17%	19%	14%	17%	15%	16%	22%	16%	11%	18%
Net:	45%	52%	56%	49%	48%	42%	35%	34%	45%	40%	54%	48%	51%	46%	35%	44%	59%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	24%	25%	24%	24%	26%	21%	27%	20%	14%	16%	20%	31%	19%	34%	38%	21%	30%
Somewhat interested	38%	36%	39%	37%	39%	41%	42%	41%	42%	35%	37%	41%	38%	36%	37%	34%	38%
Neither interested or uninterested	18%	19%	16%	18%	17%	19%	17%	16%	19%	20%	18%	14%	19%	16%	13%	20%	20%
Somewhat uninterested	7%	7%	7%	7%	7%	6%	6%	9%	12%	9%	8%	5%	7%	5%	4%	10%	6%
Very uninterested	10%	9%	10%	10%	9%	8%	6%	10%	11%	15%	14%	6%	12%	5%	4%	12%	5%
Don't know	3%	3%	4%	4%	3%	5%	3%	5%	2%	5%	3%	3%	5%	4%	3%	3%	3%
Total Interested:	62%	61%	63%	62%	65%	62%	69%	61%	56%	51%	57%	72%	58%	70%	76%	56%	67%
Total Uninterested:	17%	17%	17%	17%	15%	13%	12%	18%	22%	24%	22%	11%	19%	11%	9%	22%	10%
Net:	45%	45%	46%	45%	49%	49%	57%	42%	34%	27%	35%	61%	38%	59%	67%	34%	57%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	27%	31%	26%	29%	27%	28%	24%	22%	27%	26%	28%	30%	28%	28%	25%	28%	31%	24%
Somewhat interested	38%	38%	43%	38%	38%	37%	37%	32%	39%	36%	41%	40%	40%	37%	37%	36%	41%	34%
Neither interested or uninterested	16%	17%	17%	17%	17%	15%	16%	20%	16%	18%	16%	15%	17%	17%	16%	15%	15%	19%
Somewhat uninterested	5%	8%	7%	5%	5%	5%	4%	4%	5%	5%	6%	6%	5%	7%	5%	6%	7%	7%
Very uninterested	9%	5%	5%	7%	8%	11%	13%	12%	9%	11%	7%	7%	7%	7%	13%	9%	4%	8%
Don't know	4%	2%	2%	3%	5%	5%	5%	9%	4%	5%	2%	3%	3%	4%	5%	5%	2%	8%
Total Interested:	65%	69%	69%	68%	65%	65%	61%	55%	66%	62%	69%	70%	68%	65%	62%	64%	71%	58%
Total Uninterested:	14%	13%	12%	12%	13%	16%	17%	16%	14%	16%	13%	13%	12%	14%	17%	15%	11%	15%
Net:	51%	56%	57%	55%	52%	49%	44%	39%	51%	46%	56%	57%	55%	51%	44%	49%	60%	44%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	27%	28%	26%	27%	29%	26%	29%	22%	25%	21%	23%	29%	21%	36%	43%	28%	32%
Somewhat interested	38%	38%	39%	39%	39%	40%	40%	42%	44%	35%	38%	43%	39%	36%	36%	36%	39%
Neither interested or uninterested	16%	17%	16%	16%	16%	17%	16%	16%	14%	18%	17%	15%	18%	14%	11%	17%	17%
Somewhat uninterested	5%	5%	5%	5%	5%	5%	5%	6%	8%	6%	6%	4%	6%	4%	3%	7%	5%
Very uninterested	9%	8%	9%	9%	8%	6%	6%	8%	7%	15%	12%	6%	10%	5%	5%	9%	4%
Don't know	4%	3%	5%	4%	3%	6%	4%	5%	2%	5%	4%	3%	5%	4%	3%	4%	3%
Total Interested:	65%	66%	65%	65%	68%	66%	69%	65%	69%	56%	61%	72%	60%	72%	79%	64%	71%
Total Uninterested:	14%	14%	14%	14%	13%	12%	11%	14%	15%	20%	18%	10%	16%	10%	8%	15%	9%
Net:	51%	52%	50%	51%	55%	54%	58%	50%	55%	36%	43%	62%	44%	62%	71%	48%	62%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	15%	22%	17%	18%	15%	15%	11%	12%	15%	13%	18%	18%	17%	17%	12%	15%	24%	13%
Somewhat interested	34%	39%	40%	33%	34%	32%	33%	29%	36%	30%	39%	37%	36%	33%	32%	34%	38%	31%
Neither interested or uninterested	25%	23%	24%	26%	26%	25%	25%	29%	25%	29%	22%	21%	25%	24%	26%	26%	22%	26%
Somewhat uninterested	9%	8%	9%	8%	9%	8%	8%	7%	8%	8%	9%	9%	9%	10%	9%	7%	9%	8%
Very uninterested	13%	7%	7%	11%	12%	16%	18%	15%	12%	15%	10%	12%	11%	12%	18%	14%	6%	14%
Don't know	4%	2%	3%	4%	5%	4%	4%	8%	4%	5%	2%	3%	3%	3%	4%	5%	2%	7%
Total Interested:	50%	60%	57%	51%	49%	47%	44%	41%	51%	43%	56%	55%	53%	51%	44%	49%	61%	44%
Total Uninterested:	21%	15%	17%	19%	21%	24%	26%	22%	21%	24%	19%	21%	19%	22%	26%	20%	14%	22%
Net:	28%	45%	40%	32%	28%	23%	18%	19%	30%	19%	37%	34%	34%	29%	18%	28%	47%	22%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	15%	16%	15%	15%	16%	15%	11%	12%	10%	13%	12%	18%	10%	20%	26%	13%	19%
Somewhat interested	34%	33%	36%	35%	35%	34%	31%	35%	34%	33%	30%	43%	31%	35%	40%	27%	36%
Neither interested or uninterested	25%	26%	24%	25%	25%	26%	31%	23%	27%	23%	26%	22%	26%	24%	20%	27%	29%
Somewhat uninterested	9%	9%	8%	8%	9%	9%	11%	11%	13%	8%	10%	6%	11%	8%	5%	13%	6%
Very uninterested	13%	13%	13%	13%	12%	11%	12%	14%	13%	18%	19%	8%	16%	7%	6%	17%	7%
Don't know	4%	3%	5%	4%	3%	5%	5%	5%	3%	5%	3%	3%	6%	5%	3%	4%	2%
Total Interested:	50%	49%	50%	50%	52%	49%	42%	46%	44%	46%	43%	61%	41%	55%	66%	40%	55%
Total Uninterested:	21%	21%	21%	21%	21%	20%	22%	25%	26%	26%	29%	14%	27%	15%	11%	29%	13%
Net:	28%	28%	29%	28%	31%	29%	20%	21%	18%	20%	14%	47%	14%	40%	55%	11%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	18%	22%	22%	21%	17%	17%	12%	15%	18%	16%	19%	21%	20%	17%	13%	19%	24%	17%
Somewhat interested	35%	36%	36%	34%	36%	36%	35%	31%	37%	33%	37%	37%	37%	34%	34%	34%	36%	30%
Neither interested or uninterested	22%	22%	22%	24%	21%	20%	22%	25%	21%	23%	22%	20%	22%	23%	22%	22%	21%	25%
Somewhat uninterested	9%	9%	10%	8%	9%	8%	8%	8%	8%	9%	10%	9%	8%	11%	9%	8%	10%	8%
Very uninterested	12%	8%	7%	8%	12%	15%	17%	15%	12%	15%	10%	10%	10%	12%	17%	12%	7%	11%
Don't know	4%	3%	3%	5%	5%	4%	5%	8%	4%	5%	3%	3%	3%	3%	5%	6%	2%	9%
Total Interested:	53%	58%	59%	55%	53%	53%	47%	45%	54%	49%	56%	58%	57%	51%	48%	53%	60%	47%
Total Uninterested:	21%	16%	16%	17%	21%	23%	26%	22%	20%	23%	20%	19%	18%	22%	26%	20%	17%	18%
Net:	32%	42%	43%	38%	32%	30%	21%	23%	34%	26%	36%	38%	39%	29%	22%	33%	43%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	18%	19%	17%	17%	19%	18%	17%	11%	11%	12%	15%	21%	10%	23%	25%	12%	26%
Somewhat interested	35%	36%	35%	36%	36%	35%	35%	29%	38%	32%	33%	43%	32%	35%	38%	28%	39%
Neither interested or uninterested	22%	22%	22%	22%	21%	22%	26%	24%	20%	22%	22%	19%	24%	23%	20%	24%	20%
Somewhat uninterested	9%	9%	9%	9%	9%	10%	7%	13%	15%	10%	10%	6%	11%	7%	8%	13%	6%
Very uninterested	12%	11%	13%	12%	11%	10%	8%	16%	12%	19%	16%	7%	17%	8%	7%	17%	6%
Don't know	4%	3%	5%	4%	3%	6%	6%	7%	4%	4%	3%	4%	7%	5%	4%	6%	3%
Total Interested:	53%	55%	52%	53%	56%	53%	52%	40%	49%	44%	49%	64%	42%	58%	62%	40%	65%
Total Uninterested:	21%	20%	22%	21%	20%	19%	15%	29%	27%	29%	26%	13%	28%	15%	14%	30%	12%
Net:	32%	35%	30%	33%	36%	34%	37%	12%	22%	15%	23%	51%	14%	42%	48%	10%	53%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very interested	19%	28%	26%	26%	17%	18%	10%	14%	18%	15%	22%	26%	23%	19%	11%	19%	30%	16%
Somewhat interested	31%	35%	36%	34%	35%	29%	23%	24%	31%	27%	35%	33%	36%	32%	22%	29%	37%	26%
Neither interested or uninterested	21%	19%	21%	21%	22%	22%	22%	23%	22%	23%	20%	18%	21%	20%	23%	23%	18%	25%
Somewhat uninterested	8%	8%	7%	6%	8%	7%	8%	11%	8%	8%	7%	6%	7%	9%	7%	9%	6%	7%
Very uninterested	15%	8%	6%	8%	12%	17%	27%	18%	15%	19%	10%	12%	10%	13%	27%	12%	6%	13%
Don't know	6%	2%	3%	5%	6%	7%	10%	10%	6%	8%	4%	5%	3%	5%	11%	9%	3%	13%
Total Interested:	50%	63%	62%	59%	52%	46%	33%	39%	48%	42%	58%	59%	59%	52%	33%	48%	67%	42%
Total Uninterested:	22%	16%	13%	15%	20%	25%	35%	29%	23%	27%	18%	18%	17%	23%	34%	20%	12%	20%
Net:	27%	47%	49%	45%	32%	21%	-2%	10%	26%	15%	40%	40%	42%	29%	-1%	27%	55%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very interested	19%	22%	16%	18%	20%	19%	22%	13%	14%	16%	18%	21%	14%	26%	31%	18%	18%
Somewhat interested	31%	32%	29%	31%	32%	32%	37%	25%	29%	31%	27%	36%	25%	31%	32%	23%	33%
Neither interested or uninterested	21%	21%	22%	21%	21%	22%	21%	20%	20%	19%	21%	21%	21%	22%	21%	23%	27%
Somewhat uninterested	8%	6%	9%	8%	7%	7%	7%	10%	12%	7%	7%	7%	8%	6%	7%	8%	10%
Very uninterested	15%	13%	16%	15%	14%	11%	9%	19%	18%	20%	20%	11%	20%	9%	6%	17%	9%
Don't know	6%	5%	8%	6%	6%	10%	5%	13%	8%	6%	7%	5%	11%	6%	3%	11%	3%
Total Interested:	50%	54%	46%	49%	52%	51%	59%	38%	43%	48%	45%	56%	39%	57%	63%	41%	51%
Total Uninterested:	22%	20%	25%	23%	21%	18%	16%	29%	30%	27%	27%	18%	28%	16%	13%	25%	19%
Net:	27%	34%	21%	26%	31%	32%	43%	8%	14%	21%	18%	38%	11%	41%	50%	16%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	27%	28%	28%	28%	25%	28%	24%	26%	27%	25%	26%	30%	28%	26%	25%	26%	27%	29%
Somewhat support	38%	38%	39%	37%	39%	35%	37%	32%	38%	35%	40%	39%	38%	39%	36%	37%	40%	31%
Neither support nor oppose	19%	19%	19%	21%	18%	18%	20%	24%	18%	21%	18%	17%	19%	19%	20%	19%	18%	21%
Somewhat oppose	6%	8%	7%	4%	6%	6%	5%	5%	5%	6%	7%	6%	6%	7%	5%	5%	8%	6%
Strongly oppose	6%	6%	4%	6%	7%	8%	7%	6%	6%	7%	5%	6%	6%	5%	7%	7%	4%	5%
Don't know	5%	3%	3%	4%	5%	5%	6%	7%	5%	6%	3%	3%	3%	4%	6%	5%	4%	8%
Total Support:	64%	65%	67%	65%	64%	64%	62%	58%	65%	60%	66%	68%	66%	65%	61%	63%	67%	60%
Total Oppose:	12%	13%	10%	10%	13%	14%	12%	11%	12%	13%	12%	11%	11%	12%	13%	13%	12%	11%
Net:	52%	52%	57%	55%	51%	50%	50%	47%	53%	47%	54%	57%	55%	53%	49%	50%	55%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	27%	28%	25%	27%	28%	20%	29%	18%	26%	18%	25%	31%	18%	31%	34%	17%	39%
Somewhat support	38%	38%	37%	38%	38%	41%	38%	35%	42%	36%	39%	42%	36%	39%	37%	30%	32%
Neither support nor oppose	19%	19%	19%	19%	19%	21%	21%	21%	17%	21%	18%	17%	22%	20%	16%	27%	18%
Somewhat oppose	6%	5%	6%	6%	6%	7%	4%	9%	6%	9%	7%	3%	8%	3%	4%	8%	5%
Strongly oppose	6%	7%	6%	6%	6%	5%	4%	9%	5%	9%	7%	4%	9%	4%	5%	10%	4%
Don't know	5%	4%	6%	5%	4%	6%	5%	7%	4%	7%	4%	4%	8%	4%	3%	8%	2%
Total Support:	64%	66%	63%	64%	66%	61%	67%	53%	68%	54%	64%	73%	54%	69%	72%	47%	71%
Total Oppose:	12%	12%	12%	12%	11%	12%	8%	19%	12%	18%	14%	7%	16%	7%	9%	18%	9%
Net:	52%	54%	50%	52%	55%	49%	59%	34%	56%	36%	49%	66%	37%	63%	63%	28%	62%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	17%	24%	22%	20%	16%	16%	12%	14%	18%	15%	18%	19%	20%	17%	12%	18%	24%	19%
Somewhat support	31%	36%	38%	33%	32%	25%	27%	24%	32%	26%	35%	35%	34%	32%	25%	30%	37%	25%
Neither support nor oppose	27%	23%	24%	25%	25%	30%	32%	34%	25%	30%	25%	26%	25%	26%	32%	27%	22%	30%
Somewhat oppose	10%	9%	8%	9%	10%	11%	11%	9%	10%	11%	9%	9%	9%	11%	11%	9%	8%	9%
Strongly oppose	8%	6%	5%	8%	10%	11%	9%	9%	8%	10%	8%	7%	8%	8%	10%	8%	6%	6%
Don't know	6%	2%	4%	5%	7%	7%	9%	10%	7%	8%	5%	4%	4%	5%	10%	8%	3%	11%
Total Support:	48%	60%	59%	53%	48%	41%	39%	38%	49%	41%	53%	54%	54%	49%	37%	47%	61%	44%
Total Oppose:	18%	15%	13%	17%	20%	22%	20%	18%	18%	22%	17%	16%	17%	19%	21%	18%	14%	15%
Net:	30%	45%	46%	37%	28%	18%	19%	20%	31%	19%	36%	39%	36%	30%	16%	30%	47%	29%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	17%	20%	15%	17%	18%	16%	21%	15%	14%	12%	12%	21%	10%	18%	32%	15%	28%
Somewhat support	31%	32%	30%	30%	32%	28%	35%	32%	34%	29%	29%	34%	28%	35%	34%	25%	29%
Neither support nor oppose	27%	26%	29%	28%	26%	28%	28%	25%	28%	28%	30%	26%	29%	26%	20%	30%	25%
Somewhat oppose	10%	9%	11%	11%	10%	11%	5%	10%	11%	11%	13%	8%	11%	8%	5%	9%	8%
Strongly oppose	8%	9%	8%	9%	8%	9%	5%	9%	7%	13%	9%	6%	11%	6%	5%	10%	6%
Don't know	6%	5%	8%	6%	6%	8%	6%	9%	6%	8%	7%	4%	11%	6%	4%	10%	4%
Total Support:	48%	52%	45%	47%	50%	44%	56%	46%	48%	41%	41%	56%	38%	53%	66%	41%	58%
Total Oppose:	18%	18%	19%	19%	18%	20%	10%	19%	18%	23%	23%	14%	22%	14%	10%	19%	14%
Net:	30%	34%	26%	28%	33%	25%	46%	27%	30%	18%	18%	41%	16%	39%	56%	22%	44%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	31%	31%	31%	32%	30%	32%	29%	27%	30%	28%	34%	33%	32%	30%	29%	28%	31%	32%
Somewhat support	39%	38%	40%	37%	38%	39%	41%	32%	37%	40%	39%	42%	39%	40%	41%	37%	40%	26%
Neither support nor oppose	17%	17%	18%	18%	18%	15%	17%	25%	18%	17%	16%	15%	17%	16%	16%	19%	18%	26%
Somewhat oppose	4%	7%	5%	4%	4%	3%	3%	4%	3%	4%	4%	4%	4%	5%	3%	4%	6%	2%
Strongly oppose	5%	4%	3%	5%	6%	7%	5%	4%	5%	6%	4%	4%	5%	5%	5%	6%	3%	5%
Don't know	5%	2%	3%	5%	5%	5%	6%	7%	6%	5%	3%	2%	3%	5%	6%	6%	3%	9%
Total Support:	70%	69%	71%	69%	68%	71%	70%	59%	68%	68%	73%	74%	71%	71%	69%	65%	71%	58%
Total Oppose:	9%	12%	8%	8%	9%	10%	8%	8%	9%	10%	8%	8%	9%	9%	8%	10%	8%	7%
Net:	61%	58%	63%	61%	59%	61%	62%	51%	59%	58%	65%	67%	62%	61%	61%	55%	63%	52%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	31%	33%	29%	30%	32%	29%	36%	28%	25%	22%	25%	34%	22%	35%	51%	29%	43%
Somewhat support	39%	39%	39%	40%	39%	40%	42%	40%	45%	39%	42%	40%	40%	41%	31%	33%	33%
Neither support nor oppose	17%	16%	18%	17%	16%	18%	13%	16%	19%	20%	17%	17%	18%	14%	10%	20%	16%
Somewhat oppose	4%	3%	4%	4%	4%	5%	3%	5%	3%	5%	5%	2%	5%	3%	2%	5%	3%
Strongly oppose	5%	5%	5%	5%	4%	3%	3%	5%	4%	7%	6%	4%	7%	3%	3%	6%	3%
Don't know	5%	3%	6%	5%	4%	5%	3%	7%	4%	6%	4%	4%	8%	4%	3%	7%	2%
Total Support:	70%	72%	68%	70%	72%	69%	78%	68%	70%	61%	67%	74%	62%	75%	82%	63%	76%
Total Oppose:	9%	9%	9%	9%	8%	8%	6%	10%	7%	12%	12%	6%	12%	6%	4%	11%	6%
Net:	61%	63%	59%	62%	64%	60%	72%	58%	63%	49%	56%	68%	50%	69%	78%	52%	71%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	14%	19%	15%	16%	13%	13%	10%	14%	13%	13%	14%	15%	15%	15%	10%	12%	16%	15%
Somewhat support	28%	30%	31%	29%	29%	27%	25%	26%	29%	24%	31%	30%	31%	26%	25%	29%	30%	24%
Neither support nor oppose	27%	24%	25%	27%	25%	27%	31%	30%	28%	29%	25%	26%	26%	25%	31%	27%	25%	29%
Somewhat oppose	13%	14%	14%	12%	12%	12%	13%	10%	11%	14%	12%	14%	12%	15%	13%	12%	14%	11%
Strongly oppose	12%	10%	10%	12%	13%	14%	11%	10%	12%	12%	13%	10%	11%	13%	11%	12%	12%	11%
Don't know	7%	3%	4%	5%	7%	8%	10%	10%	7%	8%	5%	5%	5%	6%	10%	8%	3%	11%
Total Support:	42%	49%	47%	45%	43%	39%	36%	40%	42%	37%	45%	45%	46%	41%	35%	41%	46%	39%
Total Oppose:	24%	24%	24%	23%	25%	26%	24%	20%	23%	26%	25%	24%	23%	29%	24%	24%	26%	22%
Net:	18%	25%	22%	22%	18%	14%	12%	20%	19%	11%	20%	21%	23%	13%	11%	17%	20%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	14%	15%	12%	14%	15%	13%	12%	12%	11%	10%	11%	17%	7%	12%	18%	9%	23%
Somewhat support	28%	29%	27%	28%	29%	22%	27%	21%	29%	29%	27%	35%	18%	28%	28%	22%	27%
Neither support nor oppose	27%	28%	27%	28%	27%	24%	30%	23%	29%	28%	29%	27%	26%	29%	24%	26%	26%
Somewhat oppose	13%	12%	13%	13%	13%	18%	13%	12%	13%	12%	15%	9%	16%	13%	13%	13%	10%
Strongly oppose	12%	11%	12%	12%	11%	15%	8%	20%	8%	14%	11%	7%	21%	10%	12%	19%	11%
Don't know	7%	5%	8%	7%	6%	8%	10%	11%	9%	7%	7%	5%	12%	7%	5%	11%	3%
Total Support:	42%	45%	39%	41%	43%	35%	40%	33%	40%	39%	38%	52%	25%	40%	46%	31%	50%
Total Oppose:	24%	23%	26%	24%	24%	33%	21%	32%	22%	25%	26%	16%	37%	24%	25%	32%	21%
Net:	18%	22%	14%	17%	20%	3%	19%	1%	18%	14%	12%	36%	-12%	16%	21%	-1%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	33%	33%	30%	33%	32%	37%	33%	30%	33%	31%	34%	36%	34%	30%	33%	32%	33%	32%
Somewhat support	35%	34%	37%	34%	35%	33%	36%	28%	35%	34%	38%	35%	35%	37%	36%	34%	33%	27%
Neither support nor oppose	17%	19%	19%	19%	18%	15%	16%	23%	16%	19%	15%	16%	18%	16%	16%	17%	19%	23%
Somewhat oppose	5%	8%	7%	5%	4%	4%	5%	6%	5%	4%	6%	6%	5%	7%	4%	5%	9%	5%
Strongly oppose	5%	4%	4%	5%	5%	7%	5%	4%	6%	6%	4%	4%	5%	6%	6%	5%	3%	4%
Don't know	5%	3%	3%	4%	6%	4%	5%	8%	5%	5%	3%	3%	4%	5%	5%	6%	3%	8%
Total Support:	68%	67%	68%	67%	67%	70%	69%	59%	69%	65%	72%	71%	69%	66%	69%	66%	66%	59%
Total Oppose:	10%	12%	10%	9%	9%	11%	10%	10%	10%	11%	10%	10%	9%	13%	10%	10%	12%	10%
Net:	58%	56%	57%	58%	58%	59%	59%	49%	59%	54%	63%	61%	60%	54%	59%	56%	54%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	33%	35%	32%	33%	35%	29%	40%	29%	32%	31%	21%	36%	26%	39%	49%	38%	46%
Somewhat support	35%	35%	36%	35%	35%	40%	36%	35%	40%	35%	37%	35%	37%	36%	31%	31%	29%
Neither support nor oppose	17%	18%	17%	17%	17%	16%	13%	18%	16%	17%	22%	17%	18%	14%	11%	14%	15%
Somewhat oppose	5%	5%	5%	5%	5%	5%	3%	4%	5%	5%	8%	4%	5%	3%	3%	4%	3%
Strongly oppose	5%	5%	5%	5%	5%	3%	3%	6%	4%	6%	8%	4%	5%	3%	3%	6%	3%
Don't know	5%	3%	6%	5%	4%	6%	4%	7%	3%	6%	4%	4%	9%	4%	4%	6%	3%
Total Support:	68%	69%	67%	68%	70%	69%	76%	65%	72%	66%	59%	71%	64%	75%	80%	69%	76%
Total Oppose:	10%	10%	10%	10%	10%	9%	7%	10%	9%	11%	16%	8%	10%	6%	6%	10%	6%
Net:	58%	59%	57%	57%	60%	61%	70%	55%	63%	55%	43%	63%	54%	69%	74%	59%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	25%	25%	26%	26%	24%	27%	23%	23%	25%	24%	26%	26%	26%	24%	23%	25%	27%	28%
Somewhat support	39%	39%	40%	37%	39%	37%	41%	33%	39%	35%	43%	42%	39%	37%	40%	38%	40%	31%
Neither support nor oppose	21%	21%	21%	23%	21%	19%	20%	27%	20%	22%	19%	18%	21%	22%	19%	20%	18%	24%
