

# Public First Poll for Google Spain (Consumer)

**Fieldwork:** 10th May - 19th May 2023  
**Interview method:** Online Survey  
**Population represented:** 18+ year olds in Spain  
**Sample size:** 1010

## Methodology:

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

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Android	76%	81%	73%	59%	66%	83%	83%	84%	78%	76%	80%	75%	81%	61%	88%
iPhone	25%	21%	28%	47%	40%	20%	19%	16%	15%	30%	20%	18%	22%	43%	17%
Non-smartphone	2%	4%	1%	1%	0%	2%	1%	1%	8%	1%	0%	7%	0%	0%	5%
Don't know	1%	0%	1%	1%	0%	0%	0%	1%	2%	0%	0%	2%	0%	0%	0%
Other	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Android	76%	82%	77%	76%	73%	76%	79%	77%	78%	64%	100%	77%
iPhone	25%	13%	20%	26%	33%	31%	18%	26%	28%	40%	5%	25%
Non-smartphone	2%	4%	4%	1%	1%	2%	4%	2%	2%	0%	1%	2%
Don't know	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Other	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Android	76%	74%	98%	83%	75%	53%	83%	77%	82%	71%	71%	87%	83%	47%	76%	84%	77%	81%
iPhone	25%	24%	2%	17%	24%	42%	17%	22%	19%	27%	30%	13%	16%	53%	32%	21%	23%	24%
Non-smartphone	2%	3%	0%	0%	0%	0%	0%	2%	6%	5%	3%	10%	2%	0%	2%	0%	0%	3%
Don't know	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%
Other	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	799	402	396	44	91	195	213	155	101	415	86	124	121	26	26
Weighted	770	349	420	68	128	163	88	154	170	336	78	171	121	38	27
Was given to me	9%	7%	10%	10%	6%	3%	6%	11%	15%	5%	9%	12%	15%	0%	15%
More secure	9%	11%	8%	20%	14%	7%	10%	6%	7%	8%	12%	7%	9%	26%	11%
Easier to use	42%	44%	40%	48%	43%	47%	49%	36%	36%	44%	42%	38%	40%	49%	27%
Lower cost or more affordable	40%	40%	40%	50%	45%	44%	40%	32%	35%	41%	43%	33%	45%	53%	24%
Don't know	4%	4%	5%	7%	2%	3%	2%	4%	7%	1%	6%	7%	8%	4%	3%
Easier access to the apps, information and online services I want	36%	37%	36%	38%	34%	36%	43%	37%	34%	38%	42%	37%	30%	38%	25%
Worked better with my other devices or applications	35%	38%	34%	38%	37%	45%	35%	36%	24%	41%	35%	26%	33%	53%	17%
Better integration with Google apps	35%	39%	32%	30%	38%	31%	31%	40%	37%	39%	31%	37%	29%	39%	7%
More options for types of phone	22%	24%	20%	20%	28%	23%	21%	16%	23%	25%	22%	20%	14%	26%	21%
Better accessibility options	17%	17%	17%	20%	19%	16%	18%	13%	19%	18%	7%	20%	15%	22%	13%
More open than the alternatives	16%	22%	11%	14%	23%	22%	15%	13%	8%	22%	18%	6%	14%	19%	4%
Liked the camera	16%	12%	18%	20%	19%	14%	18%	12%	15%	15%	9%	17%	18%	17%	14%
Faster	14%	19%	11%	21%	19%	13%	17%	13%	9%	16%	20%	13%	8%	23%	8%
More customisable	14%	19%	9%	21%	16%	16%	13%	15%	6%	17%	15%	8%	9%	26%	4%
More powerful	11%	15%	9%	22%	21%	9%	13%	7%	6%	11%	15%	6%	15%	16%	15%
None of the above	2%	2%	2%	0%	1%	1%	1%	3%	4%	1%	0%	5%	1%	0%	4%

*Note:*

BASE: Android users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	799	78	218	260	171	65	138	438	125	44	799	788
Weighted	770	85	228	228	159	63	145	419	104	42	770	755
Was given to me	9%	17%	9%	6%	8%	6%	13%	7%	4%	11%	9%	8%
More secure	9%	7%	9%	11%	9%	7%	13%	9%	7%	6%	9%	9%
Easier to use	42%	44%	40%	43%	34%	56%	45%	39%	41%	55%	42%	42%
Lower cost or more affordable	40%	40%	37%	42%	39%	45%	34%	41%	45%	34%	40%	40%
Don't know	4%	6%	8%	3%	1%	1%	6%	3%	3%	3%	4%	4%
Easier access to the apps, information and online services I want	36%	34%	37%	42%	34%	27%	30%	39%	37%	36%	36%	37%
Worked better with my other devices or applications	35%	30%	34%	35%	39%	42%	32%	38%	34%	42%	35%	36%
Better integration with Google apps	35%	30%	38%	34%	39%	28%	27%	37%	38%	40%	35%	36%
More options for types of phone	22%	13%	21%	27%	21%	21%	19%	23%	21%	22%	22%	22%
Better accessibility options	17%	20%	18%	18%	16%	12%	23%	18%	15%	9%	17%	17%
More open than the alternatives	16%	8%	10%	20%	21%	20%	11%	16%	21%	30%	16%	16%
Liked the camera	16%	22%	16%	13%	14%	21%	14%	16%	16%	8%	16%	16%
Faster	14%	10%	17%	16%	13%	11%	14%	15%	16%	10%	14%	15%
More customisable	14%	7%	14%	16%	14%	11%	16%	15%	10%	14%	14%	14%
More powerful	11%	8%	9%	12%	11%	24%	19%	10%	10%	15%	11%	11%
None of the above	2%	2%	2%	3%	0%	2%	1%	3%	3%	0%	2%	2%

*Note:*

BASE: Android users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	799	115	36	18	19	28	41	14	37	42	127	23	53	4	116	24	12	89
Weighted	770	134	26	18	19	25	42	10	35	38	116	20	50	3	108	26	11	88
Was given to me	9%	11%	5%	0%	13%	6%	15%	23%	7%	7%	7%	3%	9%	0%	11%	0%	22%	7%
More secure	9%	11%	12%	3%	2%	7%	8%	6%	5%	19%	5%	5%	6%	0%	10%	15%	11%	15%
Easier to use	42%	47%	40%	48%	33%	56%	46%	43%	37%	37%	45%	36%	41%	73%	33%	44%	51%	37%
Lower cost or more affordable	40%	38%	35%	34%	45%	38%	26%	24%	27%	34%	46%	58%	52%	0%	39%	31%	68%	42%
Don't know	4%	2%	3%	0%	8%	3%	7%	0%	13%	8%	5%	0%	1%	27%	6%	6%	0%	4%
Easier access to the apps, information and online services I want	36%	31%	42%	13%	20%	51%	40%	50%	29%	32%	42%	25%	39%	49%	40%	37%	21%	40%
Worked better with my other devices or applications	35%	33%	25%	17%	30%	30%	40%	43%	31%	48%	34%	26%	44%	0%	37%	16%	31%	47%
Better integration with Google apps	35%	34%	45%	28%	32%	22%	41%	52%	30%	32%	37%	21%	32%	0%	35%	27%	28%	45%
More options for types of phone	22%	21%	24%	16%	8%	33%	21%	51%	17%	26%	24%	12%	27%	24%	18%	18%	28%	23%
Better accessibility options	17%	15%	19%	8%	8%	12%	32%	19%	14%	13%	15%	17%	12%	0%	17%	23%	7%	25%
More open than the alternatives	16%	16%	13%	21%	0%	17%	8%	18%	19%	14%	21%	6%	10%	0%	20%	12%	0%	20%
Liked the camera	16%	15%	21%	3%	5%	21%	16%	32%	18%	14%	20%	20%	12%	24%	16%	1%	29%	13%
Faster	14%	17%	20%	13%	4%	8%	14%	13%	18%	19%	11%	2%	20%	0%	10%	33%	0%	17%
More customisable	14%	14%	13%	14%	7%	15%	19%	24%	10%	12%	14%	12%	11%	0%	14%	12%	0%	16%
More powerful	11%	16%	9%	16%	0%	10%	13%	6%	11%	11%	7%	2%	10%	0%	12%	15%	0%	15%
None of the above	2%	2%	3%	0%	0%	4%	0%	0%	0%	1%	4%	0%	5%	0%	1%	4%	0%	2%

Note:

BASE: Android users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I don't use a personal computer	8%	4%	10%	2%	8%	4%	6%	7%	15%	4%	4%	11%	17%	0%	23%
Windows PC	70%	79%	64%	67%	70%	76%	74%	75%	62%	76%	72%	65%	60%	77%	54%
Google Chromebook	5%	4%	6%	6%	4%	8%	8%	6%	2%	7%	6%	3%	4%	5%	5%
Android Tablets	22%	21%	22%	9%	16%	28%	24%	23%	26%	23%	19%	24%	23%	9%	13%
Apple Mac	10%	10%	10%	17%	17%	8%	8%	7%	5%	11%	9%	6%	11%	17%	2%
Apple iPad	10%	10%	10%	16%	14%	11%	12%	9%	4%	14%	8%	7%	6%	10%	8%
Don't know	1%	1%	1%	1%	0%	1%	1%	1%	3%	0%	1%	2%	0%	0%	3%
Other	3%	4%	3%	4%	3%	2%	3%	5%	2%	3%	7%	3%	2%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I don't use a personal computer	8%	28%	9%	6%	2%	0%	17%	6%	4%	2%	8%	7%
Windows PC	70%	54%	68%	74%	73%	78%	57%	72%	81%	74%	75%	71%
Google Chromebook	5%	4%	3%	6%	7%	7%	9%	5%	5%	6%	6%	5%
Android Tablets	22%	18%	23%	20%	24%	20%	13%	25%	21%	18%	26%	22%
Apple Mac	10%	6%	7%	9%	15%	17%	7%	9%	14%	18%	4%	10%
Apple iPad	10%	3%	6%	9%	16%	23%	7%	10%	14%	24%	4%	10%
Don't know	1%	2%	2%	1%	0%	0%	1%	1%	1%	0%	1%	1%
Other	3%	8%	2%	3%	3%	0%	7%	3%	1%	0%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I don't use a personal computer	8%	12%	4%	0%	5%	7%	6%	11%	21%	4%	7%	11%	2%	0%	6%	13%	11%	6%
Windows PC	70%	63%	70%	88%	69%	54%	64%	65%	65%	78%	70%	67%	82%	94%	70%	87%	87%	73%
Google Chromebook	5%	4%	6%	8%	2%	9%	4%	9%	5%	5%	10%	0%	0%	0%	5%	4%	0%	6%
Android Tablets	22%	22%	40%	28%	19%	25%	15%	30%	14%	29%	19%	21%	30%	0%	23%	5%	30%	21%
Apple Mac	10%	11%	2%	2%	10%	20%	16%	5%	8%	12%	10%	12%	3%	0%	10%	6%	0%	12%
Apple iPad	10%	9%	8%	8%	19%	16%	12%	12%	10%	8%	9%	7%	14%	0%	14%	0%	2%	9%
Don't know	1%	1%	0%	0%	0%	0%	3%	3%	5%	0%	1%	0%	2%	0%	2%	0%	0%	0%
Other	3%	6%	0%	0%	4%	3%	6%	0%	3%	0%	3%	6%	1%	6%	3%	0%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	61	24	37	4	6	18	20	10	3	36	9	6	6	2	2
Weighted	54	19	35	6	8	15	9	11	5	31	6	7	6	3	2
Was given to me	5%	4%	6%	26%	0%	5%	6%	0%	0%	2%	9%	0%	28%	0%	0%
Better integration with Google apps	44%	42%	44%	24%	16%	48%	48%	72%	31%	52%	40%	21%	40%	0%	100%
Easier to use	42%	43%	41%	0%	66%	31%	53%	60%	31%	44%	64%	35%	43%	0%	29%
More powerful	4%	4%	4%	0%	0%	5%	17%	0%	0%	7%	0%	0%	0%	0%	0%
Worked better with my other devices or applications	33%	31%	34%	18%	64%	28%	27%	31%	31%	37%	28%	26%	30%	35%	0%
Faster	29%	38%	24%	18%	34%	33%	52%	20%	0%	34%	43%	5%	23%	35%	0%
Easier access to the apps, information and online services I want	28%	35%	24%	32%	18%	30%	27%	31%	31%	34%	16%	26%	0%	65%	0%
Better accessibility options	21%	7%	29%	0%	53%	24%	28%	9%	0%	31%	0%	14%	15%	0%	0%
More secure	20%	23%	19%	0%	0%	39%	30%	9%	29%	28%	8%	20%	10%	0%	0%
More customisable	14%	21%	10%	18%	63%	0%	15%	0%	0%	18%	20%	0%	0%	35%	0%
Lower cost or more affordable	13%	33%	3%	32%	0%	5%	15%	29%	0%	13%	20%	0%	0%	65%	0%
None of the above	4%	5%	4%	0%	0%	6%	6%	8%	0%	5%	0%	12%	0%	0%	0%
Don't know	4%	0%	6%	0%	0%	0%	0%	0%	41%	0%	0%	28%	0%	0%	0%

Note:

BASE: Chromebook users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	61	4	12	23	16	6	15	30	9	4	53	60
Weighted	54	4	10	19	16	6	16	25	7	4	47	53
Was given to me	5%	0%	0%	6%	0%	30%	11%	5%	0%	0%	5%	5%
Better integration with Google apps	44%	66%	35%	63%	23%	33%	34%	55%	29%	19%	44%	45%
Easier to use	42%	7%	44%	44%	54%	20%	35%	45%	38%	40%	42%	40%
More powerful	4%	0%	0%	5%	7%	0%	3%	5%	8%	0%	3%	4%
Worked better with my other devices or applications	33%	32%	41%	42%	28%	0%	28%	35%	43%	0%	35%	31%
Faster	29%	32%	21%	27%	39%	20%	26%	38%	24%	8%	28%	29%
Easier access to the apps, information and online services I want	28%	0%	20%	18%	51%	33%	25%	20%	59%	19%	33%	29%
Better accessibility options	21%	39%	13%	20%	28%	7%	10%	21%	45%	40%	18%	22%
More secure	20%	34%	0%	28%	18%	27%	17%	23%	8%	51%	22%	21%
More customisable	14%	39%	12%	18%	9%	0%	26%	12%	8%	0%	13%	12%
Lower cost or more affordable	13%	0%	0%	22%	13%	20%	19%	12%	16%	0%	15%	14%
None of the above	4%	0%	9%	0%	3%	16%	0%	2%	26%	0%	3%	4%
Don't know	4%	0%	20%	0%	0%	0%	0%	8%	0%	0%	4%	4%

*Note:*

BASE: Chromebook users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	61	7	2	2	1	4	3	1	3	3	17	0	0	0	9	2	0	7
Weighted	54	7	2	2	1	4	2	1	2	3	17	0	0	0	7	1	0	7
Was given to me	5%	0%	0%	0%	0%	0%	0%	0%	25%	0%	14%	*	*	*	0%	0%	*	0%
Better integration with Google apps	44%	61%	0%	0%	0%	36%	33%	0%	58%	100%	37%	*	*	*	16%	100%	*	75%
Easier to use	42%	44%	19%	0%	0%	38%	84%	0%	0%	19%	29%	*	*	*	61%	53%	*	86%
More powerful	4%	0%	0%	0%	0%	0%	0%	0%	0%	19%	0%	*	*	*	16%	47%	*	0%
Worked better with my other devices or applications	33%	31%	0%	0%	0%	0%	0%	100%	17%	19%	35%	*	*	*	52%	47%	*	53%
Faster	29%	30%	19%	28%	0%	26%	33%	100%	17%	19%	25%	*	*	*	32%	100%	*	22%
Easier access to the apps, information and online services I want	28%	75%	0%	0%	0%	26%	0%	0%	17%	56%	15%	*	*	*	22%	47%	*	38%
Better accessibility options	21%	6%	0%	0%	0%	38%	67%	0%	0%	56%	26%	*	*	*	0%	47%	*	29%
More secure	20%	14%	81%	100%	0%	44%	0%	0%	0%	19%	13%	*	*	*	20%	100%	*	0%
More customisable	14%	0%	0%	0%	0%	0%	0%	100%	0%	19%	19%	*	*	*	33%	47%	*	0%
Lower cost or more affordable	13%	77%	0%	0%	0%	18%	0%	0%	0%	19%	0%	*	*	*	0%	0%	*	7%
None of the above	4%	0%	0%	0%	100%	0%	0%	0%	0%	0%	5%	*	*	*	13%	0%	*	0%
Don't know	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%	*	*	*	0%	0%	*	0%

Note:

BASE: Chromebook users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	88%	88%	88%	90%	94%	90%	93%	89%	77%	93%	93%	80%	83%	92%	81%
In the last week	7%	8%	7%	6%	3%	6%	5%	7%	14%	4%	6%	12%	10%	6%	8%
In the last month	2%	2%	2%	1%	2%	1%	1%	2%	5%	1%	1%	4%	3%	2%	0%
In the last year	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	0%	2%	0%	4%
Never	1%	1%	1%	2%	0%	1%	0%	1%	2%	1%	0%	2%	0%	0%	4%
Don't know	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	88%	79%	85%	88%	95%	93%	80%	90%	94%	92%	88%	90%
In the last week	7%	9%	10%	8%	4%	5%	10%	7%	4%	4%	8%	7%
In the last month	2%	6%	2%	2%	1%	2%	4%	2%	2%	3%	2%	2%
In the last year	1%	2%	1%	1%	0%	0%	2%	0%	0%	0%	1%	0%
Never	1%	5%	0%	1%	0%	0%	3%	0%	0%	1%	0%	0%
Don't know	1%	0%	2%	0%	0%	0%	1%	1%	0%	0%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	88%	89%	90%	94%	93%	85%	86%	76%	77%	81%	94%	85%	84%	66%	91%	100%	93%	83%
In the last week	7%	5%	8%	0%	7%	12%	8%	24%	17%	9%	4%	9%	10%	34%	5%	0%	7%	11%
In the last month	2%	1%	2%	0%	0%	3%	3%	0%	0%	7%	2%	0%	2%	0%	3%	0%	0%	4%
In the last year	1%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	4%	0%	0%	0%	0%	1%
Never	1%	3%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	1%	0%	0%	6%	0%	0%	3%	0%	0%	3%	1%	0%	0%	0%	1%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	36%	37%	34%	54%	42%	42%	34%	30%	20%	42%	42%	21%	26%	49%	42%
In the last week	35%	35%	35%	25%	37%	33%	41%	38%	33%	36%	35%	31%	42%	26%	26%
In the last month	20%	20%	20%	19%	18%	19%	21%	20%	22%	17%	17%	23%	22%	26%	20%
In the last year	7%	6%	7%	3%	2%	4%	2%	10%	15%	3%	3%	16%	7%	0%	7%
Never	2%	2%	3%	0%	1%	0%	0%	2%	9%	1%	1%	6%	3%	0%	4%
Don t know	1%	1%	1%	0%	0%	1%	1%	1%	2%	0%	2%	2%	2%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	36%	19%	31%	39%	42%	42%	32%	39%	36%	39%	32%	36%
In the last week	35%	33%	31%	34%	39%	38%	27%	36%	40%	32%	37%	35%
In the last month	20%	20%	23%	20%	16%	19%	25%	18%	20%	22%	20%	20%
In the last year	7%	10%	11%	6%	2%	1%	10%	6%	3%	1%	7%	7%
Never	2%	15%	2%	0%	1%	0%	5%	1%	0%	5%	2%	2%
Don't know	1%	2%	2%	1%	0%	0%	1%	1%	1%	0%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	36%	32%	35%	43%	33%	31%	34%	21%	27%	28%	41%	25%	33%	0%	48%	43%	20%	34%
In the last week	35%	36%	34%	23%	41%	31%	31%	41%	40%	34%	34%	38%	40%	37%	33%	43%	32%	33%
In the last month	20%	18%	16%	20%	18%	34%	26%	25%	20%	25%	19%	28%	18%	46%	15%	10%	36%	19%
In the last year	7%	7%	10%	7%	8%	0%	9%	6%	8%	7%	4%	4%	5%	17%	4%	3%	10%	12%
Never	2%	6%	0%	0%	0%	2%	0%	6%	6%	3%	2%	0%	4%	0%	1%	0%	0%	1%
Don't know	1%	1%	5%	7%	0%	3%	0%	0%	0%	3%	0%	5%	0%	0%	0%	0%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	20%	22%	19%	38%	31%	19%	20%	11%	9%	24%	18%	9%	14%	46%	17%
In the last week	21%	21%	21%	22%	27%	27%	23%	19%	9%	27%	24%	7%	25%	15%	17%
In the last month	16%	18%	14%	19%	16%	16%	21%	17%	9%	17%	24%	13%	9%	23%	8%
In the last year	12%	14%	11%	12%	9%	13%	9%	14%	14%	10%	9%	15%	16%	8%	19%
Never	22%	18%	25%	6%	12%	16%	21%	28%	41%	16%	18%	38%	22%	8%	34%
Don t know	9%	8%	10%	3%	5%	8%	7%	9%	18%	5%	8%	16%	14%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	20%	15%	16%	22%	22%	26%	19%	20%	19%	30%	18%	20%
In the last week	21%	10%	18%	18%	29%	33%	19%	21%	30%	22%	21%	21%
In the last month	16%	11%	16%	16%	16%	19%	17%	17%	13%	16%	15%	16%
In the last year	12%	10%	14%	14%	12%	4%	12%	13%	11%	3%	13%	12%
Never	22%	34%	27%	19%	16%	17%	25%	21%	21%	19%	24%	22%
Don't know	9%	20%	9%	10%	6%	2%	8%	9%	6%	10%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	20%	23%	18%	2%	18%	19%	11%	16%	17%	11%	31%	11%	14%	0%	19%	28%	11%	20%
In the last week	21%	17%	12%	19%	23%	33%	15%	5%	33%	25%	17%	27%	31%	10%	20%	34%	27%	18%
In the last month	16%	15%	18%	25%	22%	12%	15%	5%	9%	16%	16%	13%	15%	6%	17%	12%	8%	22%
In the last year	12%	17%	9%	9%	10%	13%	13%	19%	9%	18%	8%	8%	15%	17%	10%	4%	42%	10%
Never	22%	24%	36%	19%	23%	13%	31%	19%	23%	22%	18%	32%	22%	67%	23%	14%	5%	20%
Don't know	9%	5%	8%	26%	4%	10%	14%	36%	9%	7%	10%	9%	4%	0%	11%	8%	7%	9%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	25%	28%	23%	32%	26%	27%	30%	21%	18%	28%	32%	17%	22%	30%	20%
In the last week	19%	18%	19%	15%	18%	18%	17%	19%	22%	19%	17%	21%	18%	11%	12%
In the last month	16%	17%	15%	14%	17%	16%	16%	17%	14%	17%	11%	17%	14%	17%	13%
In the last year	12%	13%	11%	16%	11%	11%	11%	13%	10%	11%	11%	12%	10%	15%	23%
Never	20%	17%	23%	15%	17%	20%	18%	24%	25%	18%	19%	24%	24%	17%	19%
Don t know	9%	8%	9%	8%	11%	7%	8%	7%	10%	6%	10%	9%	12%	10%	12%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	25%	14%	28%	24%	24%	27%	25%	25%	24%	28%	25%	25%
In the last week	19%	15%	19%	20%	17%	16%	15%	23%	19%	9%	20%	19%
In the last month	16%	15%	14%	17%	16%	20%	15%	16%	20%	14%	16%	16%
In the last year	12%	15%	10%	14%	11%	11%	15%	12%	9%	13%	11%	12%
Never	20%	28%	20%	15%	25%	19%	21%	19%	20%	31%	20%	20%
Don't know	9%	11%	10%	9%	7%	7%	9%	6%	8%	6%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	25%	30%	14%	23%	20%	27%	22%	0%	33%	23%	27%	32%	25%	6%	25%	27%	9%	20%
In the last week	19%	21%	23%	16%	23%	0%	22%	38%	15%	19%	21%	19%	18%	17%	16%	9%	16%	20%
In the last month	16%	10%	30%	5%	9%	23%	20%	21%	23%	11%	11%	19%	15%	12%	14%	22%	39%	24%
In the last year	12%	10%	5%	20%	16%	9%	15%	20%	10%	11%	10%	9%	8%	53%	15%	20%	13%	10%
Never	20%	20%	24%	30%	26%	25%	15%	8%	14%	30%	19%	7%	24%	13%	21%	15%	16%	23%
Don't know	9%	9%	3%	6%	5%	16%	6%	14%	5%	7%	12%	14%	11%	0%	9%	7%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	61%	67%	56%	83%	80%	68%	57%	51%	36%	65%	67%	40%	68%	75%	67%
In the last week	24%	21%	26%	12%	17%	21%	30%	30%	31%	25%	20%	30%	17%	21%	21%
In the last month	8%	5%	10%	6%	3%	10%	8%	8%	11%	7%	12%	9%	8%	4%	3%
In the last year	4%	3%	4%	0%	0%	1%	4%	6%	10%	2%	1%	10%	3%	0%	5%
Never	3%	2%	3%	0%	0%	0%	0%	3%	9%	1%	0%	9%	2%	0%	4%
Don t know	1%	1%	1%	0%	0%	1%	1%	1%	2%	0%	0%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	61%	56%	60%	61%	61%	70%	63%	63%	56%	57%	60%	62%
In the last week	24%	16%	23%	27%	27%	21%	21%	24%	25%	26%	25%	24%
In the last month	8%	7%	10%	6%	8%	7%	7%	7%	10%	9%	8%	8%
In the last year	4%	10%	2%	4%	4%	1%	3%	3%	7%	4%	4%	4%
Never	3%	8%	4%	1%	0%	0%	5%	2%	2%	1%	2%	2%
Don't know	1%	3%	1%	1%	0%	0%	1%	1%	1%	3%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	61%	67%	56%	45%	43%	61%	55%	44%	54%	61%	67%	60%	61%	47%	59%	89%	59%	54%
In the last week	24%	18%	23%	31%	37%	28%	20%	36%	31%	27%	20%	31%	28%	23%	23%	7%	22%	33%
In the last month	8%	8%	13%	6%	12%	6%	15%	20%	4%	9%	5%	6%	7%	13%	10%	0%	17%	5%
In the last year	4%	4%	4%	5%	8%	5%	4%	0%	0%	1%	2%	0%	3%	17%	7%	4%	0%	4%
Never	3%	3%	5%	0%	0%	0%	5%	0%	6%	2%	4%	0%	2%	0%	0%	0%	2%	4%
Don't know	1%	0%	0%	12%	0%	0%	0%	0%	5%	0%	1%	3%	0%	0%	2%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
In the last day	75%	78%	73%	84%	84%	81%	78%	72%	58%	82%	76%	58%	74%	88%	80%
In the last week	11%	11%	11%	11%	13%	11%	10%	10%	11%	10%	15%	12%	9%	10%	5%
In the last month	7%	5%	8%	4%	2%	4%	5%	7%	14%	4%	5%	15%	6%	1%	0%
In the last year	3%	4%	3%	1%	1%	3%	4%	3%	7%	2%	2%	6%	5%	0%	8%
Never	3%	3%	4%	0%	0%	1%	3%	6%	9%	1%	1%	9%	4%	0%	4%
Don t know	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
In the last day	75%	58%	74%	73%	83%	85%	67%	77%	77%	88%	75%	76%
In the last week	11%	14%	12%	10%	9%	10%	13%	10%	10%	2%	11%	11%
In the last month	7%	11%	6%	8%	4%	4%	8%	7%	7%	2%	6%	6%
In the last year	3%	4%	2%	5%	3%	0%	4%	4%	2%	5%	3%	3%
Never	3%	13%	4%	3%	1%	1%	7%	2%	4%	4%	3%	3%
Don't know	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
In the last day	75%	72%	70%	83%	68%	86%	72%	52%	66%	72%	78%	69%	79%	34%	80%	87%	78%	74%
In the last week	11%	13%	22%	0%	20%	8%	12%	14%	17%	12%	9%	12%	9%	23%	9%	5%	7%	9%
In the last month	7%	4%	5%	0%	9%	3%	6%	16%	9%	7%	8%	10%	5%	26%	6%	8%	4%	10%
In the last year	3%	4%	0%	0%	0%	3%	5%	6%	1%	5%	3%	6%	4%	17%	2%	0%	11%	4%
Never	3%	7%	2%	12%	3%	0%	5%	12%	7%	0%	2%	0%	2%	0%	3%	0%	0%	2%
Don't know	1%	0%	0%	6%	0%	0%	0%	0%	0%	4%	1%	3%	0%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	622	328	294	21	106	180	205	104	6	519	103	0	0	0	0
Weighted	533	255	277	34	152	150	83	103	10	436	97	0	0	0	0
None	16%	14%	17%	16%	13%	14%	16%	21%	19%	15%	18%	*	*	*	*
1-2 times	30%	28%	32%	29%	30%	34%	25%	28%	40%	31%	26%	*	*	*	*
2-4 times	23%	24%	22%	51%	20%	21%	14%	27%	41%	21%	31%	*	*	*	*
5-9 times	15%	16%	14%	0%	17%	18%	24%	8%	0%	16%	12%	*	*	*	*
10-19 times	6%	6%	6%	0%	9%	5%	9%	4%	0%	6%	7%	*	*	*	*
Over 20 times	9%	10%	7%	4%	10%	9%	11%	7%	0%	10%	3%	*	*	*	*
Don't know	1%	2%	1%	0%	1%	0%	1%	6%	0%	1%	3%	*	*	*	*