Somewhat oppose	5%	8%	6%	5%	4%	5%	5%	4%	4%	6%	5%	6%	5%	7%	5%	4%	7%	4%
Strongly oppose	5%	4%	3%	5%	7%	7%	6%	5%	5%	7%	4%	4%	5%	4%	6%	5%	4%	4%
Don't know	5%	3%	3%	5%	6%	6%	6%	8%	6%	6%	3%	3%	4%	5%	6%	6%	4%	9%
Total Support:	64%	64%	67%	63%	63%	64%	64%	56%	65%	59%	69%	68%	65%	62%	63%	64%	67%	59%
Total Oppose:	10%	12%	9%	9%	10%	12%	11%	8%	9%	13%	9%	10%	10%	11%	11%	9%	11%	7%
Net:	53%	53%	58%	54%	52%	52%	53%	48%	55%	45%	60%	58%	54%	50%	52%	55%	57%	52%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	25%	26%	24%	25%	26%	21%	24%	22%	23%	18%	20%	28%	19%	29%	39%	24%	37%
Somewhat support	39%	39%	39%	39%	39%	39%	41%	36%	43%	40%	37%	43%	41%	42%	35%	34%	34%
Neither support nor oppose	21%	21%	20%	21%	20%	23%	21%	21%	20%	22%	24%	18%	19%	18%	16%	23%	19%
Somewhat oppose	5%	5%	6%	5%	5%	6%	5%	5%	5%	7%	7%	3%	6%	4%	3%	3%	3%
Strongly oppose	5%	6%	5%	5%	5%	5%	3%	6%	4%	7%	8%	3%	6%	3%	3%	8%	3%
Don't know	5%	4%	6%	5%	4%	7%	6%	9%	5%	7%	4%	4%	9%	5%	4%	8%	3%
Total Support:	64%	65%	63%	64%	66%	60%	65%	59%	66%	58%	57%	72%	60%	71%	74%	58%	71%
Total Oppose:	10%	10%	11%	10%	10%	10%	8%	11%	10%	14%	15%	6%	12%	7%	6%	11%	6%
Net:	53%	54%	52%	53%	56%	50%	57%	47%	57%	44%	41%	65%	48%	64%	68%	47%	65%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	34%	35%	32%	32%	32%	37%	33%	32%	35%	32%	34%	34%	33%	32%	33%	35%	38%	35%
Somewhat support	38%	36%	42%	39%	37%	35%	38%	32%	36%	36%	41%	41%	39%	39%	38%	36%	39%	32%
Neither support nor oppose	16%	17%	17%	16%	17%	14%	16%	19%	16%	18%	15%	13%	17%	16%	16%	16%	13%	18%
Somewhat oppose	3%	5%	4%	4%	3%	3%	3%	3%	3%	3%	4%	4%	4%	5%	3%	2%	3%	2%
Strongly oppose	4%	4%	2%	4%	5%	6%	4%	4%	4%	6%	3%	4%	4%	4%	5%	4%	2%	4%
Don't know	5%	3%	3%	5%	5%	5%	6%	9%	5%	6%	3%	3%	4%	4%	6%	6%	5%	8%
Total Support:	71%	71%	73%	71%	70%	72%	71%	64%	71%	68%	75%	76%	72%	71%	71%	71%	76%	67%
Total Oppose:	8%	9%	7%	8%	8%	9%	7%	7%	7%	9%	7%	8%	8%	9%	7%	7%	6%	6%
Net:	64%	62%	66%	64%	62%	63%	64%	57%	64%	59%	68%	68%	63%	62%	63%	64%	71%	61%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	34%	33%	34%	33%	35%	29%	33%	31%	34%	26%	27%	41%	24%	36%	55%	34%	46%
Somewhat support	38%	38%	38%	38%	38%	41%	40%	36%	42%	39%	40%	38%	41%	41%	30%	31%	30%
Neither support nor oppose	16%	17%	15%	16%	15%	18%	16%	17%	15%	17%	18%	12%	18%	14%	10%	17%	17%
Somewhat oppose	3%	3%	4%	3%	3%	4%	3%	4%	2%	5%	4%	3%	4%	2%	1%	4%	3%
Strongly oppose	4%	5%	4%	4%	4%	3%	3%	5%	4%	6%	7%	2%	5%	3%	2%	6%	2%
Don't know	5%	4%	5%	5%	4%	6%	5%	8%	3%	6%	4%	4%	9%	4%	3%	7%	3%
Total Support:	71%	71%	72%	72%	73%	70%	73%	66%	76%	66%	67%	79%	64%	77%	84%	65%	75%
Total Oppose:	8%	8%	8%	8%	7%	7%	6%	9%	5%	11%	11%	5%	9%	5%	3%	10%	5%
Net:	64%	63%	64%	64%	66%	63%	66%	58%	71%	55%	56%	74%	56%	72%	81%	55%	71%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	28%	28%	28%	28%	27%	30%	27%	27%	30%	24%	29%	31%	28%	28%	27%	29%	33%	27%
Somewhat support	36%	35%	38%	35%	36%	34%	38%	31%	36%	33%	40%	38%	36%	35%	37%	34%	36%	32%
Neither support nor oppose	20%	22%	20%	21%	20%	18%	20%	25%	18%	24%	18%	18%	21%	20%	20%	21%	15%	22%
Somewhat oppose	5%	8%	6%	5%	4%	4%	4%	4%	5%	5%	6%	5%	5%	7%	4%	4%	8%	5%
Strongly oppose	6%	5%	5%	5%	6%	8%	5%	5%	6%	7%	4%	6%	6%	5%	6%	5%	5%	4%
Don't know	5%	2%	3%	5%	6%	6%	7%	8%	6%	7%	4%	3%	4%	5%	7%	6%	2%	10%
Total Support:	64%	63%	65%	64%	63%	65%	64%	58%	66%	57%	69%	68%	64%	63%	64%	63%	69%	59%
Total Oppose:	11%	13%	11%	10%	11%	11%	10%	9%	10%	12%	10%	11%	11%	12%	10%	9%	13%	9%
Net:	53%	51%	54%	54%	52%	53%	55%	49%	56%	46%	59%	57%	53%	51%	54%	54%	56%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	28%	28%	28%	28%	29%	23%	25%	22%	23%	19%	20%	37%	20%	33%	49%	25%	42%
Somewhat support	36%	36%	37%	36%	36%	39%	37%	36%	40%	39%	34%	39%	37%	37%	32%	32%	32%
Neither support nor oppose	20%	21%	19%	20%	20%	22%	23%	19%	22%	22%	26%	14%	21%	18%	11%	22%	17%
Somewhat oppose	5%	5%	5%	5%	5%	5%	6%	5%	4%	5%	7%	3%	6%	4%	2%	6%	3%
Strongly oppose	6%	6%	5%	6%	5%	4%	4%	6%	5%	7%	9%	3%	6%	4%	3%	9%	3%
Don't know	5%	4%	6%	5%	4%	7%	6%	11%	6%	7%	5%	4%	10%	5%	3%	6%	3%
Total Support:	64%	64%	64%	65%	65%	62%	62%	59%	63%	58%	54%	76%	57%	69%	81%	56%	74%
Total Oppose:	11%	11%	10%	11%	10%	9%	10%	11%	9%	12%	16%	7%	12%	8%	4%	15%	6%
Net:	53%	53%	54%	54%	55%	53%	52%	47%	54%	46%	38%	69%	45%	61%	77%	42%	68%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Strongly support	31%	32%	29%	31%	29%	33%	32%	30%	31%	30%	32%	33%	30%	31%	32%	32%	33%	31%
Somewhat support	38%	36%	40%	37%	40%	37%	39%	33%	37%	37%	40%	41%	38%	39%	39%	36%	38%	31%
Neither support nor oppose	17%	21%	20%	19%	16%	15%	16%	21%	18%	18%	16%	16%	18%	17%	15%	16%	17%	25%
Somewhat oppose	4%	6%	5%	4%	4%	4%	3%	5%	4%	4%	5%	4%	4%	4%	3%	5%	7%	2%
Strongly oppose	5%	3%	3%	5%	5%	7%	5%	4%	5%	6%	4%	4%	5%	4%	5%	5%	2%	3%
Don't know	5%	2%	3%	5%	6%	5%	5%	7%	6%	6%	3%	3%	4%	4%	6%	6%	4%	8%
Total Support:	69%	68%	69%	67%	68%	70%	71%	63%	67%	67%	72%	74%	68%	70%	70%	68%	71%	62%
Total Oppose:	9%	9%	8%	9%	9%	11%	8%	9%	9%	10%	9%	8%	9%	8%	9%	10%	9%	5%
Net:	60%	59%	60%	58%	59%	59%	63%	53%	59%	57%	63%	66%	59%	61%	62%	59%	62%	57%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Strongly support	31%	31%	31%	31%	32%	24%	31%	29%	28%	24%	27%	35%	23%	34%	49%	27%	44%
Somewhat support	38%	38%	38%	38%	39%	44%	39%	39%	41%	37%	40%	40%	41%	39%	31%	33%	32%
Neither support nor oppose	17%	18%	16%	17%	17%	17%	17%	14%	17%	20%	19%	14%	17%	16%	10%	19%	16%
Somewhat oppose	4%	4%	4%	4%	4%	5%	4%	5%	4%	6%	5%	3%	4%	3%	3%	4%	3%
Strongly oppose	5%	5%	5%	5%	5%	4%	4%	6%	5%	7%	6%	3%	6%	4%	3%	8%	3%
Don't know	5%	4%	6%	5%	4%	6%	5%	7%	5%	7%	3%	4%	9%	4%	3%	7%	3%
Total Support:	69%	69%	69%	69%	71%	68%	70%	68%	69%	61%	67%	75%	64%	73%	80%	61%	76%
Total Oppose:	9%	9%	9%	9%	8%	8%	8%	11%	9%	12%	11%	7%	10%	7%	6%	12%	5%
Net:	60%	59%	60%	60%	63%	60%	62%	57%	60%	49%	55%	68%	55%	66%	74%	48%	70%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very likely	15%	27%	20%	16%	14%	12%	9%	10%	14%	11%	18%	18%	17%	13%	9%	16%	25%	11%
Somewhat likely	32%	39%	38%	33%	30%	29%	27%	24%	33%	26%	37%	35%	35%	32%	26%	26%	42%	24%
Neither likely or unlikely	26%	19%	22%	27%	28%	26%	27%	27%	26%	28%	22%	24%	25%	27%	27%	26%	18%	32%
Somewhat unlikely	11%	8%	9%	10%	10%	10%	14%	12%	10%	13%	10%	10%	9%	13%	13%	10%	8%	11%
Very unlikely	12%	5%	7%	9%	10%	16%	16%	15%	11%	16%	8%	9%	9%	11%	16%	13%	5%	15%
Don't know	6%	2%	3%	5%	7%	6%	8%	11%	7%	6%	4%	4%	5%	4%	8%	8%	2%	7%
Total Likely:	46%	66%	58%	48%	44%	41%	36%	35%	47%	37%	55%	53%	52%	45%	35%	42%	67%	35%
Total Unlikely:	22%	13%	16%	20%	21%	27%	30%	27%	20%	29%	18%	19%	18%	24%	30%	24%	13%	26%
Net:	24%	53%	42%	29%	23%	15%	6%	8%	27%	8%	37%	35%	34%	21%	6%	19%	53%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very likely	15%	18%	12%	14%	16%	17%	14%	18%	13%	13%	11%	15%	11%	14%	26%	14%	23%
Somewhat likely	32%	33%	30%	32%	33%	30%	28%	32%	32%	33%	26%	39%	24%	29%	42%	23%	35%
Neither likely or unlikely	26%	25%	26%	26%	25%	21%	26%	18%	25%	25%	27%	27%	22%	35%	17%	24%	20%
Somewhat unlikely	11%	9%	12%	11%	11%	13%	13%	13%	15%	7%	15%	8%	13%	9%	6%	14%	11%
Very unlikely	12%	10%	13%	12%	11%	12%	11%	15%	12%	11%	17%	6%	22%	8%	6%	19%	8%
Don't know	6%	5%	7%	6%	5%	7%	8%	5%	3%	10%	4%	5%	8%	5%	2%	7%	4%
Total Likely:	46%	51%	42%	45%	48%	47%	42%	49%	45%	46%	37%	54%	35%	43%	68%	36%	57%
Total Unlikely:	22%	19%	26%	23%	22%	25%	24%	28%	27%	18%	32%	14%	35%	17%	12%	33%	19%
Net:	24%	32%	16%	23%	27%	22%	18%	22%	18%	28%	5%	40%	0%	26%	56%	3%	38%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	53%	61%	60%	55%	52%	51%	46%	40%	50%	50%	58%	61%	57%	55%	47%	49%	64%	50%
I do not think this is AI powered	16%	25%	21%	18%	15%	12%	13%	15%	18%	14%	18%	15%	18%	18%	12%	14%	23%	15%
Don't know	31%	13%	19%	27%	33%	37%	41%	45%	32%	36%	25%	23%	25%	27%	41%	37%	13%	34%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	53%	57%	49%	54%	57%	55%	56%	58%	75%	46%	52%	52%	52%	63%	54%	51%	55%
I do not think this is AI powered	16%	17%	15%	15%	17%	20%	16%	18%	10%	13%	16%	19%	15%	17%	24%	22%	14%
Don't know	31%	26%	36%	31%	27%	26%	28%	23%	15%	41%	32%	29%	33%	21%	21%	27%	31%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	30%	41%	41%	33%	27%	25%	22%	23%	28%	28%	33%	34%	34%	29%	22%	26%	43%	27%
I do not think this is AI powered	33%	43%	37%	34%	33%	30%	28%	27%	34%	29%	36%	34%	35%	37%	26%	30%	44%	34%
Don't know	38%	16%	21%	33%	41%	46%	51%	50%	38%	43%	32%	32%	32%	34%	51%	43%	14%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	30%	34%	26%	29%	31%	31%	28%	33%	42%	27%	32%	23%	29%	35%	27%	25%	33%
I do not think this is AI powered	33%	34%	31%	32%	34%	35%	36%	35%	33%	25%	27%	44%	33%	35%	46%	42%	29%
Don't know	38%	32%	43%	39%	35%	34%	35%	32%	25%	48%	40%	33%	38%	29%	26%	33%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	52%	55%	56%	54%	52%	49%	47%	40%	49%	49%	55%	58%	54%	55%	47%	50%	56%	46%
I do not think this is AI powered	18%	29%	24%	18%	16%	14%	14%	15%	20%	15%	19%	19%	20%	17%	13%	15%	30%	17%
Don't know	30%	15%	19%	28%	31%	37%	39%	44%	31%	35%	26%	23%	26%	27%	40%	35%	14%	37%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	52%	53%	51%	52%	54%	50%	51%	51%	69%	47%	50%	51%	49%	62%	52%	47%	54%
I do not think this is AI powered	18%	21%	15%	17%	18%	23%	20%	23%	14%	13%	16%	25%	19%	17%	25%	25%	15%
Don't know	30%	27%	34%	31%	27%	26%	29%	25%	17%	40%	34%	25%	32%	21%	23%	28%	31%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	33%	34%	36%	33%	33%	34%	30%	24%	32%	31%	35%	36%	34%	34%	30%	32%	34%	24%
I do not think this is AI powered	25%	47%	37%	29%	22%	16%	14%	18%	25%	20%	29%	28%	30%	28%	13%	19%	47%	25%
Don't know	43%	19%	27%	38%	45%	51%	56%	57%	43%	49%	36%	36%	36%	38%	57%	49%	19%	51%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	33%	34%	32%	33%	34%	34%	33%	32%	44%	31%	33%	32%	30%	40%	28%	26%	33%
I do not think this is AI powered	25%	28%	21%	24%	26%	27%	27%	28%	23%	19%	22%	30%	26%	27%	38%	35%	23%
Don't know	43%	38%	47%	44%	40%	39%	40%	40%	33%	51%	45%	39%	45%	34%	34%	39%	44%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	24%	28%	34%	26%	24%	21%	19%	20%	22%	23%	26%	29%	28%	26%	19%	23%	25%	16%
I do not think this is AI powered	37%	56%	44%	39%	35%	32%	31%	28%	40%	33%	42%	38%	40%	40%	30%	31%	59%	42%
Don't know	38%	16%	22%	34%	41%	47%	50%	52%	38%	44%	33%	33%	32%	34%	51%	46%	16%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	24%	27%	22%	24%	26%	28%	26%	27%	40%	23%	23%	19%	22%	30%	23%	22%	28%
I do not think this is AI powered	37%	40%	35%	37%	39%	38%	37%	39%	37%	31%	33%	49%	40%	39%	49%	44%	33%
Don't know	38%	33%	43%	39%	35%	34%	38%	34%	23%	46%	44%	31%	38%	31%	28%	34%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	52%	57%	59%	53%	52%	51%	46%	38%	48%	50%	57%	58%	55%	53%	46%	52%	62%	48%
I do not think this is AI powered	18%	30%	23%	19%	15%	13%	13%	16%	19%	15%	18%	18%	20%	20%	13%	13%	26%	17%
Don't know	31%	13%	18%	27%	33%	36%	41%	46%	32%	35%	25%	24%	25%	26%	42%	35%	12%	35%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	52%	55%	49%	52%	55%	55%	56%	61%	72%	45%	52%	49%	51%	64%	55%	53%	50%
I do not think this is AI powered	18%	19%	16%	17%	18%	20%	17%	16%	12%	17%	16%	22%	17%	16%	22%	20%	17%
Don't know	31%	26%	35%	31%	27%	25%	27%	23%	16%	38%	32%	29%	32%	20%	23%	27%	33%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
I think this is AI powered	58%	72%	66%	62%	59%	54%	47%	44%	59%	53%	63%	62%	62%	59%	47%	60%	75%	52%
I do not think this is AI powered	11%	15%	16%	12%	10%	7%	10%	11%	11%	11%	12%	12%	13%	11%	10%	7%	12%	12%
Don't know	31%	13%	18%	26%	31%	38%	43%	44%	30%	37%	25%	26%	25%	30%	43%	32%	13%	36%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
I think this is AI powered	58%	60%	56%	59%	61%	58%	57%	63%	65%	50%	50%	67%	56%	71%	66%	57%	58%
I do not think this is AI powered	11%	13%	10%	10%	11%	14%	9%	11%	8%	11%	13%	10%	10%	9%	11%	14%	11%
Don't know	31%	27%	35%	31%	28%	28%	33%	25%	27%	40%	37%	23%	34%	19%	23%	29%	31%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very worried	13%	19%	15%	14%	14%	12%	9%	15%	14%	13%	14%	11%	13%	14%	10%	16%	19%	15%
Somewhat worried	28%	39%	33%	30%	30%	26%	22%	26%	31%	26%	30%	28%	31%	29%	22%	31%	40%	25%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	31%	26%	32%	32%	31%	31%	31%	27%	31%	30%	32%	33%	33%	32%	30%	27%	24%	24%
Not at all worried	21%	12%	15%	18%	18%	24%	29%	17%	17%	24%	19%	24%	19%	20%	28%	15%	13%	21%
Don't know	7%	4%	5%	6%	7%	7%	10%	15%	7%	8%	5%	5%	4%	5%	10%	10%	4%	15%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very worried	13%	12%	14%	13%	12%	15%	9%	8%	8%	19%	10%	12%	8%	10%	19%	7%	18%
Somewhat worried	28%	27%	29%	28%	28%	30%	31%	21%	22%	33%	21%	29%	26%	36%	39%	16%	31%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	31%	32%	30%	31%	31%	26%	25%	30%	36%	29%	33%	33%	34%	30%	24%	37%	28%
Not at all worried	21%	23%	19%	21%	22%	21%	27%	32%	30%	12%	28%	20%	21%	18%	15%	32%	18%
Don't know	7%	5%	8%	7%	6%	8%	7%	9%	4%	7%	8%	6%	10%	6%	3%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very familiar	4%	16%	7%	4%	2%	1%	0%	3%	4%	3%	4%	5%	5%	3%	1%	3%	11%	4%
Somewhat familiar	14%	28%	28%	16%	12%	8%	3%	8%	13%	9%	18%	18%	18%	15%	4%	10%	31%	9%
Neither familiar or unfamiliar	19%	24%	26%	25%	20%	15%	13%	15%	20%	17%	22%	20%	24%	20%	12%	19%	22%	20%
Somewhat unfamiliar	21%	18%	19%	21%	24%	23%	21%	17%	20%	21%	22%	23%	22%	21%	21%	22%	22%	19%
Very unfamiliar	39%	11%	18%	31%	37%	49%	59%	50%	40%	46%	31%	31%	28%	37%	59%	43%	12%	43%
Don't know	3%	3%	2%	3%	4%	4%	4%	8%	3%	4%	2%	3%	3%	3%	4%	3%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very familiar	4%	6%	2%	3%	4%	9%	3%	7%	2%	4%	4%	3%	5%	4%	4%	5%	3%
Somewhat familiar	14%	18%	10%	13%	15%	17%	15%	18%	12%	8%	16%	15%	17%	13%	22%	13%	12%
Neither familiar or unfamiliar	19%	21%	18%	20%	20%	17%	14%	14%	15%	20%	17%	22%	11%	28%	21%	16%	19%
Somewhat unfamiliar	21%	22%	20%	21%	22%	15%	18%	14%	21%	19%	22%	21%	13%	23%	19%	20%	27%
Very unfamiliar	39%	31%	46%	40%	36%	38%	47%	42%	48%	45%	40%	33%	50%	27%	31%	43%	37%
Don't know	3%	3%	4%	3%	3%	4%	3%	6%	2%	5%	2%	4%	4%	5%	3%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6713	457	1391	1723	1666	1220	256	202	1694	1886	1582	1329	5498	1215	0	0	0	0
Weighted	6510	484	1412	1612	1620	1151	231	158	1650	1754	1458	1471	5284	1226	0	0	0	0
Already use generative AI tools as part of my job	7%	13%	11%	8%	6%	4%	2%	4%	5%	5%	9%	12%	8%	5%	*	*	*	*
In the next year	13%	26%	18%	13%	10%	7%	10%	10%	13%	9%	17%	16%	14%	10%	*	*	*	*
In the next 2-5 years	16%	20%	19%	19%	13%	13%	11%	9%	15%	12%	19%	20%	17%	14%	*	*	*	*
Over 5 years away	7%	8%	7%	7%	7%	5%	4%	3%	7%	7%	7%	7%	7%	5%	*	*	*	*
Unlikely to ever use AI tools as part of my job	33%	22%	25%	28%	34%	47%	54%	50%	37%	41%	25%	24%	31%	39%	*	*	*	*
Don't know	23%	11%	19%	25%	29%	25%	19%	23%	24%	26%	23%	21%	23%	26%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6713	3467	3236	4475	6287	546	634	519	476	526	525	450	539	636	674	559	629
Weighted	6510	3511	2991	4621	5882	203	220	99	85	1144	1416	863	309	777	227	184	983
Already use generative AI tools as part of my job	7%	9%	6%	6%	8%	12%	5%	12%	6%	6%	8%	5%	7%	8%	13%	5%	8%
In the next year	13%	16%	10%	13%	14%	17%	10%	14%	7%	15%	12%	14%	11%	10%	20%	13%	16%
In the next 2-5 years	16%	19%	12%	16%	17%	15%	11%	17%	12%	13%	15%	23%	17%	17%	19%	15%	16%
Over 5 years away	7%	6%	7%	6%	7%	9%	7%	7%	5%	6%	7%	9%	8%	5%	5%	8%	4%
Unlikely to ever use AI tools as part of my job	33%	29%	37%	35%	32%	26%	47%	29%	37%	38%	36%	25%	25%	33%	25%	36%	31%
Don't know	23%	19%	28%	25%	24%	21%	21%	20%	33%	22%	22%	23%	32%	26%	19%	25%	25%