Note:

BASE: Google Search users who are workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	622	29	128	210	178	74	63	367	117	54	497	622
Weighted	533	22	104	169	164	72	62	318	88	48	408	533
None	16%	28%	22%	18%	10%	7%	29%	16%	10%	2%	17%	16%
1-2 times	30%	25%	32%	32%	29%	30%	33%	33%	22%	27%	30%	30%
2-4 times	23%	27%	22%	26%	22%	18%	26%	22%	23%	22%	23%	23%
5-9 times	15%	3%	10%	9%	23%	22%	3%	15%	24%	22%	14%	15%
10-19 times	6%	0%	7%	5%	4%	11%	3%	6%	5%	9%	6%	6%
Over 20 times	9%	11%	6%	7%	11%	12%	1%	7%	15%	17%	8%	9%
Don't know	1%	6%	2%	3%	0%	0%	4%	1%	1%	2%	2%	1%

*Note:*

BASE: Google Search users who are workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	622	90	24	16	14	25	23	10	31	31	106	15	38	5	103	21	9	60
Weighted	533	90	15	16	15	24	16	5	27	28	82	11	32	4	84	23	8	50
None	16%	14%	15%	9%	0%	21%	35%	34%	10%	13%	15%	14%	12%	30%	15%	13%	27%	20%
1-2 times	30%	27%	22%	66%	32%	33%	17%	4%	32%	33%	34%	23%	25%	22%	34%	11%	43%	31%
2-4 times	23%	25%	32%	6%	42%	15%	20%	50%	29%	32%	16%	32%	24%	28%	13%	37%	25%	29%
5-9 times	15%	16%	15%	7%	13%	24%	21%	0%	12%	7%	15%	23%	18%	20%	21%	6%	0%	10%
10-19 times	6%	7%	5%	0%	0%	3%	5%	12%	2%	0%	8%	0%	12%	0%	7%	14%	5%	6%
Over 20 times	9%	9%	6%	12%	13%	0%	3%	0%	14%	7%	12%	0%	9%	0%	11%	13%	0%	5%
Don't know	1%	2%	5%	0%	0%	4%	0%	0%	0%	8%	0%	8%	0%	0%	0%	6%	0%	0%

Note:

BASE: Google Search users who are workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
None	1%	0%	2%	0%	1%	1%	0%	2%	3%	1%	0%	3%	2%	0%	4%
1-2 times	27%	22%	31%	22%	15%	24%	22%	29%	45%	21%	28%	39%	31%	20%	27%
2-4 times	29%	25%	33%	23%	31%	27%	30%	30%	33%	28%	30%	36%	25%	26%	35%
5-9 times	22%	27%	18%	26%	26%	26%	25%	21%	11%	25%	23%	13%	25%	25%	17%
10-19 times	11%	12%	10%	16%	18%	10%	11%	9%	4%	14%	13%	6%	6%	16%	9%
Over 20 times	9%	12%	6%	13%	10%	12%	10%	9%	1%	12%	6%	2%	8%	13%	7%
Don't know	1%	1%	1%	1%	0%	0%	1%	1%	2%	0%	0%	2%	2%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
None	1%	7%	2%	1%	0%	0%	3%	1%	0%	0%	1%	1%
1-2 times	27%	33%	26%	30%	26%	16%	31%	27%	19%	26%	27%	27%
2-4 times	29%	26%	30%	30%	28%	35%	28%	30%	31%	35%	28%	29%
5-9 times	22%	13%	22%	20%	24%	29%	23%	20%	26%	20%	22%	22%
10-19 times	11%	11%	10%	9%	13%	13%	10%	12%	11%	10%	12%	11%
Over 20 times	9%	8%	9%	8%	9%	7%	5%	10%	9%	8%	9%	9%
Don't know	1%	3%	1%	1%	0%	0%	0%	0%	2%	1%	1%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
None	1%	0%	2%	0%	0%	2%	4%	0%	3%	5%	2%	0%	0%	17%	1%	0%	7%	0%
1-2 times	27%	26%	35%	26%	34%	28%	37%	35%	19%	21%	28%	34%	25%	65%	20%	22%	15%	34%
2-4 times	29%	23%	23%	29%	36%	34%	29%	39%	37%	33%	31%	32%	32%	0%	27%	37%	40%	29%
5-9 times	22%	29%	22%	19%	14%	23%	24%	15%	22%	24%	17%	22%	20%	17%	23%	11%	22%	20%
10-19 times	11%	12%	9%	12%	5%	7%	2%	0%	15%	8%	11%	11%	9%	0%	13%	20%	13%	13%
Over 20 times	9%	11%	6%	14%	11%	6%	4%	5%	4%	9%	8%	0%	14%	0%	15%	10%	0%	2%
Don't know	1%	0%	3%	0%	0%	0%	1%	6%	0%	0%	3%	0%	0%	0%	0%	0%	2%	2%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	44%	48%	41%	49%	50%	44%	45%	39%	40%	46%	45%	42%	40%	45%	31%
Good description	48%	42%	53%	39%	44%	49%	51%	53%	51%	47%	41%	51%	55%	41%	55%
Neither a good nor bad description	6%	8%	5%	8%	5%	6%	4%	7%	7%	6%	8%	5%	4%	9%	14%
Bad description	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%
Very bad description	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Don't know	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	3%	0%	0%	4%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	44%	38%	48%	42%	43%	44%	41%	45%	46%	53%	44%	44%
Good description	48%	53%	46%	49%	50%	46%	48%	48%	47%	42%	48%	48%
Neither a good nor bad description	6%	7%	5%	7%	5%	9%	7%	6%	6%	5%	6%	6%
Bad description	1%	0%	1%	1%	2%	0%	2%	1%	0%	0%	1%	1%
Very bad description	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	3%	0%	1%	0%	0%	2%	0%	2%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	44%	43%	39%	39%	58%	31%	52%	35%	29%	56%	48%	48%	41%	10%	41%	61%	36%	43%
Good description	48%	50%	51%	54%	39%	62%	42%	49%	62%	33%	49%	28%	52%	90%	48%	26%	59%	49%
Neither a good nor bad description	6%	6%	10%	0%	3%	8%	6%	16%	3%	6%	2%	15%	5%	0%	9%	2%	5%	7%
Bad description	1%	1%	0%	7%	0%	0%	0%	0%	6%	0%	0%	0%	2%	0%	1%	0%	0%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	9%	0%	0%	1%	5%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	15%	20%	12%	16%	24%	14%	14%	10%	14%	15%	16%	14%	17%	15%	11%
Good description	42%	40%	43%	33%	36%	41%	43%	46%	47%	42%	40%	47%	39%	35%	30%
Neither a good nor bad description	31%	29%	33%	23%	32%	34%	30%	32%	33%	33%	30%	30%	31%	28%	36%
Bad description	5%	6%	5%	5%	6%	5%	9%	6%	3%	6%	9%	5%	4%	3%	3%
Very bad description	2%	1%	3%	8%	1%	2%	1%	3%	0%	2%	2%	1%	3%	8%	0%
Don't know	4%	5%	4%	15%	2%	3%	3%	2%	4%	2%	3%	4%	7%	11%	19%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	15%	10%	13%	14%	22%	17%	12%	16%	17%	19%	15%	15%
Good description	42%	39%	47%	36%	42%	46%	38%	43%	45%	36%	41%	42%
Neither a good nor bad description	31%	37%	29%	36%	27%	31%	30%	30%	28%	37%	32%	31%
Bad description	5%	3%	4%	6%	9%	5%	5%	6%	8%	6%	5%	5%
Very bad description	2%	2%	4%	3%	0%	0%	3%	3%	1%	0%	3%	2%
Don't know	4%	9%	4%	6%	0%	2%	12%	2%	2%	1%	5%	4%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	15%	16%	9%	0%	11%	18%	7%	9%	17%	16%	16%	20%	17%	0%	18%	18%	6%	17%
Good description	42%	44%	42%	54%	34%	41%	49%	42%	43%	44%	40%	36%	47%	52%	36%	44%	35%	40%
Neither a good nor bad description	31%	30%	32%	31%	38%	32%	30%	43%	27%	31%	32%	24%	25%	48%	35%	24%	23%	32%
Bad description	5%	4%	15%	8%	15%	2%	8%	0%	7%	5%	5%	5%	8%	0%	8%	0%	11%	2%
Very bad description	2%	0%	0%	7%	0%	0%	3%	5%	1%	0%	3%	6%	1%	0%	1%	6%	7%	6%
Don't know	4%	6%	3%	0%	2%	8%	4%	2%	5%	3%	5%	10%	1%	0%	2%	8%	18%	4%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	27%	31%	23%	29%	35%	25%	26%	23%	22%	30%	28%	24%	20%	28%	30%
Good description	52%	46%	56%	43%	45%	53%	56%	56%	55%	50%	52%	56%	51%	53%	43%
Neither a good nor bad description	19%	20%	18%	20%	17%	20%	16%	16%	23%	17%	17%	17%	27%	14%	27%
Bad description	2%	2%	1%	6%	0%	1%	1%	3%	0%	2%	0%	1%	0%	5%	0%
Very bad description	1%	0%	1%	2%	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%
Don't know	1%	1%	0%	1%	2%	0%	0%	1%	0%	0%	2%	1%	1%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	27%	21%	27%	25%	30%	28%	31%	27%	24%	30%	25%	27%
Good description	52%	59%	54%	49%	50%	49%	47%	52%	57%	48%	53%	52%
Neither a good nor bad description	19%	16%	18%	21%	18%	20%	18%	18%	15%	18%	18%	19%
Bad description	2%	2%	1%	2%	2%	3%	1%	2%	2%	3%	2%	2%
Very bad description	1%	0%	0%	2%	0%	0%	1%	1%	1%	0%	1%	1%
Don't know	1%	2%	0%	1%	0%	0%	2%	0%	1%	0%	1%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	27%	29%	22%	42%	18%	18%	28%	14%	37%	27%	27%	19%	29%	10%	25%	27%	7%	27%
Good description	52%	56%	46%	33%	70%	52%	49%	51%	47%	51%	59%	63%	43%	47%	46%	52%	35%	50%
Neither a good nor bad description	19%	15%	31%	12%	12%	22%	20%	35%	10%	23%	14%	9%	24%	43%	25%	6%	55%	19%
Bad description	2%	0%	0%	7%	0%	5%	0%	0%	5%	0%	0%	0%	4%	0%	2%	6%	3%	3%
Very bad description	1%	0%	1%	7%	0%	0%	3%	0%	0%	0%	0%	5%	0%	0%	0%	6%	0%	0%
Don't know	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	4%	0%	0%	2%	5%	0%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	27%	30%	24%	38%	30%	21%	26%	21%	27%	26%	29%	27%	22%	38%	28%
Good description	52%	47%	55%	35%	49%	58%	55%	54%	55%	53%	48%	55%	51%	42%	43%
Neither a good nor bad description	18%	18%	19%	23%	16%	20%	18%	19%	17%	18%	18%	15%	26%	16%	26%
Bad description	2%	4%	1%	2%	3%	1%	1%	4%	1%	3%	0%	2%	0%	3%	3%
Very bad description	1%	1%	1%	3%	1%	0%	0%	1%	0%	0%	3%	1%	1%	0%	0%
Don't know	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	27%	26%	28%	27%	26%	23%	29%	27%	22%	32%	25%	27%
Good description	52%	54%	52%	49%	55%	54%	43%	55%	52%	45%	54%	52%
Neither a good nor bad description	18%	19%	19%	20%	15%	20%	22%	15%	22%	22%	17%	18%
Bad description	2%	1%	1%	2%	4%	3%	4%	2%	3%	2%	3%	2%
Very bad description	1%	0%	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%
Don't know	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	27%	30%	22%	23%	35%	20%	29%	21%	31%	27%	29%	22%	27%	0%	19%	40%	11%	26%
Good description	52%	52%	51%	55%	43%	55%	40%	45%	51%	52%	53%	56%	50%	74%	55%	42%	46%	54%
Neither a good nor bad description	18%	16%	22%	9%	17%	22%	28%	33%	15%	19%	16%	13%	19%	26%	22%	8%	40%	17%
Bad description	2%	2%	4%	0%	5%	3%	3%	0%	3%	2%	2%	5%	4%	0%	1%	0%	3%	1%
Very bad description	1%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	6%	0%	1%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	1%	5%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	22%	24%	20%	29%	23%	18%	20%	21%	21%	23%	22%	20%	21%	24%	19%
Good description	51%	48%	53%	39%	53%	58%	52%	48%	50%	53%	48%	52%	46%	46%	53%
Neither a good nor bad description	23%	23%	22%	20%	21%	19%	24%	26%	25%	21%	26%	22%	25%	27%	24%
Bad description	2%	2%	2%	5%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	4%
Very bad description	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%
Don't know	3%	3%	3%	7%	1%	3%	3%	2%	3%	2%	2%	3%	7%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	22%	19%	25%	18%	23%	24%	22%	22%	21%	29%	20%	22%
Good description	51%	44%	49%	54%	54%	47%	49%	51%	53%	47%	52%	51%
Neither a good nor bad description	23%	33%	22%	23%	17%	25%	22%	22%	24%	23%	22%	23%
Bad description	2%	2%	1%	1%	4%	0%	3%	2%	0%	0%	1%	2%
Very bad description	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%
Don't know	3%	2%	2%	3%	2%	3%	5%	2%	2%	1%	3%	3%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	22%	22%	19%	14%	20%	20%	26%	18%	27%	17%	21%	22%	25%	0%	20%	22%	6%	29%
Good description	51%	52%	44%	52%	46%	49%	52%	53%	51%	57%	50%	48%	55%	74%	50%	46%	50%	49%
Neither a good nor bad description	23%	22%	37%	21%	22%	28%	17%	27%	14%	25%	23%	24%	15%	26%	27%	27%	27%	17%
Bad description	2%	4%	0%	0%	0%	0%	2%	0%	7%	0%	2%	3%	2%	0%	0%	0%	0%	1%
Very bad description	0%	0%	0%	13%	5%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	1%	0%	0%	8%	3%	4%	2%	0%	0%	3%	4%	4%	0%	3%	5%	18%	4%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	19%	19%	19%	21%	24%	13%	17%	22%	17%	21%	24%	16%	15%	18%	19%
Good description	47%	47%	48%	31%	43%	55%	49%	46%	54%	48%	42%	55%	47%	29%	41%
Neither a good nor bad description	22%	23%	21%	25%	21%	23%	22%	20%	23%	22%	20%	19%	22%	35%	22%
Bad description	5%	4%	6%	11%	6%	5%	4%	4%	2%	4%	7%	2%	9%	10%	4%
Very bad description	2%	2%	2%	2%	3%	1%	4%	3%	0%	2%	3%	1%	1%	0%	6%
Don't know	5%	5%	5%	10%	3%	4%	4%	4%	5%	3%	3%	7%	6%	8%	8%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	19%	13%	18%	17%	24%	20%	17%	19%	20%	25%	17%	19%
Good description	47%	34%	45%	49%	51%	52%	38%	51%	54%	35%	50%	47%
Neither a good nor bad description	22%	30%	22%	23%	20%	19%	26%	20%	19%	34%	22%	22%
Bad description	5%	10%	6%	5%	3%	2%	7%	5%	2%	2%	5%	5%
Very bad description	2%	2%	2%	3%	0%	2%	2%	2%	1%	3%	2%	2%
Don't know	5%	11%	7%	4%	1%	4%	9%	3%	4%	1%	5%	5%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	19%	19%	17%	10%	16%	30%	13%	0%	17%	20%	21%	20%	19%	10%	17%	18%	16%	22%
Good description	47%	47%	34%	45%	52%	36%	48%	47%	44%	50%	50%	38%	54%	90%	45%	44%	53%	50%
Neither a good nor bad description	22%	23%	37%	32%	14%	28%	21%	46%	33%	19%	19%	18%	16%	0%	27%	9%	19%	17%
Bad description	5%	4%	7%	0%	9%	3%	11%	5%	3%	4%	2%	13%	6%	0%	4%	15%	2%	7%
Very bad description	2%	2%	2%	13%	0%	0%	3%	2%	0%	0%	1%	0%	2%	0%	2%	7%	0%	2%
Don't know	5%	5%	4%	0%	8%	2%	4%	0%	3%	6%	7%	10%	4%	0%	5%	8%	10%	2%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	50%	52%	48%	51%	56%	47%	54%	53%	41%	53%	45%	44%	52%	59%	32%
Good description	44%	40%	46%	39%	35%	47%	42%	40%	54%	41%	47%	49%	41%	31%	62%
Neither a good nor bad description	5%	7%	4%	9%	7%	5%	3%	4%	5%	5%	5%	5%	5%	8%	6%
Bad description	1%	1%	1%	0%	0%	0%	1%	2%	0%	0%	0%	1%	1%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Don't know	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	2%	1%	1%	2%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	50%	47%	53%	48%	49%	53%	47%	52%	50%	55%	50%	50%
Good description	44%	42%	42%	46%	45%	38%	43%	43%	43%	41%	44%	44%
Neither a good nor bad description	5%	8%	4%	5%	5%	9%	8%	4%	6%	4%	5%	5%
Bad description	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	2%	1%	1%	0%	0%	2%	0%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	50%	51%	49%	79%	46%	34%	52%	39%	57%	49%	55%	45%	58%	23%	47%	50%	43%	45%
Good description	44%	43%	46%	12%	54%	57%	38%	45%	37%	43%	40%	49%	35%	77%	46%	45%	57%	46%
Neither a good nor bad description	5%	6%	5%	0%	0%	8%	9%	16%	0%	6%	5%	3%	5%	0%	6%	0%	0%	7%
Bad description	1%	0%	0%	9%	0%	0%	1%	0%	3%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%	1%	5%	0%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	52%	53%	52%	55%	53%	54%	58%	51%	47%	56%	48%	49%	53%	51%	34%
Good description	40%	39%	41%	34%	37%	39%	39%	42%	46%	39%	41%	43%	41%	29%	54%
Neither a good nor bad description	6%	6%	5%	7%	8%	6%	3%	5%	5%	5%	7%	5%	4%	15%	12%
Bad description	1%	1%	1%	3%	1%	0%	0%	0%	2%	0%	1%	2%	1%	5%	0%
Very bad description	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	1%	0%	0%
Don't know	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	2%	1%	0%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	52%	49%	53%	51%	54%	53%	49%	55%	51%	55%	53%	52%
Good description	40%	45%	40%	40%	38%	40%	40%	36%	45%	41%	40%	40%
Neither a good nor bad description	6%	4%	4%	6%	7%	6%	7%	7%	2%	3%	6%	6%
Bad description	1%	1%	2%	0%	1%	0%	2%	1%	1%	0%	1%	1%
Very bad description	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%
Don't know	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	52%	56%	49%	61%	48%	49%	59%	39%	45%	52%	53%	46%	45%	29%	49%	51%	57%	59%
Good description	40%	39%	44%	26%	48%	44%	32%	40%	54%	36%	43%	41%	45%	71%	40%	25%	41%	35%
Neither a good nor bad description	6%	5%	7%	7%	4%	7%	6%	11%	1%	8%	3%	9%	8%	0%	8%	8%	2%	4%
Bad description	1%	0%	1%	0%	0%	0%	3%	11%	0%	5%	0%	0%	0%	0%	1%	6%	0%	1%
Very bad description	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	1%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	0%	1%	5%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	44%	44%	44%	44%	45%	42%	46%	44%	45%	43%	47%	47%	39%	54%	42%
Good description	44%	41%	46%	40%	39%	48%	46%	47%	45%	46%	40%	44%	46%	33%	44%
Neither a good nor bad description	9%	11%	8%	9%	13%	8%	8%	7%	10%	9%	10%	8%	13%	7%	14%
Bad description	1%	2%	0%	3%	1%	1%	0%	1%	0%	1%	1%	1%	0%	3%	0%
Very bad description	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Don't know	1%	2%	1%	5%	1%	1%	0%	1%	0%	1%	2%	0%	2%	3%	0%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	44%	41%	48%	41%	45%	43%	41%	47%	40%	49%	43%	44%
Good description	44%	45%	44%	46%	44%	40%	41%	43%	48%	45%	45%	44%
Neither a good nor bad description	9%	11%	7%	10%	9%	13%	13%	8%	9%	6%	9%	9%
Bad description	1%	0%	1%	2%	2%	0%	1%	1%	2%	0%	1%	1%
Very bad description	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	1%	2%	0%	1%	0%	3%	3%	1%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	44%	50%	51%	47%	42%	46%	39%	39%	39%	56%	46%	39%	41%	6%	42%	44%	27%	41%
Good description	44%	38%	35%	38%	48%	40%	43%	36%	52%	31%	48%	52%	52%	69%	45%	44%	62%	47%
Neither a good nor bad description	9%	11%	14%	2%	10%	11%	15%	25%	10%	10%	4%	6%	4%	26%	10%	2%	11%	12%
Bad description	1%	0%	0%	7%	0%	0%	3%	0%	0%	0%	1%	0%	2%	0%	2%	6%	0%	0%
Very bad description	0%	0%	0%	6%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	0%	0%	0%	0%	0%	0%	3%	2%	4%	2%	0%	0%	5%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	27%	30%	24%	25%	33%	27%	31%	25%	21%	29%	28%	20%	28%	31%	20%
Good description	44%	42%	45%	53%	42%	50%	49%	42%	34%	50%	41%	38%	35%	49%	39%
Neither a good nor bad description	25%	23%	26%	19%	19%	21%	17%	25%	41%	18%	26%	37%	29%	18%	39%
Bad description	2%	2%	3%	1%	3%	1%	1%	5%	2%	2%	2%	2%	6%	0%	1%
Very bad description	1%	1%	1%	0%	0%	0%	1%	1%	2%	1%	0%	2%	0%	0%	0%
Don't know	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	4%	2%	1%	3%	0%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	27%	23%	27%	23%	30%	31%	24%	27%	28%	39%	24%	27%
Good description	44%	34%	42%	49%	44%	43%	38%	48%	44%	36%	44%	44%
Neither a good nor bad description	25%	38%	24%	22%	24%	24%	30%	22%	25%	24%	27%	25%
Bad description	2%	0%	4%	3%	1%	0%	2%	2%	3%	1%	3%	2%
Very bad description	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%
Don't know	1%	4%	1%	1%	0%	1%	4%	0%	1%	0%	1%	1%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

(22.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	27%	26%	23%	22%	18%	32%	29%	19%	19%	28%	24%	32%	26%	0%	28%	41%	17%	32%
Good description	44%	45%	46%	40%	44%	28%	42%	37%	52%	50%	41%	32%	49%	52%	45%	53%	39%	42%
Neither a good nor bad description	25%	25%	27%	25%	31%	31%	22%	44%	29%	15%	31%	27%	23%	48%	22%	1%	39%	21%
Bad description	2%	3%	2%	0%	7%	4%	3%	0%	0%	4%	1%	5%	0%	0%	3%	0%	2%	3%
Very bad description	1%	1%	0%	13%	0%	1%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	2%	0%	0%	3%	0%	0%	0%	3%	1%	4%	2%	0%	1%	5%	2%	3%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	3%	3%	4%	5%	4%	4%	2%	3%	2%	4%	2%	2%	1%	6%	6%
Good description	10%	8%	12%	10%	15%	12%	7%	3%	12%	9%	15%	12%	8%	12%	3%
Neither a good nor bad description	18%	18%	18%	26%	16%	17%	13%	19%	18%	17%	16%	18%	18%	21%	28%
Bad description	42%	42%	41%	23%	37%	44%	48%	47%	46%	41%	39%	46%	46%	23%	42%
Very bad description	24%	26%	23%	31%	25%	21%	28%	26%	18%	25%	26%	19%	25%	32%	17%
Don't know	3%	4%	2%	6%	3%	1%	2%	2%	4%	2%	2%	4%	2%	5%	4%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	3%	2%	3%	4%	3%	6%	3%	4%	3%	1%	3%	3%
Good description	10%	8%	7%	13%	10%	15%	12%	9%	7%	10%	9%	10%
Neither a good nor bad description	18%	17%	21%	19%	17%	12%	25%	16%	16%	18%	18%	18%
Bad description	42%	39%	42%	38%	47%	43%	33%	44%	49%	39%	42%	42%
Very bad description	24%	24%	26%	25%	23%	19%	21%	25%	23%	30%	25%	24%
Don't know	3%	11%	2%	2%	1%	4%	5%	2%	1%	2%	3%	3%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	3%	3%	2%	13%	0%	1%	0%	0%	0%	3%	6%	0%	2%	0%	4%	3%	0%	5%
Good description	10%	13%	1%	15%	3%	16%	4%	22%	8%	11%	14%	0%	14%	17%	6%	14%	8%	6%
Neither a good nor bad description	18%	20%	22%	10%	21%	21%	21%	10%	15%	20%	13%	16%	16%	37%	21%	14%	14%	19%
Bad description	42%	38%	41%	37%	47%	39%	43%	32%	45%	46%	41%	47%	42%	36%	46%	33%	63%	39%
Very bad description	24%	24%	29%	25%	29%	22%	23%	36%	29%	16%	22%	33%	23%	10%	18%	31%	13%	30%
Don't know	3%	1%	5%	0%	0%	1%	9%	0%	3%	4%	2%	4%	3%	0%	5%	5%	2%	1%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Very good description	3%	3%	3%	5%	4%	1%	2%	3%	3%	3%	0%	3%	0%	8%	6%
Good description	8%	8%	8%	15%	6%	9%	5%	5%	8%	9%	7%	7%	7%	10%	0%
Neither a good nor bad description	24%	20%	27%	28%	25%	25%	21%	23%	24%	23%	24%	21%	31%	29%	30%
Bad description	35%	36%	34%	20%	35%	35%	42%	38%	37%	35%	36%	39%	34%	24%	27%
Very bad description	26%	28%	25%	24%	28%	27%	27%	27%	25%	27%	30%	27%	22%	24%	22%
Don't know	4%	5%	3%	8%	3%	3%	2%	4%	3%	2%	3%	3%	5%	5%	16%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Very good description	3%	3%	2%	3%	3%	3%	5%	2%	3%	1%	3%	3%
Good description	8%	5%	7%	7%	10%	11%	10%	7%	8%	14%	7%	8%
Neither a good nor bad description	24%	23%	25%	26%	20%	27%	30%	22%	20%	16%	24%	24%
Bad description	35%	38%	38%	31%	36%	34%	29%	37%	39%	32%	36%	35%
Very bad description	26%	23%	24%	29%	30%	22%	19%	29%	27%	36%	26%	26%
Don't know	4%	7%	4%	4%	2%	2%	7%	2%	4%	1%	4%	4%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Very good description	3%	3%	6%	13%	0%	5%	3%	0%	4%	5%	3%	0%	0%	0%	3%	0%	3%	0%
Good description	8%	5%	5%	2%	4%	6%	0%	20%	0%	9%	9%	12%	7%	0%	12%	11%	9%	10%
Neither a good nor bad description	24%	21%	27%	12%	36%	26%	27%	20%	28%	36%	23%	3%	34%	12%	25%	22%	50%	21%
Bad description	35%	45%	27%	40%	29%	34%	41%	32%	27%	30%	35%	52%	27%	61%	36%	32%	8%	28%
Very bad description	26%	24%	32%	31%	31%	17%	28%	29%	39%	18%	25%	30%	32%	27%	21%	30%	20%	35%
Don't know	4%	2%	3%	2%	0%	13%	2%	0%	3%	2%	5%	4%	0%	0%	4%	5%	10%	6%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	41%	41%	42%	44%	45%	42%	40%	40%	37%	42%	41%	41%	46%	36%	22%
Good description	48%	47%	49%	34%	49%	45%	47%	52%	55%	47%	52%	49%	42%	45%	66%
Neither a good nor bad description	8%	9%	8%	16%	4%	10%	11%	7%	6%	9%	8%	7%	8%	7%	12%
Bad description	1%	0%	1%	0%	0%	2%	1%	1%	0%	1%	0%	0%	1%	3%	0%
Very bad description	1%	1%	1%	4%	1%	0%	0%	0%	0%	1%	0%	0%	2%	4%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	0%	2%	1%	0%	2%	0%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	41%	38%	48%	40%	38%	37%	38%	41%	39%	57%	39%	42%
Good description	48%	47%	43%	50%	53%	47%	47%	49%	47%	38%	50%	48%
Neither a good nor bad description	8%	9%	7%	10%	6%	13%	9%	8%	11%	4%	7%	8%
Bad description	1%	2%	0%	0%	1%	0%	2%	0%	0%	0%	1%	1%
Very bad description	1%	0%	2%	0%	0%	3%	3%	1%	0%	0%	1%	1%
Don't know	1%	4%	0%	1%	2%	0%	2%	1%	3%	0%	1%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	41%	36%	44%	40%	53%	33%	45%	50%	34%	44%	48%	50%	35%	50%	48%	38%	11%	41%
Good description	48%	58%	31%	41%	27%	53%	53%	42%	54%	38%	43%	33%	55%	17%	41%	56%	58%	49%
Neither a good nor bad description	8%	5%	23%	19%	21%	14%	2%	8%	8%	9%	6%	4%	10%	33%	9%	6%	31%	6%
Bad description	1%	0%	0%	0%	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%	1%	0%	0%	1%
Very bad description	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%
Don't know	1%	0%	2%	0%	0%	0%	0%	0%	0%	6%	1%	13%	0%	0%	1%	0%	0%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	22%	27%	17%	21%	31%	15%	23%	22%	18%	23%	18%	19%	21%	30%	22%
Good description	38%	35%	40%	24%	33%	39%	38%	43%	46%	36%	45%	44%	40%	13%	51%
Neither a good nor bad description	30%	29%	31%	40%	28%	35%	27%	23%	28%	31%	28%	28%	28%	38%	12%
Bad description	5%	5%	5%	2%	6%	3%	7%	10%	2%	7%	7%	1%	3%	4%	8%
Very bad description	2%	0%	3%	4%	0%	4%	3%	0%	0%	2%	0%	0%	2%	6%	0%
Don't know	4%	4%	4%	10%	1%	4%	4%	1%	6%	1%	2%	7%	7%	9%	7%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	22%	14%	23%	20%	27%	18%	26%	20%	18%	26%	22%	22%
Good description	38%	29%	40%	44%	33%	34%	28%	39%	46%	37%	38%	38%
Neither a good nor bad description	30%	44%	26%	28%	28%	38%	30%	31%	27%	20%	28%	30%
Bad description	5%	8%	2%	3%	9%	10%	4%	5%	3%	17%	6%	5%
Very bad description	2%	2%	3%	1%	1%	0%	2%	2%	2%	0%	2%	2%
Don't know	4%	4%	6%	4%	2%	0%	9%	3%	4%	0%	4%	4%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	22%	24%	14%	11%	27%	23%	15%	40%	20%	20%	20%	33%	17%	67%	24%	31%	0%	20%
Good description	38%	35%	34%	48%	31%	50%	36%	4%	42%	38%	47%	17%	45%	0%	37%	28%	28%	38%
Neither a good nor bad description	30%	38%	48%	29%	42%	22%	37%	48%	21%	30%	23%	20%	23%	33%	23%	41%	25%	32%
Bad description	5%	1%	0%	11%	0%	5%	2%	8%	15%	3%	5%	0%	16%	0%	9%	0%	23%	1%
Very bad description	2%	0%	0%	0%	0%	0%	0%	0%	2%	3%	2%	8%	0%	0%	3%	0%	11%	3%
Don't know	4%	2%	4%	0%	0%	0%	10%	0%	0%	6%	2%	21%	0%	0%	5%	0%	13%	7%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	26%	28%	24%	29%	24%	23%	27%	27%	25%	25%	22%	26%	29%	26%	22%
Good description	53%	52%	54%	40%	56%	50%	53%	56%	59%	51%	61%	58%	50%	48%	43%
Neither a good nor bad description	18%	16%	19%	22%	17%	24%	17%	13%	13%	20%	11%	12%	17%	22%	35%
Bad description	2%	3%	2%	5%	3%	1%	2%	3%	1%	3%	6%	2%	0%	0%	0%
Very bad description	0%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	1%	2%	0%	0%	2%	1%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	26%	24%	28%	26%	26%	18%	29%	23%	29%	32%	25%	26%
Good description	53%	56%	52%	55%	52%	53%	49%	57%	44%	62%	54%	53%
Neither a good nor bad description	18%	15%	17%	16%	17%	27%	18%	18%	20%	4%	16%	17%
Bad description	2%	1%	2%	3%	3%	2%	2%	2%	4%	2%	3%	2%
Very bad description	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%
Don't know	1%	4%	1%	0%	2%	0%	2%	1%	3%	0%	1%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	26%	30%	32%	23%	20%	30%	20%	25%	30%	22%	26%	30%	17%	50%	29%	17%	11%	21%
Good description	53%	51%	59%	77%	80%	63%	45%	38%	54%	63%	59%	33%	55%	17%	47%	61%	43%	47%
Neither a good nor bad description	18%	20%	9%	0%	0%	7%	35%	19%	13%	8%	13%	16%	21%	33%	20%	12%	39%	24%
Bad description	2%	0%	0%	0%	0%	0%	0%	19%	3%	2%	0%	7%	6%	0%	3%	9%	6%	4%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	6%	2%	13%	0%	0%	1%	0%	0%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	26%	26%	25%	17%	28%	26%	32%	25%	24%	27%	25%	23%	25%	23%	22%
Good description	51%	48%	54%	48%	40%	55%	50%	57%	57%	47%	55%	59%	54%	45%	59%
Neither a good nor bad description	18%	21%	16%	23%	27%	17%	15%	13%	14%	21%	17%	11%	18%	16%	20%
Bad description	3%	3%	2%	8%	4%	0%	2%	4%	1%	3%	3%	2%	0%	10%	0%
Very bad description	1%	0%	2%	2%	1%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	0%	4%	0%	0%	5%	0%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	26%	21%	30%	23%	27%	22%	27%	24%	23%	42%	25%	26%
Good description	51%	62%	53%	55%	43%	44%	48%	53%	50%	43%	51%	51%
Neither a good nor bad description	18%	13%	12%	18%	22%	28%	17%	19%	21%	15%	19%	18%
Bad description	3%	0%	1%	2%	6%	6%	4%	3%	3%	0%	3%	3%
Very bad description	1%	0%	2%	1%	0%	0%	3%	0%	1%	0%	1%	1%
Don't know	1%	4%	2%	0%	2%	0%	2%	1%	3%	0%	2%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	26%	29%	29%	32%	20%	18%	21%	44%	36%	26%	31%	32%	17%	0%	24%	16%	0%	22%
Good description	51%	52%	50%	63%	80%	54%	54%	29%	47%	54%	44%	36%	56%	67%	52%	50%	78%	50%
Neither a good nor bad description	18%	13%	22%	5%	0%	11%	20%	27%	14%	14%	22%	12%	17%	33%	20%	25%	15%	26%
Bad description	3%	4%	0%	0%	0%	13%	0%	0%	3%	0%	2%	7%	10%	0%	0%	9%	6%	0%
Very bad description	1%	1%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%
Don't know	1%	0%	0%	0%	0%	0%	4%	0%	0%	6%	1%	13%	0%	0%	3%	0%	0%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	23%	25%	21%	18%	25%	24%	23%	24%	21%	24%	21%	20%	26%	20%	22%
Good description	50%	50%	50%	43%	53%	48%	54%	50%	52%	50%	53%	55%	41%	52%	59%
Neither a good nor bad description	20%	18%	21%	18%	17%	21%	21%	21%	20%	21%	22%	19%	20%	12%	20%
Bad description	4%	3%	4%	10%	4%	4%	0%	4%	1%	4%	4%	1%	7%	4%	0%
Very bad description	1%	1%	1%	5%	0%	0%	0%	0%	0%	0%	0%	0%	2%	4%	0%
Don't know	3%	3%	2%	6%	0%	2%	2%	1%	6%	1%	0%	6%	4%	7%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	23%	20%	28%	23%	17%	20%	23%	20%	24%	40%	23%	23%
Good description	50%	41%	49%	52%	56%	48%	41%	54%	46%	44%	52%	50%
Neither a good nor bad description	20%	25%	17%	20%	19%	27%	21%	19%	25%	11%	18%	20%
Bad description	4%	5%	3%	3%	5%	5%	7%	4%	2%	5%	4%	4%
Very bad description	1%	4%	1%	0%	0%	0%	2%	1%	0%	0%	0%	1%
Don't know	3%	6%	3%	2%	3%	0%	5%	2%	3%	0%	3%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	23%	26%	18%	23%	20%	18%	11%	25%	16%	28%	26%	22%	21%	0%	24%	18%	0%	27%
Good description	50%	49%	36%	77%	60%	47%	57%	19%	69%	46%	49%	48%	38%	67%	55%	40%	45%	50%
Neither a good nor bad description	20%	22%	40%	0%	10%	28%	16%	56%	12%	8%	20%	18%	26%	33%	15%	42%	42%	13%
Bad description	4%	1%	6%	0%	11%	5%	7%	0%	3%	8%	2%	0%	11%	0%	3%	0%	0%	7%
Very bad description	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	0%	0%	0%	0%	2%	10%	0%	0%	9%	1%	13%	3%	0%	4%	0%	13%	3%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	20%	24%	17%	25%	19%	18%	17%	22%	21%	20%	18%	19%	22%	25%	16%
Good description	44%	41%	47%	31%	43%	50%	47%	47%	43%	45%	51%	48%	36%	27%	43%
Neither a good nor bad description	24%	23%	25%	26%	23%	23%	26%	21%	26%	23%	22%	23%	27%	33%	15%
Bad description	6%	7%	5%	7%	11%	6%	4%	5%	2%	7%	7%	2%	8%	4%	0%
Very bad description	2%	2%	2%	2%	4%	1%	4%	1%	0%	2%	0%	0%	2%	4%	11%
Don't know	4%	4%	4%	9%	0%	3%	3%	4%	7%	2%	3%	8%	4%	5%	15%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	20%	9%	23%	19%	25%	13%	19%	20%	21%	21%	20%	20%
Good description	44%	43%	40%	44%	44%	59%	42%	43%	47%	62%	44%	44%
Neither a good nor bad description	24%	24%	23%	28%	20%	20%	24%	26%	19%	11%	24%	24%
Bad description	6%	12%	5%	4%	9%	5%	6%	6%	7%	6%	6%	6%
Very bad description	2%	3%	3%	1%	1%	0%	3%	1%	2%	0%	2%	2%
Don't know	4%	8%	5%	4%	2%	2%	6%	4%	5%	0%	4%	4%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	20%	19%	8%	23%	20%	18%	11%	16%	22%	20%	23%	29%	25%	0%	23%	27%	0%	19%
Good description	44%	41%	47%	60%	38%	54%	47%	29%	52%	37%	50%	19%	54%	67%	42%	35%	49%	39%
Neither a good nor bad description	24%	31%	41%	17%	21%	15%	24%	36%	19%	25%	19%	24%	10%	33%	25%	29%	51%	22%
Bad description	6%	5%	0%	0%	12%	7%	4%	19%	3%	12%	3%	15%	6%	0%	5%	0%	0%	13%
Very bad description	2%	2%	0%	0%	0%	5%	0%	0%	0%	0%	3%	0%	1%	0%	2%	3%	0%	3%
Don't know	4%	2%	4%	0%	10%	2%	14%	0%	4%	6%	2%	13%	3%	0%	4%	6%	0%	5%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	39%	39%	39%	31%	36%	42%	47%	41%	38%	39%	34%	40%	48%	27%	25%
Good description	47%	48%	46%	45%	50%	45%	42%	47%	51%	45%	58%	48%	42%	37%	75%
Neither a good nor bad description	11%	9%	13%	15%	12%	10%	8%	10%	10%	13%	8%	10%	4%	22%	0%
Bad description	1%	1%	2%	4%	0%	1%	1%	3%	0%	2%	0%	1%	4%	0%	0%
Very bad description	1%	1%	1%	2%	1%	1%	1%	0%	0%	0%	0%	0%	0%	9%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	0%	2%	0%	0%	2%	2%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	39%	40%	45%	36%	37%	36%	37%	38%	35%	57%	39%	39%
Good description	47%	50%	42%	50%	50%	45%	46%	49%	46%	36%	47%	47%
Neither a good nor bad description	11%	7%	11%	11%	10%	14%	10%	11%	15%	4%	10%	11%
Bad description	1%	0%	1%	2%	0%	5%	2%	1%	3%	3%	2%	1%
Very bad description	1%	0%	1%	0%	2%	0%	3%	0%	0%	0%	1%	1%
Don't know	1%	4%	0%	1%	2%	0%	3%	1%	2%	0%	1%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	39%	39%	53%	64%	20%	28%	35%	29%	41%	37%	44%	57%	34%	17%	38%	30%	24%	40%
Good description	47%	47%	28%	36%	80%	51%	50%	44%	53%	37%	48%	15%	53%	50%	49%	56%	52%	44%
Neither a good nor bad description	11%	13%	19%	0%	0%	13%	16%	27%	3%	14%	6%	15%	10%	33%	9%	14%	17%	11%
Bad description	1%	0%	0%	0%	0%	5%	0%	0%	3%	0%	1%	0%	3%	0%	3%	0%	6%	2%
Very bad description	1%	1%	0%	0%	0%	0%	0%	0%	0%	6%	2%	0%	0%	0%	1%	0%	0%	0%
Don't know	1%	0%	0%	0%	0%	2%	0%	0%	0%	6%	0%	13%	0%	0%	1%	0%	0%	2%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	42%	42%	41%	45%	39%	47%	50%	42%	32%	43%	49%	36%	43%	34%	43%
Good description	47%	46%	48%	37%	45%	41%	44%	51%	60%	45%	45%	55%	45%	44%	57%
Neither a good nor bad description	8%	7%	8%	10%	12%	8%	4%	5%	5%	10%	2%	5%	9%	7%	0%
Bad description	2%	2%	2%	5%	4%	2%	1%	1%	1%	1%	3%	3%	3%	10%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	0%	2%	0%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	42%	34%	45%	39%	43%	42%	37%	43%	36%	56%	42%	42%
Good description	47%	53%	48%	49%	46%	40%	50%	46%	50%	40%	48%	47%
Neither a good nor bad description	8%	6%	5%	10%	5%	13%	3%	9%	10%	4%	7%	8%
Bad description	2%	3%	1%	2%	4%	3%	9%	1%	2%	0%	2%	2%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	4%	1%	0%	2%	2%	2%	1%	2%	0%	1%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	42%	42%	46%	49%	46%	30%	43%	44%	33%	34%	43%	49%	49%	17%	42%	54%	49%	37%
Good description	47%	47%	33%	51%	54%	68%	55%	27%	54%	44%	51%	34%	42%	50%	44%	40%	45%	46%
Neither a good nor bad description	8%	7%	21%	0%	0%	2%	0%	29%	8%	11%	5%	4%	3%	33%	12%	6%	0%	12%
Bad description	2%	3%	0%	0%	0%	0%	2%	0%	5%	6%	1%	0%	3%	0%	2%	0%	6%	4%
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%	0%	0%	0%	0%	0%	0%	6%	0%	13%	3%	0%	1%	0%	0%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	42%	43%	41%	45%	46%	39%	49%	41%	36%	44%	43%	39%	42%	45%	32%
Good description	45%	42%	47%	38%	38%	46%	36%	50%	54%	42%	51%	52%	42%	30%	54%
Neither a good nor bad description	11%	11%	11%	8%	15%	13%	13%	7%	8%	13%	6%	6%	15%	12%	15%
Bad description	1%	1%	0%	2%	0%	2%	1%	1%	0%	1%	0%	2%	0%	4%	0%
Very bad description	1%	1%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	2%	4%	0%
Don't know	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	0%	2%	0%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	42%	41%	51%	38%	37%	39%	38%	42%	39%	61%	42%	43%
Good description	45%	42%	41%	50%	47%	39%	44%	46%	45%	29%	45%	44%
Neither a good nor bad description	11%	13%	6%	11%	12%	19%	13%	10%	12%	10%	11%	11%
Bad description	1%	0%	0%	1%	3%	0%	0%	1%	3%	0%	1%	1%
Very bad description	1%	0%	2%	0%	0%	0%	3%	0%	0%	0%	1%	1%
Don't know	1%	4%	0%	0%	2%	2%	2%	1%	2%	0%	1%	1%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	42%	42%	57%	33%	56%	21%	44%	44%	38%	36%	45%	56%	40%	17%	44%	56%	37%	38%
Good description	45%	47%	26%	55%	44%	77%	49%	37%	46%	38%	44%	19%	41%	50%	42%	39%	53%	47%
Neither a good nor bad description	11%	11%	17%	13%	0%	2%	8%	19%	16%	20%	8%	13%	13%	33%	10%	6%	4%	13%
Bad description	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	0%	3%	0%	6%	0%
Very bad description	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	13%	3%	0%	1%	0%	0%	1%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	4%	4%	4%	11%	3%	3%	6%	3%	1%	4%	6%	0%	2%	9%	22%
Good description	13%	14%	13%	21%	17%	16%	11%	4%	11%	14%	18%	11%	6%	27%	5%
Neither a good nor bad description	19%	16%	22%	18%	22%	21%	19%	17%	16%	21%	21%	18%	19%	7%	12%
Bad description	36%	37%	34%	23%	29%	34%	33%	41%	48%	31%	33%	43%	42%	33%	45%
Very bad description	25%	25%	25%	18%	25%	24%	29%	34%	20%	28%	22%	25%	25%	14%	16%
Don't know	3%	4%	3%	9%	4%	3%	2%	2%	3%	3%	0%	3%	6%	10%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	4%	3%	5%	3%	4%	4%	6%	3%	1%	5%	4%	4%
Good description	13%	13%	8%	15%	15%	20%	12%	11%	14%	17%	13%	13%
Neither a good nor bad description	19%	13%	21%	19%	16%	25%	22%	18%	23%	14%	18%	19%
Bad description	36%	45%	37%	36%	33%	24%	34%	37%	35%	30%	37%	36%
Very bad description	25%	23%	25%	25%	30%	20%	20%	27%	24%	29%	24%	25%
Don't know	3%	4%	4%	2%	3%	6%	6%	3%	3%	5%	4%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	4%	7%	2%	0%	0%	0%	2%	0%	6%	2%	4%	8%	4%	0%	6%	0%	0%	0%
Good description	13%	11%	18%	5%	12%	0%	4%	27%	17%	26%	14%	13%	13%	0%	17%	19%	6%	11%
Neither a good nor bad description	19%	23%	27%	6%	17%	20%	25%	0%	17%	18%	20%	11%	17%	33%	16%	30%	25%	13%
Bad description	36%	36%	34%	45%	38%	50%	42%	48%	30%	26%	35%	33%	36%	17%	35%	27%	45%	35%
Very bad description	25%	21%	20%	44%	23%	28%	21%	25%	30%	22%	27%	22%	25%	50%	24%	23%	24%	31%
Don't know	3%	2%	0%	0%	10%	2%	7%	0%	0%	6%	0%	13%	6%	0%	3%	0%	0%	10%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	608	305	303	46	82	146	157	105	72	339	62	89	81	24	13
Weighted	596	270	326	71	117	121	66	103	118	284	58	124	81	35	14
Very good description	3%	3%	2%	9%	4%	1%	2%	1%	1%	3%	0%	1%	0%	15%	11%
Good description	8%	7%	9%	13%	11%	6%	9%	4%	5%	8%	8%	6%	9%	8%	0%
Neither a good nor bad description	21%	16%	25%	17%	16%	22%	23%	18%	27%	19%	21%	23%	27%	10%	28%
Bad description	33%	35%	31%	34%	28%	33%	28%	35%	38%	30%	41%	37%	30%	40%	24%
Very bad description	32%	35%	30%	17%	37%	34%	35%	39%	27%	37%	29%	29%	27%	18%	37%
Don't know	4%	5%	3%	9%	4%	4%	3%	3%	2%	3%	1%	4%	7%	10%	0%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	608	46	176	198	128	54	92	351	100	35	491	600
Weighted	596	46	180	186	125	53	101	345	85	33	462	586
Very good description	3%	0%	2%	3%	2%	6%	4%	2%	2%	5%	3%	3%
Good description	8%	8%	7%	6%	9%	15%	7%	8%	3%	12%	6%	7%
Neither a good nor bad description	21%	24%	22%	24%	15%	15%	22%	19%	24%	8%	21%	21%
Bad description	33%	32%	37%	28%	32%	39%	35%	33%	39%	26%	35%	33%
Very bad description	32%	30%	28%	37%	39%	19%	25%	35%	27%	46%	31%	33%
Don't know	4%	5%	4%	3%	3%	5%	7%	2%	4%	5%	4%	4%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	608	98	22	11	11	21	34	9	29	27	102	19	38	3	87	17	9	71
Weighted	596	110	18	10	14	23	32	8	31	28	97	16	35	2	79	18	9	68
Very good description	3%	5%	0%	0%	0%	0%	0%	0%	5%	0%	4%	0%	5%	0%	3%	0%	0%	2%
Good description	8%	8%	0%	0%	0%	10%	4%	0%	9%	12%	8%	9%	6%	0%	8%	23%	0%	8%
Neither a good nor bad description	21%	18%	29%	6%	25%	16%	18%	52%	17%	29%	18%	12%	21%	33%	20%	26%	52%	20%
Bad description	33%	40%	52%	45%	32%	38%	50%	8%	29%	26%	32%	26%	34%	17%	34%	22%	13%	18%
Very bad description	32%	26%	19%	44%	33%	34%	25%	39%	40%	27%	33%	40%	32%	50%	32%	29%	35%	40%
Don't know	4%	2%	0%	5%	10%	2%	3%	0%	0%	6%	4%	13%	2%	0%	3%	0%	0%	11%

Note:

BASE: Google Assistant users

Fieldwork: 10th May - 19th May 2023

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

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

	Gender		Age Group						Work Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Have done this	60%	61%	60%	52%	70%	67%	63%	61%	49%	67%	65%	48%	57%	61%	59%
Have not done this	40%	39%	40%	48%	30%	33%	37%	39%	51%	33%	35%	52%	43%	39%	41%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Have done this	60%	38%	63%	57%	67%	72%	61%	61%	67%	57%	60%	60%
Have not done this	40%	62%	37%	43%	33%	28%	39%	39%	33%	43%	40%	40%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Have done this	60%	68%	56%	78%	62%	56%	56%	69%	58%	49%	59%	66%	65%	57%	60%	65%	75%	52%
Have not done this	40%	32%	44%	22%	38%	44%	44%	31%	42%	51%	41%	34%	35%	43%	40%	35%	25%	48%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Gender		Age Group						Work Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Have done this	71%	72%	70%	74%	80%	81%	71%	64%	57%	77%	75%	57%	72%	60%	82%
Have not done this	29%	28%	30%	26%	20%	19%	29%	36%	43%	23%	25%	43%	28%	40%	18%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Have done this	71%	64%	68%	75%	70%	78%	74%	71%	73%	61%	72%	71%
Have not done this	29%	36%	32%	25%	30%	22%	26%	29%	27%	39%	28%	29%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

(37.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Have done this	71%	72%	84%	61%	64%	50%	64%	73%	73%	69%	74%	80%	62%	83%	75%	74%	71%	70%
Have not done this	29%	28%	16%	39%	36%	50%	36%	27%	27%	31%	26%	20%	38%	17%	25%	26%	29%	30%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Gender		Age Group						Work Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Have done this	68%	68%	68%	70%	80%	80%	70%	60%	51%	77%	65%	51%	73%	67%	60%
Have not done this	32%	32%	32%	30%	20%	20%	30%	40%	49%	23%	35%	49%	27%	33%	40%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Have done this	68%	67%	63%	71%	69%	77%	71%	67%	72%	66%	68%	68%
Have not done this	32%	33%	37%	29%	31%	23%	29%	33%	28%	34%	32%	32%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Have done this	68%	73%	77%	84%	69%	52%	59%	70%	64%	76%	68%	59%	61%	57%	68%	72%	64%	70%
Have not done this	32%	27%	23%	16%	31%	48%	41%	30%	36%	24%	32%	41%	39%	43%	32%	28%	36%	30%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	712	344	367	54	105	183	180	118	72	399	73	91	103	25	19
Weighted	697	308	388	84	151	154	75	115	119	336	73	124	103	37	22
Very helpful	51%	50%	51%	43%	47%	52%	53%	59%	49%	49%	56%	48%	45%	71%	66%
Somewhat helpful	41%	39%	42%	46%	44%	35%	38%	36%	49%	41%	38%	49%	40%	24%	34%
Neither helpful nor unhelpful	7%	8%	6%	7%	8%	10%	7%	5%	2%	8%	5%	3%	11%	4%	0%
Somewhat unhelpful	1%	1%	0%	0%	1%	2%	1%	0%	0%	2%	1%	0%	0%	0%	0%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	1%	4%	1%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%

*Note:*

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

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	712	58	189	237	159	64	116	392	116	42	573	712
Weighted	697	62	194	221	152	64	127	380	97	40	541	697
Very helpful	51%	47%	52%	53%	52%	41%	57%	51%	51%	37%	50%	51%
Somewhat helpful	41%	47%	40%	41%	36%	51%	35%	42%	42%	55%	42%	41%
Neither helpful nor unhelpful	7%	7%	6%	5%	10%	6%	7%	6%	7%	8%	7%	7%
Somewhat unhelpful	1%	0%	1%	1%	2%	0%	0%	1%	1%	0%	1%	1%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	1%	0%	1%	3%	1%	0%	0%	0%	1%	1%