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2426	220	367	433	424	418	564	143	672	699	486	412	1110	251	636	225	123	65
Weighted	2412	236	386	375	419	394	602	130	689	640	450	486	1080	246	659	224	119	66
I would give up access to Google Search and get paid 0.50	12%	15%	14%	15%	9%	13%	11%	17%	12%	12%	14%	11%	14%	7%	12%	13%	13%	10%
I would keep access to Google Search	71%	79%	72%	70%	78%	69%	64%	60%	71%	72%	72%	71%	73%	78%	66%	66%	82%	65%
Don't know	15%	5%	11%	13%	13%	17%	24%	23%	16%	15%	12%	16%	12%	13%	21%	20%	3%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2426	1173	1251	1586	2173	205	195	204	203	210	194	194	215	200	198	205	203
Weighted	2412	1173	1238	1720	2072	76	68	39	37	464	534	375	125	247	65	69	313
I would give up access to Google Search and get paid 0.50	12%	13%	12%	12%	11%	17%	0%	0%	12%	17%	12%	13%	17%	0%	9%	0%	20%
I would keep access to Google Search	71%	73%	69%	72%	76%	69%	81%	75%	76%	59%	77%	69%	63%	83%	83%	79%	67%
Don't know	15%	12%	19%	15%	11%	14%	12%	9%	13%	24%	11%	18%	20%	12%	7%	9%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2431	209	340	424	421	440	597	141	681	742	493	369	1057	241	670	246	147	59
Weighted	2369	212	311	377	443	410	617	141	690	676	432	426	1004	235	687	240	140	53
I would give up access to Google Search and get paid 1	10%	14%	10%	13%	11%	10%	8%	9%	10%	9%	12%	12%	13%	8%	8%	14%	7%	6%
I would keep access to Google Search	72%	75%	77%	72%	70%	70%	70%	59%	71%	72%	73%	77%	74%	72%	70%	66%	81%	71%
Don't know	16%	8%	12%	13%	17%	19%	21%	30%	18%	18%	14%	10%	12%	19%	21%	20%	10%	22%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2431	1189	1238	1543	2186	206	197	198	201	196	197	177	193	188	211	241	226
Weighted	2369	1134	1230	1650	2019	77	69	38	36	428	535	344	111	230	71	79	349
I would give up access to Google Search and get paid 1	10%	12%	10%	10%	9%	15%	0%	0%	8%	16%	9%	10%	15%	0%	12%	0%	17%
I would keep access to Google Search	72%	74%	70%	72%	78%	69%	76%	77%	81%	57%	82%	68%	58%	84%	83%	75%	69%
Don't know	16%	13%	20%	18%	12%	15%	11%	10%	11%	27%	9%	22%	26%	13%	5%	9%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2424	215	324	431	443	461	550	145	695	685	495	394	1097	241	641	244	132	59
Weighted	2368	217	313	399	407	434	598	116	708	657	421	457	1033	252	639	261	126	51
I would give up access to Google Search and get paid 2.50	14%	18%	15%	19%	15%	10%	13%	22%	13%	13%	15%	15%	14%	11%	13%	19%	17%	8%
I would keep access to Google Search	70%	75%	70%	65%	69%	78%	66%	59%	71%	70%	68%	73%	72%	77%	68%	60%	73%	70%
Don't know	14%	6%	11%	15%	13%	11%	20%	17%	15%	14%	15%	9%	11%	11%	16%	19%	8%	20%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2424	1194	1224	1609	2207	213	199	208	217	180	197	212	197	194	222	183	202
Weighted	2368	1199	1163	1667	2048	79	70	40	39	400	532	410	113	236	75	61	311
I would give up access to Google Search and get paid 2.50	14%	16%	12%	14%	12%	20%	0%	0%	17%	18%	14%	17%	23%	0%	12%	0%	20%
I would keep access to Google Search	70%	70%	70%	71%	76%	66%	75%	71%	71%	56%	77%	67%	56%	84%	85%	71%	70%
Don't know	14%	11%	16%	13%	10%	14%	10%	9%	11%	26%	8%	16%	21%	8%	3%	12%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2507	217	363	461	475	410	581	130	718	729	491	427	1158	250	648	225	156	59
Weighted	2546	226	380	436	448	399	658	110	755	676	475	517	1123	233	713	247	167	52
I would give up access to Google Search and get paid 5	19%	26%	17%	21%	22%	12%	16%	27%	17%	18%	19%	20%	17%	22%	16%	22%	26%	19%
I would keep access to Google Search	64%	64%	69%	61%	62%	70%	60%	48%	64%	61%	68%	65%	68%	66%	59%	57%	64%	66%
Don't know	15%	6%	10%	15%	13%	16%	21%	22%	16%	17%	11%	11%	11%	10%	22%	19%	7%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2507	1215	1286	1650	2272	208	211	204	193	232	196	210	201	215	207	214	216
Weighted	2546	1227	1310	1805	2179	76	75	39	34	517	532	415	114	262	70	71	341
I would give up access to Google Search and get paid 5	19%	20%	17%	19%	17%	28%	0%	0%	23%	26%	22%	18%	26%	0%	15%	0%	24%
I would keep access to Google Search	64%	66%	62%	64%	69%	58%	69%	67%	67%	50%	70%	62%	57%	77%	84%	63%	64%
Don't know	15%	11%	18%	15%	10%	14%	10%	11%	10%	25%	8%	20%	17%	10%	2%	14%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2470	215	402	403	441	435	574	148	697	707	514	388	1114	253	622	259	140	70
Weighted	2446	223	398	372	405	408	640	126	723	667	474	443	1041	258	674	269	135	60
I would give up access to Google Search and get paid 10	19%	27%	22%	16%	22%	13%	19%	17%	20%	18%	21%	18%	17%	23%	18%	23%	31%	15%
I would keep access to Google Search	60%	63%	57%	65%	62%	66%	54%	51%	60%	61%	60%	64%	65%	60%	54%	57%	59%	64%
Don't know	17%	7%	16%	14%	13%	18%	26%	30%	18%	19%	15%	13%	14%	12%	26%	17%	8%	19%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2470	1219	1246	1635	2216	188	207	209	209	201	192	223	211	214	215	209	192
Weighted	2446	1225	1217	1751	2054	70	73	41	38	441	523	437	121	262	72	70	298
I would give up access to Google Search and get paid 10	19%	21%	17%	19%	18%	25%	0%	0%	27%	22%	23%	24%	28%	0%	23%	0%	23%
I would keep access to Google Search	60%	59%	62%	61%	66%	59%	70%	62%	61%	50%	62%	54%	49%	73%	70%	66%	67%
Don't know	17%	16%	19%	17%	12%	16%	11%	9%	12%	28%	15%	22%	23%	12%	6%	7%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2430	204	383	439	429	429	546	115	700	743	495	367	1131	231	618	245	133	59
Weighted	2454	206	366	421	414	413	635	109	727	696	445	466	1085	252	669	271	107	60
I would give up access to Google Search and get paid 20	28%	38%	28%	31%	26%	26%	25%	26%	28%	26%	29%	29%	25%	32%	25%	35%	39%	32%
I would keep access to Google Search	51%	52%	53%	50%	51%	52%	52%	33%	51%	55%	51%	51%	55%	48%	51%	42%	48%	51%
Don't know	16%	5%	13%	13%	19%	18%	21%	36%	16%	14%	16%	13%	14%	13%	21%	19%	7%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2430	1132	1291	1577	2197	224	193	198	190	179	206	217	194	213	180	206	230
Weighted	2454	1163	1290	1713	2114	83	68	38	34	392	560	423	112	260	60	68	357
I would give up access to Google Search and get paid 20	28%	31%	25%	27%	26%	34%	0%	0%	29%	35%	35%	32%	38%	0%	27%	0%	31%
I would keep access to Google Search	51%	50%	53%	51%	55%	52%	61%	61%	58%	42%	51%	45%	44%	65%	65%	54%	56%
Don't know	16%	14%	18%	17%	13%	14%	8%	11%	12%	23%	14%	23%	18%	11%	8%	12%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2395	221	350	407	405	413	599	134	690	705	458	399	1040	226	682	223	146	65
Weighted	2423	211	357	401	400	380	674	119	690	681	424	498	1029	216	714	244	141	67
I would give up access to Google Search and get paid 50	32%	43%	34%	37%	26%	29%	30%	31%	34%	31%	30%	33%	31%	33%	30%	30%	48%	36%
I would keep access to Google Search	44%	44%	47%	40%	52%	43%	41%	39%	44%	43%	49%	45%	47%	47%	42%	39%	46%	34%
Don't know	18%	6%	12%	16%	16%	22%	25%	26%	17%	20%	16%	16%	15%	14%	23%	27%	1%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2395	1165	1224	1565	2145	175	198	191	213	195	202	199	200	213	202	197	210
Weighted	2423	1158	1258	1708	2041	65	70	37	39	431	554	392	113	260	67	66	329
I would give up access to Google Search and get paid 50	32%	34%	30%	33%	31%	39%	0%	0%	45%	39%	39%	35%	43%	0%	35%	0%	44%
I would keep access to Google Search	44%	44%	44%	43%	49%	48%	42%	42%	43%	34%	45%	42%	37%	60%	55%	45%	46%
Don't know	18%	15%	21%	19%	14%	13%	18%	11%	12%	26%	16%	24%	19%	16%	10%	13%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2444	224	354	437	482	397	550	112	671	739	481	429	1137	247	620	234	131	63
Weighted	2470	227	369	399	473	374	628	102	695	726	431	501	1082	246	692	258	120	60
I would give up access to Google Search and get paid 100	40%	45%	36%	42%	42%	39%	38%	42%	40%	40%	44%	34%	39%	34%	39%	48%	45%	46%
I would keep access to Google Search	37%	40%	42%	34%	35%	33%	37%	25%	37%	36%	37%	39%	40%	43%	34%	27%	39%	25%
Don't know	16%	6%	12%	15%	15%	20%	20%	28%	16%	16%	13%	16%	12%	16%	21%	20%	9%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2444	1168	1271	1634	2225	195	183	196	227	209	222	189	216	227	211	184	185
Weighted	2470	1167	1295	1760	2137	73	64	37	41	464	596	368	124	279	72	62	291
I would give up access to Google Search and get paid 100	40%	44%	37%	40%	39%	42%	0%	0%	46%	52%	49%	43%	54%	0%	47%	0%	53%
I would keep access to Google Search	37%	36%	37%	36%	40%	45%	42%	32%	39%	21%	41%	38%	30%	52%	47%	28%	35%
Don't know	16%	11%	20%	17%	13%	12%	11%	11%	15%	27%	11%	19%	16%	14%	6%	11%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2482	214	339	440	431	459	599	144	711	733	475	406	1147	246	662	221	144	55
Weighted	2577	244	344	418	434	452	686	127	732	719	479	508	1136	248	735	236	163	50
I would give up access to Google Search and get paid 200	47%	55%	48%	46%	49%	44%	44%	48%	48%	45%	47%	47%	45%	53%	43%	57%	58%	37%
I would keep access to Google Search	31%	35%	30%	27%	34%	31%	31%	23%	31%	32%	34%	29%	33%	32%	30%	25%	31%	46%
Don't know	14%	4%	7%	14%	9%	19%	19%	23%	14%	15%	12%	10%	11%	9%	20%	13%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2482	1198	1280	1646	2238	207	225	208	184	245	212	211	196	203	203	180	208
Weighted	2577	1243	1333	1812	2201	78	79	40	33	536	583	419	112	250	68	60	320
I would give up access to Google Search and get paid 200	47%	49%	44%	46%	45%	54%	0%	0%	66%	54%	56%	57%	59%	0%	63%	0%	56%
I would keep access to Google Search	31%	30%	32%	32%	34%	33%	35%	31%	22%	26%	33%	29%	23%	40%	32%	31%	35%
Don't know	14%	12%	15%	14%	11%	13%	10%	8%	11%	21%	11%	14%	18%	12%	5%	10%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2445	199	380	421	427	430	588	130	649	770	486	403	1093	252	651	224	138	74
Weighted	2459	217	386	399	426	432	599	114	676	741	455	468	1093	277	672	201	137	67
I would give up access to Google Search and get paid 500	51%	53%	50%	52%	49%	54%	51%	53%	51%	51%	57%	47%	47%	59%	54%	52%	57%	58%
I would keep access to Google Search	24%	25%	29%	24%	26%	22%	22%	24%	25%	24%	23%	26%	30%	17%	20%	21%	25%	25%
Don't know	14%	9%	9%	10%	15%	16%	18%	17%	16%	15%	9%	11%	11%	15%	17%	17%	10%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2445	1177	1265	1565	2199	201	192	216	193	213	214	182	209	195	183	227	220
Weighted	2459	1206	1251	1739	2096	74	68	42	35	471	579	354	119	243	62	76	336
I would give up access to Google Search and get paid 500	51%	56%	47%	52%	51%	64%	0%	0%	68%	57%	66%	62%	64%	0%	64%	0%	62%
I would keep access to Google Search	24%	23%	26%	25%	26%	27%	31%	21%	23%	19%	26%	22%	19%	35%	30%	21%	25%
Don't know	14%	11%	17%	14%	11%	10%	7%	5%	10%	24%	8%	16%	17%	12%	7%	9%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2374	207	381	405	411	393	577	121	678	691	463	412	1075	234	641	225	132	58
Weighted	2385	200	389	396	411	371	617	118	683	666	431	482	1059	242	661	246	106	63
I would give up access to Google Maps and get paid 0.50	13%	18%	13%	15%	13%	12%	10%	18%	11%	13%	11%	15%	14%	14%	9%	18%	8%	11%
I would keep access to Google Maps	75%	77%	79%	73%	73%	71%	77%	63%	76%	71%	80%	79%	76%	73%	76%	64%	87%	77%
Don't know	10%	3%	6%	10%	12%	15%	12%	18%	11%	14%	7%	5%	8%	11%	14%	15%	1%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2374	1168	1200	1588	2140	188	194	199	205	209	199	182	212	188	200	185	213
Weighted	2385	1160	1219	1734	2048	70	69	38	37	455	547	354	122	231	67	62	332
I would give up access to Google Maps and get paid 0.50	13%	15%	11%	12%	12%	20%	0%	0%	7%	15%	17%	9%	12%	0%	11%	0%	23%
I would keep access to Google Maps	75%	75%	75%	76%	77%	70%	75%	77%	80%	71%	75%	80%	74%	87%	84%	75%	66%
Don't know	10%	8%	13%	11%	8%	10%	9%	6%	13%	14%	7%	12%	13%	8%	5%	8%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2413	222	339	438	414	438	562	129	654	743	472	398	1064	232	647	241	150	71
Weighted	2435	243	336	390	411	426	629	116	658	736	433	474	1037	224	698	256	146	65
I would give up access to Google Maps and get paid 1	12%	12%	15%	13%	10%	13%	10%	21%	12%	10%	11%	13%	13%	10%	11%	11%	15%	12%
I would keep access to Google Maps	74%	83%	74%	69%	76%	73%	71%	64%	72%	75%	76%	74%	74%	80%	70%	71%	82%	71%
Don't know	12%	3%	8%	14%	10%	12%	18%	12%	14%	12%	11%	10%	10%	8%	17%	17%	2%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2413	1198	1210	1601	2194	189	194	200	209	197	215	187	183	209	193	221	216
Weighted	2435	1208	1223	1762	2110	70	68	39	38	432	586	363	104	258	66	74	338
I would give up access to Google Maps and get paid 1	12%	14%	10%	11%	11%	14%	0%	0%	12%	13%	14%	12%	17%	0%	12%	0%	20%
I would keep access to Google Maps	74%	74%	73%	76%	77%	73%	75%	75%	81%	66%	75%	78%	71%	79%	85%	73%	70%
Don't know	12%	9%	15%	12%	10%	13%	7%	7%	8%	21%	11%	10%	12%	11%	3%	9%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2448	228	351	433	460	431	545	136	700	708	485	413	1157	246	596	231	145	60
Weighted	2431	233	367	386	446	385	613	105	754	647	436	483	1085	233	642	265	141	54
I would give up access to Google Maps and get paid 2.50	14%	15%	13%	15%	16%	18%	11%	21%	13%	14%	13%	16%	14%	16%	15%	17%	11%	15%
I would keep access to Google Maps	72%	78%	74%	72%	71%	68%	72%	55%	74%	70%	75%	72%	75%	73%	69%	66%	81%	61%
Don't know	11%	4%	10%	8%	10%	12%	16%	21%	11%	14%	8%	7%	8%	7%	15%	16%	5%	22%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2448	1180	1265	1569	2217	212	202	209	180	213	190	195	205	231	206	209	196
Weighted	2431	1195	1231	1662	2092	79	71	40	32	471	510	381	117	285	69	70	305
I would give up access to Google Maps and get paid 2.50	14%	17%	12%	14%	14%	20%	0%	0%	18%	19%	16%	13%	18%	0%	17%	0%	23%
I would keep access to Google Maps	72%	70%	74%	71%	75%	70%	70%	68%	69%	62%	78%	75%	65%	82%	78%	71%	69%
Don't know	11%	9%	12%	12%	8%	10%	9%	6%	13%	19%	6%	12%	17%	8%	5%	11%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2376	197	345	413	448	416	557	136	659	716	480	376	1079	237	643	229	117	55
Weighted	2307	221	319	368	439	406	555	120	671	648	410	446	1024	249	628	216	131	47
I would give up access to Google Maps and get paid 5	19%	23%	21%	22%	17%	16%	18%	18%	19%	18%	19%	22%	19%	19%	17%	20%	25%	25%
I would keep access to Google Maps	64%	68%	66%	63%	63%	70%	60%	62%	65%	64%	67%	63%	67%	65%	61%	60%	64%	61%
Don't know	13%	5%	8%	10%	16%	11%	20%	19%	12%	14%	11%	11%	9%	12%	19%	15%	8%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2376	1153	1218	1504	2134	203	180	213	213	200	180	184	208	209	188	202	196
Weighted	2307	1161	1140	1597	1956	76	63	41	38	437	489	358	120	253	63	67	302
I would give up access to Google Maps and get paid 5	19%	22%	17%	17%	19%	29%	0%	0%	25%	20%	24%	20%	26%	0%	25%	0%	29%
I would keep access to Google Maps	64%	66%	62%	67%	66%	57%	61%	65%	64%	62%	62%	69%	60%	73%	69%	62%	62%
Don't know	13%	8%	18%	12%	10%	15%	10%	8%	11%	18%	14%	11%	14%	13%	7%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2430	191	351	456	425	435	572	139	693	723	494	372	1089	245	645	244	132	64
Weighted	2483	197	359	450	423	420	633	118	754	698	443	460	1072	257	689	260	134	57
I would give up access to Google Maps and get paid 10	23%	30%	21%	26%	25%	19%	19%	24%	24%	20%	29%	17%	21%	25%	19%	29%	35%	36%
I would keep access to Google Maps	60%	59%	63%	57%	57%	65%	59%	55%	58%	62%	55%	65%	64%	60%	59%	53%	54%	37%
Don't know	13%	5%	8%	11%	13%	13%	20%	16%	14%	14%	11%	11%	10%	11%	19%	15%	5%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2430	1169	1253	1602	2203	197	202	218	174	221	205	212	191	213	186	211	200
Weighted	2483	1203	1271	1787	2133	73	71	42	31	482	558	412	111	259	63	70	311
I would give up access to Google Maps and get paid 10	23%	24%	21%	22%	21%	29%	0%	0%	30%	28%	25%	20%	32%	0%	38%	0%	38%
I would keep access to Google Maps	60%	59%	61%	62%	63%	58%	47%	62%	61%	54%	64%	67%	55%	68%	57%	55%	52%
Don't know	13%	12%	14%	12%	11%	13%	13%	8%	10%	18%	12%	13%	14%	13%	5%	12%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2485	225	342	448	443	446	581	126	734	748	448	420	1130	249	639	251	137	63
Weighted	2535	243	328	424	434	426	680	111	785	703	435	492	1104	240	726	259	129	56
I would give up access to Google Maps and get paid 20	33%	43%	33%	37%	35%	31%	26%	42%	32%	30%	35%	32%	31%	36%	29%	38%	42%	44%
I would keep access to Google Maps	49%	43%	47%	47%	50%	46%	53%	30%	52%	51%	47%	45%	51%	44%	49%	47%	43%	40%
Don't know	13%	7%	12%	8%	10%	17%	17%	22%	10%	14%	14%	13%	10%	13%	17%	11%	8%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2485	1190	1292	1633	2226	211	195	197	225	226	202	223	203	218	194	185	206
Weighted	2535	1193	1340	1787	2153	78	69	38	40	503	545	437	117	267	65	61	316
I would give up access to Google Maps and get paid 20	33%	33%	32%	32%	32%	36%	0%	0%	35%	33%	45%	35%	37%	0%	42%	0%	49%
I would keep access to Google Maps	49%	49%	48%	49%	51%	52%	52%	49%	54%	49%	45%	54%	51%	49%	53%	49%	43%
Don't know	13%	11%	15%	14%	10%	13%	8%	6%	11%	19%	11%	11%	13%	21%	5%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2501	225	376	414	457	428	601	135	721	719	516	397	1124	252	658	250	147	64
Weighted	2448	228	384	369	424	396	647	116	735	664	465	454	1080	244	683	245	138	54
I would give up access to Google Maps and get paid 50	39%	41%	41%	42%	44%	39%	33%	30%	39%	40%	44%	36%	40%	47%	34%	38%	47%	45%
I would keep access to Google Maps	41%	47%	40%	38%	38%	39%	45%	46%	43%	41%	39%	40%	40%	41%	43%	41%	40%	43%
Don't know	11%	4%	9%	10%	12%	13%	15%	18%	10%	12%	10%	12%	10%	5%	15%	15%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2501	1203	1294	1680	2238	211	228	204	206	194	192	203	223	200	234	182	224
Weighted	2448	1195	1250	1752	2077	79	80	39	38	431	520	395	127	247	79	62	351
I would give up access to Google Maps and get paid 50	39%	41%	38%	39%	38%	49%	0%	0%	49%	42%	52%	43%	54%	0%	55%	0%	49%
I would keep access to Google Maps	41%	41%	41%	42%	43%	42%	39%	36%	44%	40%	40%	44%	34%	46%	39%	34%	40%
Don't know	11%	10%	13%	12%	9%	9%	10%	7%	7%	17%	8%	13%	12%	12%	6%	5%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2437	201	378	428	439	444	547	134	663	718	495	408	1108	253	640	226	123	69
Weighted	2420	202	351	394	419	427	626	119	661	694	448	483	1048	263	692	221	112	66
I would give up access to Google Maps and get paid 100	46%	48%	41%	49%	48%	48%	43%	44%	50%	45%	40%	46%	44%	51%	44%	52%	46%	43%
I would keep access to Google Maps	33%	35%	39%	26%	33%	31%	35%	31%	32%	32%	37%	33%	35%	33%	33%	27%	32%	32%
Don't know	12%	5%	8%	13%	10%	13%	16%	17%	9%	14%	14%	9%	10%	9%	14%	13%	11%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2437	1166	1268	1609	2215	181	208	210	219	199	224	186	209	189	211	210	191
Weighted	2420	1165	1252	1719	2073	67	73	40	40	441	607	366	119	235	71	69	293
I would give up access to Google Maps and get paid 100	46%	49%	42%	47%	46%	51%	0%	0%	69%	47%	61%	51%	58%	0%	68%	0%	55%
I would keep access to Google Maps	33%	31%	35%	33%	33%	35%	36%	28%	21%	36%	29%	36%	25%	39%	29%	25%	34%
Don't know	12%	10%	14%	12%	10%	13%	5%	10%	10%	17%	10%	12%	17%	11%	3%	6%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2474	223	373	412	429	445	592	130	690	722	520	402	1120	241	653	235	157	58
Weighted	2530	226	413	404	415	428	644	117	693	683	514	510	1106	253	680	253	172	56
I would give up access to Google Maps and get paid 200	55%	64%	56%	58%	55%	52%	53%	53%	55%	53%	59%	55%	53%	59%	53%	60%	71%	56%
I would keep access to Google Maps	24%	24%	24%	25%	27%	27%	22%	28%	24%	24%	24%	24%	28%	25%	22%	20%	19%	23%
Don't know	11%	2%	8%	6%	11%	12%	18%	14%	12%	12%	7%	11%	9%	8%	17%	12%	2%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2474	1162	1307	1600	2225	215	176	196	216	192	219	233	190	187	208	225	217
Weighted	2530	1167	1358	1785	2161	80	62	38	39	426	610	458	108	227	70	75	337
I would give up access to Google Maps and get paid 200	55%	57%	54%	57%	55%	62%	0%	0%	71%	62%	71%	61%	66%	0%	69%	0%	67%
I would keep access to Google Maps	24%	24%	25%	25%	25%	29%	31%	23%	21%	23%	21%	24%	22%	36%	23%	17%	25%
Don't know	11%	9%	12%	10%	8%	9%	8%	7%	8%	14%	8%	15%	12%	11%	7%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2508	219	374	449	452	416	598	148	692	756	509	396	1138	249	680	214	150	66
Weighted	2540	224	373	414	448	410	670	141	690	729	485	486	1089	258	744	230	146	66
I would give up access to Google Maps and get paid 500	58%	65%	56%	59%	56%	62%	55%	61%	59%	54%	60%	59%	57%	58%	55%	63%	69%	55%
I would keep access to Google Maps	19%	18%	18%	19%	21%	16%	22%	21%	21%	19%	20%	17%	19%	18%	20%	18%	17%	26%
Don't know	10%	3%	8%	7%	12%	10%	14%	13%	9%	15%	8%	7%	8%	12%	13%	11%	1%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2508	1233	1269	1608	2258	215	221	186	183	209	206	209	208	218	212	216	225
Weighted	2540	1237	1297	1718	2147	80	78	36	33	466	557	412	119	269	71	72	347
I would give up access to Google Maps and get paid 500	58%	61%	55%	57%	57%	65%	0%	0%	80%	67%	76%	64%	71%	0%	79%	0%	74%
I would keep access to Google Maps	19%	17%	21%	20%	19%	25%	20%	17%	11%	18%	16%	25%	18%	24%	17%	13%	19%
Don't know	10%	9%	12%	10%	9%	11%	10%	8%	9%	15%	9%	11%	11%	8%	5%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2420	196	361	441	419	428	575	142	708	698	449	412	1102	246	637	229	132	64
Weighted	2478	196	385	443	423	409	622	114	739	671	424	522	1104	264	665	243	129	63
I would give up access to YouTube and get paid 0.50	14%	18%	13%	14%	15%	16%	13%	14%	14%	13%	17%	15%	15%	18%	13%	13%	13%	14%
I would keep access to YouTube	72%	77%	78%	72%	71%	73%	67%	68%	73%	71%	70%	75%	74%	69%	68%	70%	82%	78%
Don't know	12%	4%	7%	11%	12%	10%	18%	17%	12%	14%	10%	9%	8%	13%	16%	15%	5%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2420	1161	1256	1580	2196	191	191	176	215	195	208	216	189	229	187	210	213
Weighted	2478	1210	1263	1752	2144	71	67	33	39	437	558	421	109	282	62	70	330
I would give up access to YouTube and get paid 0.50	14%	16%	13%	13%	14%	23%	0%	0%	12%	17%	19%	13%	21%	0%	14%	0%	20%
I would keep access to YouTube	72%	73%	71%	73%	74%	60%	78%	67%	81%	67%	67%	74%	65%	86%	80%	77%	72%
Don't know	12%	9%	14%	12%	9%	16%	9%	7%	7%	15%	13%	12%	14%	8%	7%	4%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2399	221	342	417	429	410	580	127	670	683	500	413	1056	251	647	232	135	63
Weighted	2445	219	332	399	423	420	651	104	713	667	446	508	1029	264	714	241	124	61
I would give up access to YouTube and get paid 1	14%	16%	13%	13%	14%	13%	16%	16%	11%	13%	17%	18%	15%	17%	16%	5%	12%	7%
I would keep access to YouTube	72%	81%	75%	74%	73%	74%	65%	69%	76%	71%	72%	70%	74%	70%	67%	74%	82%	83%
Don't know	12%	1%	10%	10%	12%	11%	18%	14%	12%	14%	9%	10%	8%	11%	15%	20%	5%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2399	1138	1257	1560	2158	206	188	202	189	215	197	195	204	203	200	184	216
Weighted	2445	1150	1288	1725	2080	77	66	39	34	473	540	379	117	251	67	62	338
I would give up access to YouTube and get paid 1	14%	13%	15%	14%	14%	28%	0%	0%	18%	16%	17%	11%	21%	0%	13%	0%	22%
I would keep access to YouTube	72%	74%	70%	72%	74%	63%	76%	64%	74%	66%	73%	73%	70%	81%	81%	78%	72%
Don't know	12%	10%	13%	13%	9%	10%	9%	9%	8%	17%	10%	16%	9%	12%	6%	5%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2475	209	392	410	438	442	584	144	696	739	495	391	1114	247	645	249	137	69
Weighted	2480	200	402	366	470	414	628	132	715	690	469	462	1109	239	664	270	120	64
I would give up access to YouTube and get paid 2.50	21%	15%	18%	24%	21%	19%	24%	22%	19%	20%	22%	24%	21%	17%	23%	22%	22%	15%
I would keep access to YouTube	64%	78%	72%	61%	65%	61%	56%	61%	65%	62%	67%	61%	67%	68%	56%	61%	65%	68%
Don't know	13%	5%	7%	10%	12%	17%	17%	16%	14%	15%	8%	11%	9%	11%	18%	17%	10%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2475	1188	1282	1632	2236	201	215	205	205	202	214	204	208	195	206	205	215
Weighted	2480	1189	1287	1771	2127	75	76	40	37	441	585	398	119	237	70	68	334
I would give up access to YouTube and get paid 2.50	21%	22%	20%	21%	21%	37%	0%	0%	19%	19%	28%	22%	32%	0%	19%	0%	30%
I would keep access to YouTube	64%	64%	63%	64%	66%	52%	74%	68%	71%	60%	63%	61%	56%	78%	76%	70%	60%
Don't know	13%	11%	14%	13%	10%	12%	8%	7%	10%	21%	9%	17%	12%	9%	5%	4%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2512	222	357	421	475	433	604	154	727	726	517	374	1109	245	684	235	155	71
Weighted	2539	264	356	404	450	422	643	144	724	691	506	460	1082	273	691	245	168	68
I would give up access to YouTube and get paid 5	23%	17%	17%	24%	28%	25%	23%	28%	20%	23%	22%	28%	23%	24%	24%	23%	14%	27%
I would keep access to YouTube	60%	76%	73%	61%	56%	53%	52%	53%	64%	56%	63%	57%	62%	60%	52%	65%	78%	60%
Don't know	13%	4%	6%	11%	12%	18%	21%	17%	12%	17%	13%	10%	11%	13%	20%	10%	5%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2512	1237	1272	1597	2246	193	171	196	224	221	215	197	224	209	203	240	219
Weighted	2539	1268	1268	1784	2147	71	60	37	40	485	584	390	128	256	68	80	340
I would give up access to YouTube and get paid 5	23%	23%	23%	23%	23%	28%	0%	0%	25%	23%	26%	28%	32%	0%	30%	0%	35%
I would keep access to YouTube	60%	61%	59%	60%	62%	60%	61%	50%	60%	59%	57%	59%	56%	74%	67%	62%	58%
Don't know	13%	12%	15%	14%	11%	12%	8%	8%	15%	18%	17%	13%	12%	13%	2%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2396	197	362	442	430	417	548	126	677	709	481	389	1083	247	646	222	133	55
Weighted	2421	204	380	410	433	418	576	118	702	678	464	445	1063	234	675	252	140	49
I would give up access to YouTube and get paid 10	29%	28%	27%	27%	28%	33%	29%	28%	28%	25%	34%	28%	29%	34%	29%	26%	24%	26%
I would keep access to YouTube	55%	65%	61%	56%	55%	53%	48%	51%	56%	54%	54%	57%	56%	57%	48%	59%	67%	61%
Don't know	12%	3%	9%	11%	13%	10%	18%	18%	12%	15%	8%	10%	10%	6%	18%	12%	6%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2396	1165	1224	1606	2164	201	207	198	184	212	191	209	185	200	206	189	214
Weighted	2421	1204	1208	1743	2069	75	73	38	34	470	510	406	106	247	69	63	330
I would give up access to YouTube and get paid 10	29%	28%	30%	29%	28%	43%	0%	0%	31%	31%	36%	32%	43%	0%	36%	0%	38%
I would keep access to YouTube	55%	57%	53%	54%	57%	47%	57%	50%	58%	54%	52%	55%	44%	71%	57%	53%	54%
Don't know	12%	11%	12%	13%	10%	10%	11%	8%	11%	15%	12%	13%	13%	11%	8%	10%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2466	220	359	436	420	430	601	132	705	740	465	411	1118	235	674	229	140	57
Weighted	2508	237	393	407	414	401	657	115	735	697	444	502	1097	255	707	231	145	61
I would give up access to YouTube and get paid 20	36%	34%	33%	38%	34%	38%	37%	36%	35%	36%	36%	37%	36%	43%	37%	33%	26%	40%
I would keep access to YouTube	44%	55%	50%	43%	44%	41%	40%	37%	46%	43%	46%	43%	46%	41%	38%	48%	57%	37%
Don't know	13%	4%	11%	11%	15%	16%	17%	20%	12%	14%	11%	14%	11%	9%	19%	15%	10%	16%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2466	1223	1240	1628	2228	219	226	188	178	229	210	198	201	223	204	200	190
Weighted	2508	1214	1290	1757	2149	82	80	36	32	506	574	385	115	270	68	67	294
I would give up access to YouTube and get paid 20	36%	35%	37%	36%	36%	46%	0%	0%	52%	39%	48%	39%	50%	0%	48%	0%	46%
I would keep access to YouTube	44%	47%	41%	44%	46%	43%	51%	40%	37%	44%	37%	47%	38%	55%	47%	49%	44%
Don't know	13%	11%	16%	14%	11%	10%	13%	9%	12%	18%	14%	15%	12%	14%	5%	5%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2481	198	377	452	454	443	557	133	691	739	516	391	1164	255	624	241	125	60
Weighted	2437	202	358	427	443	423	583	115	702	712	437	464	1104	261	651	229	124	57
I would give up access to YouTube and get paid 50	43%	38%	36%	41%	46%	43%	47%	47%	42%	41%	45%	44%	42%	43%	45%	43%	38%	39%
I would keep access to YouTube	37%	47%	47%	36%	38%	33%	30%	23%	42%	35%	35%	36%	37%	43%	30%	38%	48%	45%
Don't know	12%	6%	6%	11%	8%	16%	16%	23%	10%	14%	11%	8%	9%	8%	17%	13%	6%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2481	1216	1262	1632	2246	213	192	220	212	191	208	203	205	214	213	207	203
Weighted	2437	1190	1242	1723	2099	79	68	42	38	419	564	395	116	260	72	68	315
I would give up access to YouTube and get paid 50	43%	42%	44%	43%	42%	46%	0%	0%	66%	44%	54%	55%	63%	0%	59%	0%	52%
I would keep access to YouTube	37%	38%	35%	36%	38%	39%	38%	27%	26%	42%	36%	34%	22%	43%	37%	38%	37%
Don't know	12%	10%	13%	12%	10%	15%	12%	7%	8%	14%	10%	11%	15%	12%	4%	6%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2427	222	338	443	416	428	580	132	686	739	480	384	1082	250	636	243	140	65
Weighted	2399	225	317	411	387	384	675	115	684	716	436	444	1001	244	709	257	122	52
I would give up access to YouTube and get paid 100	50%	54%	49%	50%	51%	52%	47%	48%	54%	48%	48%	49%	49%	52%	49%	53%	60%	34%
I would keep access to YouTube	29%	35%	29%	27%	29%	29%	29%	29%	27%	30%	32%	29%	30%	30%	28%	28%	27%	42%
Don't know	11%	3%	11%	10%	8%	10%	14%	17%	11%	12%	10%	7%	8%	11%	14%	11%	4%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2427	1162	1258	1553	2181	219	208	202	199	197	202	194	205	197	189	219	196
Weighted	2399	1121	1276	1661	2042	81	73	39	36	438	549	380	116	245	64	74	305
I would give up access to YouTube and get paid 100	50%	50%	49%	49%	50%	67%	0%	0%	75%	52%	61%	63%	59%	0%	68%	0%	67%
I would keep access to YouTube	29%	31%	28%	30%	30%	25%	33%	24%	22%	29%	33%	26%	28%	38%	28%	25%	25%
Don't know	11%	8%	13%	11%	8%	8%	6%	5%	3%	19%	7%	12%	12%	11%	4%	10%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2441	218	367	417	452	425	562	130	647	742	483	431	1127	234	630	226	150	61
Weighted	2420	225	340	367	415	414	658	139	662	676	435	501	1063	209	697	232	149	55
I would give up access to YouTube and get paid 200	56%	53%	56%	59%	56%	58%	55%	53%	59%	54%	57%	56%	55%	62%	54%	64%	55%	56%
I would keep access to YouTube	22%	24%	24%	20%	24%	17%	22%	30%	22%	21%	22%	21%	23%	19%	21%	18%	22%	27%
Don't know	11%	9%	6%	6%	10%	13%	15%	12%	10%	13%	10%	9%	8%	8%	15%	10%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2441	1163	1270	1609	2194	178	210	223	208	209	199	193	213	195	205	209	199
Weighted	2420	1181	1233	1709	2040	66	74	43	38	456	549	384	122	241	69	70	309
I would give up access to YouTube and get paid 200	56%	59%	54%	57%	56%	62%	0%	0%	74%	61%	73%	66%	70%	0%	79%	0%	71%
I would keep access to YouTube	22%	22%	21%	22%	22%	26%	28%	17%	15%	24%	19%	23%	22%	28%	18%	14%	20%
Don't know	11%	8%	13%	11%	8%	12%	8%	4%	12%	16%	8%	11%	8%	14%	3%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2429	235	355	417	445	436	541	114	677	729	496	398	1129	228	619	240	143	63
Weighted	2387	245	356	362	413	391	621	87	710	669	442	463	1052	221	670	251	133	56
I would give up access to YouTube and get paid 500	59%	61%	57%	59%	64%	59%	58%	57%	60%	60%	62%	56%	58%	62%	58%	62%	66%	71%
I would keep access to YouTube	18%	22%	22%	20%	16%	17%	16%	19%	20%	16%	19%	16%	19%	22%	15%	19%	20%	17%
Don't know	10%	5%	8%	6%	10%	10%	16%	16%	10%	11%	7%	10%	8%	6%	16%	11%	3%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2429	1169	1255	1597	2201	201	192	222	216	189	188	205	198	197	219	183	219
Weighted	2387	1156	1226	1678	2053	75	68	43	39	418	515	399	114	243	74	61	338
I would give up access to YouTube and get paid 500	59%	61%	58%	61%	60%	71%	0%	0%	86%	62%	76%	71%	75%	0%	78%	0%	77%
I would keep access to YouTube	18%	18%	18%	17%	18%	18%	20%	13%	8%	22%	17%	19%	15%	19%	16%	15%	15%
Don't know	10%	8%	12%	10%	8%	10%	12%	4%	6%	16%	7%	10%	10%	12%	6%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2395	192	355	437	421	415	575	129	664	739	475	376	1096	231	633	232	124	67
Weighted	2400	197	349	391	422	392	650	118	684	680	443	467	1038	222	704	229	135	66
I would give up access to Gmail and get paid 0.50	16%	17%	15%	17%	17%	16%	15%	18%	14%	15%	15%	20%	17%	17%	16%	15%	16%	4%
I would keep access to Gmail	70%	81%	75%	67%	66%	72%	67%	58%	72%	69%	72%	69%	70%	68%	67%	71%	79%	81%
Don't know	12%	1%	8%	13%	14%	10%	17%	23%	12%	14%	10%	7%	9%	12%	16%	14%	3%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2395	1160	1230	1557	2137	186	204	196	210	188	206	194	209	200	204	190	208
Weighted	2400	1167	1227	1672	2032	70	73	38	37	416	570	379	118	246	68	63	322
I would give up access to Gmail and get paid 0.50	16%	17%	15%	14%	16%	19%	0%	0%	12%	14%	29%	13%	20%	0%	13%	0%	19%
I would keep access to Gmail	70%	70%	69%	71%	72%	71%	70%	69%	80%	65%	62%	73%	69%	81%	81%	71%	73%
Don't know	12%	10%	14%	12%	9%	10%	12%	7%	9%	21%	9%	14%	11%	9%	6%	10%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2478	215	395	427	427	435	579	134	682	757	494	401	1108	279	631	256	139	58
Weighted	2510	232	395	402	425	414	643	127	730	732	431	481	1063	289	673	282	144	53
I would give up access to Gmail and get paid 1	15%	19%	11%	16%	14%	16%	15%	11%	13%	15%	15%	19%	15%	11%	16%	13%	18%	10%
I would keep access to Gmail	73%	77%	81%	72%	75%	67%	70%	62%	77%	72%	76%	69%	75%	79%	67%	74%	75%	74%
Don't know	10%	3%	5%	9%	8%	16%	14%	27%	8%	12%	8%	9%	7%	9%	15%	12%	5%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2478	1218	1248	1668	2232	206	181	197	209	206	203	212	217	216	193	216	222
Weighted	2510	1224	1273	1837	2148	77	63	38	38	450	554	416	124	267	66	72	345
I would give up access to Gmail and get paid 1	15%	18%	12%	14%	14%	25%	19%	0%	8%	13%	27%	12%	19%	0%	8%	0%	15%
I would keep access to Gmail	73%	72%	74%	74%	75%	63%	71%	71%	84%	73%	64%	76%	69%	80%	90%	75%	78%
Don't know	10%	9%	12%	11%	8%	12%	10%	7%	8%	14%	8%	13%	12%	11%	3%	6%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2488	218	334	447	434	446	609	153	707	694	480	443	1117	246	683	213	144	68
Weighted	2485	211	318	432	436	414	674	127	718	650	426	552	1069	239	747	222	131	61
I would give up access to Gmail and get paid 2.50	20%	18%	20%	22%	23%	19%	17%	19%	14%	21%	17%	28%	23%	17%	18%	18%	14%	9%
I would keep access to Gmail	66%	76%	71%	66%	63%	62%	66%	67%	72%	61%	71%	61%	64%	68%	64%	69%	78%	81%
Don't know	12%	3%	6%	9%	11%	17%	15%	12%	12%	15%	9%	10%	10%	12%	16%	12%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2488	1207	1279	1614	2254	222	206	214	198	206	207	213	203	200	199	218	202
Weighted	2485	1208	1277	1762	2112	83	73	41	36	453	566	417	118	249	67	71	312
I would give up access to Gmail and get paid 2.50	20%	22%	18%	19%	19%	26%	22%	0%	14%	18%	34%	15%	25%	0%	16%	0%	22%
I would keep access to Gmail	66%	66%	66%	68%	69%	64%	69%	70%	75%	62%	53%	75%	65%	79%	81%	70%	69%
Don't know	12%	9%	15%	11%	10%	10%	9%	5%	10%	19%	12%	10%	10%	10%	3%	7%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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?