*Note:*

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

Fieldwork: 10th May - 19th May 2023

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

(39.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	712	107	31	12	14	24	32	13	30	36	126	20	39	6	114	21	10	76
Weighted	697	123	23	13	17	23	31	10	30	36	121	17	36	6	105	23	10	74
Very helpful	51%	54%	31%	60%	42%	35%	56%	47%	45%	38%	50%	37%	66%	51%	46%	41%	50%	68%
Somewhat helpful	41%	38%	61%	25%	58%	61%	37%	46%	50%	53%	43%	49%	31%	49%	37%	57%	35%	26%
Neither helpful nor unhelpful	7%	8%	5%	16%	0%	4%	5%	7%	5%	9%	5%	14%	3%	0%	12%	3%	11%	4%
Somewhat unhelpful	1%	0%	3%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	2%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%

Note:

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

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Multiple times a day	9%	9%	9%	13%	15%	10%	7%	5%	5%	10%	14%	5%	7%	14%	11%
Every day	9%	10%	9%	20%	14%	9%	10%	5%	2%	11%	6%	4%	12%	20%	3%
Multiple times a week	16%	16%	16%	14%	20%	25%	18%	13%	8%	18%	19%	8%	16%	15%	43%
Every week	10%	12%	9%	19%	11%	9%	12%	6%	9%	11%	11%	8%	13%	13%	6%
Multiple times a month	13%	14%	12%	12%	8%	17%	13%	16%	10%	15%	14%	11%	10%	11%	4%
Every month	5%	6%	4%	0%	7%	7%	5%	5%	5%	6%	4%	5%	5%	2%	10%
Multiple times a year	10%	10%	11%	8%	9%	10%	12%	15%	9%	13%	13%	7%	5%	10%	12%
Less often, or never	21%	17%	24%	6%	9%	12%	20%	32%	40%	15%	10%	40%	27%	13%	6%
Don't know	6%	6%	6%	8%	7%	1%	3%	5%	11%	3%	8%	11%	7%	3%	3%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Multiple times a day	9%	13%	9%	11%	5%	9%	15%	9%	5%	8%	8%	9%
Every day	9%	6%	9%	8%	14%	7%	13%	9%	9%	8%	9%	9%
Multiple times a week	16%	16%	12%	16%	20%	20%	15%	16%	20%	17%	16%	16%
Every week	10%	10%	8%	10%	12%	15%	13%	10%	8%	11%	10%	10%
Multiple times a month	13%	4%	12%	15%	13%	15%	8%	14%	16%	14%	12%	13%
Every month	5%	4%	6%	5%	6%	2%	4%	6%	5%	5%	5%	5%
Multiple times a year	10%	12%	10%	9%	10%	14%	7%	11%	10%	18%	10%	10%
Less often, or never	21%	27%	28%	19%	15%	14%	16%	21%	21%	17%	23%	21%
Don't know	6%	8%	7%	7%	4%	4%	10%	4%	5%	1%	5%	6%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

(40.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Multiple times a day	9%	11%	4%	6%	13%	3%	7%	0%	6%	14%	12%	18%	8%	0%	7%	17%	0%	7%
Every day	9%	14%	4%	0%	10%	10%	12%	0%	8%	6%	9%	13%	4%	0%	9%	14%	8%	7%
Multiple times a week	16%	13%	23%	9%	0%	22%	20%	3%	22%	17%	20%	18%	27%	0%	17%	12%	4%	10%
Every week	10%	12%	11%	16%	5%	13%	7%	14%	13%	4%	8%	6%	11%	10%	9%	13%	18%	15%
Multiple times a month	13%	10%	10%	21%	10%	13%	10%	10%	16%	16%	12%	7%	14%	23%	12%	3%	16%	18%
Every month	5%	6%	12%	6%	11%	9%	1%	0%	8%	5%	4%	0%	1%	38%	6%	0%	22%	2%
Multiple times a year	10%	7%	10%	19%	19%	12%	9%	22%	5%	9%	6%	10%	16%	12%	10%	12%	11%	15%
Less often, or never	21%	21%	23%	24%	27%	13%	22%	35%	22%	20%	25%	13%	15%	17%	23%	17%	21%	18%
Don't know	6%	5%	3%	0%	5%	4%	12%	17%	0%	9%	4%	15%	5%	0%	7%	10%	0%	8%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	991	481	509	72	132	227	254	182	124	519	103	157	143	41	26
Weighted	984	425	558	113	189	191	105	179	208	436	97	219	143	61	27
Multiple times a day	7%	5%	9%	14%	14%	9%	5%	4%	1%	3%	16%	1%	20%	15%	17%
Every day	5%	5%	5%	10%	10%	5%	3%	3%	0%	6%	1%	0%	9%	8%	9%
Multiple times a week	7%	8%	7%	19%	6%	9%	11%	5%	1%	6%	12%	1%	15%	21%	2%
Every week	4%	5%	3%	5%	9%	3%	4%	3%	1%	5%	3%	0%	7%	3%	3%
Multiple times a month	7%	4%	8%	8%	10%	8%	8%	5%	2%	7%	12%	0%	10%	8%	16%
Every month	3%	4%	3%	7%	4%	6%	2%	1%	0%	3%	8%	0%	2%	3%	10%
Multiple times a year	6%	6%	6%	2%	9%	11%	10%	4%	1%	9%	13%	1%	1%	0%	3%
Less often, or never	54%	56%	53%	29%	35%	46%	54%	68%	82%	56%	29%	83%	34%	38%	36%
Don't know	6%	6%	7%	6%	4%	3%	3%	7%	13%	5%	5%	14%	2%	5%	4%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	991	89	267	324	222	82	158	544	153	66	788	991
Weighted	984	96	285	296	217	83	171	534	134	65	755	984
Multiple times a day	7%	12%	7%	9%	7%	1%	14%	7%	3%	2%	7%	7%
Every day	5%	3%	4%	5%	4%	13%	7%	5%	3%	1%	5%	5%
Multiple times a week	7%	3%	9%	9%	4%	7%	16%	6%	5%	1%	8%	7%
Every week	4%	1%	3%	3%	6%	10%	5%	4%	5%	3%	4%	4%
Multiple times a month	7%	5%	4%	9%	7%	4%	12%	7%	3%	4%	6%	7%
Every month	3%	0%	2%	2%	6%	5%	5%	3%	2%	0%	3%	3%
Multiple times a year	6%	4%	4%	5%	8%	12%	3%	7%	7%	8%	6%	6%
Less often, or never	54%	59%	63%	47%	55%	45%	31%	56%	65%	75%	56%	54%
Don't know	6%	13%	3%	10%	3%	2%	5%	6%	5%	6%	6%	6%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	991	146	37	20	24	42	49	18	42	52	167	25	61	7	150	28	16	106
Weighted	984	170	27	21	26	46	49	13	40	52	162	22	58	7	141	31	14	106
Multiple times a day	7%	13%	2%	0%	5%	4%	10%	0%	0%	5%	6%	7%	4%	0%	9%	16%	0%	6%
Every day	5%	8%	0%	0%	0%	2%	5%	0%	9%	4%	5%	0%	3%	0%	5%	1%	16%	5%
Multiple times a week	7%	9%	6%	0%	5%	3%	13%	9%	8%	3%	5%	5%	4%	0%	11%	8%	20%	8%
Every week	4%	5%	9%	13%	3%	8%	0%	0%	7%	3%	2%	6%	1%	0%	6%	0%	9%	3%
Multiple times a month	7%	6%	3%	5%	4%	3%	6%	16%	12%	5%	5%	10%	6%	17%	7%	0%	3%	10%
Every month	3%	3%	5%	0%	6%	0%	3%	0%	4%	3%	4%	3%	7%	0%	0%	5%	0%	4%
Multiple times a year	6%	4%	5%	11%	4%	8%	5%	0%	3%	13%	6%	0%	7%	12%	9%	5%	0%	5%
Less often, or never	54%	48%	62%	63%	67%	67%	45%	69%	55%	56%	59%	59%	62%	71%	46%	48%	52%	52%
Don't know	6%	4%	8%	7%	5%	5%	14%	6%	3%	9%	7%	9%	6%	0%	6%	16%	0%	6%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	622	328	294	21	106	180	205	104	6	519	103	0	0	0	0
Weighted	533	255	277	34	152	150	83	103	10	436	97	0	0	0	0
Multiple times a day	8%	7%	9%	15%	12%	5%	7%	4%	0%	6%	15%	*	*	*	*
Every day	9%	10%	7%	18%	10%	10%	7%	4%	0%	9%	9%	*	*	*	*
Multiple times a week	16%	14%	17%	20%	17%	20%	10%	12%	0%	17%	10%	*	*	*	*
Every week	12%	15%	9%	5%	15%	13%	15%	6%	0%	11%	16%	*	*	*	*
Multiple times a month	11%	12%	11%	12%	11%	12%	12%	10%	15%	13%	4%	*	*	*	*
Every month	7%	8%	5%	0%	8%	7%	5%	8%	0%	7%	7%	*	*	*	*
Multiple times a year	10%	9%	11%	0%	7%	10%	11%	14%	35%	11%	6%	*	*	*	*
Less often, or never	24%	22%	26%	19%	16%	21%	29%	36%	51%	24%	21%	*	*	*	*
Don't know	4%	3%	6%	10%	5%	1%	4%	6%	0%	3%	12%	*	*	*	*

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	622	29	128	210	178	74	63	367	117	54	497	622
Weighted	533	22	104	169	164	72	62	318	88	48	408	533
Multiple times a day	8%	17%	8%	6%	7%	9%	16%	7%	5%	7%	7%	8%
Every day	9%	6%	10%	10%	8%	6%	10%	8%	11%	11%	9%	9%
Multiple times a week	16%	13%	11%	14%	21%	16%	12%	16%	16%	19%	15%	16%
Every week	12%	2%	10%	12%	13%	14%	10%	13%	10%	9%	11%	12%
Multiple times a month	11%	5%	8%	9%	14%	17%	5%	11%	14%	17%	11%	11%
Every month	7%	0%	11%	4%	8%	5%	4%	7%	8%	6%	7%	7%
Multiple times a year	10%	19%	6%	12%	8%	13%	7%	8%	13%	14%	11%	10%
Less often, or never	24%	32%	29%	25%	20%	19%	21%	25%	21%	14%	25%	24%
Don't know	4%	6%	7%	8%	1%	2%	14%	4%	1%	3%	4%	4%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

(42.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	622	90	24	16	14	25	23	10	31	31	106	15	38	5	103	21	9	60
Weighted	533	90	15	16	15	24	16	5	27	28	82	11	32	4	84	23	8	50
Multiple times a day	8%	11%	11%	0%	0%	17%	8%	0%	9%	0%	10%	14%	5%	0%	6%	14%	0%	3%
Every day	9%	11%	0%	20%	11%	0%	4%	0%	9%	10%	10%	5%	3%	0%	13%	0%	5%	8%
Multiple times a week	16%	24%	11%	7%	17%	19%	18%	20%	7%	25%	20%	21%	14%	0%	10%	14%	5%	8%
Every week	12%	5%	12%	3%	19%	18%	9%	0%	10%	7%	8%	11%	19%	0%	15%	20%	0%	24%
Multiple times a month	11%	11%	17%	16%	2%	7%	7%	0%	31%	0%	14%	9%	15%	30%	9%	13%	15%	9%
Every month	7%	7%	4%	18%	16%	8%	2%	0%	2%	12%	5%	5%	6%	20%	5%	0%	0%	9%
Multiple times a year	10%	4%	5%	3%	6%	16%	25%	12%	8%	10%	8%	10%	20%	17%	11%	10%	8%	12%
Less often, or never	24%	24%	30%	34%	20%	15%	16%	56%	19%	28%	23%	16%	19%	33%	26%	15%	67%	20%
Don't know	4%	2%	10%	0%	9%	0%	12%	12%	6%	7%	2%	8%	0%	0%	4%	14%	0%	7%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	622	328	294	21	106	180	205	104	6	519	103	0	0	0	0
Weighted	533	255	277	34	152	150	83	103	10	436	97	0	0	0	0
Multiple times a day	8%	8%	7%	19%	8%	8%	9%	3%	0%	7%	12%	*	*	*	*
Every day	7%	6%	8%	10%	11%	6%	9%	2%	0%	8%	5%	*	*	*	*
Multiple times a week	18%	21%	15%	19%	23%	18%	16%	14%	0%	18%	19%	*	*	*	*
Every week	12%	13%	11%	10%	13%	16%	8%	10%	0%	11%	15%	*	*	*	*
Multiple times a month	13%	13%	14%	19%	12%	15%	15%	9%	30%	15%	7%	*	*	*	*
Every month	6%	7%	5%	5%	6%	8%	4%	6%	0%	7%	4%	*	*	*	*
Multiple times a year	7%	6%	9%	0%	5%	8%	8%	11%	12%	8%	4%	*	*	*	*
Less often, or never	25%	23%	26%	9%	18%	19%	28%	41%	58%	25%	24%	*	*	*	*
Don't know	4%	3%	4%	10%	4%	2%	3%	5%	0%	2%	10%	*	*	*	*

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	622	29	128	210	178	74	63	367	117	54	497	622
Weighted	533	22	104	169	164	72	62	318	88	48	408	533
Multiple times a day	8%	10%	14%	7%	5%	3%	13%	9%	5%	2%	7%	8%
Every day	7%	6%	5%	5%	11%	9%	8%	6%	7%	16%	7%	7%
Multiple times a week	18%	11%	11%	16%	23%	23%	18%	18%	18%	18%	18%	18%
Every week	12%	0%	8%	12%	13%	19%	14%	12%	12%	12%	12%	12%
Multiple times a month	13%	7%	13%	14%	14%	14%	11%	12%	19%	19%	13%	13%
Every month	6%	1%	10%	4%	9%	0%	0%	7%	9%	5%	6%	6%
Multiple times a year	7%	23%	5%	9%	5%	6%	6%	7%	8%	10%	8%	7%
Less often, or never	25%	36%	29%	24%	19%	27%	18%	27%	21%	16%	26%	25%
Don't know	4%	5%	5%	8%	1%	0%	11%	3%	1%	3%	4%	4%

*Note:*

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

(43.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	622	90	24	16	14	25	23	10	31	31	106	15	38	5	103	21	9	60
Weighted	533	90	15	16	15	24	16	5	27	28	82	11	32	4	84	23	8	50
Multiple times a day	8%	8%	18%	3%	21%	6%	8%	6%	3%	12%	6%	11%	7%	0%	10%	9%	0%	3%
Every day	7%	7%	4%	20%	0%	7%	4%	0%	1%	6%	13%	9%	5%	0%	9%	0%	0%	6%
Multiple times a week	18%	26%	15%	6%	13%	18%	13%	0%	34%	22%	13%	13%	24%	0%	14%	25%	0%	14%
Every week	12%	6%	7%	7%	9%	22%	9%	0%	8%	5%	17%	22%	8%	0%	12%	16%	0%	22%
Multiple times a month	13%	22%	10%	16%	3%	5%	7%	26%	12%	7%	14%	9%	16%	30%	12%	4%	5%	16%
Every month	6%	5%	9%	15%	9%	4%	2%	0%	10%	5%	6%	5%	4%	28%	4%	0%	15%	9%
Multiple times a year	7%	3%	0%	9%	0%	4%	13%	6%	4%	9%	7%	16%	4%	20%	12%	15%	0%	9%
Less often, or never	25%	21%	31%	25%	42%	27%	35%	50%	28%	32%	18%	16%	31%	22%	24%	17%	75%	14%
Don't know	4%	2%	8%	0%	2%	7%	9%	12%	0%	3%	4%	0%	0%	0%	3%	14%	5%	7%

Note:

BASE: Google Search users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I learn better through reading than watching a video	17%	18%	17%	21%	15%	16%	15%	21%	17%	18%	21%	20%	12%	17%	10%
I learn equally well through reading and watching a video	52%	47%	57%	47%	49%	53%	59%	54%	53%	50%	55%	52%	62%	45%	44%
I learn better through watching a video than reading	28%	32%	26%	29%	34%	30%	24%	23%	29%	31%	23%	27%	24%	33%	42%
Don't know	2%	3%	1%	4%	1%	1%	2%	3%	1%	1%	1%	1%	2%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I learn better through reading than watching a video	17%	17%	17%	18%	19%	11%	19%	17%	17%	14%	17%	17%
I learn equally well through reading and watching a video	52%	43%	52%	52%	55%	57%	47%	55%	49%	60%	53%	53%
I learn better through watching a video than reading	28%	35%	29%	28%	24%	31%	30%	27%	33%	25%	28%	28%
Don't know	2%	5%	2%	1%	1%	1%	4%	1%	2%	2%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I learn better through reading than watching a video	17%	16%	17%	17%	16%	19%	13%	23%	13%	18%	21%	34%	13%	13%	13%	25%	23%	18%
I learn equally well through reading and watching a video	52%	50%	62%	77%	49%	44%	51%	47%	63%	51%	46%	52%	55%	81%	56%	59%	54%	50%
I learn better through watching a video than reading	28%	34%	18%	7%	31%	35%	36%	30%	21%	29%	31%	14%	29%	6%	30%	16%	10%	26%
Don't know	2%	0%	3%	0%	3%	2%	0%	0%	3%	3%	2%	0%	2%	0%	0%	0%	13%	5%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	73%	74%	73%	71%	79%	82%	75%	67%	66%	79%	78%	64%	66%	78%	75%
Have not done this	26%	24%	27%	29%	18%	18%	24%	32%	33%	20%	19%	35%	34%	22%	21%
Don't know	1%	2%	1%	0%	2%	1%	1%	2%	1%	1%	3%	1%	0%	0%	4%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	73%	57%	73%	73%	80%	81%	75%	74%	76%	73%	73%	73%
Have not done this	26%	43%	25%	26%	20%	17%	23%	25%	24%	27%	26%	26%
Don't know	1%	0%	2%	1%	0%	2%	2%	1%	0%	0%	1%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

(45.C) Which of the following have you used Google Search, Google Maps, or Google Business Profiles to do in the last month?: Find a local business

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	73%	76%	72%	67%	76%	74%	79%	91%	63%	64%	70%	75%	84%	100%	75%	77%	74%	68%
Have not done this	26%	24%	28%	28%	24%	21%	19%	9%	37%	36%	29%	25%	16%	0%	24%	15%	26%	31%
Don't know	1%	0%	0%	5%	0%	4%	3%	0%	0%	0%	1%	0%	0%	0%	2%	8%	0%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	83%	82%	84%	89%	88%	86%	85%	77%	76%	86%	88%	78%	76%	88%	89%
Have not done this	16%	17%	16%	11%	10%	13%	15%	23%	24%	14%	11%	22%	23%	12%	11%
Don't know	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%	2%	1%	1%	0%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	83%	73%	82%	85%	84%	83%	86%	83%	87%	74%	82%	83%
Have not done this	16%	27%	16%	14%	16%	17%	10%	17%	13%	26%	17%	17%
Don't know	1%	0%	2%	1%	0%	0%	4%	0%	0%	0%	1%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	83%	81%	85%	68%	85%	77%	87%	80%	87%	82%	84%	83%	85%	100%	84%	80%	88%	82%
Have not done this	16%	17%	15%	32%	12%	23%	10%	20%	13%	18%	16%	15%	15%	0%	16%	16%	12%	18%
Don't know	1%	1%	0%	0%	3%	0%	3%	0%	0%	0%	0%	3%	1%	0%	0%	5%	0%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	71%	72%	70%	79%	80%	74%	79%	68%	55%	79%	72%	60%	59%	79%	76%
Have not done this	28%	27%	29%	19%	19%	25%	21%	32%	43%	21%	27%	39%	39%	18%	24%
Don't know	1%	1%	1%	2%	1%	1%	0%	0%	1%	0%	2%	1%	1%	3%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	71%	59%	68%	72%	74%	86%	68%	72%	76%	72%	69%	71%
Have not done this	28%	38%	31%	27%	26%	14%	29%	28%	24%	28%	30%	28%
Don't know	1%	3%	1%	1%	0%	0%	3%	0%	0%	0%	1%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

(47.C) Which of the following have you used Google Search, Google Maps, or Google Business Profiles to do in the last month?: Get directions while traveling

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	71%	76%	75%	62%	59%	71%	68%	61%	77%	68%	71%	65%	66%	100%	81%	81%	35%	62%
Have not done this	28%	24%	25%	38%	41%	26%	27%	39%	23%	32%	29%	35%	34%	0%	17%	14%	65%	38%
Don't know	1%	1%	0%	0%	0%	3%	4%	0%	0%	0%	0%	0%	0%	0%	2%	5%	0%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	38%	41%	35%	54%	57%	41%	37%	30%	14%	47%	42%	18%	29%	54%	35%
Have not done this	61%	57%	64%	44%	41%	57%	63%	70%	84%	53%	55%	81%	69%	44%	64%
Don't know	1%	1%	1%	2%	1%	2%	1%	0%	2%	1%	3%	1%	2%	2%	2%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	38%	32%	30%	39%	42%	53%	39%	37%	41%	48%	34%	37%
Have not done this	61%	65%	68%	60%	58%	47%	57%	62%	58%	52%	64%	61%
Don't know	1%	3%	2%	1%	0%	0%	4%	0%	0%	0%	1%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	38%	40%	33%	2%	41%	32%	40%	8%	40%	23%	46%	10%	28%	17%	54%	36%	36%	30%
Have not done this	61%	59%	65%	98%	59%	68%	52%	92%	60%	75%	53%	90%	72%	83%	45%	60%	64%	68%
Don't know	1%	1%	2%	0%	0%	0%	8%	0%	0%	2%	1%	0%	0%	0%	1%	5%	0%	2%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	58%	59%	56%	74%	69%	64%	60%	54%	34%	64%	58%	38%	58%	77%	63%
Have not done this	41%	39%	43%	24%	29%	36%	39%	46%	65%	35%	38%	62%	42%	23%	37%
Don't know	1%	1%	1%	3%	2%	0%	0%	1%	1%	1%	4%	1%	0%	0%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	58%	47%	56%	55%	60%	76%	61%	58%	56%	65%	56%	57%
Have not done this	41%	53%	42%	43%	40%	24%	35%	42%	43%	35%	43%	42%
Don't know	1%	0%	2%	2%	0%	0%	4%	0%	1%	0%	1%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	58%	57%	61%	72%	49%	52%	53%	54%	53%	56%	59%	56%	57%	42%	68%	60%	51%	51%
Have not done this	41%	42%	39%	28%	51%	48%	44%	46%	47%	44%	41%	44%	42%	58%	30%	29%	49%	47%
Don't know	1%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	1%	0%	2%	10%	0%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	63%	64%	63%	82%	74%	64%	66%	58%	46%	69%	72%	49%	58%	71%	68%
Have not done this	36%	35%	37%	18%	24%	36%	34%	42%	53%	31%	24%	51%	42%	29%	32%
Don't know	1%	1%	0%	0%	2%	0%	0%	0%	1%	0%	4%	1%	0%	0%	0%

Note:

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	63%	57%	59%	67%	64%	74%	65%	64%	62%	67%	61%	64%
Have not done this	36%	41%	40%	33%	36%	26%	33%	35%	38%	33%	39%	36%
Don't know	1%	2%	1%	1%	0%	0%	2%	0%	0%	0%	0%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

(50.C) Which of the following have you used Google Search, Google Maps, or Google Business Profiles to do in the last month?: For public transport routes/times

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	63%	59%	75%	54%	59%	76%	54%	62%	48%	50%	71%	50%	57%	84%	77%	55%	64%	62%
Have not done this	36%	41%	25%	46%	41%	24%	43%	38%	52%	50%	28%	50%	43%	16%	23%	40%	34%	37%
Don't know	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	0%	5%	2%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1002	484	517	74	134	231	254	183	126	525	103	158	146	41	27
Weighted	998	429	568	116	192	195	105	180	210	443	97	220	147	61	28
Have done this	52%	59%	46%	56%	58%	58%	54%	54%	36%	59%	52%	41%	46%	53%	52%
Have not done this	47%	40%	52%	42%	39%	42%	46%	46%	62%	41%	43%	57%	53%	43%	48%
Don't know	2%	1%	2%	2%	3%	1%	1%	0%	2%	0%	5%	1%	2%	5%	0%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1002	89	272	328	223	82	160	551	153	66	797	991
Weighted	998	96	291	302	218	83	174	542	134	65	766	984
Have done this	52%	44%	48%	55%	55%	55%	52%	53%	56%	48%	49%	51%
Have not done this	47%	54%	50%	43%	45%	45%	44%	46%	43%	52%	49%	47%
Don't know	2%	2%	3%	2%	0%	0%	5%	1%	0%	0%	1%	2%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1002	150	37	21	24	42	50	18	42	53	168	26	62	7	151	28	16	106
Weighted	998	175	27	22	26	46	50	13	40	53	163	23	59	7	142	31	14	106
Have done this	52%	51%	48%	62%	50%	40%	53%	31%	53%	46%	53%	54%	55%	46%	56%	52%	40%	54%
Have not done this	47%	47%	52%	35%	50%	60%	41%	69%	47%	54%	46%	46%	45%	54%	41%	43%	60%	45%
Don't know	2%	2%	0%	3%	0%	0%	6%	0%	0%	0%	1%	0%	0%	0%	3%	5%	0%	1%

*Note:*

BASE: Google Search users and Google Maps users

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Regularly use this	81%	83%	80%	85%	84%	82%	79%	77%	81%	82%	78%	*	*	*	*
Do not regularly use this	18%	16%	20%	15%	16%	18%	20%	23%	19%	18%	22%	*	*	*	*
Don't know	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Regularly use this	81%	75%	80%	81%	82%	84%	80%	80%	88%	88%	81%	82%
Do not regularly use this	18%	25%	20%	18%	17%	16%	20%	20%	12%	10%	18%	17%
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Regularly use this	81%	79%	81%	92%	91%	75%	71%	66%	94%	78%	81%	81%	75%	100%	86%	100%	61%	73%
Do not regularly use this	18%	21%	19%	8%	9%	21%	29%	28%	6%	22%	18%	19%	25%	0%	14%	0%	39%	27%
Don't know	0%	0%	0%	0%	0%	4%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Regularly use this	35%	37%	34%	44%	45%	33%	35%	25%	0%	37%	29%	*	*	*	*
Do not regularly use this	60%	59%	60%	51%	51%	61%	62%	70%	100%	58%	70%	*	*	*	*
Don't know	5%	3%	6%	5%	4%	6%	4%	5%	0%	5%	2%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Regularly use this	35%	14%	32%	31%	40%	49%	34%	35%	34%	49%	33%	36%
Do not regularly use this	60%	86%	63%	62%	58%	49%	61%	60%	62%	45%	62%	60%
Don't know	5%	0%	6%	7%	3%	2%	5%	4%	4%	6%	5%	4%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