	Age Group							Education level					Work Status					
	Total	18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2448	210	374	423	448	427	566	119	705	711	496	410	1123	238	634	241	136	63
Weighted	2438	209	380	398	429	396	626	102	736	656	482	458	1102	234	667	243	128	51
I would give up access to Gmail and get paid 5	22%	29%	19%	21%	22%	21%	21%	15%	20%	23%	23%	22%	21%	21%	22%	22%	29%	22%
I would keep access to Gmail	65%	64%	67%	65%	63%	66%	65%	67%	67%	63%	63%	67%	66%	64%	64%	65%	66%	66%
Don't know	10%	3%	10%	9%	11%	11%	11%	15%	10%	11%	11%	7%	9%	13%	12%	11%	3%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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?

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2448	1171	1275	1616	2209	219	187	213	218	197	204	200	174	215	204	206	211
Weighted	2438	1167	1269	1742	2081	81	66	40	40	438	552	392	99	266	68	69	327
I would give up access to Gmail and get paid 5	22%	24%	20%	19%	21%	32%	0%	0%	19%	20%	39%	18%	34%	0%	13%	0%	23%
I would keep access to Gmail	65%	63%	67%	67%	67%	57%	62%	64%	75%	65%	54%	74%	58%	76%	84%	64%	65%
Don't know	10%	9%	11%	11%	8%	11%	10%	4%	6%	15%	7%	8%	9%	11%	4%	10%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2321	213	350	413	422	386	537	147	641	682	449	390	1057	209	616	221	147	59
Weighted	2343	246	341	379	405	389	583	136	668	610	442	473	1022	224	663	225	148	50
I would give up access to Gmail and get paid 10	23%	29%	23%	26%	27%	17%	21%	24%	22%	25%	23%	24%	24%	26%	21%	26%	26%	19%
I would keep access to Gmail	62%	64%	63%	62%	58%	68%	60%	53%	64%	58%	67%	62%	63%	62%	61%	56%	68%	67%
Don't know	10%	4%	8%	8%	11%	11%	16%	21%	9%	12%	7%	9%	8%	9%	15%	15%	3%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2321	1107	1208	1519	2085	202	203	189	174	212	197	172	200	186	202	180	204
Weighted	2343	1126	1208	1634	2003	75	71	37	31	468	537	338	115	227	67	59	319
I would give up access to Gmail and get paid 10	23%	27%	20%	22%	24%	25%	0%	0%	24%	20%	39%	22%	35%	0%	16%	0%	29%
I would keep access to Gmail	62%	60%	64%	64%	64%	64%	54%	60%	70%	63%	53%	66%	53%	71%	83%	62%	63%
Don't know	10%	9%	12%	10%	7%	11%	10%	5%	6%	17%	8%	12%	12%	11%	1%	6%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2443	217	347	415	446	441	577	136	687	740	457	408	1107	233	636	249	141	62
Weighted	2433	242	366	364	426	412	624	121	684	706	414	495	1035	234	656	278	156	57
I would give up access to Gmail and get paid 20	29%	26%	29%	29%	36%	25%	28%	27%	25%	32%	32%	28%	30%	33%	27%	31%	27%	15%
I would keep access to Gmail	54%	63%	57%	55%	47%	55%	52%	54%	59%	49%	55%	53%	52%	50%	53%	57%	61%	78%
Don't know	11%	5%	8%	8%	13%	15%	15%	16%	11%	13%	9%	10%	10%	11%	16%	10%	6%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2443	1196	1242	1567	2201	197	201	188	201	195	194	224	212	202	224	202	203
Weighted	2433	1187	1238	1679	2087	73	70	36	36	426	524	439	122	248	75	67	316
I would give up access to Gmail and get paid 20	29%	32%	26%	29%	30%	36%	0%	0%	24%	30%	47%	26%	36%	0%	23%	0%	40%
I would keep access to Gmail	54%	53%	55%	55%	55%	53%	52%	49%	64%	53%	43%	63%	48%	61%	72%	55%	54%
Don't know	11%	9%	14%	11%	9%	12%	12%	10%	12%	17%	10%	11%	16%	11%	5%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2417	225	367	433	431	418	543	126	676	733	489	380	1090	263	612	222	156	58
Weighted	2423	227	367	425	416	398	590	113	685	703	467	440	1061	282	639	225	145	54
I would give up access to Gmail and get paid 50	34%	35%	35%	39%	34%	33%	30%	39%	32%	34%	38%	31%	35%	35%	30%	35%	36%	44%
I would keep access to Gmail	47%	50%	49%	41%	49%	48%	47%	41%	50%	46%	46%	48%	45%	57%	46%	51%	50%	35%
Don't know	12%	5%	6%	14%	9%	12%	17%	15%	12%	11%	11%	12%	11%	5%	17%	9%	5%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2417	1166	1246	1608	2201	199	224	183	211	213	201	202	187	218	189	200	190
Weighted	2423	1186	1234	1738	2099	73	79	35	39	469	546	391	108	264	64	66	289
I would give up access to Gmail and get paid 50	34%	36%	32%	34%	35%	40%	0%	0%	41%	35%	49%	36%	45%	0%	33%	0%	48%
I would keep access to Gmail	47%	44%	49%	47%	48%	48%	44%	47%	52%	48%	39%	52%	46%	57%	63%	46%	41%
Don't know	12%	11%	12%	12%	9%	13%	9%	5%	7%	17%	12%	11%	9%	9%	4%	9%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2512	224	371	452	469	427	569	130	675	754	542	397	1147	248	665	252	132	57
Weighted	2568	238	391	413	474	416	635	101	730	737	489	493	1157	255	700	277	109	58
I would give up access to Gmail and get paid 100	41%	49%	44%	38%	41%	44%	34%	41%	36%	42%	43%	42%	44%	37%	36%	42%	46%	45%
I would keep access to Gmail	40%	39%	39%	40%	39%	36%	44%	37%	46%	37%	39%	37%	39%	45%	42%	38%	38%	35%
Don't know	11%	3%	6%	11%	12%	13%	17%	15%	11%	12%	11%	10%	8%	10%	16%	15%	7%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2512	1220	1288	1646	2270	187	207	220	222	236	220	194	214	214	183	207	208
Weighted	2568	1268	1298	1815	2209	69	72	43	41	522	601	380	124	260	62	70	323
I would give up access to Gmail and get paid 100	41%	44%	37%	40%	40%	42%	0%	0%	46%	46%	59%	37%	50%	0%	39%	0%	54%
I would keep access to Gmail	40%	38%	42%	41%	41%	50%	34%	40%	43%	41%	28%	50%	36%	51%	56%	38%	38%
Don't know	11%	8%	15%	11%	10%	8%	10%	5%	10%	13%	13%	13%	13%	11%	5%	7%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2470	209	346	424	436	452	603	132	720	710	503	396	1101	242	681	231	132	76
Weighted	2498	216	329	401	429	435	688	134	741	686	449	479	1060	238	747	230	135	78
I would give up access to Gmail and get paid 200	45%	40%	42%	49%	50%	47%	43%	43%	44%	48%	45%	45%	45%	51%	42%	56%	42%	49%
I would keep access to Gmail	34%	44%	38%	32%	31%	34%	33%	33%	36%	30%	35%	38%	35%	33%	34%	26%	44%	37%
Don't know	11%	5%	8%	9%	10%	12%	16%	21%	10%	11%	11%	8%	9%	9%	15%	11%	6%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2470	1176	1291	1607	2229	180	188	210	200	214	207	198	217	211	215	210	220
Weighted	2498	1172	1323	1759	2115	67	67	41	36	473	565	384	123	258	72	71	341
I would give up access to Gmail and get paid 200	45%	47%	45%	45%	45%	50%	0%	0%	56%	52%	62%	47%	60%	0%	51%	0%	58%
I would keep access to Gmail	34%	34%	34%	35%	35%	40%	35%	33%	38%	34%	26%	42%	31%	41%	44%	29%	32%
Don't know	11%	9%	13%	11%	9%	10%	7%	6%	6%	14%	12%	11%	9%	11%	5%	6%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2466	215	371	425	436	445	574	128	727	724	489	393	1130	249	651	229	139	60
Weighted	2401	201	384	391	393	431	600	102	711	707	443	432	1081	247	647	241	122	56
I would give up access to Gmail and get paid 500	52%	56%	52%	55%	47%	57%	49%	61%	53%	51%	52%	50%	53%	50%	48%	56%	59%	60%
I would keep access to Gmail	27%	26%	29%	25%	29%	28%	27%	21%	29%	25%	31%	25%	27%	33%	27%	24%	21%	30%
Don't know	9%	3%	8%	5%	11%	6%	16%	8%	9%	13%	5%	9%	7%	8%	14%	12%	6%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2466	1193	1269	1584	2224	224	199	222	187	193	193	205	199	200	219	217	208
Weighted	2401	1163	1235	1649	2048	84	70	43	33	428	513	401	113	246	74	73	323
I would give up access to Gmail and get paid 500	52%	57%	48%	53%	51%	57%	0%	0%	68%	58%	67%	62%	62%	0%	64%	0%	69%
I would keep access to Gmail	27%	26%	29%	27%	29%	33%	26%	28%	24%	32%	23%	26%	25%	32%	33%	23%	24%
Don't know	9%	7%	12%	9%	7%	10%	6%	7%	7%	10%	10%	12%	12%	8%	3%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2431	218	369	435	407	400	602	125	684	714	512	382	1111	212	662	223	142	66
Weighted	2537	225	394	417	385	423	693	116	744	690	498	476	1088	217	756	248	143	64
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	23%	27%	27%	23%	18%	24%	22%	23%	22%	21%	25%	25%	24%	18%	23%	23%	15%	38%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	52%	65%	56%	54%	58%	51%	43%	50%	54%	47%	57%	53%	56%	55%	43%	52%	76%	45%
Don't know	22%	4%	15%	19%	20%	23%	33%	24%	22%	29%	14%	18%	16%	25%	31%	23%	7%	16%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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?

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2431	1233	1193	1603	2159	186	188	211	197	237	208	219	227	192	176	187	203
Weighted	2537	1267	1263	1787	2115	69	66	40	36	529	568	424	130	237	59	64	314
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	23%	26%	19%	23%	22%	35%	0%	0%	23%	28%	31%	19%	35%	0%	23%	0%	27%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	52%	53%	51%	53%	56%	49%	58%	44%	50%	45%	43%	61%	40%	68%	63%	53%	61%
Don't know	22%	17%	26%	22%	19%	16%	18%	17%	27%	26%	26%	20%	25%	21%	14%	16%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2441	209	356	416	444	471	545	116	681	741	490	401	1116	233	643	239	131	69
Weighted	2461	212	372	388	462	434	592	104	730	677	441	493	1095	232	658	267	137	62
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	23%	25%	21%	24%	27%	20%	22%	24%	20%	24%	24%	26%	24%	24%	23%	19%	19%	29%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	53%	67%	62%	51%	49%	54%	46%	44%	56%	48%	55%	56%	54%	54%	45%	58%	74%	53%
Don't know	19%	3%	12%	19%	20%	21%	28%	32%	20%	22%	17%	14%	16%	19%	28%	20%	5%	15%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2441	1188	1249	1616	2203	198	226	192	207	212	199	210	191	231	190	192	193
Weighted	2461	1202	1255	1762	2104	74	79	37	37	466	537	408	108	283	65	64	301
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	23%	24%	23%	22%	22%	31%	0%	0%	26%	27%	33%	18%	35%	0%	23%	0%	34%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	53%	53%	53%	54%	56%	42%	60%	36%	51%	45%	51%	61%	40%	64%	68%	59%	51%
Don't know	19%	17%	21%	20%	16%	27%	11%	19%	23%	28%	15%	21%	25%	16%	9%	15%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2446	220	376	421	460	408	561	136	697	702	486	416	1099	252	621	261	131	66
Weighted	2414	236	380	397	417	386	597	124	697	625	498	461	1069	255	607	288	123	59
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	30%	36%	34%	35%	29%	28%	22%	22%	25%	31%	33%	33%	32%	35%	22%	32%	37%	19%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	46%	51%	51%	45%	45%	45%	45%	42%	51%	42%	49%	45%	49%	47%	44%	43%	47%	49%
Don't know	19%	6%	9%	14%	20%	23%	29%	31%	19%	21%	15%	17%	13%	13%	30%	22%	12%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2446	1194	1246	1594	2206	210	196	223	181	211	184	204	188	213	224	218	194
Weighted	2414	1187	1221	1703	2058	78	70	43	33	467	502	406	108	260	75	72	302
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	30%	33%	27%	28%	29%	40%	0%	0%	32%	36%	46%	27%	41%	0%	31%	0%	32%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	46%	46%	47%	48%	49%	40%	49%	36%	44%	42%	37%	49%	33%	64%	60%	43%	55%
Don't know	19%	16%	22%	19%	16%	20%	20%	17%	23%	22%	17%	24%	26%	14%	10%	19%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(134.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 5?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2478	211	371	423	449	441	583	138	682	750	463	437	1135	257	650	221	144	61
Weighted	2540	236	388	422	426	425	643	109	718	735	406	564	1135	271	699	225	144	56
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	31%	35%	37%	37%	26%	31%	27%	20%	32%	29%	36%	33%	31%	37%	29%	27%	43%	37%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	43%	54%	47%	39%	45%	37%	40%	42%	45%	40%	40%	45%	46%	40%	38%	43%	44%	38%
Don't know	21%	6%	9%	17%	22%	27%	30%	33%	19%	26%	17%	16%	17%	18%	29%	24%	8%	23%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(134.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 5?

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2478	1190	1283	1619	2228	207	195	178	211	220	221	187	226	198	195	205	235
Weighted	2540	1251	1282	1770	2178	77	69	34	38	475	607	366	130	246	65	68	365
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	31%	35%	28%	31%	31%	42%	0%	0%	40%	28%	41%	37%	45%	0%	35%	0%	42%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	43%	42%	43%	43%	45%	38%	44%	32%	34%	42%	38%	43%	35%	56%	57%	42%	44%
Don't know	21%	17%	24%	21%	18%	20%	15%	19%	26%	29%	21%	21%	21%	20%	8%	14%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(135.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 10?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2498	234	364	455	437	434	574	135	703	715	519	409	1136	266	637	237	152	57
Weighted	2547	224	382	412	444	430	655	106	737	685	501	497	1108	275	704	238	156	55
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	36%	38%	35%	34%	44%	32%	33%	35%	34%	35%	36%	37%	35%	37%	32%	44%	39%	40%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	48%	48%	37%	34%	39%	30%	27%	37%	37%	40%	40%	42%	40%	31%	27%	49%	32%
Don't know	20%	5%	8%	20%	17%	24%	32%	32%	23%	20%	17%	17%	15%	16%	31%	25%	5%	22%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2498	1208	1286	1632	2256	202	214	207	191	209	216	215	209	211	201	202	221
Weighted	2547	1208	1334	1797	2195	76	75	40	35	462	586	419	120	258	68	67	343
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	36%	38%	34%	37%	35%	50%	0%	0%	50%	34%	45%	42%	55%	0%	47%	0%	44%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	39%	36%	36%	40%	30%	40%	31%	30%	35%	34%	38%	25%	52%	44%	39%	43%
Don't know	20%	15%	25%	20%	17%	19%	12%	14%	20%	31%	21%	20%	20%	18%	8%	13%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(136.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 20?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2405	193	346	409	433	413	611	139	693	708	488	368	1068	230	656	244	140	59
Weighted	2367	194	320	385	423	384	661	133	701	672	415	437	991	227	695	245	136	66
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	40%	43%	38%	38%	38%	44%	39%	44%	36%	42%	42%	38%	38%	40%	40%	43%	44%	34%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	35%	45%	44%	41%	32%	31%	28%	28%	39%	29%	38%	38%	38%	37%	29%	31%	46%	39%
Don't know	18%	3%	9%	13%	22%	19%	26%	25%	19%	21%	11%	16%	14%	18%	24%	22%	2%	20%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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?

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2405	1173	1230	1586	2191	208	184	206	200	202	181	192	189	194	225	197	227
Weighted	2367	1149	1217	1684	2020	78	64	40	36	448	497	372	108	236	75	66	348
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	40%	42%	37%	40%	39%	53%	0%	0%	59%	41%	50%	42%	61%	0%	52%	0%	52%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	35%	36%	34%	35%	36%	27%	37%	27%	26%	33%	30%	39%	24%	49%	38%	29%	37%
Don't know	18%	15%	21%	18%	16%	20%	18%	10%	15%	26%	21%	19%	15%	14%	9%	12%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(137.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 50?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2489	194	352	449	436	461	597	136	689	756	487	411	1123	234	690	241	124	68
Weighted	2503	211	334	407	452	435	663	139	694	742	425	497	1095	234	727	259	119	63
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	49%	50%	49%	50%	50%	47%	49%	58%	48%	47%	55%	47%	49%	50%	49%	52%	43%	51%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	23%	33%	29%	24%	26%	24%	15%	13%	25%	21%	25%	27%	26%	25%	16%	22%	39%	29%
Don't know	18%	6%	10%	15%	15%	21%	28%	26%	18%	22%	11%	15%	14%	15%	27%	18%	9%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2489	1202	1286	1628	2238	213	202	199	217	204	219	216	214	217	191	214	183
Weighted	2503	1182	1321	1791	2138	77	71	39	39	448	597	427	122	267	64	71	280
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	49%	52%	47%	51%	50%	63%	0%	0%	66%	53%	68%	50%	64%	0%	64%	0%	63%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	23%	24%	23%	23%	25%	23%	25%	20%	16%	20%	16%	28%	17%	41%	29%	25%	23%
Don't know	18%	14%	22%	18%	14%	13%	13%	8%	18%	26%	16%	22%	19%	15%	7%	12%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(138.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 100?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2439	232	344	425	460	404	574	139	682	749	480	379	1086	242	639	240	155	61
Weighted	2350	249	313	363	451	375	600	115	674	690	430	431	1005	219	666	240	151	55
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	53%	62%	47%	58%	56%	54%	45%	52%	52%	49%	55%	56%	54%	54%	49%	58%	57%	45%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	21%	24%	29%	18%	22%	18%	17%	24%	24%	19%	20%	18%	23%	25%	15%	16%	30%	33%
Don't know	15%	2%	10%	11%	12%	17%	28%	19%	12%	21%	14%	12%	12%	8%	25%	18%	4%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2439	1171	1261	1546	2203	208	215	214	213	197	201	175	198	188	214	217	199
Weighted	2350	1164	1179	1596	1993	77	77	41	38	437	544	340	113	230	72	72	309
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	53%	56%	50%	55%	53%	61%	0%	0%	73%	59%	65%	63%	65%	0%	79%	0%	68%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	21%	21%	21%	21%	22%	21%	24%	13%	12%	18%	16%	26%	13%	33%	16%	14%	25%
Don't know	15%	12%	19%	14%	12%	18%	16%	11%	15%	23%	19%	11%	21%	10%	5%	11%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(139.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 200?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2385	215	357	450	393	430	540	122	700	714	452	388	1071	257	611	238	132	64
Weighted	2364	221	361	404	386	407	585	103	707	684	423	435	1025	280	646	229	121	51
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	56%	62%	58%	58%	62%	55%	50%	54%	60%	52%	59%	56%	58%	58%	50%	65%	60%	52%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	16%	21%	16%	16%	18%	17%	14%	12%	16%	16%	17%	18%	18%	21%	14%	11%	18%	13%
Don't know	15%	7%	11%	9%	11%	16%	26%	24%	14%	17%	14%	12%	10%	12%	25%	14%	10%	23%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2385	1135	1246	1594	2174	193	196	187	211	197	191	190	191	217	207	199	206
Weighted	2364	1142	1217	1696	2053	72	69	36	38	435	510	374	110	265	69	66	321
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	56%	57%	56%	59%	56%	63%	0%	0%	79%	63%	74%	63%	66%	0%	80%	0%	76%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	16%	17%	16%	15%	18%	17%	26%	11%	8%	15%	14%	21%	14%	22%	14%	18%	13%
Don't know	15%	13%	17%	14%	12%	20%	9%	14%	14%	22%	12%	16%	20%	14%	7%	6%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(140.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 500?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2418	212	375	413	443	430	545	148	673	687	497	403	1123	255	633	202	139	57
Weighted	2403	210	375	401	397	397	623	131	683	655	451	479	1067	251	684	213	125	54
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	60%	70%	58%	64%	60%	59%	55%	57%	63%	58%	63%	57%	58%	68%	54%	68%	70%	63%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	14%	15%	19%	11%	14%	14%	11%	11%	12%	11%	13%	21%	17%	11%	11%	8%	17%	13%
Don't know	14%	3%	9%	12%	12%	15%	24%	25%	15%	17%	12%	8%	9%	12%	24%	16%	5%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(140.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 500?

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2418	1112	1296	1568	2176	197	184	215	202	171	212	206	199	201	209	215	207
Weighted	2403	1105	1292	1702	2067	74	65	41	37	378	581	401	114	248	71	73	321
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	60%	62%	58%	62%	60%	73%	0%	0%	81%	61%	75%	72%	73%	0%	78%	0%	79%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	14%	14%	14%	13%	14%	15%	20%	10%	4%	13%	12%	15%	8%	24%	13%	11%	12%
Don't know	14%	11%	17%	14%	11%	12%	11%	6%	15%	26%	13%	13%	20%	12%	9%	7%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(141.A) Which of the following types of content do you or your household currently have paid subscriptions for? Please select all that apply

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Short form video (eg YouTube, Tiktok, Facebook Video)	9%	20%	20%	10%	8%	5%	4%	9%	9%	8%	13%	9%	13%	9%	4%	8%	19%	7%
Reading or books	9%	13%	13%	9%	7%	8%	8%	5%	8%	6%	12%	13%	11%	10%	8%	6%	12%	4%
General News	7%	8%	9%	7%	6%	7%	7%	5%	6%	5%	10%	10%	8%	6%	7%	5%	8%	3%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	53%	72%	72%	65%	57%	48%	30%	41%	55%	50%	60%	53%	64%	60%	32%	51%	76%	47%
Podcasts	5%	14%	9%	7%	4%	2%	1%	3%	4%	4%	8%	6%	7%	5%	2%	3%	11%	2%
TV	40%	38%	39%	39%	41%	44%	38%	33%	38%	38%	43%	43%	43%	36%	40%	32%	35%	37%
Email newsletters	4%	5%	6%	4%	3%	3%	3%	4%	3%	3%	5%	5%	5%	4%	3%	3%	4%	2%
Music	23%	51%	41%	27%	22%	14%	8%	15%	22%	20%	30%	25%	31%	26%	8%	18%	49%	16%
Magazines	11%	8%	8%	9%	9%	13%	17%	8%	9%	9%	13%	17%	10%	13%	16%	7%	7%	6%
Computer games	11%	29%	21%	15%	9%	2%	2%	8%	11%	9%	13%	10%	15%	9%	2%	9%	24%	10%
None of the above	21%	5%	9%	15%	20%	25%	36%	36%	21%	25%	15%	19%	14%	17%	35%	26%	7%	30%
Don't know	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Short form video (eg YouTube, Tiktok, Facebook Video)	9%	11%	8%	9%	10%	10%	10%	11%	6%	14%	6%	6%	8%	15%	9%	9%	10%
Reading or books	9%	9%	10%	9%	10%	10%	7%	16%	16%	11%	7%	8%	14%	11%	6%	15%	7%
General News	7%	8%	6%	6%	7%	12%	6%	15%	8%	10%	5%	4%	12%	7%	4%	12%	6%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	53%	54%	52%	53%	57%	44%	33%	55%	47%	48%	54%	57%	54%	52%	47%	60%	64%
Podcasts	5%	6%	5%	5%	6%	6%	5%	11%	6%	4%	5%	5%	5%	7%	5%	7%	6%
TV	40%	44%	36%	39%	41%	54%	43%	54%	24%	40%	33%	31%	63%	50%	65%	47%	34%
Email newsletters	4%	4%	4%	3%	4%	9%	4%	12%	5%	4%	3%	3%	8%	2%	4%	6%	2%
Music	23%	26%	21%	19%	25%	21%	14%	32%	22%	24%	25%	18%	24%	24%	18%	39%	22%
Magazines	11%	13%	10%	11%	11%	20%	10%	10%	16%	16%	15%	7%	17%	6%	5%	18%	4%
Computer games	11%	14%	7%	10%	11%	12%	11%	11%	7%	13%	9%	10%	8%	14%	11%	9%	8%
None of the above	21%	18%	24%	23%	19%	16%	33%	10%	26%	26%	23%	24%	9%	19%	16%	12%	19%
Don't know	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(142.A) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Email newsletters	53%	49%	53%	57%	57%	54%	49%	46%	51%	57%	55%	51%	55%	56%	51%	53%	50%	54%
Short form video (eg YouTube, Tiktok, Facebook Video)	50%	36%	42%	47%	53%	56%	55%	47%	49%	53%	50%	48%	47%	51%	56%	50%	41%	54%
Podcasts	46%	38%	36%	42%	47%	53%	53%	46%	45%	52%	45%	43%	42%	46%	55%	45%	36%	49%
Computer games	43%	20%	22%	31%	42%	57%	64%	44%	41%	48%	40%	44%	34%	42%	63%	41%	22%	43%
General News	42%	37%	41%	45%	46%	43%	38%	42%	40%	46%	42%	37%	42%	43%	40%	42%	41%	46%
Magazines	38%	43%	39%	37%	37%	38%	35%	38%	40%	43%	36%	28%	37%	40%	37%	36%	40%	43%
Reading or books	29%	24%	22%	26%	29%	32%	34%	32%	29%	35%	25%	22%	26%	27%	35%	30%	20%	32%
Music	27%	11%	14%	22%	27%	32%	38%	30%	25%	32%	22%	25%	21%	26%	39%	26%	10%	31%
TV	18%	14%	16%	17%	17%	18%	21%	20%	18%	19%	16%	17%	16%	18%	20%	19%	11%	22%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	5%	6%	9%	13%	22%	32%	21%	15%	20%	14%	18%	11%	15%	31%	14%	6%	18%
None of the above	10%	6%	8%	9%	8%	10%	13%	17%	9%	10%	8%	10%	8%	9%	12%	11%	8%	8%
Don't know	8%	8%	8%	9%	9%	8%	7%	8%	9%	7%	7%	8%	8%	6%	7%	12%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Email newsletters	53%	55%	52%	54%	55%	53%	61%	57%	63%	49%	60%	43%	56%	54%	58%	58%	53%
Short form video (eg YouTube, Tiktok, Facebook Video)	50%	51%	49%	51%	51%	56%	53%	59%	55%	48%	54%	45%	57%	39%	55%	56%	51%
Podcasts	46%	48%	45%	48%	47%	55%	48%	48%	46%	48%	54%	36%	56%	37%	51%	50%	44%
Computer games	43%	40%	47%	44%	43%	49%	47%	51%	38%	44%	48%	40%	49%	34%	44%	46%	42%
General News	42%	44%	40%	43%	42%	39%	46%	38%	47%	43%	48%	33%	42%	34%	44%	41%	44%
Magazines	38%	38%	38%	38%	38%	36%	38%	56%	32%	35%	39%	31%	35%	36%	47%	34%	47%
Reading or books	29%	32%	26%	30%	28%	34%	33%	33%	21%	36%	33%	19%	28%	26%	27%	32%	24%
Music	27%	27%	27%	28%	26%	33%	31%	28%	23%	30%	31%	21%	29%	21%	24%	21%	25%
TV	18%	18%	17%	18%	17%	12%	17%	13%	24%	23%	21%	16%	8%	13%	5%	14%	17%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	17%	17%	18%	16%	27%	28%	18%	18%	21%	22%	10%	20%	14%	15%	15%	8%
None of the above	10%	9%	10%	10%	9%	7%	8%	6%	9%	12%	7%	11%	7%	9%	7%	6%	13%
Don't know	8%	7%	9%	8%	8%	5%	6%	5%	6%	9%	6%	11%	6%	11%	7%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(143.A) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years? Please select up to ten.