(53.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Regularly use this	35%	38%	45%	3%	28%	25%	39%	11%	35%	34%	50%	26%	34%	17%	28%	49%	20%	37%
Do not regularly use this	60%	53%	48%	97%	70%	70%	57%	75%	65%	61%	47%	70%	65%	83%	67%	51%	80%	54%
Don't know	5%	8%	7%	0%	2%	4%	4%	14%	0%	5%	3%	4%	1%	0%	5%	0%	0%	9%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Regularly use this	72%	75%	69%	86%	80%	71%	66%	63%	66%	72%	72%	*	*	*	*
Do not regularly use this	27%	23%	30%	14%	19%	28%	34%	36%	34%	27%	27%	*	*	*	*
Don't know	1%	1%	1%	0%	1%	1%	0%	2%	0%	1%	1%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Regularly use this	72%	53%	71%	69%	75%	79%	74%	72%	72%	76%	71%	72%
Do not regularly use this	27%	47%	27%	29%	25%	21%	24%	27%	28%	24%	29%	27%
Don't know	1%	0%	1%	2%	0%	0%	2%	1%	0%	0%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Regularly use this	72%	76%	76%	66%	55%	81%	56%	45%	68%	69%	75%	62%	60%	78%	72%	92%	54%	75%
Do not regularly use this	27%	23%	24%	34%	39%	19%	44%	55%	32%	31%	23%	38%	40%	22%	28%	8%	46%	23%
Don't know	1%	1%	0%	0%	6%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	3%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Regularly use this	61%	64%	58%	65%	68%	62%	60%	49%	39%	61%	61%	*	*	*	*
Do not regularly use this	39%	35%	42%	35%	31%	37%	39%	50%	61%	39%	38%	*	*	*	*
Don't know	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Regularly use this	61%	60%	58%	62%	60%	65%	67%	55%	68%	76%	58%	61%
Do not regularly use this	39%	40%	40%	38%	40%	33%	31%	44%	32%	24%	41%	39%
Don't know	1%	0%	1%	1%	0%	2%	2%	1%	0%	0%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Regularly use this	61%	62%	56%	59%	59%	72%	49%	24%	58%	46%	72%	51%	53%	30%	68%	70%	45%	52%
Do not regularly use this	39%	38%	44%	32%	41%	28%	51%	76%	42%	54%	28%	49%	43%	70%	32%	30%	55%	45%
Don't know	1%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	2%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Regularly use this	56%	54%	58%	49%	52%	61%	56%	57%	54%	57%	52%	*	*	*	*
Do not regularly use this	43%	45%	41%	51%	46%	39%	42%	41%	46%	41%	48%	*	*	*	*
Don't know	1%	1%	1%	0%	2%	0%	2%	2%	0%	1%	0%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Regularly use this	56%	51%	61%	55%	53%	61%	61%	54%	55%	71%	56%	57%
Do not regularly use this	43%	49%	38%	44%	47%	35%	39%	44%	45%	29%	42%	42%
Don't know	1%	0%	1%	1%	0%	3%	0%	2%	0%	0%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Regularly use this	56%	55%	76%	55%	47%	59%	48%	32%	61%	60%	57%	57%	52%	50%	59%	51%	31%	59%
Do not regularly use this	43%	45%	24%	45%	44%	41%	52%	68%	37%	37%	43%	43%	43%	50%	40%	49%	69%	40%
Don't know	1%	0%	0%	0%	9%	0%	0%	0%	2%	4%	0%	0%	4%	0%	1%	0%	0%	1%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Would have no impact on my ability to do my job	23%	21%	25%	29%	23%	19%	20%	28%	44%	22%	30%	*	*	*	*
Would have a minor impact on my ability to do my job	34%	35%	34%	35%	36%	32%	37%	35%	15%	37%	24%	*	*	*	*
Would have a major impact on my ability to do my job	33%	34%	31%	27%	30%	40%	30%	32%	30%	34%	29%	*	*	*	*
Would be impossible to do my job without a search engine	7%	7%	8%	5%	10%	7%	9%	4%	0%	6%	12%	*	*	*	*
Don't know	3%	4%	2%	4%	2%	2%	3%	2%	12%	2%	4%	*	*	*	*

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Would have no impact on my ability to do my job	23%	43%	30%	24%	20%	12%	39%	26%	8%	6%	23%	23%
Would have a minor impact on my ability to do my job	34%	31%	29%	33%	39%	36%	21%	33%	45%	42%	35%	35%
Would have a major impact on my ability to do my job	33%	18%	30%	32%	35%	39%	30%	31%	36%	44%	30%	33%
Would be impossible to do my job without a search engine	7%	8%	8%	7%	6%	11%	8%	7%	8%	6%	8%	7%
Don't know	3%	0%	3%	4%	1%	1%	2%	3%	3%	2%	3%	3%

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Would have no impact on my ability to do my job	23%	25%	24%	0%	25%	12%	43%	20%	9%	13%	23%	33%	23%	30%	28%	15%	72%	25%
Would have a minor impact on my ability to do my job	34%	28%	32%	40%	12%	63%	30%	33%	38%	38%	38%	38%	38%	30%	33%	37%	23%	28%
Would have a major impact on my ability to do my job	33%	36%	29%	44%	43%	21%	27%	30%	35%	43%	28%	13%	34%	40%	32%	25%	5%	42%
Would be impossible to do my job without a search engine	7%	10%	8%	8%	9%	5%	0%	0%	14%	5%	9%	5%	5%	0%	6%	11%	0%	5%
Don't know	3%	1%	8%	8%	11%	0%	0%	18%	4%	0%	2%	10%	0%	0%	0%	11%	0%	1%

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Would have no impact on my ability to do my job	44%	42%	45%	52%	43%	39%	43%	45%	73%	42%	49%	*	*	*	*
Would have a minor impact on my ability to do my job	27%	32%	23%	9%	24%	32%	30%	31%	15%	28%	22%	*	*	*	*
Would have a major impact on my ability to do my job	19%	16%	21%	21%	23%	20%	18%	14%	0%	21%	12%	*	*	*	*
Would be impossible to do my job without Google Workspace	4%	3%	5%	14%	4%	5%	3%	2%	0%	4%	7%	*	*	*	*
Don't know	6%	7%	5%	4%	7%	3%	6%	8%	12%	5%	10%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Would have no impact on my ability to do my job	44%	69%	47%	48%	40%	27%	49%	46%	32%	32%	45%	43%
Would have a minor impact on my ability to do my job	27%	5%	25%	25%	29%	40%	17%	27%	34%	37%	29%	28%
Would have a major impact on my ability to do my job	19%	9%	15%	15%	26%	23%	15%	17%	27%	24%	15%	19%
Would be impossible to do my job without Google Workspace	4%	8%	4%	4%	4%	4%	10%	4%	3%	2%	5%	4%
Don't know	6%	10%	9%	8%	1%	6%	9%	5%	4%	5%	6%	6%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

(58.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Would have no impact on my ability to do my job	44%	46%	47%	53%	40%	46%	53%	45%	34%	39%	35%	45%	40%	63%	51%	33%	75%	42%
Would have a minor impact on my ability to do my job	27%	25%	23%	30%	9%	21%	33%	37%	27%	39%	35%	9%	34%	20%	23%	11%	25%	35%
Would have a major impact on my ability to do my job	19%	18%	19%	3%	17%	28%	9%	0%	25%	11%	25%	11%	18%	17%	17%	38%	0%	19%
Would be impossible to do my job without Google Workspace	4%	6%	0%	12%	10%	5%	6%	0%	12%	0%	2%	11%	0%	0%	4%	7%	0%	2%
Don't know	6%	5%	11%	3%	23%	0%	0%	18%	2%	10%	3%	24%	8%	0%	5%	11%	0%	3%

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very important	33%	31%	35%	38%	24%	27%	37%	36%	40%	30%	30%	39%	34%	42%	27%
Somewhat important	42%	39%	44%	25%	53%	50%	40%	35%	41%	46%	35%	41%	42%	25%	51%
Neither important or unimportant	17%	19%	15%	24%	17%	17%	17%	18%	13%	15%	27%	14%	18%	25%	20%
Somewhat unimportant	4%	5%	3%	3%	5%	2%	3%	7%	3%	5%	3%	3%	2%	5%	0%
Not at all important	3%	5%	2%	7%	2%	3%	2%	3%	2%	3%	3%	2%	4%	3%	1%
Don't know	1%	1%	1%	3%	0%	1%	2%	1%	1%	1%	3%	1%	0%	0%	0%
Total Important:	75%	70%	79%	64%	77%	77%	77%	71%	81%	76%	64%	79%	76%	67%	79%
Net:	-74%	-69%	-79%	-61%	-77%	-76%	-75%	-70%	-80%	-75%	-62%	-79%	-76%	-67%	-79%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very important	33%	32%	39%	34%	30%	22%	38%	33%	29%	34%	34%	33%
Somewhat important	42%	43%	36%	39%	53%	49%	35%	43%	45%	45%	41%	42%
Neither important or unimportant	17%	19%	17%	19%	12%	18%	19%	18%	16%	6%	18%	17%
Somewhat unimportant	4%	1%	5%	4%	3%	6%	2%	4%	7%	8%	4%	4%
Not at all important	3%	5%	1%	4%	3%	4%	4%	2%	2%	6%	3%	3%
Don't know	1%	1%	2%	0%	0%	1%	1%	1%	0%	1%	1%	1%
Total Important:	75%	74%	75%	73%	83%	71%	73%	76%	75%	78%	74%	76%
Net:	-74%	-73%	-73%	-72%	-83%	-70%	-73%	-75%	-75%	-77%	-74%	-75%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very important	33%	29%	37%	21%	31%	13%	35%	38%	35%	25%	37%	26%	29%	31%	36%	53%	50%	39%
Somewhat important	42%	44%	38%	18%	56%	54%	39%	29%	33%	46%	49%	40%	46%	29%	39%	22%	25%	39%
Neither important or unimportant	17%	17%	14%	47%	3%	21%	15%	28%	23%	21%	9%	15%	17%	40%	19%	22%	15%	16%
Somewhat unimportant	4%	3%	5%	12%	3%	9%	7%	5%	3%	5%	2%	9%	4%	0%	2%	3%	10%	3%
Not at all important	3%	7%	2%	0%	0%	3%	4%	0%	5%	2%	2%	9%	3%	0%	2%	0%	0%	0%
Don't know	1%	1%	3%	2%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%
Total Important:	75%	73%	76%	39%	87%	66%	74%	67%	68%	71%	86%	66%	76%	60%	74%	75%	75%	79%
Net:	-74%	-73%	-73%	-37%	-81%	-66%	-74%	-67%	-68%	-71%	-86%	-66%	-76%	-60%	-72%	-75%	-75%	-77%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Don't know	8%	8%	8%	3%	4%	11%	9%	10%	10%	6%	10%	11%	12%	0%	9%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	45%	47%	44%	65%	55%	46%	43%	37%	34%	51%	47%	33%	37%	65%	41%
Find accurate information on climate change using Google Search	28%	28%	28%	32%	39%	27%	26%	23%	22%	32%	38%	21%	24%	23%	24%
Find suggestions for more energy-efficient appliances in Google Shopping	26%	27%	26%	27%	24%	24%	25%	29%	29%	29%	27%	27%	19%	17%	40%
Eco-certified hotels through Google Travel	19%	19%	19%	27%	21%	17%	18%	22%	12%	22%	22%	13%	16%	22%	11%
Find flights with lower carbon emissions through Google Flights	17%	16%	18%	22%	24%	19%	19%	14%	8%	23%	18%	9%	9%	25%	11%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	11%	14%	8%	16%	15%	7%	11%	9%	8%	14%	12%	6%	5%	12%	11%
None of the above	27%	24%	29%	15%	15%	25%	31%	31%	40%	20%	27%	36%	35%	18%	30%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Don't know	8%	11%	8%	12%	3%	3%	9%	8%	6%	4%	8%	8%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	45%	38%	43%	44%	48%	59%	45%	46%	49%	46%	44%	46%
Find accurate information on climate change using Google Search	28%	26%	27%	25%	30%	39%	31%	31%	21%	28%	27%	28%
Find suggestions for more energy-efficient appliances in Google Shopping	26%	23%	26%	26%	28%	31%	24%	28%	25%	24%	27%	27%
Eco-certified hotels through Google Travel	19%	12%	21%	18%	21%	19%	22%	20%	17%	16%	19%	19%
Find flights with lower carbon emissions through Google Flights	17%	5%	16%	15%	23%	29%	16%	19%	17%	20%	16%	18%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	11%	6%	9%	9%	14%	18%	8%	11%	12%	17%	10%	11%
None of the above	27%	39%	25%	27%	26%	16%	21%	26%	31%	29%	29%	26%

Note:

BASE: All Respondents

(60.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Don't know	8%	8%	5%	19%	10%	10%	4%	21%	10%	4%	7%	10%	8%	0%	8%	7%	2%	11%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	45%	44%	59%	24%	47%	36%	37%	33%	39%	34%	47%	49%	60%	50%	56%	36%	28%	42%
Find accurate information on climate change using Google Search	28%	24%	27%	21%	27%	21%	28%	34%	41%	23%	32%	13%	41%	10%	25%	40%	11%	30%
Find suggestions for more energy-efficient appliances in Google Shopping	26%	24%	22%	16%	29%	30%	34%	36%	40%	23%	23%	16%	40%	41%	20%	32%	29%	27%
Eco-certified hotels through Google Travel	19%	17%	28%	16%	16%	2%	26%	8%	28%	18%	24%	12%	14%	10%	22%	20%	8%	18%
Find flights with lower carbon emissions through Google Flights	17%	19%	20%	15%	8%	4%	6%	5%	15%	18%	22%	16%	25%	0%	18%	22%	6%	17%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	11%	9%	5%	4%	2%	11%	12%	0%	14%	8%	12%	4%	10%	6%	13%	37%	0%	9%
None of the above	27%	34%	29%	38%	25%	30%	24%	24%	19%	33%	26%	28%	18%	24%	23%	13%	44%	26%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very likely	25%	24%	25%	30%	20%	19%	26%	26%	30%	22%	22%	30%	21%	38%	23%
Somewhat likely	45%	45%	45%	45%	53%	49%	46%	35%	42%	46%	48%	42%	48%	40%	47%
Neither likely or unlikely	20%	18%	21%	16%	21%	21%	19%	24%	17%	22%	17%	17%	19%	19%	24%
Somewhat unlikely	4%	4%	3%	4%	2%	5%	3%	6%	2%	4%	4%	3%	4%	3%	1%
Very unlikely	3%	5%	2%	4%	3%	3%	2%	5%	3%	3%	4%	3%	4%	0%	4%
Don't know	4%	4%	4%	1%	1%	3%	4%	5%	7%	3%	5%	6%	5%	0%	0%
Total Likely:	70%	69%	70%	75%	73%	68%	72%	61%	72%	68%	70%	71%	68%	78%	70%
Total Unlikely:	7%	9%	5%	8%	5%	8%	5%	10%	5%	7%	7%	6%	8%	3%	6%
Net:	63%	60%	65%	67%	67%	60%	67%	51%	67%	61%	63%	66%	60%	75%	64%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very likely	25%	23%	33%	22%	22%	14%	29%	26%	23%	15%	25%	25%
Somewhat likely	45%	46%	38%	46%	50%	53%	46%	45%	44%	52%	45%	45%
Neither likely or unlikely	20%	14%	20%	20%	20%	24%	15%	20%	21%	18%	20%	20%
Somewhat unlikely	4%	3%	4%	4%	4%	2%	2%	4%	4%	4%	4%	4%
Very unlikely	3%	4%	2%	4%	3%	3%	3%	3%	3%	9%	4%	3%
Don't know	4%	11%	3%	4%	0%	4%	5%	2%	5%	2%	4%	3%
Total Likely:	70%	68%	71%	68%	72%	67%	75%	71%	67%	67%	70%	70%
Total Unlikely:	7%	7%	6%	8%	7%	6%	5%	7%	7%	14%	7%	7%
Net:	63%	62%	65%	60%	65%	61%	71%	65%	60%	54%	62%	63%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very likely	25%	26%	17%	7%	10%	9%	27%	31%	31%	21%	30%	23%	29%	26%	23%	30%	16%	29%
Somewhat likely	45%	48%	42%	34%	60%	45%	39%	29%	39%	39%	44%	48%	46%	62%	47%	44%	62%	44%
Neither likely or unlikely	20%	14%	33%	46%	8%	31%	23%	40%	17%	30%	18%	20%	17%	0%	21%	13%	4%	19%
Somewhat unlikely	4%	4%	3%	5%	3%	4%	0%	0%	4%	7%	4%	0%	5%	13%	6%	9%	0%	0%
Very unlikely	3%	4%	2%	7%	9%	4%	4%	0%	7%	2%	2%	9%	2%	0%	2%	0%	2%	3%
Don't know	4%	5%	3%	0%	9%	7%	7%	0%	2%	2%	3%	0%	2%	0%	2%	5%	15%	5%
Total Likely:	70%	74%	59%	42%	70%	54%	66%	60%	69%	59%	74%	71%	75%	87%	70%	74%	78%	72%
Total Unlikely:	7%	7%	5%	12%	13%	8%	4%	0%	11%	9%	6%	9%	7%	13%	8%	9%	2%	3%
Net:	63%	66%	54%	30%	57%	45%	62%	60%	59%	50%	68%	63%	68%	74%	62%	65%	76%	69%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I know a lot about AI	2%	3%	2%	9%	4%	2%	1%	0%	0%	2%	5%	0%	0%	10%	5%
I know a moderate amount about AI	14%	19%	10%	21%	24%	14%	9%	8%	9%	19%	7%	8%	16%	8%	7%
I know a little about AI	57%	58%	56%	56%	53%	62%	64%	61%	50%	61%	63%	50%	49%	66%	57%
I know nothing at all about AI	24%	18%	29%	11%	16%	18%	23%	28%	40%	15%	21%	42%	29%	13%	27%
Don t Know	3%	1%	3%	3%	3%	3%	4%	3%	1%	2%	3%	1%	5%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I know a lot about AI	2%	3%	2%	3%	1%	5%	5%	2%	3%	4%	3%	2%
I know a moderate amount about AI	14%	7%	11%	11%	22%	26%	15%	12%	20%	25%	13%	14%
I know a little about AI	57%	38%	57%	56%	66%	59%	52%	61%	61%	49%	58%	58%
I know nothing at all about AI	24%	48%	26%	27%	11%	10%	27%	22%	16%	22%	24%	23%
Don t Know	3%	5%	4%	3%	0%	0%	2%	3%	1%	0%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I know a lot about AI	2%	2%	0%	0%	6%	0%	1%	0%	3%	0%	4%	3%	1%	0%	6%	0%	0%	0%
I know a moderate amount about AI	14%	13%	14%	36%	15%	17%	20%	0%	10%	19%	15%	8%	5%	0%	11%	17%	0%	18%
I know a little about AI	57%	59%	63%	28%	55%	57%	56%	72%	57%	55%	49%	66%	68%	83%	56%	62%	63%	59%
I know nothing at all about AI	24%	24%	24%	23%	21%	25%	20%	17%	26%	23%	28%	12%	24%	17%	26%	16%	37%	22%
Don't Know	3%	2%	0%	12%	3%	2%	2%	11%	4%	3%	4%	11%	2%	0%	1%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Artificial Intelligence (AI) is developing faster than I expected	57%	60%	54%	56%	54%	52%	60%	62%	57%	59%	54%	57%	56%	51%	52%
Artificial Intelligence (AI) is developing about as quickly as I expected	22%	21%	23%	23%	30%	27%	20%	21%	12%	26%	29%	13%	20%	27%	16%
Artificial Intelligence (AI) is developing more slowly than I expected	6%	5%	6%	11%	6%	7%	6%	5%	2%	7%	5%	2%	4%	10%	13%
Don't Know	15%	14%	17%	10%	9%	14%	14%	12%	29%	8%	12%	28%	20%	11%	19%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Artificial Intelligence (AI) is developing faster than I expected	57%	40%	56%	58%	64%	52%	53%	58%	64%	49%	57%	57%
Artificial Intelligence (AI) is developing about as quickly as I expected	22%	20%	21%	17%	26%	40%	20%	22%	25%	38%	22%	22%
Artificial Intelligence (AI) is developing more slowly than I expected	6%	2%	7%	6%	6%	4%	8%	6%	3%	1%	6%	5%
Don't Know	15%	37%	16%	18%	5%	5%	19%	14%	8%	12%	15%	15%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Artificial Intelligence (AI) is developing faster than I expected	57%	55%	56%	57%	57%	60%	75%	63%	58%	61%	53%	55%	68%	54%	55%	46%	49%	53%
Artificial Intelligence (AI) is developing about as quickly as I expected	22%	23%	24%	15%	21%	24%	12%	30%	25%	17%	22%	18%	25%	16%	20%	27%	26%	26%
Artificial Intelligence (AI) is developing more slowly than I expected	6%	6%	8%	12%	6%	7%	2%	0%	3%	3%	6%	9%	1%	17%	5%	11%	7%	7%
Don't Know	15%	15%	12%	16%	16%	9%	11%	7%	14%	19%	19%	18%	6%	13%	20%	16%	18%	14%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	22%	23%	21%	21%	22%	24%	20%	22%	19%	21%	29%	19%	20%	27%	24%
Somewhat interested	37%	37%	36%	38%	44%	33%	36%	33%	36%	42%	33%	31%	37%	28%	32%
Neither interested or uninterested	24%	22%	25%	17%	24%	26%	25%	21%	28%	22%	20%	29%	26%	17%	34%
Somewhat uninterested	6%	6%	6%	6%	2%	5%	9%	10%	5%	5%	5%	8%	5%	10%	0%
Very uninterested	9%	10%	9%	14%	5%	10%	6%	13%	9%	9%	8%	9%	8%	15%	6%
Don't know	3%	2%	3%	4%	3%	2%	4%	2%	3%	1%	4%	4%	4%	3%	5%
Total Interested:	58%	59%	57%	59%	66%	57%	56%	54%	55%	62%	62%	50%	57%	56%	56%
Total Uninterested:	15%	16%	15%	20%	7%	15%	15%	23%	13%	14%	13%	17%	13%	25%	6%
Net:	43%	43%	43%	39%	59%	42%	41%	31%	42%	48%	49%	33%	44%	31%	50%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	22%	26%	24%	21%	20%	15%	17%	24%	16%	16%	21%	21%
Somewhat interested	37%	27%	35%	35%	42%	47%	39%	36%	43%	47%	36%	37%
Neither interested or uninterested	24%	28%	26%	25%	20%	20%	26%	23%	24%	20%	24%	24%
Somewhat uninterested	6%	9%	6%	5%	6%	6%	6%	7%	2%	6%	6%	6%
Very uninterested	9%	5%	7%	11%	12%	11%	7%	9%	11%	10%	10%	10%
Don't know	3%	5%	3%	3%	0%	1%	4%	2%	3%	1%	3%	3%
Total Interested:	58%	53%	58%	56%	61%	62%	56%	60%	60%	62%	57%	58%
Total Uninterested:	15%	14%	13%	16%	18%	17%	14%	16%	13%	16%	16%	15%
Net:	43%	39%	45%	40%	43%	45%	43%	44%	47%	46%	41%	43%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(64.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	22%	26%	16%	12%	10%	4%	20%	10%	14%	21%	24%	28%	23%	0%	25%	26%	18%	22%
Somewhat interested	37%	41%	36%	23%	35%	38%	44%	24%	54%	35%	39%	30%	34%	53%	29%	29%	28%	35%
Neither interested or uninterested	24%	17%	16%	34%	41%	35%	26%	40%	19%	30%	19%	24%	27%	23%	28%	19%	28%	23%
Somewhat uninterested	6%	7%	7%	7%	5%	7%	3%	14%	1%	10%	5%	0%	2%	24%	6%	3%	8%	7%
Very uninterested	9%	8%	23%	24%	5%	15%	3%	12%	10%	4%	7%	8%	12%	0%	11%	13%	18%	9%
Don't know	3%	1%	3%	0%	3%	0%	4%	0%	1%	0%	5%	9%	2%	0%	1%	10%	0%	4%
Total Interested:	58%	67%	52%	35%	45%	42%	65%	33%	68%	56%	63%	58%	57%	53%	54%	56%	46%	57%
Total Uninterested:	15%	15%	30%	31%	10%	22%	6%	27%	11%	14%	12%	8%	14%	24%	16%	16%	26%	16%
Net:	43%	51%	22%	5%	35%	20%	59%	7%	57%	42%	51%	50%	43%	28%	38%	40%	19%	41%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	19%	22%	16%	21%	24%	21%	17%	16%	13%	19%	24%	16%	15%	29%	24%
Somewhat interested	37%	34%	39%	35%	35%	36%	41%	36%	39%	39%	35%	37%	39%	25%	28%
Neither interested or uninterested	28%	28%	28%	29%	28%	29%	23%	25%	31%	27%	25%	31%	28%	22%	41%
Somewhat uninterested	7%	6%	8%	11%	5%	6%	9%	9%	4%	7%	5%	4%	10%	16%	0%
Very uninterested	7%	7%	7%	1%	5%	5%	7%	11%	10%	7%	8%	9%	5%	5%	3%
Don't know	3%	3%	3%	3%	4%	2%	4%	2%	3%	2%	3%	3%	4%	3%	5%
Total Interested:	56%	56%	55%	56%	59%	58%	57%	52%	53%	58%	59%	52%	53%	54%	51%
Total Uninterested:	14%	13%	14%	13%	10%	11%	16%	20%	14%	14%	13%	13%	15%	21%	3%
Net:	42%	43%	41%	43%	49%	46%	42%	32%	39%	44%	46%	39%	38%	33%	49%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	19%	16%	19%	18%	15%	29%	19%	20%	19%	11%	19%	19%
Somewhat interested	37%	34%	38%	31%	47%	36%	34%	37%	38%	48%	35%	37%
Neither interested or uninterested	28%	29%	27%	35%	22%	18%	33%	26%	30%	23%	27%	27%
Somewhat uninterested	7%	7%	8%	6%	6%	8%	3%	7%	7%	3%	7%	7%
Very uninterested	7%	7%	5%	7%	9%	8%	7%	7%	4%	14%	8%	7%
Don't know	3%	7%	2%	3%	0%	1%	4%	2%	2%	1%	3%	3%
Total Interested:	56%	51%	57%	49%	63%	65%	53%	57%	57%	59%	54%	56%
Total Uninterested:	14%	14%	13%	13%	15%	16%	10%	15%	11%	17%	16%	14%
Net:	42%	36%	44%	36%	47%	49%	43%	43%	47%	42%	39%	43%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(65.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	19%	19%	17%	15%	16%	9%	17%	19%	12%	18%	20%	29%	20%	10%	19%	19%	18%	23%
Somewhat interested	37%	41%	37%	23%	33%	44%	40%	26%	44%	39%	38%	29%	37%	48%	28%	32%	22%	40%
Neither interested or uninterested	28%	24%	20%	30%	25%	30%	24%	27%	33%	29%	30%	25%	28%	17%	35%	29%	39%	23%
Somewhat uninterested	7%	8%	16%	12%	16%	12%	7%	16%	1%	8%	4%	0%	3%	12%	9%	4%	0%	4%
Very uninterested	7%	7%	8%	18%	7%	3%	7%	12%	9%	5%	3%	8%	10%	13%	7%	6%	21%	7%
Don't know	3%	2%	3%	2%	3%	3%	4%	0%	1%	1%	4%	9%	1%	0%	1%	10%	0%	3%
Total Interested:	56%	59%	54%	39%	49%	52%	57%	45%	56%	57%	58%	58%	57%	58%	48%	52%	40%	64%
Total Uninterested:	14%	15%	23%	30%	23%	15%	15%	28%	10%	13%	7%	8%	14%	24%	16%	9%	21%	11%
Net:	42%	44%	31%	9%	26%	37%	43%	16%	46%	44%	51%	50%	43%	34%	32%	42%	20%	53%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	28%	32%	26%	24%	31%	36%	31%	31%	18%	31%	31%	21%	26%	32%	39%
Somewhat interested	40%	33%	45%	40%	41%	30%	38%	37%	51%	38%	38%	48%	37%	37%	33%
Neither interested or uninterested	19%	22%	16%	27%	19%	21%	20%	16%	14%	20%	15%	13%	26%	23%	17%
Somewhat uninterested	6%	5%	6%	5%	3%	6%	5%	6%	8%	5%	8%	7%	5%	3%	0%
Very uninterested	5%	5%	4%	1%	4%	4%	4%	7%	6%	4%	4%	6%	5%	3%	3%
Don't know	3%	3%	3%	2%	3%	2%	2%	3%	4%	2%	4%	5%	1%	3%	7%
Total Interested:	68%	65%	71%	64%	72%	66%	69%	68%	69%	69%	69%	69%	63%	68%	72%
Total Uninterested:	10%	10%	10%	7%	7%	10%	9%	13%	13%	9%	12%	14%	10%	6%	3%
Net:	58%	55%	61%	58%	65%	56%	60%	55%	56%	60%	57%	56%	53%	62%	70%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	28%	24%	26%	27%	35%	31%	24%	31%	33%	22%	28%	29%
Somewhat interested	40%	36%	45%	39%	38%	33%	42%	39%	36%	44%	39%	40%
Neither interested or uninterested	19%	20%	16%	22%	19%	18%	20%	19%	18%	19%	19%	19%
Somewhat uninterested	6%	7%	8%	3%	5%	8%	8%	4%	7%	8%	6%	5%
Very uninterested	5%	4%	3%	5%	4%	9%	3%	5%	2%	8%	6%	4%
Don't know	3%	9%	2%	3%	0%	1%	4%	2%	3%	1%	3%	3%
Total Interested:	68%	60%	71%	66%	73%	63%	65%	70%	70%	65%	67%	69%
Total Uninterested:	10%	11%	11%	8%	9%	17%	11%	10%	10%	15%	11%	10%
Net:	58%	49%	60%	58%	64%	46%	54%	60%	60%	50%	55%	59%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	28%	32%	28%	17%	15%	9%	19%	40%	27%	29%	29%	35%	35%	41%	29%	35%	21%	30%
Somewhat interested	40%	44%	42%	31%	44%	49%	46%	27%	51%	43%	45%	16%	32%	17%	29%	29%	47%	42%
Neither interested or uninterested	19%	15%	12%	32%	14%	32%	17%	17%	15%	19%	14%	22%	21%	17%	28%	20%	11%	17%
Somewhat uninterested	6%	4%	8%	2%	18%	2%	10%	11%	1%	6%	7%	16%	5%	24%	6%	0%	11%	2%
Very uninterested	5%	3%	8%	18%	5%	9%	4%	6%	3%	2%	1%	8%	5%	0%	5%	6%	10%	7%
Don't know	3%	2%	3%	0%	3%	0%	4%	0%	3%	1%	5%	3%	1%	0%	3%	10%	0%	2%
Total Interested:	68%	77%	69%	48%	59%	58%	65%	66%	78%	72%	74%	51%	68%	58%	58%	65%	68%	72%
Total Uninterested:	10%	7%	16%	20%	24%	11%	14%	17%	4%	8%	8%	24%	10%	24%	11%	6%	20%	9%
Net:	58%	70%	53%	28%	36%	47%	51%	49%	73%	64%	66%	27%	57%	34%	47%	59%	48%	63%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	32%	34%	31%	37%	32%	31%	33%	32%	31%	30%	37%	32%	34%	34%	30%
Somewhat interested	39%	36%	41%	40%	35%	39%	39%	38%	43%	41%	31%	40%	33%	48%	43%
Neither interested or uninterested	17%	19%	15%	15%	22%	19%	17%	15%	13%	18%	19%	13%	22%	9%	20%
Somewhat uninterested	5%	4%	6%	5%	5%	6%	6%	5%	4%	5%	5%	4%	6%	6%	0%
Very uninterested	4%	5%	3%	0%	2%	4%	3%	6%	5%	3%	4%	7%	2%	0%	2%
Don't know	3%	3%	4%	3%	4%	2%	3%	4%	4%	3%	5%	4%	3%	3%	5%
Total Interested:	71%	70%	72%	77%	67%	69%	71%	70%	74%	71%	67%	72%	67%	81%	74%
Total Uninterested:	9%	9%	9%	5%	7%	9%	9%	11%	9%	9%	9%	11%	8%	6%	2%
Net:	62%	61%	64%	71%	60%	60%	62%	59%	65%	63%	58%	61%	60%	75%	72%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	32%	25%	35%	34%	31%	31%	32%	33%	32%	25%	30%	33%
Somewhat interested	39%	32%	38%	35%	50%	35%	37%	39%	41%	46%	40%	39%
Neither interested or uninterested	17%	24%	17%	19%	10%	19%	21%	17%	14%	17%	17%	17%
Somewhat uninterested	5%	4%	5%	5%	5%	7%	3%	5%	8%	2%	5%	5%
Very uninterested	4%	6%	2%	4%	3%	7%	3%	4%	3%	8%	4%	4%
Don't know	3%	10%	3%	4%	1%	1%	4%	3%	3%	1%	4%	3%
Total Interested:	71%	57%	73%	69%	80%	66%	69%	72%	73%	71%	70%	71%
Total Uninterested:	9%	10%	7%	9%	8%	14%	6%	9%	11%	10%	9%	9%
Net:	62%	47%	66%	60%	72%	52%	63%	64%	62%	61%	61%	63%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(67.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	32%	30%	37%	23%	16%	13%	36%	44%	32%	29%	37%	31%	35%	43%	33%	29%	31%	39%
Somewhat interested	39%	50%	33%	28%	37%	42%	38%	15%	48%	51%	35%	30%	29%	6%	38%	29%	30%	37%
Neither interested or uninterested	17%	13%	15%	29%	29%	30%	16%	28%	14%	15%	15%	16%	27%	27%	14%	20%	25%	13%
Somewhat uninterested	5%	4%	7%	0%	9%	10%	2%	6%	1%	2%	5%	6%	2%	24%	6%	12%	11%	4%
Very uninterested	4%	2%	5%	18%	5%	3%	1%	6%	3%	2%	2%	8%	5%	0%	5%	0%	2%	5%
Don't know	3%	2%	3%	2%	3%	2%	8%	0%	1%	1%	5%	9%	1%	0%	4%	10%	0%	2%
Total Interested:	71%	79%	70%	51%	53%	55%	73%	60%	80%	79%	72%	61%	65%	48%	71%	58%	62%	76%
Total Uninterested:	9%	6%	12%	18%	15%	13%	3%	12%	5%	4%	8%	14%	7%	24%	11%	12%	13%	9%
Net:	62%	74%	58%	33%	38%	42%	70%	47%	75%	75%	65%	48%	58%	24%	60%	46%	48%	67%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	19%	22%	17%	20%	18%	23%	18%	18%	17%	19%	21%	17%	16%	27%	24%
Somewhat interested	36%	34%	38%	38%	41%	31%	37%	37%	35%	39%	29%	34%	34%	35%	43%
Neither interested or uninterested	29%	27%	31%	32%	31%	31%	29%	22%	29%	27%	31%	30%	34%	27%	26%
Somewhat uninterested	6%	7%	6%	5%	2%	5%	7%	10%	8%	5%	9%	8%	5%	6%	0%
Very uninterested	7%	7%	6%	3%	4%	7%	7%	10%	9%	7%	6%	8%	8%	2%	3%
Don't know	3%	2%	3%	3%	3%	2%	2%	2%	3%	2%	4%	3%	3%	3%	5%
Total Interested:	55%	57%	54%	57%	60%	54%	55%	55%	51%	58%	50%	51%	51%	62%	66%
Total Uninterested:	13%	14%	12%	8%	6%	12%	14%	20%	17%	12%	15%	16%	13%	8%	3%
Net:	42%	42%	42%	49%	54%	43%	41%	35%	35%	46%	35%	35%	37%	53%	64%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	19%	17%	18%	18%	20%	22%	22%	19%	21%	15%	19%	19%
Somewhat interested	36%	32%	36%	33%	43%	34%	35%	39%	36%	34%	36%	36%
Neither interested or uninterested	29%	31%	29%	34%	23%	26%	29%	28%	30%	28%	28%	29%
Somewhat uninterested	6%	4%	9%	4%	5%	6%	6%	6%	7%	6%	6%	6%
Very uninterested	7%	7%	5%	7%	8%	10%	5%	7%	4%	15%	8%	7%
Don't know	3%	8%	2%	3%	0%	1%	4%	2%	1%	1%	3%	3%
Total Interested:	55%	49%	54%	52%	64%	56%	57%	57%	57%	49%	55%	56%
Total Uninterested:	13%	12%	14%	11%	13%	16%	11%	13%	11%	22%	14%	13%
Net:	42%	38%	40%	41%	51%	39%	46%	44%	46%	27%	41%	43%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(68.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	19%	15%	16%	19%	15%	11%	21%	21%	18%	22%	19%	23%	29%	26%	16%	31%	16%	24%
Somewhat interested	36%	46%	35%	22%	29%	29%	34%	23%	41%	33%	36%	31%	27%	33%	33%	38%	43%	39%
Neither interested or uninterested	29%	27%	23%	30%	30%	46%	25%	32%	21%	27%	34%	24%	23%	17%	34%	21%	26%	28%
Somewhat uninterested	6%	4%	15%	12%	16%	2%	5%	11%	7%	11%	6%	5%	6%	24%	7%	0%	2%	2%
Very uninterested	7%	6%	8%	18%	7%	8%	7%	12%	12%	6%	2%	8%	13%	0%	9%	0%	12%	6%
Don't know	3%	2%	3%	0%	3%	3%	8%	0%	1%	1%	4%	9%	1%	0%	2%	10%	0%	0%
Total Interested:	55%	61%	51%	40%	44%	40%	55%	45%	59%	55%	54%	54%	57%	58%	49%	69%	59%	63%
Total Uninterested:	13%	10%	23%	30%	23%	10%	12%	24%	19%	17%	8%	13%	20%	24%	16%	0%	15%	8%
Net:	42%	51%	27%	11%	21%	30%	43%	21%	41%	38%	46%	41%	37%	34%	33%	69%	44%	55%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	26%	27%	26%	23%	31%	27%	22%	27%	25%	26%	32%	25%	23%	34%	34%
Somewhat interested	38%	39%	38%	43%	35%	38%	41%	38%	37%	41%	36%	37%	33%	41%	37%
Neither interested or uninterested	21%	22%	19%	19%	23%	21%	19%	18%	23%	20%	16%	22%	24%	18%	23%
Somewhat uninterested	6%	5%	7%	7%	5%	6%	7%	6%	6%	6%	8%	5%	9%	1%	0%
Very uninterested	5%	5%	5%	2%	2%	4%	8%	8%	7%	5%	5%	8%	5%	3%	2%
Don t know	3%	2%	4%	5%	4%	3%	2%	3%	3%	2%	3%	3%	5%	3%	5%
Total Interested:	65%	65%	65%	66%	66%	65%	64%	66%	62%	66%	68%	61%	56%	75%	71%
Total Uninterested:	11%	10%	12%	9%	7%	10%	16%	14%	13%	11%	12%	13%	15%	4%	2%
Net:	53%	55%	52%	57%	59%	55%	48%	51%	50%	56%	56%	48%	42%	71%	69%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	26%	21%	26%	28%	29%	23%	23%	28%	27%	13%	24%	26%
Somewhat interested	38%	35%	41%	36%	42%	38%	36%	37%	39%	49%	38%	38%
Neither interested or uninterested	21%	26%	18%	24%	16%	18%	24%	21%	19%	21%	20%	21%
Somewhat uninterested	6%	5%	6%	5%	8%	11%	9%	6%	6%	6%	7%	6%
Very uninterested	5%	6%	5%	5%	5%	8%	3%	5%	6%	11%	6%	5%
Don't know	3%	6%	4%	3%	1%	1%	5%	2%	2%	1%	4%	3%
Total Interested:	65%	56%	67%	63%	71%	61%	59%	66%	66%	62%	63%	65%
Total Uninterested:	11%	12%	10%	9%	12%	20%	12%	11%	13%	17%	14%	12%
Net:	53%	44%	57%	54%	58%	42%	47%	55%	53%	45%	49%	53%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(69.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	26%	24%	28%	10%	10%	18%	17%	21%	31%	32%	29%	32%	34%	48%	29%	28%	8%	30%
Somewhat interested	38%	43%	42%	27%	44%	50%	49%	39%	49%	37%	37%	41%	29%	10%	29%	38%	28%	38%
Neither interested or uninterested	21%	19%	15%	32%	27%	22%	24%	17%	15%	23%	20%	10%	21%	17%	29%	12%	35%	13%
Somewhat uninterested	6%	7%	7%	2%	11%	3%	3%	17%	0%	6%	6%	0%	5%	24%	5%	9%	13%	9%
Very uninterested	5%	3%	5%	28%	5%	4%	1%	6%	3%	2%	4%	8%	9%	0%	7%	0%	16%	6%
Don't know	3%	3%	3%	0%	3%	3%	7%	0%	1%	0%	5%	9%	2%	0%	0%	13%	0%	3%
Total Interested:	65%	67%	70%	38%	54%	68%	65%	60%	80%	69%	66%	73%	63%	58%	58%	66%	36%	68%
Total Uninterested:	11%	10%	12%	30%	16%	7%	4%	23%	3%	8%	10%	8%	14%	24%	13%	9%	29%	15%
Net:	53%	57%	58%	8%	38%	61%	61%	36%	76%	62%	56%	65%	49%	34%	45%	57%	7%	53%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very interested	18%	23%	14%	23%	24%	19%	17%	20%	8%	20%	22%	10%	16%	28%	24%
Somewhat interested	31%	32%	30%	29%	34%	40%	32%	30%	22%	39%	35%	21%	21%	33%	22%
Neither interested or uninterested	28%	25%	31%	32%	24%	26%	28%	26%	34%	25%	19%	33%	38%	24%	34%
Somewhat uninterested	10%	7%	12%	6%	11%	7%	12%	12%	11%	9%	10%	11%	10%	7%	14%
Very uninterested	9%	10%	8%	7%	4%	6%	9%	10%	18%	6%	8%	17%	9%	5%	2%
Don t know	4%	3%	5%	3%	4%	3%	3%	2%	8%	2%	6%	7%	5%	3%	5%
Total Interested:	49%	55%	44%	52%	58%	59%	49%	50%	30%	59%	57%	31%	38%	61%	45%
Total Uninterested:	19%	17%	20%	13%	14%	12%	21%	22%	29%	15%	18%	28%	19%	12%	16%
Net:	30%	38%	24%	39%	43%	47%	28%	28%	1%	43%	39%	3%	19%	49%	29%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very interested	18%	14%	14%	18%	23%	24%	17%	17%	21%	17%	18%	18%
Somewhat interested	31%	18%	29%	32%	39%	32%	26%	33%	37%	41%	29%	31%
Neither interested or uninterested	28%	33%	31%	31%	20%	22%	37%	25%	28%	20%	29%	27%
Somewhat uninterested	10%	10%	9%	8%	11%	13%	7%	11%	8%	6%	10%	10%
Very uninterested	9%	16%	10%	8%	6%	9%	8%	10%	4%	15%	10%	9%
Don't know	4%	8%	6%	4%	1%	1%	4%	4%	2%	1%	5%	4%
Total Interested:	49%	32%	44%	50%	61%	56%	43%	50%	57%	58%	47%	50%
Total Uninterested:	19%	27%	20%	16%	17%	21%	15%	21%	12%	21%	20%	19%
Net:	30%	5%	24%	34%	45%	34%	28%	29%	45%	37%	27%	31%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very interested	18%	21%	8%	18%	11%	3%	13%	7%	28%	18%	23%	22%	14%	0%	16%	20%	7%	21%
Somewhat interested	31%	30%	35%	27%	24%	33%	26%	27%	31%	27%	32%	37%	30%	43%	36%	31%	34%	28%
Neither interested or uninterested	28%	34%	31%	22%	32%	29%	24%	37%	36%	39%	22%	19%	36%	33%	25%	19%	39%	21%
Somewhat uninterested	10%	7%	15%	14%	19%	21%	12%	11%	1%	5%	10%	4%	6%	24%	9%	9%	11%	13%
Very uninterested	9%	4%	8%	18%	11%	15%	17%	17%	3%	5%	7%	8%	12%	0%	11%	11%	2%	13%
Don't know	4%	3%	3%	0%	3%	0%	8%	0%	1%	7%	6%	9%	2%	0%	4%	10%	7%	4%
Total Interested:	49%	51%	44%	46%	35%	35%	39%	35%	59%	45%	54%	60%	44%	43%	51%	52%	40%	50%
Total Uninterested:	19%	12%	22%	32%	30%	35%	29%	28%	4%	9%	17%	13%	18%	24%	20%	20%	13%	25%
Net:	30%	40%	21%	14%	5%	0%	9%	7%	55%	36%	37%	47%	26%	18%	31%	32%	27%	24%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	40%	40%	40%	31%	36%	40%	34%	44%	49%	36%	44%	48%	36%	35%	56%
Somewhat support	31%	31%	30%	37%	34%	30%	36%	29%	25%	34%	33%	25%	28%	35%	30%
Neither support nor oppose	18%	20%	17%	21%	20%	22%	16%	15%	17%	19%	13%	18%	23%	19%	11%
Somewhat oppose	5%	3%	6%	5%	6%	5%	6%	3%	3%	6%	4%	2%	6%	4%	2%
Strongly oppose	4%	3%	4%	4%	2%	3%	5%	6%	3%	3%	1%	4%	4%	5%	2%
Don't know	2%	3%	2%	2%	2%	1%	3%	3%	3%	2%	5%	3%	3%	3%	0%
Total Support:	71%	71%	71%	67%	70%	69%	69%	73%	73%	70%	76%	73%	64%	70%	86%
Total Oppose:	8%	6%	10%	9%	9%	8%	12%	9%	6%	9%	6%	7%	10%	9%	3%
Net:	62%	65%	61%	58%	61%	61%	58%	64%	67%	61%	70%	66%	54%	62%	83%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	40%	35%	47%	42%	35%	33%	37%	43%	34%	27%	38%	40%
Somewhat support	31%	25%	28%	30%	38%	29%	29%	30%	40%	42%	31%	31%
Neither support nor oppose	18%	26%	14%	20%	18%	23%	21%	17%	19%	14%	19%	18%
Somewhat oppose	5%	2%	5%	3%	5%	10%	6%	4%	2%	5%	5%	4%
Strongly oppose	4%	5%	3%	3%	5%	5%	3%	4%	2%	12%	4%	4%
Don't know	2%	7%	3%	2%	0%	1%	4%	2%	4%	1%	3%	2%
Total Support:	71%	59%	76%	72%	73%	61%	66%	74%	73%	69%	69%	71%
Total Oppose:	8%	7%	8%	6%	9%	16%	9%	8%	4%	16%	9%	8%
Net:	62%	52%	67%	65%	63%	46%	57%	65%	69%	52%	60%	63%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(71.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	40%	42%	45%	16%	32%	27%	37%	27%	39%	28%	41%	29%	50%	58%	43%	45%	21%	46%
Somewhat support	31%	31%	28%	27%	34%	41%	30%	23%	31%	43%	32%	43%	26%	13%	26%	29%	21%	29%
Neither support nor oppose	18%	17%	15%	43%	20%	20%	25%	46%	24%	20%	16%	11%	8%	17%	21%	17%	34%	12%
Somewhat oppose	5%	6%	8%	8%	4%	1%	1%	5%	6%	2%	5%	0%	6%	12%	4%	4%	17%	5%
Strongly oppose	4%	3%	0%	7%	2%	10%	2%	0%	0%	5%	1%	8%	9%	0%	5%	0%	4%	5%
Don't know	2%	1%	4%	0%	8%	0%	4%	0%	0%	2%	5%	9%	1%	0%	1%	5%	2%	2%
Total Support:	71%	73%	73%	42%	66%	68%	67%	49%	71%	72%	73%	72%	76%	71%	69%	74%	43%	75%
Total Oppose:	8%	9%	8%	15%	6%	12%	4%	5%	6%	7%	6%	8%	15%	12%	9%	4%	21%	10%
Net:	62%	65%	65%	27%	61%	56%	64%	45%	65%	65%	68%	63%	62%	60%	60%	70%	22%	65%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	29%	29%	29%	30%	34%	30%	24%	29%	27%	28%	31%	29%	28%	36%	34%
Somewhat support	29%	29%	29%	30%	31%	30%	30%	26%	29%	31%	29%	27%	25%	26%	47%
Neither support nor oppose	25%	26%	23%	21%	20%	25%	23%	28%	28%	24%	23%	27%	30%	16%	13%
Somewhat oppose	7%	6%	8%	8%	8%	6%	11%	8%	6%	8%	8%	7%	7%	7%	5%
Strongly oppose	6%	5%	6%	5%	4%	7%	7%	6%	4%	6%	5%	4%	5%	10%	2%
Don't know	4%	4%	4%	5%	3%	3%	4%	3%	6%	3%	5%	6%	5%	5%	0%
Total Support:	59%	58%	59%	60%	65%	60%	54%	56%	56%	60%	60%	56%	53%	61%	80%
Total Oppose:	13%	11%	14%	14%	12%	12%	18%	14%	10%	14%	12%	12%	12%	17%	6%
Net:	46%	47%	45%	46%	53%	47%	36%	42%	46%	46%	47%	44%	41%	44%	74%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	29%	25%	33%	29%	28%	29%	27%	31%	30%	25%	28%	29%
Somewhat support	29%	19%	30%	27%	34%	31%	27%	29%	34%	38%	27%	29%
Neither support nor oppose	25%	35%	21%	29%	19%	23%	27%	24%	22%	22%	27%	24%
Somewhat oppose	7%	7%	6%	6%	11%	11%	10%	7%	6%	6%	8%	7%
Strongly oppose	6%	5%	5%	6%	6%	6%	5%	7%	4%	8%	6%	6%
Don't know	4%	9%	5%	4%	2%	1%	5%	3%	4%	1%	5%	4%
Total Support:	59%	44%	62%	56%	63%	60%	54%	60%	64%	63%	55%	59%
Total Oppose:	13%	12%	11%	11%	17%	16%	14%	14%	10%	14%	14%	13%
Net:	46%	32%	52%	44%	46%	44%	39%	46%	54%	48%	41%	46%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(72.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	29%	31%	30%	19%	17%	12%	20%	26%	23%	25%	26%	28%	42%	27%	31%	33%	7%	44%
Somewhat support	29%	31%	21%	31%	29%	46%	25%	22%	31%	28%	32%	36%	22%	38%	28%	28%	43%	23%
Neither support nor oppose	25%	26%	29%	33%	24%	24%	29%	41%	29%	32%	24%	17%	18%	23%	26%	16%	36%	16%
Somewhat oppose	7%	7%	13%	11%	16%	5%	7%	11%	10%	5%	7%	7%	9%	12%	5%	13%	0%	6%
Strongly oppose	6%	4%	4%	7%	4%	12%	4%	0%	6%	5%	5%	3%	8%	0%	7%	6%	4%	7%
Don't know	4%	1%	3%	0%	10%	1%	14%	0%	1%	6%	6%	9%	1%	0%	3%	5%	10%	4%
Total Support:	59%	63%	51%	50%	46%	58%	46%	47%	54%	53%	58%	64%	65%	65%	59%	61%	50%	67%
Total Oppose:	13%	11%	17%	18%	20%	17%	11%	11%	16%	10%	12%	10%	16%	12%	12%	18%	4%	13%
Net:	46%	52%	34%	32%	26%	41%	34%	36%	39%	43%	46%	54%	48%	54%	47%	43%	46%	54%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	45%	43%	46%	46%	41%	40%	40%	48%	52%	42%	46%	50%	39%	51%	51%
Somewhat support	32%	35%	30%	37%	38%	32%	36%	27%	26%	36%	34%	26%	30%	32%	21%
Neither support nor oppose	16%	16%	15%	11%	12%	18%	16%	15%	19%	15%	9%	18%	19%	10%	27%
Somewhat oppose	3%	1%	4%	1%	5%	5%	2%	3%	0%	3%	3%	1%	5%	4%	0%
Strongly oppose	2%	2%	3%	3%	1%	3%	4%	4%	1%	3%	3%	2%	3%	0%	2%
Don't know	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	5%	2%	4%	3%	0%
Total Support:	77%	78%	76%	83%	78%	72%	76%	75%	78%	78%	80%	76%	70%	84%	72%
Total Oppose:	5%	4%	7%	4%	7%	8%	5%	7%	1%	6%	6%	3%	8%	4%	2%
Net:	71%	75%	69%	79%	72%	65%	71%	68%	77%	72%	74%	73%	62%	80%	70%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	45%	42%	50%	42%	48%	33%	41%	46%	42%	42%	44%	45%
Somewhat support	32%	22%	28%	34%	38%	36%	31%	33%	39%	27%	31%	32%
Neither support nor oppose	16%	26%	15%	17%	9%	15%	19%	14%	11%	20%	16%	15%
Somewhat oppose	3%	2%	2%	2%	3%	8%	4%	3%	2%	2%	3%	3%
Strongly oppose	2%	0%	2%	2%	2%	8%	2%	3%	1%	7%	3%	2%
Don't know	2%	8%	3%	2%	0%	1%	3%	1%	5%	1%	3%	3%
Total Support:	77%	64%	78%	76%	86%	69%	73%	79%	81%	69%	75%	78%
Total Oppose:	5%	2%	4%	5%	5%	16%	5%	6%	3%	9%	6%	5%
Net:	71%	62%	75%	71%	80%	53%	67%	73%	78%	60%	69%	72%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(73.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	45%	47%	38%	27%	35%	35%	44%	23%	51%	44%	47%	23%	46%	17%	45%	49%	47%	56%
Somewhat support	32%	36%	36%	32%	38%	34%	33%	45%	30%	37%	31%	53%	26%	48%	29%	31%	25%	22%
Neither support nor oppose	16%	15%	20%	26%	23%	20%	19%	27%	19%	10%	12%	12%	15%	23%	18%	9%	17%	11%
Somewhat oppose	3%	2%	4%	0%	0%	3%	0%	6%	0%	6%	1%	0%	8%	12%	2%	7%	8%	3%
Strongly oppose	2%	0%	0%	13%	0%	6%	4%	0%	0%	2%	2%	3%	4%	0%	4%	0%	0%	4%
Don't know	2%	0%	3%	2%	3%	2%	0%	0%	0%	2%	7%	9%	1%	0%	1%	5%	2%	3%
Total Support:	77%	82%	74%	60%	74%	69%	77%	68%	81%	81%	78%	76%	72%	65%	74%	80%	72%	78%
Total Oppose:	5%	2%	4%	13%	0%	9%	4%	6%	0%	8%	3%	3%	12%	12%	6%	7%	8%	8%
Net:	71%	80%	70%	47%	74%	60%	74%	62%	81%	73%	75%	74%	60%	54%	68%	73%	64%	70%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	24%	23%	24%	19%	24%	23%	21%	25%	26%	24%	29%	28%	17%	15%	28%
Somewhat support	26%	28%	25%	27%	31%	27%	30%	24%	21%	29%	23%	23%	22%	32%	33%
Neither support nor oppose	26%	28%	24%	20%	20%	29%	21%	28%	31%	24%	18%	30%	28%	27%	32%
Somewhat oppose	11%	8%	12%	13%	15%	9%	11%	7%	10%	11%	13%	9%	13%	10%	5%
Strongly oppose	11%	10%	11%	17%	7%	10%	14%	13%	7%	11%	11%	8%	14%	14%	2%
Don't know	3%	2%	4%	4%	2%	2%	3%	2%	5%	2%	5%	3%	6%	3%	0%
Total Support:	50%	50%	49%	46%	55%	50%	50%	50%	47%	52%	52%	51%	38%	46%	61%
Total Oppose:	21%	19%	23%	30%	23%	19%	25%	20%	17%	21%	24%	17%	28%	24%	6%
Net:	29%	32%	26%	17%	32%	30%	25%	30%	30%	31%	28%	34%	11%	22%	55%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	24%	22%	25%	26%	22%	18%	24%	25%	22%	18%	23%	24%
Somewhat support	26%	22%	25%	21%	35%	32%	26%	25%	30%	33%	24%	26%
Neither support nor oppose	26%	30%	27%	29%	17%	26%	25%	24%	26%	29%	26%	26%
Somewhat oppose	11%	9%	9%	10%	13%	12%	11%	12%	9%	9%	11%	10%
Strongly oppose	11%	8%	10%	11%	13%	11%	9%	12%	9%	10%	11%	10%
Don't know	3%	9%	4%	3%	1%	1%	5%	2%	4%	1%	4%	3%
Total Support:	50%	44%	50%	47%	56%	50%	50%	50%	52%	51%	48%	50%
Total Oppose:	21%	17%	19%	21%	26%	23%	20%	24%	17%	20%	22%	21%
Net:	29%	26%	31%	26%	31%	27%	30%	27%	35%	31%	25%	29%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(74.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	24%	19%	27%	19%	10%	16%	12%	12%	34%	18%	28%	12%	30%	10%	25%	25%	13%	34%
Somewhat support	26%	28%	20%	22%	42%	30%	30%	13%	32%	30%	25%	31%	24%	55%	22%	30%	19%	21%
Neither support nor oppose	26%	30%	26%	41%	23%	32%	29%	49%	20%	38%	19%	28%	16%	23%	31%	23%	25%	17%
Somewhat oppose	11%	12%	24%	6%	17%	1%	7%	17%	2%	11%	13%	10%	12%	12%	8%	4%	12%	14%
Strongly oppose	11%	9%	0%	13%	4%	20%	14%	9%	12%	3%	8%	10%	19%	0%	13%	11%	31%	10%
Don't know	3%	1%	4%	0%	3%	2%	8%	0%	0%	1%	7%	9%	0%	0%	1%	7%	0%	4%
Total Support:	50%	47%	46%	41%	53%	46%	42%	26%	67%	48%	53%	43%	54%	65%	47%	55%	32%	55%
Total Oppose:	21%	22%	24%	18%	21%	20%	21%	25%	14%	13%	21%	20%	30%	12%	21%	15%	43%	23%
Net:	29%	26%	23%	22%	32%	26%	21%	0%	53%	35%	32%	23%	24%	54%	26%	41%	-11%	32%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	47%	46%	47%	38%	41%	44%	46%	50%	57%	46%	43%	57%	41%	36%	44%
Somewhat support	29%	28%	29%	28%	38%	27%	32%	28%	21%	32%	34%	20%	28%	26%	40%
Neither support nor oppose	15%	18%	13%	19%	14%	20%	13%	13%	13%	15%	11%	15%	18%	24%	13%
Somewhat oppose	4%	2%	5%	8%	3%	3%	3%	2%	5%	3%	3%	4%	4%	9%	0%
Strongly oppose	3%	4%	2%	4%	2%	2%	3%	5%	2%	3%	3%	3%	4%	3%	3%
Don't know	3%	3%	3%	3%	3%	4%	3%	2%	2%	2%	6%	2%	5%	3%	0%
Total Support:	75%	74%	77%	66%	79%	71%	78%	77%	78%	78%	77%	76%	69%	62%	84%
Total Oppose:	7%	6%	7%	12%	5%	6%	5%	7%	7%	6%	6%	7%	8%	12%	3%
Net:	69%	68%	69%	54%	73%	65%	73%	71%	71%	72%	71%	69%	61%	50%	81%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	47%	38%	48%	48%	49%	43%	38%	48%	51%	33%	45%	47%
Somewhat support	29%	24%	27%	27%	35%	26%	31%	28%	28%	46%	29%	29%
Neither support nor oppose	15%	22%	16%	16%	9%	20%	18%	15%	15%	12%	15%	15%
Somewhat oppose	4%	7%	3%	2%	4%	8%	6%	4%	3%	0%	4%	4%
Strongly oppose	3%	0%	3%	3%	3%	3%	2%	3%	1%	8%	3%	3%
Don't know	3%	9%	2%	3%	1%	1%	5%	2%	3%	1%	4%	3%
Total Support:	75%	63%	76%	75%	84%	68%	70%	76%	79%	79%	74%	76%
Total Oppose:	7%	7%	6%	6%	7%	11%	8%	7%	3%	8%	7%	7%
Net:	69%	55%	69%	69%	77%	58%	62%	69%	76%	71%	67%	69%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	47%	47%	48%	26%	31%	32%	48%	34%	47%	41%	54%	34%	54%	53%	49%	42%	28%	52%
Somewhat support	29%	34%	30%	26%	29%	35%	23%	22%	29%	32%	25%	49%	25%	19%	23%	35%	52%	26%
Neither support nor oppose	15%	14%	8%	39%	22%	22%	19%	37%	18%	8%	12%	9%	14%	17%	20%	11%	0%	13%
Somewhat oppose	4%	2%	12%	2%	6%	8%	3%	6%	6%	10%	3%	3%	2%	12%	2%	4%	7%	1%
Strongly oppose	3%	3%	0%	7%	6%	3%	4%	0%	0%	5%	1%	3%	4%	0%	4%	3%	3%	3%
Don't know	3%	1%	3%	0%	5%	0%	4%	0%	0%	5%	5%	3%	0%	0%	2%	5%	10%	5%
Total Support:	75%	81%	77%	52%	61%	67%	71%	56%	76%	72%	79%	83%	79%	71%	72%	77%	80%	78%
Total Oppose:	7%	5%	12%	9%	12%	12%	6%	6%	6%	15%	4%	6%	7%	12%	6%	7%	10%	5%
Net:	69%	75%	65%	44%	49%	55%	64%	50%	70%	58%	75%	77%	72%	60%	66%	70%	70%	73%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	38%	38%	38%	26%	38%	36%	37%	41%	44%	36%	36%	43%	34%	35%	55%
Somewhat support	32%	33%	32%	34%	30%	33%	38%	31%	31%	36%	32%	31%	28%	31%	26%
Neither support nor oppose	19%	21%	18%	19%	23%	20%	19%	16%	18%	20%	15%	19%	25%	14%	15%
Somewhat oppose	4%	2%	5%	8%	3%	5%	1%	4%	2%	3%	9%	3%	5%	2%	3%
Strongly oppose	3%	3%	3%	7%	2%	3%	3%	5%	1%	3%	2%	2%	1%	11%	2%
Don't know	4%	3%	4%	5%	3%	4%	3%	2%	4%	2%	5%	3%	7%	7%	0%
Total Support:	70%	71%	70%	60%	68%	68%	74%	73%	75%	72%	68%	74%	62%	65%	80%
Total Oppose:	7%	6%	8%	15%	6%	8%	4%	9%	3%	6%	12%	5%	6%	13%	4%
Net:	63%	65%	62%	45%	63%	60%	70%	64%	73%	66%	57%	70%	55%	52%	76%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	38%	35%	41%	40%	35%	33%	38%	37%	35%	38%	38%	38%
Somewhat support	32%	23%	30%	32%	39%	33%	25%	34%	41%	33%	31%	32%
Neither support nor oppose	19%	28%	17%	19%	18%	19%	23%	19%	16%	20%	20%	19%
Somewhat oppose	4%	2%	6%	2%	2%	10%	3%	5%	3%	1%	4%	4%
Strongly oppose	3%	2%	3%	3%	4%	3%	6%	2%	1%	6%	3%	3%
Don't know	4%	10%	3%	3%	2%	2%	5%	2%	4%	1%	4%	3%
Total Support:	70%	58%	71%	72%	74%	66%	63%	72%	76%	71%	69%	71%
Total Oppose:	7%	4%	8%	6%	6%	13%	9%	7%	4%	8%	7%	7%
Net:	63%	54%	63%	66%	68%	53%	54%	64%	72%	64%	62%	64%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(76.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	38%	40%	38%	30%	38%	29%	37%	26%	41%	29%	40%	38%	36%	17%	36%	25%	27%	51%
Somewhat support	32%	32%	31%	30%	26%	39%	44%	39%	33%	37%	36%	34%	34%	54%	28%	26%	22%	25%
Neither support nor oppose	19%	21%	21%	27%	21%	22%	12%	29%	23%	20%	14%	16%	21%	17%	21%	27%	30%	16%
Somewhat oppose	4%	3%	6%	6%	12%	2%	2%	6%	0%	2%	3%	0%	4%	12%	8%	6%	0%	3%
Strongly oppose	3%	1%	0%	7%	0%	4%	1%	0%	2%	8%	2%	3%	4%	0%	5%	11%	11%	2%
Don't know	4%	3%	4%	0%	3%	5%	4%	0%	0%	4%	5%	9%	1%	0%	3%	5%	10%	4%
Total Support:	70%	72%	70%	60%	64%	68%	81%	65%	74%	66%	76%	72%	70%	71%	64%	51%	49%	75%
Total Oppose:	7%	4%	6%	13%	12%	5%	3%	6%	2%	10%	5%	3%	8%	12%	12%	17%	11%	5%
Net:	63%	68%	64%	48%	52%	62%	78%	59%	72%	56%	71%	70%	62%	60%	52%	34%	38%	71%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	46%	44%	47%	33%	40%	44%	47%	49%	55%	45%	42%	55%	40%	37%	50%
Somewhat support	30%	30%	31%	35%	31%	29%	29%	29%	30%	32%	30%	26%	33%	33%	27%
Neither support nor oppose	17%	19%	14%	26%	19%	17%	17%	12%	12%	16%	18%	14%	18%	24%	18%
Somewhat oppose	3%	2%	3%	1%	5%	6%	1%	3%	0%	3%	4%	1%	3%	4%	3%
Strongly oppose	2%	2%	2%	0%	1%	2%	2%	5%	1%	2%	2%	1%	1%	0%	2%
Don't know	3%	3%	2%	4%	4%	2%	3%	2%	2%	2%	4%	2%	5%	3%	0%
Total Support:	76%	74%	78%	69%	71%	73%	76%	78%	85%	76%	72%	82%	72%	70%	77%
Total Oppose:	5%	4%	5%	1%	6%	7%	3%	8%	1%	5%	6%	3%	5%	4%	5%
Net:	72%	70%	73%	67%	65%	66%	73%	70%	85%	71%	67%	79%	68%	66%	72%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	46%	40%	49%	45%	47%	43%	43%	46%	44%	43%	44%	46%
Somewhat support	30%	30%	30%	30%	34%	24%	25%	32%	37%	32%	31%	31%
Neither support nor oppose	17%	19%	16%	18%	13%	20%	22%	16%	13%	15%	17%	16%
Somewhat oppose	3%	2%	3%	1%	4%	8%	3%	3%	2%	2%	3%	3%
Strongly oppose	2%	0%	0%	4%	1%	5%	2%	2%	1%	7%	2%	2%
Don't know	3%	9%	2%	3%	1%	1%	4%	2%	3%	1%	3%	3%
Total Support:	76%	70%	79%	75%	81%	66%	69%	78%	81%	75%	75%	77%
Total Oppose:	5%	2%	3%	5%	5%	13%	5%	4%	3%	9%	5%	5%
Net:	72%	69%	76%	70%	76%	54%	64%	73%	78%	65%	70%	72%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(77.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	46%	45%	41%	33%	49%	35%	39%	37%	54%	43%	49%	28%	52%	53%	45%	46%	39%	52%
Somewhat support	30%	38%	31%	24%	23%	35%	37%	20%	29%	34%	31%	45%	25%	19%	23%	28%	40%	22%
Neither support nor oppose	17%	14%	18%	29%	23%	23%	20%	44%	14%	13%	13%	16%	15%	17%	20%	17%	16%	14%
Somewhat oppose	3%	1%	6%	6%	0%	0%	0%	0%	2%	6%	1%	0%	2%	12%	6%	4%	3%	5%
Strongly oppose	2%	1%	0%	7%	0%	2%	1%	0%	0%	2%	1%	3%	5%	0%	3%	0%	0%	3%
Don't know	3%	1%	4%	2%	5%	5%	3%	0%	0%	2%	5%	9%	1%	0%	2%	5%	2%	3%
Total Support:	76%	83%	72%	57%	72%	70%	76%	56%	83%	77%	80%	73%	78%	71%	69%	74%	79%	74%
Total Oppose:	5%	2%	6%	13%	0%	2%	1%	0%	2%	8%	1%	3%	6%	12%	9%	4%	3%	8%
Net:	72%	82%	66%	44%	72%	68%	75%	56%	81%	69%	79%	70%	71%	60%	60%	70%	76%	66%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	42%	43%	42%	34%	40%	41%	44%	43%	49%	42%	44%	45%	40%	37%	53%
Somewhat support	33%	31%	34%	39%	36%	30%	31%	31%	31%	33%	34%	33%	29%	38%	36%
Neither support nor oppose	17%	19%	15%	14%	17%	19%	15%	16%	18%	18%	10%	18%	21%	11%	8%
Somewhat oppose	3%	1%	4%	4%	2%	4%	3%	3%	1%	3%	4%	2%	3%	4%	0%
Strongly oppose	3%	3%	3%	6%	3%	3%	2%	4%	1%	3%	3%	2%	3%	7%	1%
Don't know	2%	2%	2%	2%	2%	3%	3%	2%	1%	2%	5%	1%	4%	3%	2%
Total Support:	75%	74%	76%	73%	76%	72%	76%	74%	79%	74%	78%	78%	69%	75%	89%
Total Oppose:	6%	5%	7%	10%	5%	7%	6%	7%	2%	6%	6%	3%	6%	11%	1%
Net:	69%	69%	70%	62%	71%	65%	70%	66%	77%	68%	72%	74%	63%	64%	88%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	42%	40%	45%	40%	46%	38%	38%	45%	44%	35%	42%	43%
Somewhat support	33%	24%	33%	33%	38%	28%	32%	34%	34%	31%	32%	33%
Neither support nor oppose	17%	28%	14%	19%	11%	20%	19%	14%	14%	23%	16%	16%
Somewhat oppose	3%	1%	3%	3%	2%	8%	2%	3%	4%	4%	3%	3%
Strongly oppose	3%	2%	3%	3%	3%	4%	5%	3%	0%	7%	3%	3%
Don't know	2%	6%	2%	2%	0%	2%	4%	2%	3%	1%	3%	2%
Total Support:	75%	63%	78%	73%	84%	66%	70%	79%	78%	65%	74%	76%
Total Oppose:	6%	2%	6%	6%	5%	12%	7%	5%	4%	11%	6%	5%
Net:	69%	61%	72%	67%	78%	54%	63%	73%	74%	55%	68%	70%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(78.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	42%	43%	29%	30%	29%	21%	25%	37%	47%	32%	49%	38%	56%	58%	44%	37%	34%	53%
Somewhat support	33%	39%	42%	29%	51%	47%	42%	20%	34%	43%	28%	24%	25%	13%	27%	28%	34%	24%
Neither support nor oppose	17%	14%	18%	34%	15%	25%	27%	24%	15%	14%	12%	27%	11%	17%	19%	21%	20%	15%
Somewhat oppose	3%	1%	6%	0%	0%	2%	6%	11%	4%	0%	3%	0%	4%	12%	5%	4%	3%	2%
Strongly oppose	3%	2%	2%	7%	0%	3%	1%	9%	0%	6%	2%	3%	4%	0%	4%	6%	7%	3%
Don't know	2%	1%	3%	0%	5%	2%	0%	0%	0%	4%	5%	9%	1%	0%	1%	5%	2%	3%
Total Support:	75%	82%	71%	60%	80%	68%	66%	56%	81%	76%	77%	62%	81%	71%	71%	65%	67%	78%
Total Oppose:	6%	3%	8%	7%	0%	5%	7%	20%	4%	6%	5%	3%	7%	12%	9%	9%	10%	5%
Net:	69%	79%	63%	53%	80%	63%	60%	37%	77%	69%	72%	59%	74%	60%	63%	56%	57%	72%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Strongly support	45%	44%	47%	38%	41%	42%	41%	45%	58%	41%	50%	55%	43%	40%	57%
Somewhat support	30%	30%	30%	28%	35%	29%	36%	32%	24%	35%	30%	24%	29%	31%	21%
Neither support nor oppose	17%	19%	15%	26%	16%	20%	13%	13%	14%	17%	13%	16%	19%	15%	20%
Somewhat oppose	2%	2%	3%	3%	2%	5%	2%	2%	1%	3%	0%	2%	3%	4%	0%
Strongly oppose	3%	3%	3%	3%	2%	2%	3%	5%	1%	2%	3%	2%	3%	5%	1%
Don't know	3%	3%	2%	2%	3%	3%	5%	2%	1%	2%	4%	1%	4%	4%	0%
Total Support:	76%	74%	77%	66%	77%	70%	78%	77%	82%	75%	79%	79%	71%	71%	79%
Total Oppose:	5%	4%	6%	5%	4%	7%	4%	7%	3%	5%	3%	4%	6%	9%	1%
Net:	71%	70%	71%	61%	72%	64%	73%	70%	80%	71%	76%	74%	65%	62%	77%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Strongly support	45%	43%	50%	43%	46%	38%	40%	48%	41%	37%	45%	46%
Somewhat support	30%	23%	27%	30%	37%	33%	27%	31%	39%	30%	30%	31%
Neither support nor oppose	17%	23%	16%	19%	11%	18%	22%	15%	16%	23%	16%	16%
Somewhat oppose	2%	1%	3%	2%	2%	5%	4%	2%	1%	2%	3%	3%
Strongly oppose	3%	1%	2%	3%	3%	5%	3%	3%	0%	7%	3%	3%
Don't know	3%	8%	2%	3%	1%	1%	4%	2%	3%	1%	3%	3%
Total Support:	76%	67%	77%	73%	83%	71%	67%	79%	80%	67%	74%	76%
Total Oppose:	5%	2%	5%	5%	5%	10%	7%	5%	1%	9%	6%	5%
Net:	71%	64%	72%	68%	78%	61%	60%	74%	78%	58%	68%	71%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(79.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Strongly support	45%	46%	45%	33%	40%	33%	41%	45%	52%	35%	48%	38%	50%	58%	42%	44%	39%	57%
Somewhat support	30%	32%	30%	19%	28%	39%	39%	20%	32%	43%	31%	19%	29%	13%	31%	21%	33%	21%
Neither support nor oppose	17%	18%	13%	30%	23%	19%	19%	29%	17%	13%	13%	22%	10%	17%	19%	18%	18%	14%
Somewhat oppose	2%	1%	9%	6%	0%	0%	0%	6%	0%	0%	2%	3%	4%	12%	3%	7%	0%	3%
Strongly oppose	3%	1%	0%	13%	3%	5%	1%	0%	0%	5%	1%	8%	4%	0%	4%	6%	7%	1%
Don't know	3%	1%	3%	0%	5%	4%	0%	0%	0%	4%	5%	9%	2%	0%	1%	5%	2%	4%
<b>Total Support:</b>	<b>76%</b>	<b>78%</b>	<b>75%</b>	<b>52%</b>	<b>69%</b>	<b>71%</b>	<b>80%</b>	<b>65%</b>	<b>83%</b>	<b>79%</b>	<b>80%</b>	<b>58%</b>	<b>79%</b>	<b>71%</b>	<b>73%</b>	<b>64%</b>	<b>72%</b>	<b>78%</b>
<b>Total Oppose:</b>	<b>5%</b>	<b>2%</b>	<b>9%</b>	<b>18%</b>	<b>3%</b>	<b>5%</b>	<b>1%</b>	<b>6%</b>	<b>0%</b>	<b>5%</b>	<b>3%</b>	<b>11%</b>	<b>9%</b>	<b>12%</b>	<b>7%</b>	<b>13%</b>	<b>7%</b>	<b>5%</b>
<b>Net:</b>	<b>71%</b>	<b>76%</b>	<b>66%</b>	<b>34%</b>	<b>65%</b>	<b>66%</b>	<b>79%</b>	<b>59%</b>	<b>83%</b>	<b>74%</b>	<b>77%</b>	<b>47%</b>	<b>70%</b>	<b>60%</b>	<b>66%</b>	<b>52%</b>	<b>65%</b>	<b>73%</b>