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Zoom	9%	10%	10%	9%	9%	9%	9%	6%	9%	8%	10%	12%	9%	12%	8%	9%	13%	5%
Airbnb	8%	13%	10%	8%	7%	7%	6%	6%	8%	5%	12%	8%	9%	8%	6%	6%	12%	5%
Bitcoin	7%	15%	12%	10%	6%	4%	3%	8%	8%	6%	9%	7%	10%	8%	4%	7%	11%	6%
Apple Pay	7%	18%	10%	5%	5%	4%	5%	4%	7%	6%	8%	8%	7%	7%	4%	5%	18%	6%
Wi-Fi	61%	62%	55%	57%	60%	65%	66%	58%	62%	63%	60%	60%	58%	66%	65%	60%	66%	61%
Uber	6%	13%	11%	7%	5%	4%	4%	4%	6%	4%	9%	8%	7%	9%	3%	6%	13%	3%
Siri	6%	14%	9%	4%	5%	4%	4%	6%	5%	5%	6%	6%	6%	8%	3%	5%	12%	6%
Tesla Model S or 3	6%	8%	7%	7%	6%	5%	5%	5%	6%	6%	7%	7%	7%	6%	5%	6%	7%	6%
Amazon Echo	6%	5%	5%	6%	6%	6%	6%	10%	6%	6%	4%	5%	6%	6%	6%	5%	4%	9%
Apple Watch	6%	10%	7%	5%	6%	4%	4%	5%	5%	5%	7%	6%	6%	6%	4%	5%	10%	4%
Google Maps	50%	49%	50%	47%	50%	53%	51%	44%	53%	51%	49%	47%	50%	52%	50%	52%	52%	39%
World Wide Web	47%	42%	43%	47%	46%	49%	49%	39%	47%	42%	50%	51%	47%	41%	50%	46%	46%	43%
Google Search	44%	39%	42%	45%	46%	47%	42%	36%	42%	47%	43%	45%	45%	46%	43%	42%	42%	39%
WhatsApp	44%	42%	39%	42%	43%	48%	48%	45%	47%	46%	41%	41%	42%	48%	46%	49%	43%	41%
Internet browser	39%	30%	33%	37%	41%	44%	41%	35%	38%	39%	41%	37%	38%	36%	41%	40%	35%	36%
Android	38%	23%	30%	37%	39%	45%	44%	42%	40%	42%	34%	33%	36%	42%	43%	39%	21%	41%
YouTube	34%	47%	41%	36%	31%	31%	27%	35%	36%	33%	33%	31%	34%	36%	28%	39%	44%	42%
Bluetooth	33%	38%	27%	29%	34%	36%	34%	32%	34%	35%	33%	29%	32%	34%	34%	30%	39%	28%
Wikipedia	31%	32%	28%	28%	28%	34%	36%	28%	31%	31%	29%	36%	29%	32%	35%	32%	34%	26%
iPod	3%	4%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	3%
CRISPR gene editing	3%	6%	6%	3%	2%	3%	2%	1%	3%	2%	5%	5%	4%	2%	2%	3%	9%	3%
Netflix	24%	35%	34%	29%	23%	21%	15%	20%	26%	21%	28%	24%	28%	30%	15%	25%	31%	25%
iPhone	23%	34%	23%	19%	20%	20%	24%	19%	21%	21%	25%	26%	22%	24%	24%	18%	35%	18%
3D printing	23%	24%	19%	19%	20%	25%	26%	18%	23%	24%	21%	22%	21%	25%	25%	22%	21%	18%
Facebook	21%	12%	19%	21%	19%	21%	25%	24%	24%	19%	19%	19%	20%	20%	24%	22%	12%	20%
AI / Machine learning	18%	32%	22%	19%	15%	17%	14%	13%	17%	16%	21%	23%	19%	17%	14%	18%	32%	16%
Spotify	15%	40%	24%	16%	13%	8%	6%	12%	15%	14%	19%	14%	18%	19%	7%	12%	33%	18%
Instagram	12%	25%	17%	12%	10%	8%	7%	16%	12%	11%	13%	10%	12%	14%	7%	15%	22%	17%
iPad	10%	13%	8%	7%	8%	9%	12%	8%	10%	8%	11%	12%	8%	11%	12%	7%	14%	4%
Google Workspace (e.g. Google Docs, Sheets, etc.)	10%	18%	13%	10%	10%	8%	6%	8%	10%	8%	12%	10%	10%	13%	6%	9%	21%	7%
Slack	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	2%	0%
Oculus / Meta Quest	1%	2%	2%	2%	1%	1%	0%	1%	1%	1%	2%	1%	2%	1%	0%	2%	2%	1%
Other (Please specify)	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
None of the above	2%	0%	1%	1%	2%	3%	3%	3%	1%	3%	1%	2%	1%	1%	3%	2%	0%	0%
Don't know	5%	2%	3%	4%	6%	6%	7%	9%	5%	7%	4%	3%	4%	5%	7%	5%	2%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Zoom	9%	7%	12%	9%	10%	10%	5%	9%	6%	7%	8%	12%	8%	8%	20%	13%	12%
Airbnb	8%	7%	8%	7%	8%	9%	5%	8%	9%	14%	5%	9%	6%	3%	9%	5%	8%
Bitcoin	7%	10%	5%	7%	8%	7%	9%	4%	4%	4%	5%	7%	5%	13%	15%	4%	13%
Apple Pay	7%	7%	7%	3%	7%	7%	7%	14%	5%	8%	6%	7%	9%	5%	5%	10%	6%
Wi-Fi	61%	60%	63%	63%	63%	58%	58%	59%	66%	53%	67%	62%	62%	63%	72%	62%	60%
Uber	6%	6%	7%	6%	6%	6%	4%	5%	2%	7%	3%	7%	5%	9%	25%	6%	7%
Siri	6%	5%	6%	3%	6%	4%	4%	5%	2%	6%	6%	6%	5%	3%	5%	6%	8%
Tesla Model S or 3	6%	8%	4%	6%	6%	5%	3%	11%	6%	6%	7%	7%	5%	5%	9%	4%	6%
Amazon Echo	6%	6%	6%	6%	6%	4%	0%	3%	0%	5%	8%	8%	1%	2%	2%	1%	9%
Apple Watch	6%	5%	6%	3%	6%	5%	4%	7%	2%	4%	8%	6%	6%	4%	4%	5%	5%
Google Maps	50%	49%	51%	53%	52%	47%	41%	45%	53%	42%	49%	58%	46%	57%	61%	48%	53%
World Wide Web	47%	49%	45%	49%	47%	38%	15%	62%	76%	60%	36%	49%	35%	66%	33%	39%	40%
Google Search	44%	43%	45%	46%	49%	51%	48%	50%	62%	26%	53%	35%	35%	58%	60%	57%	44%
WhatsApp	44%	39%	49%	46%	46%	41%	29%	8%	51%	24%	51%	62%	59%	24%	51%	13%	65%
Internet browser	39%	40%	37%	41%	41%	37%	47%	40%	42%	42%	36%	28%	37%	44%	38%	42%	47%
Android	38%	39%	37%	49%	40%	33%	36%	22%	41%	30%	39%	42%	32%	45%	47%	30%	44%
YouTube	34%	37%	31%	35%	35%	31%	31%	24%	33%	29%	33%	34%	29%	45%	43%	34%	35%
Bluetooth	33%	35%	32%	34%	34%	34%	27%	40%	42%	29%	33%	34%	33%	34%	43%	37%	34%
Wikipedia	31%	33%	30%	33%	33%	30%	32%	20%	33%	25%	37%	37%	25%	37%	26%	32%	25%
iPod	3%	3%	3%	2%	3%	3%	2%	4%	1%	3%	3%	3%	4%	3%	3%	4%	3%
CRISPR gene editing	3%	4%	2%	3%	4%	5%	3%	5%	6%	3%	4%	3%	3%	3%	4%	7%	3%
Netflix	24%	22%	27%	23%	25%	24%	14%	20%	17%	26%	21%	26%	28%	25%	26%	22%	30%
iPhone	23%	23%	22%	12%	22%	20%	16%	34%	17%	23%	23%	25%	26%	16%	19%	35%	22%
3D printing	23%	23%	22%	24%	24%	18%	28%	15%	24%	16%	22%	23%	19%	33%	28%	7%	29%
Facebook	21%	19%	22%	21%	21%	25%	26%	25%	26%	19%	11%	24%	16%	35%	29%	27%	19%
AI / Machine learning	18%	22%	14%	19%	19%	15%	22%	15%	25%	17%	22%	16%	9%	24%	22%	13%	16%
Spotify	15%	15%	15%	13%	16%	18%	10%	15%	17%	10%	14%	15%	21%	12%	18%	30%	20%
Instagram	12%	10%	14%	10%	12%	12%	9%	8%	12%	10%	10%	14%	10%	9%	17%	16%	16%
iPad	10%	8%	11%	6%	9%	11%	4%	22%	8%	10%	10%	10%	15%	6%	7%	14%	8%
Google Workspace (e.g. Google Docs, Sheets, etc.)	10%	8%	11%	10%	11%	10%	11%	10%	6%	7%	7%	12%	7%	15%	17%	10%	12%
Slack	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%
Oculus / Meta Quest	1%	2%	1%	1%	1%	2%	2%	2%	0%	1%	1%	2%	1%	1%	1%	1%	1%
Other (Please specify)	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%
None of the above	2%	2%	2%	2%	1%	1%	2%	1%	1%	4%	3%	1%	1%	1%	0%	1%	1%
Don't know	5%	5%	5%	5%	4%	5%	9%	7%	3%	6%	5%	3%	8%	5%	2%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very familiar	3%	6%	6%	4%	2%	1%	0%	2%	2%	1%	3%	4%	4%	3%	1%	2%	5%	3%
Somewhat familiar	11%	25%	22%	12%	10%	6%	3%	6%	10%	8%	14%	14%	15%	11%	3%	7%	21%	8%
Neither familiar nor unfamiliar	22%	29%	28%	27%	22%	18%	15%	16%	22%	20%	24%	23%	26%	21%	15%	22%	29%	20%
Somewhat unfamiliar	26%	22%	23%	25%	28%	28%	27%	22%	27%	25%	25%	27%	25%	26%	27%	27%	25%	21%
Very unfamiliar	35%	15%	18%	29%	34%	44%	50%	49%	35%	40%	30%	28%	26%	36%	50%	37%	17%	44%
Don't know	4%	3%	4%	4%	5%	4%	4%	5%	4%	5%	3%	3%	4%	3%	4%	5%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very familiar	3%	4%	2%	2%	3%	7%	1%	6%	2%	3%	3%	2%	3%	2%	3%	2%	1%
Somewhat familiar	11%	14%	7%	10%	12%	14%	14%	15%	7%	7%	11%	12%	13%	11%	19%	9%	10%
Neither familiar nor unfamiliar	22%	24%	20%	22%	23%	16%	22%	20%	23%	19%	18%	26%	15%	31%	27%	19%	23%
Somewhat unfamiliar	26%	25%	27%	26%	27%	21%	27%	19%	32%	25%	25%	28%	18%	31%	23%	28%	28%
Very unfamiliar	35%	29%	40%	35%	32%	37%	31%	37%	34%	39%	41%	29%	47%	21%	27%	39%	33%
Don t know	4%	3%	4%	4%	3%	5%	4%	4%	2%	6%	2%	3%	4%	4%	2%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	9%	15%	13%	11%	9%	7%	6%	7%	10%	8%	10%	11%	11%	7%	6%	9%	17%	9%
Good description	29%	32%	34%	30%	28%	27%	26%	22%	30%	26%	32%	30%	32%	28%	26%	26%	30%	23%
Neither a good nor bad description	26%	28%	28%	30%	26%	25%	23%	24%	26%	27%	25%	27%	28%	29%	23%	27%	29%	31%
Bad description	4%	11%	6%	5%	4%	3%	2%	4%	4%	4%	5%	5%	5%	6%	2%	5%	9%	3%
Very bad description	2%	2%	3%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	3%	1%
Don t know	29%	12%	15%	21%	31%	36%	42%	40%	28%	32%	25%	25%	22%	29%	42%	30%	12%	34%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	9%	11%	8%	9%	10%	11%	6%	12%	7%	10%	7%	11%	7%	12%	9%	5%	10%
Good description	29%	30%	28%	29%	30%	21%	23%	25%	30%	29%	26%	37%	19%	32%	32%	18%	30%
Neither a good nor bad description	26%	27%	26%	27%	27%	22%	26%	23%	29%	25%	27%	26%	28%	30%	26%	26%	27%
Bad description	4%	6%	3%	4%	5%	5%	5%	3%	5%	4%	6%	3%	6%	4%	3%	4%	5%
Very bad description	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%	5%	1%	1%	3%	2%
Don t know	29%	24%	34%	28%	27%	37%	40%	36%	27%	31%	32%	21%	36%	21%	28%	43%	26%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	7%	10%	9%	8%	8%	6%	5%	6%	7%	7%	8%	8%	9%	7%	5%	7%	9%	5%
Good description	27%	34%	32%	27%	25%	22%	26%	24%	28%	24%	29%	29%	29%	25%	25%	26%	31%	19%
Neither a good nor bad description	28%	32%	32%	31%	29%	28%	23%	25%	28%	29%	28%	28%	31%	29%	23%	29%	32%	31%
Bad description	7%	10%	7%	7%	6%	7%	5%	4%	6%	6%	8%	8%	7%	8%	5%	6%	11%	7%
Very bad description	3%	3%	4%	4%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	4%
Don t know	28%	12%	16%	23%	30%	34%	39%	39%	28%	31%	25%	24%	21%	28%	40%	29%	15%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	7%	8%	6%	7%	8%	9%	7%	7%	4%	6%	6%	9%	3%	10%	7%	3%	8%
Good description	27%	28%	26%	28%	28%	22%	25%	24%	24%	23%	23%	34%	20%	33%	36%	17%	31%
Neither a good nor bad description	28%	29%	27%	28%	29%	23%	27%	24%	32%	28%	27%	29%	29%	32%	26%	28%	28%
Bad description	7%	8%	6%	6%	7%	7%	4%	6%	8%	9%	8%	4%	9%	4%	3%	5%	5%
Very bad description	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	4%	2%	4%	1%	1%	4%	3%
Don t know	28%	23%	32%	28%	26%	35%	36%	36%	29%	29%	32%	21%	35%	20%	27%	42%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	9%	13%	12%	10%	9%	8%	6%	7%	9%	9%	9%	10%	11%	9%	6%	8%	13%	7%
Good description	31%	34%	35%	34%	30%	27%	28%	25%	31%	28%	35%	32%	33%	30%	28%	30%	34%	32%
Neither a good nor bad description	27%	31%	29%	28%	26%	27%	23%	26%	27%	26%	26%	28%	28%	29%	23%	27%	30%	26%
Bad description	4%	7%	7%	4%	4%	3%	3%	3%	4%	4%	4%	5%	5%	4%	3%	4%	7%	2%
Very bad description	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%
Don t know	28%	12%	16%	22%	29%	33%	39%	36%	28%	30%	25%	24%	21%	28%	39%	29%	15%	32%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	9%	10%	8%	9%	10%	10%	10%	6%	5%	9%	9%	9%	5%	13%	7%	3%	10%
Good description	31%	32%	30%	32%	32%	30%	29%	22%	32%	32%	28%	30%	27%	40%	27%	15%	33%
Neither a good nor bad description	27%	28%	25%	26%	27%	22%	23%	26%	30%	24%	25%	33%	26%	25%	33%	26%	27%
Bad description	4%	5%	4%	4%	4%	3%	3%	6%	3%	5%	5%	5%	4%	3%	4%	6%	3%
Very bad description	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	0%	0%	3%	1%
Don t know	28%	23%	32%	27%	26%	33%	35%	38%	27%	28%	31%	22%	35%	18%	28%	47%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	7%	10%	8%	9%	7%	6%	5%	8%	8%	6%	7%	8%	8%	8%	5%	8%	8%	7%
Good description	26%	36%	32%	27%	24%	22%	22%	21%	26%	23%	31%	26%	28%	25%	21%	25%	36%	21%
Neither a good nor bad description	28%	29%	30%	31%	29%	28%	25%	24%	29%	29%	27%	29%	31%	29%	25%	26%	29%	28%
Bad description	7%	11%	8%	8%	6%	7%	5%	5%	6%	7%	9%	8%	8%	8%	5%	6%	10%	9%
Very bad description	3%	3%	4%	3%	4%	4%	2%	3%	3%	4%	3%	3%	3%	3%	3%	5%	3%	3%
Don t know	29%	11%	17%	23%	31%	34%	40%	39%	28%	32%	24%	26%	22%	27%	40%	31%	14%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	7%	8%	6%	7%	8%	9%	6%	6%	5%	8%	6%	10%	4%	9%	8%	3%	7%
Good description	26%	27%	24%	26%	27%	20%	23%	24%	24%	25%	23%	34%	16%	29%	29%	14%	28%
Neither a good nor bad description	28%	29%	27%	29%	29%	24%	27%	23%	32%	26%	29%	27%	29%	34%	29%	25%	29%
Bad description	7%	8%	6%	6%	7%	9%	6%	8%	9%	8%	7%	6%	11%	6%	5%	9%	7%
Very bad description	3%	4%	3%	3%	3%	4%	2%	3%	3%	5%	3%	2%	4%	2%	2%	4%	3%
Don t know	29%	24%	33%	28%	26%	34%	36%	37%	28%	30%	33%	21%	36%	20%	28%	45%	26%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	6%	11%	8%	7%	7%	4%	4%	6%	7%	6%	7%	7%	8%	5%	4%	7%	9%	5%
Good description	19%	21%	24%	19%	18%	16%	17%	19%	20%	17%	19%	19%	20%	19%	16%	18%	21%	16%
Neither a good nor bad description	30%	35%	32%	32%	30%	29%	27%	27%	31%	31%	30%	29%	32%	32%	26%	27%	36%	33%
Bad description	11%	16%	14%	11%	10%	11%	8%	6%	10%	10%	13%	14%	12%	12%	8%	11%	14%	9%
Very bad description	6%	4%	5%	6%	6%	7%	5%	5%	5%	6%	6%	6%	6%	5%	5%	7%	5%	7%
Don t know	29%	12%	17%	23%	30%	33%	40%	38%	29%	31%	26%	25%	22%	27%	41%	31%	14%	30%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	6%	7%	5%	6%	7%	8%	6%	5%	4%	7%	5%	8%	3%	7%	7%	3%	8%
Good description	19%	20%	18%	19%	19%	16%	20%	15%	22%	15%	16%	26%	13%	21%	23%	11%	20%
Neither a good nor bad description	30%	31%	29%	30%	31%	23%	29%	23%	31%	28%	29%	30%	29%	39%	32%	23%	31%
Bad description	11%	12%	10%	10%	11%	12%	6%	13%	11%	14%	13%	9%	13%	6%	8%	11%	10%
Very bad description	6%	7%	4%	6%	5%	7%	2%	8%	6%	7%	6%	4%	8%	3%	3%	6%	5%
Don t know	29%	23%	34%	28%	27%	34%	36%	36%	26%	29%	32%	22%	34%	24%	28%	45%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	6%	10%	7%	7%	6%	5%	4%	5%	7%	5%	6%	6%	7%	5%	4%	7%	8%	6%
Good description	18%	25%	24%	19%	18%	14%	15%	18%	18%	17%	21%	19%	21%	19%	15%	16%	23%	18%
Neither a good nor bad description	31%	35%	34%	35%	30%	30%	26%	27%	32%	30%	31%	30%	33%	33%	26%	29%	35%	27%
Bad description	8%	11%	11%	8%	7%	7%	5%	4%	6%	7%	9%	10%	9%	7%	5%	7%	13%	7%
Very bad description	4%	4%	5%	5%	4%	4%	3%	4%	4%	5%	4%	4%	4%	5%	4%	4%	3%	6%
Don t know	33%	14%	20%	27%	35%	39%	46%	42%	33%	36%	30%	30%	26%	32%	46%	37%	18%	37%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	6%	7%	4%	6%	6%	8%	5%	6%	4%	6%	4%	9%	2%	6%	6%	2%	7%
Good description	18%	20%	17%	19%	19%	15%	18%	15%	19%	17%	16%	23%	13%	24%	22%	10%	19%
Neither a good nor bad description	31%	32%	30%	31%	32%	27%	29%	23%	31%	29%	31%	32%	29%	35%	31%	25%	32%
Bad description	8%	8%	7%	7%	8%	7%	5%	9%	9%	9%	8%	6%	10%	6%	8%	8%	7%
Very bad description	4%	5%	4%	4%	4%	4%	1%	5%	5%	5%	6%	3%	5%	3%	3%	5%	3%
Don t know	33%	27%	39%	33%	31%	39%	41%	41%	32%	35%	35%	27%	40%	26%	31%	50%	32%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	7%	12%	8%	7%	7%	5%	4%	5%	8%	5%	7%	7%	8%	7%	4%	7%	9%	6%
Good description	22%	28%	29%	22%	20%	18%	20%	19%	22%	21%	24%	22%	24%	21%	19%	20%	28%	18%
Neither a good nor bad description	28%	29%	31%	32%	28%	27%	23%	26%	28%	28%	28%	27%	31%	29%	23%	26%	30%	26%
Bad description	7%	12%	9%	7%	5%	6%	4%	2%	6%	6%	7%	9%	7%	7%	5%	6%	11%	7%
Very bad description	4%	4%	3%	5%	4%	4%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	4%	5%
Don t know	33%	15%	21%	27%	36%	40%	46%	43%	33%	36%	29%	31%	26%	33%	46%	38%	18%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	7%	8%	5%	6%	7%	8%	6%	6%	4%	7%	6%	9%	4%	8%	7%	4%	7%
Good description	22%	23%	21%	23%	23%	19%	20%	17%	21%	21%	20%	28%	15%	26%	24%	11%	22%
Neither a good nor bad description	28%	30%	26%	27%	29%	24%	28%	22%	30%	24%	27%	30%	27%	33%	30%	23%	30%
Bad description	7%	7%	6%	6%	7%	7%	5%	7%	8%	8%	7%	5%	9%	5%	5%	6%	6%
Very bad description	4%	4%	3%	4%	3%	4%	2%	5%	4%	5%	4%	3%	5%	2%	2%	4%	4%
Don t know	33%	27%	39%	33%	32%	39%	40%	44%	33%	36%	37%	26%	40%	25%	32%	52%	31%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	5%	8%	6%	6%	5%	5%	4%	3%	6%	4%	5%	6%	6%	5%	4%	5%	6%	4%
Good description	20%	25%	23%	19%	18%	17%	20%	17%	20%	19%	20%	21%	21%	19%	18%	20%	22%	16%
Neither a good nor bad description	31%	32%	35%	35%	32%	30%	25%	28%	31%	30%	31%	30%	34%	31%	26%	30%	35%	27%
Bad description	9%	15%	12%	10%	8%	8%	6%	7%	8%	8%	12%	10%	10%	11%	6%	7%	14%	9%
Very bad description	4%	4%	4%	5%	4%	4%	3%	3%	4%	4%	4%	5%	4%	3%	4%	5%	4%	4%
Don t know	32%	16%	20%	26%	33%	36%	43%	42%	31%	35%	28%	28%	25%	30%	43%	33%	20%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	5%	6%	4%	5%	5%	6%	4%	6%	4%	5%	4%	6%	3%	7%	5%	3%	5%
Good description	20%	21%	19%	20%	20%	15%	16%	13%	16%	18%	22%	25%	14%	21%	18%	9%	18%
Neither a good nor bad description	31%	32%	30%	31%	32%	25%	30%	24%	32%	28%	28%	35%	28%	36%	33%	23%	34%
Bad description	9%	11%	7%	9%	9%	9%	9%	10%	10%	10%	7%	8%	12%	10%	9%	10%	11%
Very bad description	4%	5%	3%	4%	4%	4%	2%	7%	6%	6%	3%	3%	4%	3%	2%	6%	4%
Don t know	32%	26%	37%	31%	30%	40%	38%	41%	31%	34%	35%	23%	39%	23%	32%	49%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	4%	6%	5%	5%	5%	4%	3%	3%	4%	4%	4%	6%	5%	4%	3%	5%	5%	6%
Good description	11%	19%	16%	14%	9%	9%	6%	9%	11%	9%	14%	12%	13%	13%	7%	9%	16%	12%
Neither a good nor bad description	27%	32%	33%	29%	27%	25%	22%	25%	28%	26%	28%	27%	30%	28%	22%	27%	34%	26%
Bad description	18%	21%	20%	16%	18%	18%	18%	12%	18%	17%	20%	19%	20%	16%	17%	17%	21%	13%
Very bad description	9%	7%	7%	10%	8%	10%	9%	8%	9%	10%	9%	8%	9%	9%	10%	8%	8%	7%
Don t know	30%	14%	19%	25%	33%	35%	42%	43%	30%	34%	26%	28%	24%	31%	41%	34%	16%	36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	4%	6%	3%	4%	4%	8%	2%	6%	2%	8%	4%	3%	3%	3%	2%	3%	3%
Good description	11%	13%	9%	10%	11%	12%	7%	17%	7%	17%	10%	10%	11%	9%	8%	7%	11%
Neither a good nor bad description	27%	29%	26%	27%	27%	25%	24%	25%	26%	26%	25%	32%	26%	31%	26%	21%	28%
Bad description	18%	19%	18%	19%	19%	14%	19%	10%	24%	14%	16%	22%	17%	21%	24%	14%	23%
Very bad description	9%	10%	8%	9%	9%	5%	10%	3%	12%	8%	11%	9%	5%	10%	11%	6%	7%
Don t know	30%	25%	36%	30%	29%	36%	38%	40%	29%	28%	34%	25%	38%	26%	29%	48%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	12135	1069	1773	2132	2173	2138	2850	667	3414	3594	2425	1981	5498	1215	3205	1165	691	310
Weighted	12135	1109	1774	1977	2108	2038	3129	590	3507	3392	2234	2357	5284	1226	3403	1210	673	291
Very good description	2%	5%	3%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	0%	1%	2%	2%
Good description	6%	12%	11%	8%	5%	3%	3%	5%	6%	5%	8%	7%	8%	6%	2%	6%	8%	5%
Neither a good nor bad description	26%	29%	29%	28%	25%	26%	22%	25%	26%	25%	26%	27%	28%	26%	22%	25%	30%	28%
Bad description	24%	28%	28%	25%	26%	22%	21%	17%	25%	23%	27%	25%	26%	26%	20%	24%	32%	16%
Very bad description	11%	13%	10%	12%	11%	12%	11%	10%	12%	12%	12%	11%	11%	11%	12%	11%	11%	10%
Don t know	31%	13%	19%	25%	33%	36%	43%	41%	30%	34%	26%	28%	24%	30%	43%	33%	17%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	12135	5843	6268	7933	10953	1011	1000	1008	1011	1018	1012	999	1016	1019	1012	1019	1010
Weighted	12135	5849	6262	8562	10377	376	352	194	182	2245	2755	1954	582	1250	340	340	1565
Very good description	2%	2%	1%	1%	2%	5%	1%	3%	1%	2%	1%	1%	1%	2%	1%	1%	2%
Good description	6%	8%	5%	5%	6%	8%	4%	8%	4%	5%	8%	6%	6%	6%	5%	6%	5%
Neither a good nor bad description	26%	28%	24%	26%	26%	22%	24%	24%	26%	24%	22%	30%	27%	30%	28%	22%	29%
Bad description	24%	24%	24%	24%	26%	20%	23%	20%	30%	25%	22%	28%	22%	26%	24%	18%	25%
Very bad description	11%	12%	11%	12%	12%	7%	11%	5%	10%	12%	13%	11%	7%	12%	12%	7%	11%
Don t know	31%	26%	36%	31%	29%	37%	37%	40%	28%	32%	34%	23%	37%	24%	30%	46%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(155.A) You said that you expect to use AI tools at your job in the future, or already use AI tools for your job. Do you think this will make you more or less productive?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	2581	277	699	701	526	319	59	47	619	506	706	695	2226	355	0	0	0	0
Weighted	2406	302	682	611	461	288	62	29	593	466	596	718	2031	376	0	0	0	0
Much more productive	20%	25%	20%	21%	17%	19%	15%	18%	19%	16%	19%	24%	20%	19%	*	*	*	*
A little more productive	54%	46%	54%	54%	58%	52%	72%	53%	54%	51%	57%	53%	55%	48%	*	*	*	*
Make no difference	19%	22%	18%	18%	19%	22%	11%	25%	20%	23%	18%	16%	18%	26%	*	*	*	*
A little less productive	4%	5%	5%	4%	4%	3%	0%	4%	5%	6%	2%	4%	4%	4%	*	*	*	*
Much less productive	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	1%	*	*	*	*
Don't know	2%	2%	2%	4%	2%	3%	2%	0%	3%	3%	3%	2%	2%	2%	*	*	*	*