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very likely	23%	28%	19%	35%	27%	19%	22%	24%	15%	24%	19%	16%	26%	38%	12%
Somewhat likely	34%	33%	34%	34%	36%	40%	36%	29%	30%	38%	38%	31%	27%	23%	29%
Neither likely or unlikely	21%	20%	21%	17%	22%	21%	18%	20%	24%	20%	18%	21%	20%	23%	39%
Somewhat unlikely	11%	9%	12%	3%	7%	12%	12%	13%	15%	9%	13%	17%	9%	5%	11%
Very unlikely	8%	7%	9%	8%	7%	6%	7%	10%	11%	7%	10%	11%	9%	9%	2%
Don't know	4%	3%	4%	4%	1%	3%	5%	4%	4%	2%	2%	4%	10%	3%	7%
Total Likely:	56%	61%	53%	69%	63%	59%	58%	52%	45%	63%	57%	47%	53%	61%	41%
Total Unlikely:	19%	17%	21%	11%	13%	18%	19%	23%	27%	16%	23%	28%	18%	14%	13%
Net:	37%	44%	32%	58%	50%	41%	39%	29%	18%	47%	34%	19%	35%	47%	28%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very likely	23%	17%	23%	22%	24%	27%	24%	23%	26%	25%	21%	23%
Somewhat likely	34%	30%	32%	32%	39%	38%	29%	36%	34%	34%	32%	34%
Neither likely or unlikely	21%	26%	21%	24%	16%	11%	22%	19%	21%	23%	22%	21%
Somewhat unlikely	11%	6%	13%	11%	11%	10%	11%	12%	9%	8%	11%	11%
Very unlikely	8%	8%	7%	9%	8%	13%	8%	8%	6%	9%	9%	8%
Don't know	4%	14%	3%	3%	1%	1%	6%	2%	4%	1%	4%	3%
Total Likely:	56%	46%	55%	54%	64%	65%	53%	59%	60%	59%	54%	57%
Total Unlikely:	19%	14%	20%	20%	19%	23%	19%	20%	15%	17%	20%	19%
Net:	37%	32%	35%	34%	45%	41%	35%	39%	45%	42%	33%	38%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very likely	23%	23%	21%	20%	23%	10%	19%	13%	25%	23%	23%	29%	19%	0%	25%	30%	8%	30%
Somewhat likely	34%	34%	38%	27%	31%	43%	41%	22%	28%	27%	33%	22%	39%	58%	32%	28%	54%	33%
Neither likely or unlikely	21%	22%	11%	27%	25%	29%	26%	22%	30%	23%	18%	29%	15%	29%	20%	22%	10%	14%
Somewhat unlikely	11%	12%	10%	12%	10%	6%	0%	33%	6%	11%	14%	6%	13%	0%	11%	0%	25%	13%
Very unlikely	8%	7%	17%	7%	10%	5%	9%	9%	4%	13%	5%	6%	14%	13%	10%	15%	2%	8%
Don't know	4%	2%	3%	8%	1%	6%	5%	2%	8%	3%	6%	9%	1%	0%	2%	5%	0%	2%
Total Likely:	56%	57%	60%	47%	54%	53%	60%	35%	53%	50%	56%	51%	57%	58%	57%	59%	63%	63%
Total Unlikely:	19%	19%	27%	18%	20%	11%	9%	41%	10%	24%	19%	12%	27%	13%	21%	15%	27%	21%
Net:	37%	38%	33%	29%	34%	42%	51%	-6%	43%	25%	37%	39%	30%	46%	37%	44%	36%	42%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	55%	60%	51%	71%	66%	49%	52%	51%	46%	62%	53%	46%	44%	69%	52%
I do not think this is AI powered	14%	15%	13%	12%	18%	19%	12%	9%	13%	14%	15%	11%	18%	11%	6%
Don't know	31%	24%	36%	18%	16%	32%	36%	40%	41%	24%	32%	42%	38%	20%	42%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	55%	47%	53%	54%	61%	63%	53%	57%	64%	64%	54%	56%
I do not think this is AI powered	14%	12%	12%	13%	18%	11%	15%	13%	12%	13%	13%	13%
Don't know	31%	40%	35%	33%	21%	26%	32%	30%	24%	23%	32%	31%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	55%	58%	64%	33%	52%	50%	44%	37%	50%	52%	55%	48%	67%	66%	57%	58%	49%	57%
I do not think this is AI powered	14%	11%	7%	6%	22%	13%	11%	33%	22%	15%	13%	7%	6%	22%	16%	17%	8%	20%
Don't know	31%	31%	29%	61%	26%	36%	45%	30%	27%	33%	32%	44%	28%	13%	28%	25%	43%	22%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	33%	36%	30%	49%	39%	30%	30%	28%	25%	37%	32%	25%	28%	46%	24%
I do not think this is AI powered	29%	31%	27%	31%	37%	31%	27%	21%	26%	30%	34%	26%	25%	32%	26%
Don't know	38%	33%	43%	20%	23%	39%	43%	51%	48%	33%	34%	49%	46%	21%	50%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	33%	34%	28%	31%	38%	37%	35%	32%	38%	39%	33%	33%
I do not think this is AI powered	29%	20%	30%	27%	32%	35%	31%	30%	26%	23%	28%	29%
Don't know	38%	47%	42%	42%	30%	29%	34%	37%	35%	38%	39%	38%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	33%	30%	45%	15%	18%	22%	32%	24%	44%	29%	30%	41%	31%	17%	38%	32%	24%	41%
I do not think this is AI powered	29%	29%	22%	7%	46%	31%	20%	40%	29%	32%	31%	13%	29%	64%	31%	33%	38%	24%
Don't know	38%	41%	33%	77%	36%	47%	48%	36%	26%	39%	39%	46%	40%	19%	31%	35%	38%	35%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	53%	53%	52%	63%	56%	54%	56%	49%	44%	58%	55%	44%	48%	61%	47%
I do not think this is AI powered	14%	19%	11%	18%	23%	15%	11%	9%	10%	17%	13%	11%	11%	21%	9%
Don't know	33%	28%	36%	19%	21%	30%	33%	42%	45%	25%	32%	46%	41%	18%	44%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	53%	48%	50%	53%	57%	53%	54%	55%	56%	56%	52%	53%
I do not think this is AI powered	14%	8%	12%	13%	21%	20%	15%	13%	16%	19%	14%	14%
Don't know	33%	45%	37%	34%	22%	27%	31%	31%	27%	24%	35%	32%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	53%	50%	56%	37%	43%	37%	46%	51%	67%	46%	55%	45%	56%	87%	53%	61%	55%	60%
I do not think this is AI powered	14%	15%	15%	0%	14%	22%	10%	24%	12%	19%	13%	11%	11%	0%	18%	10%	7%	15%
Don't know	33%	36%	28%	63%	44%	41%	43%	25%	20%	34%	31%	44%	33%	13%	28%	29%	38%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	32%	36%	30%	38%	37%	30%	33%	29%	29%	37%	34%	28%	26%	32%	20%
I do not think this is AI powered	23%	26%	21%	38%	33%	29%	19%	11%	15%	26%	22%	14%	19%	50%	19%
Don't know	44%	38%	49%	24%	31%	41%	48%	60%	56%	37%	44%	58%	55%	18%	60%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	32%	28%	31%	29%	38%	39%	32%	33%	37%	35%	33%	33%
I do not think this is AI powered	23%	12%	21%	22%	30%	36%	23%	25%	19%	34%	21%	24%
Don't know	44%	60%	48%	50%	32%	25%	45%	42%	44%	32%	46%	44%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	32%	28%	39%	15%	27%	21%	34%	23%	44%	21%	31%	30%	40%	16%	37%	36%	18%	41%
I do not think this is AI powered	23%	25%	17%	8%	33%	27%	15%	24%	22%	29%	27%	6%	16%	29%	25%	29%	13%	22%
Don't know	44%	47%	44%	76%	40%	51%	51%	52%	35%	49%	42%	64%	44%	56%	37%	35%	69%	38%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	28%	31%	26%	38%	39%	26%	26%	23%	21%	33%	27%	21%	26%	28%	22%
I do not think this is AI powered	33%	37%	30%	47%	39%	35%	30%	27%	27%	35%	38%	28%	26%	56%	28%
Don't know	38%	32%	44%	16%	23%	39%	44%	50%	51%	32%	35%	51%	48%	16%	50%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	28%	29%	24%	26%	31%	38%	26%	29%	35%	28%	27%	29%
I do not think this is AI powered	33%	18%	35%	33%	39%	36%	37%	34%	31%	39%	33%	34%
Don't know	38%	54%	41%	41%	30%	25%	37%	37%	34%	33%	40%	38%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	28%	26%	33%	16%	24%	26%	28%	11%	33%	17%	28%	31%	32%	17%	35%	31%	15%	32%
I do not think this is AI powered	33%	32%	24%	11%	38%	26%	26%	41%	35%	46%	35%	20%	30%	64%	31%	36%	33%	42%
Don't know	38%	41%	43%	73%	38%	48%	46%	48%	32%	38%	37%	49%	38%	19%	35%	33%	52%	26%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	50%	53%	47%	55%	56%	48%	49%	47%	45%	55%	45%	43%	47%	53%	45%
I do not think this is AI powered	17%	18%	17%	25%	22%	18%	14%	12%	15%	18%	18%	15%	16%	27%	13%
Don't know	33%	28%	37%	20%	22%	34%	38%	41%	40%	27%	37%	42%	37%	20%	42%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	50%	37%	51%	45%	60%	47%	51%	51%	56%	48%	50%	50%
I do not think this is AI powered	17%	21%	13%	18%	17%	24%	17%	18%	17%	24%	16%	17%
Don't know	33%	42%	36%	36%	23%	29%	32%	31%	28%	28%	34%	33%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	50%	45%	58%	36%	41%	43%	48%	42%	58%	31%	51%	54%	63%	66%	50%	40%	66%	60%
I do not think this is AI powered	17%	18%	13%	2%	21%	15%	10%	22%	17%	27%	17%	12%	14%	22%	21%	21%	7%	18%
Don't know	33%	37%	30%	62%	38%	43%	41%	36%	25%	42%	32%	35%	24%	13%	29%	39%	27%	23%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
I think this is AI powered	57%	60%	55%	76%	67%	58%	58%	50%	44%	65%	53%	42%	57%	74%	48%
I do not think this is AI powered	11%	13%	10%	8%	15%	12%	10%	6%	13%	11%	10%	14%	6%	9%	7%
Don t know	32%	27%	35%	16%	18%	30%	33%	44%	43%	24%	36%	44%	37%	16%	45%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
I think this is AI powered	57%	48%	53%	56%	66%	63%	58%	60%	65%	59%	57%	58%
I do not think this is AI powered	11%	12%	10%	10%	14%	11%	11%	11%	10%	12%	10%	11%
Don't know	32%	40%	37%	35%	20%	26%	31%	29%	26%	28%	32%	31%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
I think this is AI powered	57%	58%	58%	34%	52%	37%	40%	52%	68%	51%	56%	62%	67%	87%	61%	69%	56%	62%
I do not think this is AI powered	11%	8%	17%	11%	9%	19%	17%	16%	7%	18%	13%	3%	2%	0%	12%	2%	0%	14%
Don't know	32%	34%	25%	55%	39%	44%	43%	32%	26%	31%	31%	35%	31%	13%	27%	29%	44%	23%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very worried	17%	15%	19%	24%	18%	17%	23%	13%	14%	17%	17%	14%	22%	31%	11%
Somewhat worried	32%	27%	36%	34%	37%	35%	29%	27%	29%	33%	39%	30%	30%	27%	26%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	27%	30%	24%	25%	33%	25%	29%	31%	19%	31%	23%	21%	28%	28%	20%
Not at all worried	18%	23%	14%	11%	9%	16%	15%	21%	30%	17%	15%	28%	10%	8%	24%
Don't know	6%	4%	7%	5%	3%	7%	3%	7%	8%	3%	6%	7%	11%	6%	19%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very worried	17%	19%	16%	20%	15%	13%	24%	16%	13%	12%	19%	17%
Somewhat worried	32%	35%	29%	31%	35%	39%	26%	34%	30%	38%	30%	32%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	27%	19%	28%	28%	27%	28%	24%	27%	34%	30%	26%	27%
Not at all worried	18%	16%	21%	15%	20%	16%	16%	19%	19%	19%	19%	18%
Don't know	6%	11%	6%	6%	4%	5%	11%	4%	5%	1%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very worried	17%	17%	9%	14%	7%	13%	19%	19%	18%	23%	19%	33%	18%	0%	20%	9%	16%	16%
Somewhat worried	32%	32%	46%	30%	45%	39%	19%	40%	28%	24%	32%	27%	32%	17%	29%	34%	25%	39%
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	27%	31%	27%	21%	26%	28%	22%	20%	30%	34%	27%	9%	26%	26%	28%	26%	33%	21%
Not at all worried	18%	16%	15%	23%	15%	14%	26%	10%	20%	11%	17%	23%	19%	40%	19%	24%	17%	17%
Don't know	6%	4%	3%	12%	7%	5%	14%	11%	4%	9%	4%	7%	4%	17%	5%	7%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very familiar	3%	4%	2%	12%	4%	2%	1%	1%	1%	2%	6%	1%	2%	10%	5%
Somewhat familiar	11%	15%	8%	16%	22%	14%	10%	4%	2%	16%	8%	3%	10%	11%	4%
Neither familiar or unfamiliar	20%	22%	18%	33%	29%	23%	16%	12%	9%	24%	20%	9%	20%	25%	22%
Somewhat unfamiliar	26%	26%	26%	27%	23%	29%	29%	28%	22%	27%	25%	24%	23%	37%	32%
Very unfamiliar	38%	32%	43%	11%	20%	28%	41%	52%	65%	28%	38%	61%	44%	15%	35%
Don t know	2%	2%	3%	1%	3%	4%	2%	3%	2%	3%	4%	2%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very familiar	3%	3%	2%	5%	2%	4%	4%	3%	1%	3%	3%	3%
Somewhat familiar	11%	7%	7%	9%	17%	24%	10%	11%	15%	19%	10%	11%
Neither familiar or unfamiliar	20%	21%	17%	18%	24%	19%	24%	19%	18%	27%	19%	20%
Somewhat unfamiliar	26%	19%	26%	28%	27%	27%	25%	26%	30%	20%	25%	26%
Very unfamiliar	38%	48%	46%	36%	29%	24%	32%	39%	34%	30%	40%	38%
Don't know	2%	2%	3%	4%	0%	2%	4%	2%	2%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(89.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very familiar	3%	2%	2%	5%	6%	0%	1%	0%	0%	0%	5%	9%	1%	0%	7%	0%	0%	2%
Somewhat familiar	11%	13%	4%	2%	5%	17%	8%	0%	10%	14%	15%	5%	5%	0%	9%	11%	7%	12%
Neither familiar or unfamiliar	20%	19%	26%	42%	18%	12%	11%	22%	39%	17%	12%	24%	25%	6%	22%	26%	27%	18%
Somewhat unfamiliar	26%	26%	43%	17%	29%	28%	25%	32%	15%	25%	24%	20%	22%	22%	28%	27%	42%	29%
Very unfamiliar	38%	39%	22%	34%	38%	42%	50%	40%	36%	41%	42%	43%	46%	55%	30%	26%	24%	35%
Don't know	2%	1%	3%	0%	4%	2%	4%	6%	0%	3%	2%	0%	1%	17%	4%	10%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	629	329	300	22	108	184	205	104	6	526	103	0	0	0	0
Weighted	541	256	285	36	155	154	83	103	10	444	97	0	0	0	0
Already use generative AI tools as part of my job	9%	9%	9%	9%	13%	10%	5%	3%	0%	8%	9%	*	*	*	*
In the next year	17%	19%	15%	22%	25%	15%	14%	8%	0%	18%	10%	*	*	*	*
In the next 2-5 years	16%	19%	13%	28%	17%	18%	17%	8%	0%	16%	16%	*	*	*	*
Over 5 years away	4%	5%	3%	0%	5%	6%	4%	0%	0%	4%	3%	*	*	*	*
Unlikely to ever use AI tools as part of my job	31%	28%	34%	28%	21%	28%	31%	52%	61%	32%	29%	*	*	*	*
Don't know	24%	20%	27%	13%	19%	24%	30%	29%	39%	22%	33%	*	*	*	*