Note:

BASE: Already use or plan to use AI tools as part of their job in next five years

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(155.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	2581	1562	1014	1607	2452	285	196	252	138	205	213	231	220	252	373	216	0
Weighted	2406	1528	875	1559	2207	107	71	50	26	463	593	449	132	316	127	73	0
Much more productive	20%	22%	15%	18%	20%	28%	22%	23%	13%	16%	20%	19%	18%	22%	25%	19%	*
A little more productive	54%	53%	55%	58%	55%	47%	53%	58%	62%	50%	55%	57%	53%	51%	61%	48%	*
Make no difference	19%	18%	21%	18%	19%	14%	20%	14%	20%	25%	18%	16%	23%	20%	10%	24%	*
A little less productive	4%	4%	5%	4%	4%	5%	2%	2%	2%	4%	4%	6%	3%	4%	3%	6%	*
Much less productive	1%	1%	1%	1%	0%	3%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	*
Don't know	2%	2%	3%	2%	2%	3%	2%	2%	2%	4%	2%	2%	3%	2%	2%	3%	*

*Note:*

BASE: Already use or plan to use AI tools as part of their job in next five years

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(156.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or reading email

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	13%	14%	10%	10%	14%	14%	16%	32%	15%	19%	8%	4%	11%	17%	31%	32%	22%	36%
Under 10 minutes	29%	38%	28%	27%	31%	26%	28%	32%	34%	30%	25%	26%	29%	32%	15%	16%	27%	14%
10-30 minutes	28%	23%	30%	28%	25%	29%	28%	19%	26%	25%	31%	30%	27%	29%	23%	25%	24%	23%
30-60 minutes	15%	10%	16%	15%	14%	16%	16%	8%	12%	12%	18%	19%	15%	13%	14%	10%	14%	9%
1 - 2 hours	8%	8%	7%	9%	8%	7%	7%	3%	6%	6%	9%	11%	9%	4%	6%	4%	6%	8%
2 - 4 hours	4%	3%	4%	6%	3%	4%	2%	3%	2%	2%	5%	6%	4%	2%	3%	2%	0%	0%
Over 4 hours	2%	2%	3%	3%	2%	1%	1%	1%	2%	3%	2%	3%	3%	1%	1%	2%	0%	0%
Don't Know	2%	3%	2%	2%	2%	3%	3%	1%	2%	3%	2%	2%	2%	2%	6%	8%	7%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(156.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or reading email

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	13%	12%	13%	13%	11%	18%	13%	19%	3%	13%	13%	7%	13%	14%	8%	13%	*
Under 10 minutes	29%	28%	30%	30%	29%	17%	28%	24%	37%	23%	24%	43%	20%	41%	28%	26%	*
10-30 minutes	28%	28%	26%	28%	27%	26%	31%	21%	30%	31%	26%	29%	28%	25%	29%	28%	*
30-60 minutes	15%	15%	14%	14%	15%	14%	13%	12%	16%	14%	18%	14%	17%	11%	16%	16%	*
1 - 2 hours	8%	8%	7%	7%	8%	12%	7%	15%	9%	8%	10%	4%	12%	4%	9%	8%	*
2 - 4 hours	4%	4%	4%	3%	4%	6%	3%	3%	3%	5%	4%	2%	5%	1%	4%	4%	*
Over 4 hours	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	1%	3%	1%	4%	2%	*
Don't Know	2%	2%	3%	2%	2%	4%	2%	3%	2%	3%	2%	1%	4%	3%	1%	3%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(157.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Researching a topic online

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	24%	16%	17%	20%	29%	30%	33%	44%	26%	35%	18%	12%	21%	30%	51%	41%	17%	46%
Under 10 minutes	30%	31%	29%	29%	29%	31%	28%	29%	34%	25%	30%	29%	30%	31%	17%	17%	16%	20%
10-30 minutes	24%	24%	24%	27%	22%	22%	23%	14%	21%	20%	27%	28%	24%	22%	13%	17%	20%	12%
30-60 minutes	12%	11%	14%	13%	11%	9%	8%	4%	8%	11%	14%	16%	13%	9%	6%	13%	17%	4%
1 - 2 hours	5%	12%	8%	5%	4%	3%	2%	5%	5%	3%	6%	8%	6%	5%	4%	2%	13%	8%
2 - 4 hours	2%	2%	3%	3%	1%	1%	0%	1%	1%	1%	1%	3%	2%	1%	1%	1%	4%	0%
Over 4 hours	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%	0%	0%	5%	0%
Don't Know	3%	2%	2%	3%	3%	3%	5%	3%	3%	4%	3%	3%	3%	2%	7%	9%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(157.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Researching a topic online

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	24%	22%	26%	24%	22%	34%	27%	24%	6%	29%	26%	14%	38%	16%	11%	29%	*
Under 10 minutes	30%	30%	29%	30%	30%	21%	28%	29%	24%	25%	25%	48%	23%	32%	33%	28%	*
10-30 minutes	24%	24%	23%	24%	24%	17%	22%	22%	36%	26%	21%	24%	20%	26%	31%	24%	*
30-60 minutes	12%	13%	11%	12%	12%	10%	14%	10%	20%	9%	15%	8%	9%	15%	14%	10%	*
1 - 2 hours	5%	5%	6%	5%	6%	7%	5%	9%	8%	5%	7%	2%	4%	6%	7%	4%	*
2 - 4 hours	2%	2%	2%	1%	2%	2%	0%	4%	1%	1%	2%	1%	2%	2%	3%	2%	*
Over 4 hours	1%	1%	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	*
Don't Know	3%	2%	4%	3%	3%	5%	3%	3%	4%	4%	2%	2%	4%	4%	1%	3%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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 editing a document

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	27%	20%	19%	24%	31%	33%	39%	54%	34%	36%	19%	12%	24%	33%	59%	57%	23%	66%
Under 10 minutes	18%	15%	19%	18%	19%	16%	17%	21%	20%	17%	18%	15%	18%	18%	11%	9%	19%	8%
10-30 minutes	22%	27%	24%	24%	20%	21%	17%	11%	22%	19%	26%	25%	23%	22%	10%	15%	7%	8%
30-60 minutes	15%	17%	17%	16%	14%	13%	10%	7%	9%	12%	19%	21%	16%	12%	7%	4%	11%	4%
1 - 2 hours	9%	10%	11%	9%	7%	8%	10%	3%	7%	7%	9%	13%	9%	8%	5%	4%	14%	4%
2 - 4 hours	4%	6%	5%	4%	3%	3%	1%	0%	3%	3%	4%	7%	4%	4%	1%	2%	9%	0%
Over 4 hours	2%	3%	2%	3%	2%	2%	1%	2%	1%	1%	2%	4%	2%	1%	1%	1%	7%	0%
Don't Know	3%	2%	3%	3%	4%	4%	5%	3%	4%	4%	3%	3%	3%	3%	6%	8%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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 editing a document

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	27%	26%	27%	28%	25%	37%	35%	27%	16%	29%	21%	23%	34%	29%	21%	31%	*
Under 10 minutes	18%	18%	17%	18%	18%	12%	18%	18%	21%	18%	15%	30%	11%	15%	18%	18%	*
10-30 minutes	22%	23%	22%	23%	23%	15%	17%	19%	26%	24%	23%	25%	20%	23%	23%	20%	*
30-60 minutes	15%	15%	15%	14%	16%	12%	15%	15%	18%	12%	18%	11%	17%	17%	18%	15%	*
1 - 2 hours	9%	9%	9%	8%	9%	9%	7%	11%	10%	9%	12%	6%	8%	7%	11%	8%	*
2 - 4 hours	4%	4%	4%	4%	4%	5%	4%	3%	3%	3%	6%	2%	5%	4%	6%	4%	*
Over 4 hours	2%	2%	2%	2%	2%	5%	2%	4%	1%	1%	3%	1%	1%	2%	3%	2%	*
Don't Know	3%	3%	4%	3%	3%	5%	3%	2%	4%	4%	3%	3%	4%	3%	1%	2%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(159.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Creating or analysing a spreadsheet

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	46%	32%	38%	44%	52%	54%	62%	63%	52%	57%	40%	31%	43%	55%	77%	70%	48%	77%
Under 10 minutes	13%	15%	14%	12%	14%	11%	10%	11%	12%	10%	15%	15%	13%	12%	6%	3%	9%	4%
10-30 minutes	16%	18%	19%	16%	14%	15%	7%	9%	16%	11%	19%	18%	17%	12%	4%	8%	15%	0%
30-60 minutes	11%	14%	12%	14%	7%	9%	11%	8%	9%	8%	12%	16%	11%	9%	3%	6%	12%	0%
1 - 2 hours	6%	12%	6%	5%	5%	4%	1%	2%	4%	5%	6%	9%	6%	4%	0%	2%	0%	0%
2 - 4 hours	2%	3%	3%	2%	2%	1%	0%	0%	2%	1%	2%	4%	2%	1%	0%	0%	4%	0%
Over 4 hours	2%	2%	3%	2%	1%	0%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	0%	0%
Don't Know	5%	3%	5%	4%	6%	5%	9%	6%	4%	7%	4%	5%	5%	5%	8%	10%	12%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(159.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Creating or analysing a spreadsheet

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	46%	43%	50%	48%	45%	55%	53%	48%	39%	51%	43%	39%	57%	43%	39%	54%	*
Under 10 minutes	13%	15%	11%	13%	13%	9%	10%	13%	18%	13%	13%	17%	9%	11%	12%	11%	*
10-30 minutes	16%	18%	13%	16%	16%	10%	11%	12%	14%	15%	16%	22%	11%	16%	17%	16%	*
30-60 minutes	11%	11%	11%	10%	11%	7%	10%	12%	12%	8%	13%	11%	11%	13%	14%	7%	*
1 - 2 hours	6%	6%	5%	5%	6%	5%	6%	5%	6%	4%	7%	4%	5%	7%	7%	5%	*
2 - 4 hours	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	3%	4%	2%	*
Over 4 hours	2%	1%	2%	2%	2%	3%	2%	3%	2%	1%	2%	1%	1%	2%	2%	1%	*
Don't Know	5%	4%	6%	5%	5%	7%	5%	4%	7%	6%	4%	3%	5%	6%	5%	4%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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 slide show

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	55%	33%	46%	52%	62%	66%	68%	70%	60%	65%	50%	41%	53%	62%	81%	69%	47%	82%
Under 10 minutes	9%	13%	12%	9%	10%	7%	5%	11%	10%	9%	10%	9%	10%	8%	2%	2%	12%	0%
10-30 minutes	12%	19%	16%	14%	9%	9%	6%	6%	12%	8%	15%	16%	13%	11%	4%	8%	7%	0%
30-60 minutes	10%	14%	11%	12%	7%	7%	8%	2%	6%	7%	14%	15%	11%	8%	2%	2%	11%	0%
1 - 2 hours	5%	9%	5%	5%	4%	3%	4%	2%	4%	3%	5%	7%	5%	4%	1%	5%	11%	0%
2 - 4 hours	3%	6%	3%	2%	2%	2%	1%	3%	1%	1%	3%	5%	3%	2%	2%	0%	2%	4%
Over 4 hours	1%	3%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%
Don't Know	5%	2%	4%	5%	5%	6%	7%	5%	4%	6%	3%	5%	5%	4%	8%	14%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(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 slide show

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	55%	53%	57%	57%	54%	62%	67%	64%	51%	49%	52%	52%	69%	53%	63%	72%	*
Under 10 minutes	9%	11%	8%	9%	9%	5%	8%	9%	9%	11%	10%	14%	4%	6%	8%	8%	*
10-30 minutes	12%	13%	11%	12%	13%	9%	9%	9%	10%	16%	10%	16%	10%	13%	11%	7%	*
30-60 minutes	10%	10%	10%	10%	10%	7%	7%	5%	10%	9%	13%	8%	6%	14%	8%	5%	*
1 - 2 hours	5%	5%	5%	4%	5%	5%	5%	5%	9%	5%	5%	3%	2%	6%	4%	3%	*
2 - 4 hours	3%	3%	2%	2%	3%	3%	1%	3%	2%	3%	4%	1%	1%	3%	2%	2%	*
Over 4 hours	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	0%	0%	0%	*
Don't Know	5%	4%	6%	5%	5%	7%	3%	3%	9%	5%	5%	4%	6%	6%	3%	4%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(161.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Attending meetings

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6549	485	1297	1585	1498	1215	469	210	1691	1792	1517	1322	4972	1112	275	103	53	27
Weighted	5700	468	1247	1342	1306	1030	307	128	1508	1486	1192	1371	4456	1071	105	36	20	9
I didn't do this	41%	25%	30%	37%	46%	53%	64%	68%	50%	48%	32%	28%	38%	49%	78%	77%	45%	81%
Under 10 minutes	9%	15%	12%	8%	9%	6%	3%	7%	10%	10%	9%	7%	10%	9%	2%	2%	11%	0%
10-30 minutes	14%	22%	15%	16%	13%	10%	4%	6%	13%	14%	16%	14%	14%	13%	2%	4%	9%	0%
30-60 minutes	15%	18%	17%	17%	13%	13%	10%	5%	11%	13%	19%	19%	16%	13%	4%	1%	13%	4%
1 - 2 hours	10%	11%	12%	10%	9%	10%	11%	8%	7%	6%	13%	17%	11%	8%	5%	3%	8%	0%
2 - 4 hours	5%	4%	8%	5%	4%	4%	2%	3%	2%	2%	7%	9%	5%	3%	1%	2%	0%	4%
Over 4 hours	2%	4%	2%	2%	1%	1%	0%	1%	2%	1%	2%	3%	2%	2%	1%	0%	3%	0%
Don't Know	4%	1%	4%	4%	4%	4%	5%	3%	4%	5%	2%	4%	4%	5%	7%	10%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(161.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6549	3354	3185	4262	6097	1011	634	519	476	526	525	450	539	636	674	559	0
Weighted	5700	3063	2630	3945	5070	376	220	99	85	1144	1416	863	309	777	227	184	0
I didn't do this	41%	39%	43%	45%	40%	52%	59%	40%	32%	45%	28%	49%	43%	40%	46%	38%	*
Under 10 minutes	9%	10%	9%	8%	9%	6%	7%	7%	7%	7%	15%	8%	5%	8%	6%	8%	*
10-30 minutes	14%	15%	12%	13%	14%	9%	10%	11%	11%	14%	16%	14%	11%	15%	12%	12%	*
30-60 minutes	15%	15%	15%	14%	16%	9%	7%	12%	16%	12%	19%	14%	16%	18%	16%	18%	*
1 - 2 hours	10%	11%	10%	10%	11%	9%	8%	18%	20%	10%	12%	8%	11%	10%	11%	14%	*
2 - 4 hours	5%	5%	5%	4%	5%	5%	3%	6%	6%	6%	5%	2%	6%	4%	6%	6%	*
Over 4 hours	2%	2%	2%	2%	2%	3%	2%	5%	2%	2%	1%	2%	3%	1%	1%	1%	*
Don't Know	4%	3%	5%	4%	4%	6%	4%	2%	6%	4%	4%	3%	5%	5%	2%	3%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(162.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Basic digital skills (e.g. basic word processing/spreadsheets/presentation software)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
Self-directed internet research	33%	31%	35%	37%	31%	30%	28%	19%	28%	27%	39%	41%	33%	31%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	25%	25%	23%	24%	27%	29%	23%	17%	25%	23%	27%	27%	25%	24%	*	*	*	*
Formal education (e.g. college course)	18%	22%	22%	21%	15%	12%	9%	6%	15%	12%	22%	25%	18%	16%	*	*	*	*
Taught by family and friends	16%	25%	16%	15%	14%	14%	19%	10%	17%	13%	16%	18%	15%	18%	*	*	*	*
N/A I have never learned this	16%	11%	15%	12%	19%	18%	17%	26%	18%	20%	12%	11%	16%	15%	*	*	*	*
Reading a book on the skill	13%	20%	14%	13%	11%	12%	13%	10%	11%	11%	14%	17%	14%	12%	*	*	*	*
A digital course (e.g. on EdX)	10%	18%	14%	10%	7%	8%	5%	6%	10%	8%	11%	12%	11%	9%	*	*	*	*
None of the above	17%	9%	12%	18%	19%	21%	21%	25%	16%	23%	14%	13%	16%	20%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(162.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
Self-directed internet research	33%	35%	31%	33%	35%	24%	30%	25%	23%	28%	38%	31%	18%	45%	35%	27%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	25%	25%	26%	26%	26%	25%	29%	28%	19%	19%	28%	29%	21%	23%	29%	31%	*
Formal education (e.g. college course)	18%	17%	19%	18%	19%	21%	22%	16%	23%	16%	16%	12%	18%	25%	26%	22%	*
Taught by family and friends	16%	15%	17%	16%	16%	12%	19%	13%	12%	12%	13%	25%	10%	19%	19%	23%	*
N/A I have never learned this	16%	15%	17%	16%	14%	16%	13%	16%	17%	22%	12%	10%	26%	14%	12%	17%	*
Reading a book on the skill	13%	15%	11%	12%	14%	18%	12%	14%	7%	12%	15%	10%	9%	16%	10%	12%	*
A digital course (e.g. on EdX)	10%	10%	10%	9%	11%	15%	7%	14%	6%	8%	11%	14%	9%	6%	14%	12%	*
None of the above	17%	16%	18%	18%	16%	12%	20%	17%	28%	17%	20%	14%	21%	12%	13%	14%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(163.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Advanced word processing/spreadsheet/presentation software skills  
By from scratch, we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
Self-directed internet research	31%	28%	34%	33%	28%	28%	30%	26%	26%	25%	31%	42%	31%	28%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	23%	25%	21%	23%	25%	26%	17%	17%	23%	23%	23%	26%	23%	23%	*	*	*	*
N/A I have never learned this	19%	14%	17%	17%	22%	23%	19%	27%	21%	23%	17%	13%	19%	20%	*	*	*	*
Formal education (e.g. college course)	16%	22%	20%	18%	13%	11%	10%	5%	12%	12%	20%	22%	16%	15%	*	*	*	*
Taught by family and friends	14%	22%	16%	13%	11%	13%	16%	10%	15%	12%	16%	16%	14%	14%	*	*	*	*
Reading a book on the skill	13%	19%	12%	14%	11%	12%	9%	10%	12%	11%	13%	15%	13%	12%	*	*	*	*
A digital course (e.g. on EdX)	10%	15%	12%	10%	8%	8%	3%	9%	7%	7%	13%	12%	10%	8%	*	*	*	*
None of the above	16%	8%	13%	17%	18%	20%	23%	20%	16%	21%	15%	12%	16%	18%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(163.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
Self-directed internet research	31%	32%	29%	32%	32%	24%	28%	22%	23%	29%	34%	29%	15%	43%	30%	23%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	23%	23%	23%	24%	24%	25%	25%	24%	19%	20%	26%	25%	22%	21%	26%	26%	*
N/A I have never learned this	19%	17%	21%	20%	18%	21%	22%	23%	22%	22%	16%	16%	29%	17%	18%	22%	*
Formal education (e.g. college course)	16%	15%	16%	15%	17%	18%	15%	15%	18%	13%	14%	15%	14%	24%	20%	17%	*
Taught by family and friends	14%	15%	14%	13%	15%	10%	16%	10%	10%	10%	13%	23%	9%	16%	17%	19%	*
Reading a book on the skill	13%	15%	10%	12%	13%	13%	11%	13%	5%	12%	14%	11%	11%	17%	10%	12%	*
A digital course (e.g. on EdX)	10%	11%	9%	9%	10%	14%	5%	13%	6%	6%	14%	12%	7%	5%	14%	10%	*
None of the above	16%	15%	18%	18%	16%	12%	20%	17%	27%	17%	19%	13%	21%	12%	15%	14%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
A digital course (e.g. on EdX)	9%	20%	11%	9%	6%	7%	7%	4%	7%	6%	12%	12%	10%	7%	*	*	*	*
Taught by family and friends	8%	17%	10%	8%	6%	6%	11%	7%	9%	7%	9%	8%	9%	7%	*	*	*	*
N/A I have never learned this	32%	21%	30%	33%	35%	34%	29%	39%	36%	32%	30%	28%	32%	33%	*	*	*	*
Self-directed internet research	21%	27%	22%	21%	17%	20%	19%	23%	18%	17%	23%	26%	21%	19%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	21%	21%	21%	20%	23%	21%	16%	13%	20%	19%	24%	24%	22%	19%	*	*	*	*
Formal education (e.g. college course)	10%	15%	12%	10%	8%	7%	7%	3%	7%	8%	12%	13%	10%	9%	*	*	*	*
Reading a book on the skill	10%	19%	12%	10%	8%	8%	10%	2%	11%	8%	11%	13%	11%	9%	*	*	*	*
None of the above	19%	8%	15%	18%	22%	22%	26%	21%	18%	25%	16%	15%	18%	20%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(164.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
A digital course (e.g. on EdX)	9%	10%	8%	8%	10%	11%	5%	8%	5%	8%	12%	9%	8%	6%	11%	7%	*
Taught by family and friends	8%	9%	7%	7%	9%	11%	7%	7%	4%	7%	6%	12%	7%	10%	10%	11%	*
N/A I have never learned this	32%	29%	35%	34%	31%	34%	42%	42%	42%	34%	20%	33%	41%	36%	36%	47%	*
Self-directed internet research	21%	23%	18%	20%	22%	16%	12%	15%	7%	22%	25%	18%	10%	26%	18%	11%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	21%	22%	20%	21%	22%	22%	19%	19%	15%	16%	25%	24%	18%	20%	24%	20%	*
Formal education (e.g. college course)	10%	10%	9%	9%	10%	13%	6%	7%	9%	9%	10%	9%	10%	11%	13%	8%	*
Reading a book on the skill	10%	12%	8%	9%	11%	12%	7%	10%	4%	9%	13%	8%	10%	11%	7%	8%	*
None of the above	19%	17%	20%	20%	18%	11%	22%	17%	29%	18%	25%	16%	19%	13%	14%	13%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
A digital course (e.g. on EdX)	9%	17%	14%	9%	6%	5%	5%	6%	8%	6%	12%	12%	9%	7%	*	*	*	*
Reading a book on the skill	9%	16%	11%	9%	7%	7%	10%	6%	7%	8%	11%	12%	10%	6%	*	*	*	*
Taught by family and friends	8%	17%	10%	9%	6%	6%	6%	9%	9%	8%	11%	7%	9%	8%	*	*	*	*
N/A I have never learned this	35%	22%	31%	34%	40%	41%	35%	39%	40%	35%	32%	32%	35%	37%	*	*	*	*
Self-directed internet research	20%	27%	23%	21%	17%	18%	17%	16%	18%	17%	20%	27%	21%	17%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	20%	16%	16%	15%	12%	12%	13%	16%	13%	17%	16%	16%	13%	*	*	*	*
Formal education (e.g. college course)	13%	25%	17%	14%	7%	8%	6%	7%	11%	7%	15%	18%	13%	11%	*	*	*	*
None of the above	19%	9%	14%	20%	21%	23%	31%	20%	16%	26%	17%	16%	18%	22%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(165.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
A digital course (e.g. on EdX)	9%	11%	7%	8%	10%	16%	6%	10%	6%	8%	11%	9%	8%	7%	11%	7%	*
Reading a book on the skill	9%	11%	7%	9%	10%	10%	11%	13%	6%	7%	9%	7%	10%	14%	10%	9%	*
Taught by family and friends	8%	10%	7%	8%	9%	8%	8%	6%	5%	6%	9%	10%	4%	11%	9%	11%	*
N/A I have never learned this	35%	31%	39%	36%	35%	38%	44%	46%	40%	33%	26%	38%	47%	37%	38%	47%	*
Self-directed internet research	20%	23%	17%	21%	21%	16%	16%	14%	12%	21%	21%	19%	10%	29%	19%	14%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	16%	15%	15%	16%	17%	10%	11%	6%	14%	16%	19%	12%	15%	17%	17%	*
Formal education (e.g. college course)	13%	15%	10%	11%	13%	15%	11%	10%	13%	11%	13%	11%	11%	16%	15%	13%	*
None of the above	19%	18%	21%	21%	18%	11%	20%	16%	30%	19%	28%	14%	19%	11%	17%	12%	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(166.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Networking supportBy from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
A digital course (e.g. on EdX)	9%	19%	13%	7%	6%	4%	5%	4%	8%	6%	11%	10%	9%	7%	*	*	*	*
N/A I have never learned this	27%	18%	27%	24%	30%	28%	29%	30%	29%	28%	25%	23%	26%	29%	*	*	*	*
Self-directed internet research	25%	27%	28%	27%	22%	23%	26%	26%	25%	20%	27%	30%	26%	24%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	20%	23%	19%	19%	21%	21%	14%	11%	19%	20%	21%	21%	21%	17%	*	*	*	*
Formal education (e.g. college course)	12%	17%	15%	15%	8%	9%	5%	9%	9%	8%	14%	18%	12%	10%	*	*	*	*
Taught by family and friends	12%	23%	15%	14%	7%	10%	9%	16%	11%	11%	12%	15%	13%	9%	*	*	*	*
Reading a book on the skill	11%	14%	11%	12%	9%	9%	12%	11%	9%	9%	11%	14%	11%	10%	*	*	*	*
None of the above	20%	11%	15%	19%	23%	25%	25%	25%	18%	26%	17%	16%	19%	23%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(166.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Networking supportBy from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
A digital course (e.g. on EdX)	9%	10%	7%	8%	9%	15%	4%	12%	5%	10%	9%	8%	9%	5%	12%	8%	*
N/A I have never learned this	27%	24%	29%	28%	26%	25%	31%	37%	39%	23%	22%	32%	40%	21%	36%	36%	*
Self-directed internet research	25%	27%	23%	25%	27%	21%	22%	15%	14%	28%	26%	22%	13%	37%	22%	19%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	20%	20%	21%	21%	21%	22%	18%	21%	9%	21%	20%	20%	16%	20%	20%	24%	*
Formal education (e.g. college course)	12%	13%	11%	12%	12%	16%	10%	8%	6%	14%	9%	10%	11%	19%	14%	13%	*
Taught by family and friends	12%	13%	11%	12%	13%	10%	15%	7%	7%	11%	8%	13%	9%	21%	13%	18%	*
Reading a book on the skill	11%	12%	9%	10%	11%	12%	10%	12%	3%	10%	11%	8%	9%	15%	11%	12%	*
None of the above	20%	19%	21%	21%	19%	16%	23%	17%	34%	19%	29%	14%	20%	13%	13%	13%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(167.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Big data analysis (e.g. in R, Stata and other data science tools)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
Formal education (e.g. college course)	9%	15%	14%	8%	6%	7%	4%	7%	7%	5%	12%	13%	9%	9%	*	*	*	*
Reading a book on the skill	9%	16%	10%	9%	7%	6%	11%	11%	8%	7%	10%	11%	9%	8%	*	*	*	*
A digital course (e.g. on EdX)	8%	18%	10%	7%	5%	5%	8%	5%	7%	5%	9%	11%	8%	8%	*	*	*	*
Taught by family and friends	8%	17%	9%	8%	7%	6%	8%	9%	7%	8%	10%	9%	9%	8%	*	*	*	*
N/A I have never learned this	38%	23%	35%	39%	42%	41%	38%	39%	44%	36%	35%	35%	38%	38%	*	*	*	*
Self-directed internet research	18%	27%	20%	18%	15%	16%	18%	17%	15%	16%	18%	23%	19%	16%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	22%	16%	17%	15%	16%	10%	8%	15%	16%	18%	17%	17%	15%	*	*	*	*
None of the above	20%	9%	16%	20%	23%	26%	26%	24%	19%	27%	18%	16%	20%	22%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(167.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
Formal education (e.g. college course)	9%	10%	9%	8%	9%	11%	8%	9%	6%	9%	9%	7%	12%	10%	9%	11%	*
Reading a book on the skill	9%	10%	8%	8%	9%	12%	6%	9%	3%	9%	10%	8%	9%	10%	8%	7%	*
A digital course (e.g. on EdX)	8%	9%	7%	7%	8%	14%	5%	9%	3%	7%	9%	7%	8%	6%	10%	8%	*
Taught by family and friends	8%	9%	7%	7%	8%	11%	7%	6%	3%	7%	9%	10%	6%	10%	9%	10%	*
N/A I have never learned this	38%	35%	41%	40%	38%	38%	46%	47%	50%	38%	25%	41%	46%	43%	47%	52%	*
Self-directed internet research	18%	21%	15%	17%	18%	16%	12%	12%	8%	19%	21%	16%	9%	24%	13%	11%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	16%	17%	16%	17%	17%	11%	13%	7%	14%	18%	21%	14%	15%	13%	16%	*
None of the above	20%	19%	22%	22%	20%	12%	24%	16%	31%	18%	30%	15%	19%	15%	15%	13%	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(168.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital creative design (e.g. Photoshop, Final Cut)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
A digital course (e.g. on EdX)	9%	17%	12%	8%	6%	6%	5%	10%	8%	6%	11%	11%	9%	10%	*	*	*	*
N/A I have never learned this	28%	17%	24%	28%	30%	32%	31%	34%	30%	28%	26%	25%	28%	26%	*	*	*	*
Self-directed internet research	27%	31%	30%	29%	24%	24%	22%	16%	24%	23%	29%	34%	27%	27%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	20%	15%	13%	15%	13%	16%	7%	14%	15%	16%	15%	15%	14%	*	*	*	*
Taught by family and friends	12%	18%	14%	11%	13%	9%	8%	6%	13%	11%	12%	13%	12%	12%	*	*	*	*
Formal education (e.g. college course)	11%	22%	13%	12%	9%	6%	4%	5%	8%	9%	15%	14%	12%	8%	*	*	*	*
Reading a book on the skill	11%	18%	12%	10%	9%	9%	11%	11%	9%	10%	11%	14%	11%	11%	*	*	*	*
None of the above	19%	7%	15%	19%	21%	25%	24%	26%	18%	24%	16%	15%	18%	22%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(168.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
A digital course (e.g. on EdX)	9%	9%	8%	8%	9%	11%	6%	8%	5%	8%	10%	10%	8%	5%	14%	9%	*
N/A I have never learned this	28%	25%	31%	29%	27%	33%	30%	37%	30%	30%	18%	30%	39%	30%	31%	32%	*
Self-directed internet research	27%	28%	25%	27%	29%	22%	27%	18%	20%	24%	31%	25%	14%	35%	28%	24%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	15%	14%	14%	15%	15%	12%	11%	10%	12%	17%	17%	14%	14%	14%	16%	*
Taught by family and friends	12%	13%	11%	11%	12%	11%	15%	9%	11%	11%	10%	15%	9%	14%	16%	16%	*
Formal education (e.g. college course)	11%	12%	10%	10%	11%	16%	7%	9%	11%	12%	11%	9%	10%	10%	13%	10%	*
Reading a book on the skill	11%	13%	9%	10%	11%	13%	10%	11%	5%	10%	13%	10%	7%	12%	10%	9%	*
None of the above	19%	18%	19%	20%	18%	11%	23%	18%	28%	18%	27%	14%	19%	14%	13%	15%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
Formal education (e.g. college course)	9%	20%	8%	9%	7%	6%	9%	7%	7%	7%	10%	12%	9%	8%	*	*	*	*
Reading a book on the skill	9%	19%	11%	8%	6%	7%	12%	10%	9%	6%	12%	10%	9%	10%	*	*	*	*
Taught by family and friends	9%	19%	11%	9%	6%	6%	10%	5%	9%	7%	10%	10%	9%	8%	*	*	*	*
A digital course (e.g. on EdX)	8%	16%	11%	8%	6%	6%	4%	10%	8%	5%	10%	10%	9%	6%	*	*	*	*
N/A I have never learned this	36%	28%	32%	36%	39%	40%	34%	40%	38%	35%	34%	34%	36%	35%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	19%	22%	21%	18%	18%	18%	10%	12%	18%	18%	20%	19%	19%	17%	*	*	*	*
Self-directed internet research	18%	24%	20%	19%	16%	16%	17%	20%	16%	15%	20%	22%	19%	17%	*	*	*	*
None of the above	19%	8%	15%	19%	22%	23%	25%	19%	18%	26%	16%	15%	18%	22%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(169.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
Formal education (e.g. college course)	9%	9%	8%	8%	9%	13%	5%	9%	4%	10%	9%	8%	9%	8%	8%	7%	*
Reading a book on the skill	9%	10%	8%	8%	9%	11%	7%	8%	3%	9%	9%	8%	9%	10%	9%	7%	*
Taught by family and friends	9%	10%	7%	8%	9%	11%	8%	6%	4%	9%	9%	12%	6%	11%	7%	9%	*
A digital course (e.g. on EdX)	8%	9%	7%	7%	8%	12%	3%	10%	3%	7%	10%	10%	7%	5%	10%	7%	*
N/A I have never learned this	36%	34%	37%	37%	35%	38%	48%	48%	49%	35%	23%	35%	44%	44%	46%	49%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	19%	18%	19%	19%	19%	18%	13%	16%	13%	14%	21%	25%	18%	17%	19%	19%	*
Self-directed internet research	18%	21%	15%	17%	19%	16%	10%	10%	6%	21%	21%	17%	9%	24%	14%	13%	*
None of the above	19%	17%	21%	21%	18%	11%	23%	15%	30%	18%	28%	14%	17%	13%	14%	14%	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

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

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
Formal education (e.g. college course)	9%	18%	12%	9%	7%	6%	4%	7%	6%	7%	13%	12%	9%	9%	*	*	*	*
A digital course (e.g. on EdX)	9%	16%	13%	8%	6%	6%	2%	8%	8%	6%	11%	10%	9%	7%	*	*	*	*
Reading a book on the skill	9%	16%	10%	9%	7%	8%	11%	8%	8%	7%	10%	13%	9%	10%	*	*	*	*
Taught by family and friends	9%	14%	10%	9%	7%	6%	7%	8%	7%	8%	9%	10%	9%	8%	*	*	*	*
N/A I have never learned this	36%	23%	31%	35%	41%	41%	34%	36%	40%	35%	33%	33%	36%	34%	*	*	*	*
Self-directed internet research	21%	25%	26%	21%	18%	18%	18%	22%	18%	17%	22%	27%	21%	20%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	20%	17%	15%	16%	14%	11%	19%	14%	15%	18%	16%	16%	15%	*	*	*	*
None of the above	19%	8%	14%	20%	22%	23%	30%	18%	19%	25%	16%	15%	18%	23%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(170.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
Formal education (e.g. college course)	9%	9%	9%	8%	10%	12%	7%	8%	6%	10%	9%	7%	9%	10%	10%	10%	*
A digital course (e.g. on EdX)	9%	9%	8%	8%	9%	11%	4%	7%	6%	7%	11%	11%	9%	4%	11%	8%	*
Reading a book on the skill	9%	10%	9%	9%	10%	14%	6%	10%	4%	7%	11%	9%	7%	12%	8%	8%	*
Taught by family and friends	9%	9%	8%	8%	9%	11%	9%	7%	5%	8%	8%	8%	8%	12%	9%	11%	*
N/A I have never learned this	36%	34%	38%	37%	35%	37%	45%	45%	40%	38%	24%	37%	44%	38%	42%	49%	*
Self-directed internet research	21%	23%	19%	20%	22%	16%	13%	13%	13%	20%	24%	20%	13%	29%	19%	12%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	16%	15%	15%	16%	17%	11%	13%	6%	12%	19%	20%	12%	14%	14%	16%	*
None of the above	19%	18%	20%	20%	19%	12%	24%	16%	33%	18%	27%	13%	20%	13%	15%	12%	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(171.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Manufacturing and physical design (e.g. Computer Aided Design (CAD) software) By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	6084	435	1283	1539	1461	1116	250	173	1564	1672	1403	1255	4972	1112	0	0	0	0
Weighted	5527	449	1242	1327	1293	996	221	115	1464	1445	1145	1342	4456	1071	0	0	0	0
A digital course (e.g. on EdX)	9%	15%	12%	9%	6%	5%	6%	1%	7%	6%	12%	10%	9%	7%	*	*	*	*
Taught by family and friends	9%	17%	10%	9%	7%	7%	9%	11%	11%	7%	8%	10%	9%	9%	*	*	*	*
N/A I have never learned this	37%	20%	33%	36%	41%	43%	34%	43%	40%	35%	36%	33%	36%	37%	*	*	*	*
Self-directed internet research	19%	24%	20%	20%	16%	16%	21%	16%	17%	18%	20%	21%	19%	18%	*	*	*	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	27%	16%	17%	15%	15%	12%	16%	16%	16%	16%	17%	17%	15%	*	*	*	*
Formal education (e.g. college course)	11%	20%	13%	13%	8%	7%	9%	10%	8%	8%	15%	16%	12%	9%	*	*	*	*
Reading a book on the skill	10%	19%	12%	10%	8%	8%	11%	7%	10%	8%	9%	14%	11%	8%	*	*	*	*
None of the above	19%	12%	17%	18%	21%	24%	25%	19%	17%	27%	16%	17%	19%	23%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(171.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) from scratch, we mean that before learning you had no or limited ability in these areas

	Total	Gender		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	6084	3138	2936	3974	5665	546	634	519	476	526	525	450	539	636	674	559	0
Weighted	5527	2985	2534	3838	4909	203	220	99	85	1144	1416	863	309	777	227	184	0
A digital course (e.g. on EdX)	9%	10%	7%	8%	9%	10%	4%	10%	4%	6%	11%	10%	6%	6%	12%	7%	*
Taught by family and friends	9%	10%	8%	8%	9%	11%	8%	6%	4%	7%	8%	12%	7%	11%	8%	9%	*
N/A I have never learned this	37%	33%	41%	38%	36%	37%	44%	48%	43%	36%	25%	39%	51%	40%	44%	49%	*
Self-directed internet research	19%	21%	15%	18%	19%	16%	14%	11%	10%	19%	20%	19%	7%	26%	17%	13%	*
Formal on-the-job training (e.g. a training session or an employer-paid course)	16%	18%	15%	16%	17%	15%	14%	10%	8%	14%	20%	20%	11%	14%	16%	15%	*
Formal education (e.g. college course)	11%	13%	9%	11%	12%	14%	9%	10%	13%	11%	10%	12%	8%	13%	12%	13%	*
Reading a book on the skill	10%	11%	9%	9%	10%	12%	7%	9%	4%	9%	13%	8%	8%	12%	8%	9%	*
None of the above	19%	18%	21%	21%	19%	14%	22%	17%	31%	19%	30%	11%	18%	14%	14%	12%	*

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(172.A) You said you used self-directed internet research to learn a skill from scratch. Which tools were important to you for this?

	Total	Age Group						Education level					Work Status					
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	4017	366	913	965	798	602	373	97	929	1075	893	1005	2958	572	322	82	57	20
Weighted	4822	480	990	924	834	724	870	112	1054	1466	872	1294	2855	628	906	212	154	51
Bing search	9%	8%	8%	9%	9%	9%	12%	3%	8%	9%	10%	11%	9%	9%	12%	4%	3%	5%
A tech/IT forum such as Stack Overflow	9%	15%	14%	11%	9%	8%	1%	3%	10%	6%	13%	11%	13%	9%	1%	1%	9%	0%
Google Search	79%	68%	79%	83%	86%	80%	75%	73%	83%	79%	79%	78%	81%	82%	75%	71%	76%	73%
Reddit	6%	17%	12%	6%	2%	2%	1%	3%	6%	5%	10%	5%	7%	9%	1%	7%	13%	0%
Youtube	57%	74%	66%	62%	57%	53%	35%	53%	64%	52%	62%	54%	61%	65%	35%	54%	76%	68%
Wikipedia	45%	53%	41%	42%	43%	46%	48%	37%	44%	42%	44%	49%	44%	50%	46%	38%	50%	40%
AI chat (e.g. ChatGPT, Google Bard)	10%	24%	16%	10%	7%	5%	1%	5%	8%	6%	15%	12%	12%	11%	1%	7%	35%	0%
Other (please specify)	2%	1%	1%	1%	1%	2%	3%	0%	1%	2%	1%	3%	1%	2%	3%	0%	0%	0%
Don't know	4%	2%	2%	3%	4%	3%	8%	7%	3%	6%	2%	3%	2%	1%	8%	15%	5%	12%

Note:

BASE: Used self-directed internet research to learn a skill

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union

(172.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		Android User	Google Search User	Region											
		Male	Female	Android User	Google Search User	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Sweden	Spain
Unweighted	4017	2157	1855	2657	3807	327	356	260	224	306	828	278	240	500	417	281	0
Weighted	4822	2529	2284	3321	4455	123	126	51	41	677	2273	539	141	616	143	94	0
Bing search	9%	10%	8%	9%	9%	17%	6%	11%	4%	11%	10%	7%	5%	8%	5%	5%	*
A tech/IT forum such as Stack Overflow	9%	13%	6%	9%	10%	18%	19%	18%	17%	11%	4%	15%	14%	12%	19%	13%	*
Google Search	79%	77%	81%	83%	82%	73%	81%	73%	87%	74%	78%	77%	72%	91%	83%	86%	*
Reddit	6%	8%	4%	5%	6%	15%	6%	13%	11%	4%	6%	6%	11%	6%	9%	9%	*
Youtube	57%	60%	53%	58%	58%	53%	65%	58%	64%	54%	50%	65%	55%	71%	74%	67%	*
Wikipedia	45%	46%	44%	44%	45%	40%	48%	31%	41%	39%	49%	39%	30%	49%	31%	40%	*
AI chat (e.g. ChatGPT, Google Bard)	10%	12%	8%	8%	10%	24%	7%	22%	13%	15%	8%	7%	12%	7%	19%	9%	*
Other (please specify)	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	*
Don't know	4%	3%	5%	4%	3%	1%	3%	5%	0%	3%	6%	1%	3%	1%	1%	1%	*

*Note:*

BASE: Used self-directed internet research to learn a skill

Fieldwork: 6th Jun - 19th May 2023

Data weighted by interlocking age & gender, education level, and country to be representative of the European Union