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	629	29	130	214	179	74	65	371	117	55	501	622
Weighted	541	22	107	173	165	72	64	322	88	48	414	533
Already use generative AI tools as part of my job	9%	11%	5%	7%	10%	16%	7%	8%	12%	14%	8%	9%
In the next year	17%	16%	14%	16%	18%	19%	10%	18%	21%	17%	17%	17%
In the next 2-5 years	16%	6%	13%	14%	19%	17%	10%	16%	17%	23%	13%	16%
Over 5 years away	4%	3%	1%	2%	4%	10%	3%	3%	2%	12%	4%	4%
Unlikely to ever use AI tools as part of my job	31%	47%	38%	32%	25%	29%	41%	32%	24%	21%	33%	31%
Don't know	24%	17%	28%	29%	23%	10%	28%	24%	24%	13%	26%	24%

*Note:*

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	629	94	24	16	14	25	23	10	31	31	106	15	39	5	105	21	9	60
Weighted	541	96	15	16	15	24	16	5	27	28	82	11	33	4	86	23	8	50
Already use generative AI tools as part of my job	9%	10%	9%	7%	0%	4%	12%	6%	0%	4%	6%	5%	10%	0%	14%	7%	0%	15%
In the next year	17%	19%	15%	7%	0%	17%	7%	0%	24%	14%	25%	4%	11%	0%	19%	17%	0%	16%
In the next 2-5 years	16%	16%	14%	18%	11%	31%	9%	0%	29%	23%	13%	20%	6%	37%	10%	28%	0%	15%
Over 5 years away	4%	2%	6%	0%	0%	8%	3%	0%	2%	3%	2%	6%	10%	0%	2%	5%	35%	7%
Unlikely to ever use AI tools as part of my job	31%	31%	40%	20%	47%	30%	50%	37%	13%	40%	34%	40%	44%	22%	25%	17%	52%	26%
Don't know	24%	22%	16%	47%	42%	9%	19%	56%	33%	17%	19%	25%	18%	40%	31%	26%	14%	22%

Note:

BASE: Workers

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	203	95	108	12	25	48	57	38	23	107	16	31	34	8	6
Weighted	196	83	114	19	36	40	23	38	39	83	14	41	40	13	4
I would give up access to Google Search and get paid 0.50	20%	18%	23%	9%	26%	27%	16%	17%	20%	22%	19%	18%	18%	26%	22%
I would keep access to Google Search	67%	72%	63%	82%	74%	55%	72%	72%	57%	69%	81%	59%	65%	74%	45%
Don't know	13%	10%	15%	8%	0%	19%	11%	10%	23%	9%	0%	23%	16%	0%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	203	26	56	61	39	18	36	117	27	12	166	198
Weighted	196	28	56	53	37	19	38	111	19	14	153	188
I would give up access to Google Search and get paid 0.50	20%	23%	24%	24%	11%	21%	12%	22%	16%	21%	21%	20%
I would keep access to Google Search	67%	52%	64%	64%	87%	60%	74%	68%	69%	61%	67%	68%
Don't know	13%	25%	12%	12%	3%	19%	14%	10%	14%	18%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(91.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	203	30	10	8	2	8	9	2	8	10	26	7	12	1	30	6	4	30
Weighted	196	38	6	8	2	8	10	1	7	9	24	5	10	2	27	7	3	30
I would give up access to Google Search and get paid 0.50	20%	27%	31%	0%	0%	0%	3%	34%	7%	0%	15%	30%	40%	0%	34%	25%	0%	24%
I would keep access to Google Search	67%	60%	56%	79%	100%	85%	54%	0%	82%	90%	75%	70%	60%	0%	53%	75%	90%	70%
Don't know	13%	13%	14%	21%	0%	15%	43%	66%	11%	10%	10%	0%	0%	100%	13%	0%	10%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	226	113	112	19	26	50	60	45	26	117	27	33	31	10	8
Weighted	221	94	125	30	36	41	24	44	45	92	27	48	32	16	6
I would give up access to Google Search and get paid 1	17%	22%	13%	36%	12%	21%	12%	17%	7%	20%	17%	14%	13%	20%	8%
I would keep access to Google Search	69%	69%	69%	54%	80%	70%	69%	69%	72%	67%	72%	66%	80%	62%	84%
Don't know	14%	9%	18%	10%	8%	9%	19%	15%	21%	13%	11%	20%	8%	18%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	226	23	67	70	51	13	36	129	28	14	176	223
Weighted	221	23	71	66	43	14	43	113	28	12	167	216
I would give up access to Google Search and get paid 1	17%	24%	10%	18%	16%	33%	19%	16%	14%	32%	15%	15%
I would keep access to Google Search	69%	67%	77%	67%	72%	42%	79%	64%	80%	50%	68%	71%
Don't know	14%	9%	13%	16%	12%	25%	2%	20%	6%	18%	17%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(92.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	226	40	7	3	6	10	12	5	7	10	45	5	14	0	36	4	3	19
Weighted	221	48	5	3	6	10	12	3	8	11	40	5	14	0	33	4	3	18
I would give up access to Google Search and get paid 1	17%	15%	14%	0%	5%	27%	10%	22%	14%	22%	16%	42%	16%	*	16%	0%	43%	21%
I would keep access to Google Search	69%	61%	51%	56%	95%	64%	83%	78%	86%	74%	70%	17%	69%	*	74%	100%	57%	74%
Don't know	14%	24%	35%	44%	0%	9%	6%	0%	0%	4%	14%	41%	15%	*	10%	0%	0%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	202	105	97	15	23	48	55	40	21	102	25	26	34	13	2
Weighted	192	88	104	23	33	41	21	39	34	85	25	33	29	18	3
I would give up access to Google Search and get paid 2.50	22%	18%	26%	33%	30%	19%	16%	15%	23%	19%	14%	23%	32%	29%	62%
I would keep access to Google Search	71%	75%	67%	67%	70%	60%	65%	85%	73%	74%	79%	73%	54%	71%	38%
Don't know	7%	7%	7%	0%	0%	20%	19%	0%	4%	8%	7%	4%	13%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	202	20	48	75	43	15	33	108	31	16	166	195
Weighted	192	25	50	64	40	13	33	99	31	15	156	183
I would give up access to Google Search and get paid 2.50	22%	39%	15%	27%	17%	12%	21%	20%	18%	35%	21%	20%
I would keep access to Google Search	71%	58%	75%	63%	78%	88%	68%	74%	77%	60%	73%	73%
Don't know	7%	4%	10%	9%	5%	0%	11%	6%	5%	5%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(93.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	202	34	7	5	7	9	7	5	6	13	29	4	13	1	32	5	4	21
Weighted	192	39	3	5	8	7	7	3	5	14	29	3	10	0	29	4	3	22
I would give up access to Google Search and get paid 2.50	22%	40%	36%	0%	0%	55%	0%	21%	59%	19%	17%	40%	40%	0%	2%	0%	36%	20%
I would keep access to Google Search	71%	54%	54%	65%	100%	45%	77%	79%	33%	59%	81%	49%	57%	100%	96%	73%	50%	77%
Don't know	7%	6%	10%	35%	0%	0%	23%	0%	8%	22%	2%	12%	3%	0%	2%	27%	14%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	216	104	112	19	24	45	59	35	34	109	21	33	37	9	7
Weighted	224	88	136	30	35	39	24	35	61	89	21	50	42	13	8
I would give up access to Google Search and get paid 5	24%	19%	28%	30%	24%	32%	19%	17%	23%	20%	29%	30%	20%	38%	20%
I would keep access to Google Search	64%	73%	59%	61%	72%	51%	65%	71%	67%	69%	56%	63%	65%	54%	61%
Don't know	11%	8%	13%	9%	4%	17%	16%	12%	10%	11%	15%	7%	14%	8%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	216	17	62	64	48	24	25	118	37	15	177	214
Weighted	224	22	70	56	48	25	30	112	34	18	181	220
I would give up access to Google Search and get paid 5	24%	36%	29%	23%	13%	27%	21%	24%	21%	24%	23%	24%
I would keep access to Google Search	64%	56%	66%	55%	75%	66%	70%	62%	72%	76%	66%	65%
Don't know	11%	8%	5%	22%	12%	8%	8%	14%	7%	0%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(94.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	216	41	7	7	3	12	9	5	16	7	34	7	12	0	27	7	2	20
Weighted	224	53	6	7	4	13	9	5	14	4	35	6	11	0	28	7	2	20
I would give up access to Google Search and get paid 5	24%	27%	9%	20%	0%	40%	25%	55%	12%	0%	23%	47%	10%	*	33%	26%	0%	18%
I would keep access to Google Search	64%	64%	72%	54%	75%	54%	64%	45%	66%	56%	65%	53%	90%	*	57%	65%	100%	72%
Don't know	11%	9%	18%	26%	25%	5%	11%	0%	22%	44%	12%	0%	0%	*	10%	9%	0%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	192	91	101	10	25	55	43	37	22	105	20	29	30	5	3
Weighted	185	74	112	15	36	44	17	38	35	88	16	39	30	8	5
I would give up access to Google Search and get paid 10	23%	24%	22%	28%	27%	20%	21%	16%	26%	19%	17%	27%	28%	20%	29%
I would keep access to Google Search	67%	63%	70%	72%	66%	70%	69%	67%	64%	74%	68%	59%	56%	80%	71%
Don't know	10%	13%	8%	0%	7%	10%	10%	17%	10%	7%	15%	14%	16%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	192	18	44	63	44	21	32	104	30	13	155	189
Weighted	185	20	49	53	44	18	38	98	25	11	145	182
I would give up access to Google Search and get paid 10	23%	16%	26%	23%	26%	13%	33%	17%	23%	25%	21%	22%
I would keep access to Google Search	67%	54%	69%	65%	68%	84%	54%	76%	69%	72%	69%	69%
Don't know	10%	30%	5%	11%	6%	3%	14%	7%	8%	3%	11%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(95.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	192	19	11	4	4	6	14	4	8	12	29	7	14	2	29	5	2	22
Weighted	185	22	9	5	5	8	15	3	8	12	25	7	15	2	24	5	2	19
I would give up access to Google Search and get paid 10	23%	11%	29%	29%	29%	18%	32%	66%	12%	4%	12%	48%	9%	0%	33%	0%	50%	40%
I would keep access to Google Search	67%	79%	56%	40%	71%	82%	60%	34%	70%	84%	85%	41%	71%	100%	52%	100%	50%	52%
Don't know	10%	10%	16%	31%	0%	0%	8%	0%	17%	12%	3%	11%	20%	0%	15%	0%	0%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	230	107	123	12	38	52	47	43	38	117	27	43	30	7	5
Weighted	243	102	141	18	54	43	20	42	65	105	27	63	30	9	7
I would give up access to Google Search and get paid 20	32%	31%	32%	26%	38%	38%	22%	30%	28%	32%	30%	34%	24%	45%	31%
I would keep access to Google Search	56%	59%	54%	74%	44%	59%	54%	50%	64%	55%	52%	60%	55%	55%	52%
Don't know	12%	11%	14%	0%	17%	4%	24%	20%	9%	13%	18%	6%	21%	0%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	230	23	60	84	42	21	36	127	32	15	179	227
Weighted	243	28	62	86	45	22	40	133	31	16	185	240
I would give up access to Google Search and get paid 20	32%	26%	25%	35%	32%	42%	22%	34%	35%	24%	32%	31%
I would keep access to Google Search	56%	36%	70%	55%	58%	43%	56%	60%	49%	53%	55%	57%
Don't know	12%	37%	5%	10%	10%	15%	22%	6%	16%	23%	13%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(96.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	230	28	11	3	7	8	14	3	10	15	45	6	11	3	33	8	3	21
Weighted	243	33	9	4	8	9	14	3	11	17	42	6	13	4	36	8	4	21
I would give up access to Google Search and get paid 20	32%	42%	26%	70%	17%	49%	20%	0%	10%	47%	23%	32%	51%	43%	31%	33%	0%	28%
I would keep access to Google Search	56%	54%	56%	30%	73%	51%	68%	100%	79%	46%	58%	45%	38%	29%	53%	39%	58%	68%
Don't know	12%	5%	17%	0%	11%	0%	12%	0%	10%	7%	19%	23%	11%	29%	16%	27%	42%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	210	110	99	17	31	52	45	27	38	111	18	42	23	7	9
Weighted	221	100	119	27	43	43	18	27	62	94	21	62	23	10	10
I would give up access to Google Search and get paid 50	45%	45%	44%	40%	49%	45%	34%	52%	44%	43%	31%	43%	61%	51%	56%
I would keep access to Google Search	46%	48%	46%	53%	48%	42%	51%	33%	50%	51%	49%	49%	25%	49%	33%
Don't know	9%	7%	10%	6%	3%	13%	14%	15%	7%	6%	20%	8%	14%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	210	11	56	67	49	23	39	107	42	11	162	205
Weighted	221	10	65	69	49	22	43	115	37	9	156	215
I would give up access to Google Search and get paid 50	45%	46%	44%	53%	45%	20%	59%	43%	39%	18%	48%	44%
I would keep access to Google Search	46%	44%	48%	37%	48%	74%	31%	51%	54%	73%	42%	47%
Don't know	9%	10%	8%	11%	7%	6%	10%	7%	6%	8%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(97.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	210	30	5	3	5	7	16	1	5	10	36	5	10	3	37	8	5	23
Weighted	221	38	4	3	5	9	20	0	6	9	36	4	11	3	34	10	4	22
I would give up access to Google Search and get paid 50	45%	38%	51%	83%	69%	60%	48%	0%	69%	41%	13%	36%	72%	32%	63%	31%	64%	48%
I would keep access to Google Search	46%	51%	49%	17%	31%	40%	48%	100%	21%	46%	72%	46%	25%	68%	30%	53%	0%	47%
Don't know	9%	10%	0%	0%	0%	0%	4%	0%	9%	13%	15%	17%	3%	0%	6%	16%	36%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	185	94	91	17	24	38	59	23	24	99	16	32	24	8	5
Weighted	180	85	95	28	34	32	25	21	40	83	14	42	22	13	6
I would give up access to Google Search and get paid 100	53%	56%	50%	65%	50%	66%	42%	59%	39%	53%	40%	42%	70%	64%	68%
I would keep access to Google Search	36%	34%	37%	30%	47%	19%	40%	29%	44%	41%	30%	41%	18%	24%	32%
Don't know	12%	10%	13%	6%	3%	15%	18%	12%	17%	6%	30%	17%	12%	12%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	185	13	47	59	49	16	24	102	30	11	144	182
Weighted	180	16	52	48	48	17	24	99	26	10	136	176
I would give up access to Google Search and get paid 100	53%	55%	46%	53%	58%	54%	65%	51%	29%	57%	53%	53%
I would keep access to Google Search	36%	32%	38%	31%	37%	43%	15%	39%	59%	39%	34%	36%
Don't know	12%	13%	17%	16%	4%	3%	20%	10%	11%	4%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(98.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	185	29	8	3	4	11	6	3	6	10	32	7	12	2	22	6	2	22
Weighted	180	34	6	3	3	13	5	2	5	9	30	6	10	2	22	5	2	23
I would give up access to Google Search and get paid 100	53%	59%	55%	36%	15%	50%	65%	37%	37%	44%	64%	50%	56%	26%	51%	63%	0%	47%
I would keep access to Google Search	36%	35%	45%	23%	85%	46%	12%	0%	27%	56%	33%	7%	30%	0%	43%	15%	100%	34%
Don't know	12%	6%	0%	41%	0%	4%	23%	63%	36%	0%	3%	43%	14%	74%	5%	22%	0%	19%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	208	108	100	10	32	45	59	35	27	119	19	29	29	3	8
Weighted	203	96	107	15	46	38	24	34	46	106	15	43	24	4	9
I would give up access to Google Search and get paid 200	58%	56%	59%	59%	60%	60%	51%	68%	48%	57%	54%	50%	67%	37%	82%
I would keep access to Google Search	32%	36%	28%	41%	31%	34%	43%	22%	32%	34%	35%	34%	19%	63%	18%
Don't know	10%	7%	13%	0%	9%	6%	7%	10%	20%	8%	11%	16%	14%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	208	23	50	76	48	9	35	118	29	13	165	204
Weighted	203	26	56	68	43	8	35	116	26	11	151	198
I would give up access to Google Search and get paid 200	58%	61%	56%	61%	43%	89%	72%	51%	65%	44%	59%	57%
I would keep access to Google Search	32%	32%	33%	29%	42%	11%	21%	36%	34%	53%	29%	33%
Don't know	10%	8%	11%	10%	15%	0%	7%	14%	2%	3%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(99.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	208	36	9	3	2	5	11	1	12	6	34	2	11	1	36	6	5	28
Weighted	203	44	5	3	2	5	12	0	12	8	32	1	9	1	30	7	5	27
I would give up access to Google Search and get paid 200	58%	58%	82%	100%	61%	59%	74%	0%	58%	55%	58%	0%	94%	0%	41%	54%	66%	50%
I would keep access to Google Search	32%	25%	11%	0%	39%	41%	22%	100%	22%	35%	28%	47%	6%	100%	48%	46%	34%	45%
Don't know	10%	17%	7%	0%	0%	0%	4%	0%	20%	11%	14%	53%	0%	0%	11%	0%	0%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	220	103	117	17	30	47	56	47	23	114	25	34	30	12	5
Weighted	216	90	126	26	44	40	23	46	37	96	26	44	27	18	5
I would give up access to Google Search and get paid 500	60%	67%	56%	62%	50%	74%	59%	66%	51%	63%	49%	60%	58%	63%	77%
I would keep access to Google Search	25%	24%	26%	19%	39%	16%	30%	15%	33%	27%	31%	25%	25%	19%	0%
Don't know	14%	9%	18%	19%	11%	10%	11%	19%	16%	10%	20%	15%	17%	19%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	220	20	68	79	41	12	36	128	28	14	164	217
Weighted	216	23	71	68	42	11	41	122	23	14	155	211
I would give up access to Google Search and get paid 500	60%	60%	68%	56%	50%	83%	55%	63%	67%	45%	65%	61%
I would keep access to Google Search	25%	14%	24%	27%	35%	8%	25%	26%	28%	30%	23%	26%
Don't know	14%	26%	8%	18%	15%	9%	20%	11%	5%	25%	11%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(100.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	220	33	7	3	8	8	10	7	10	13	42	2	17	1	30	9	2	18
Weighted	216	37	6	3	9	8	11	6	9	13	40	2	16	1	28	9	1	18
I would give up access to Google Search and get paid 500	60%	63%	53%	75%	61%	52%	79%	39%	63%	47%	51%	100%	62%	100%	86%	50%	0%	45%
I would keep access to Google Search	25%	20%	10%	0%	29%	29%	16%	39%	24%	41%	40%	0%	17%	0%	14%	6%	76%	34%
Don't know	14%	17%	37%	25%	10%	19%	6%	22%	13%	11%	8%	0%	21%	0%	0%	44%	24%	20%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	213	97	116	14	30	51	59	32	27	120	31	25	22	8	7
Weighted	215	80	135	23	43	42	24	34	48	104	29	39	23	13	7
I would give up access to Google Maps and get paid 0.50	22%	19%	24%	34%	21%	22%	23%	19%	20%	22%	17%	25%	24%	21%	29%
I would keep access to Google Maps	68%	72%	65%	59%	75%	62%	58%	68%	74%	69%	72%	62%	61%	79%	57%
Don't know	10%	9%	10%	6%	4%	16%	19%	13%	6%	9%	10%	13%	15%	0%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	213	11	48	85	47	20	28	126	32	15	174	210
Weighted	215	15	53	76	47	21	33	125	27	14	173	212
I would give up access to Google Maps and get paid 0.50	22%	40%	22%	28%	10%	21%	17%	16%	31%	45%	22%	22%
I would keep access to Google Maps	68%	50%	70%	57%	86%	69%	71%	73%	62%	49%	67%	68%
Don't know	10%	10%	7%	15%	4%	10%	12%	11%	7%	6%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(101.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	ExtremaduraGalicia	La Rioja	Madrid	Murcia	Navarre	Valencia	
Unweighted	213	35	5	3	4	9	11	1	9	11	43	8	14	1	23	10	1	25
Weighted	215	49	3	3	5	11	11	1	8	11	39	7	10	2	18	12	1	24
I would give up access to Google Maps and get paid 0.50	22%	25%	41%	0%	0%	20%	7%	0%	11%	10%	33%	46%	13%	0%	23%	14%	0%	26%
I would keep access to Google Maps	68%	68%	59%	14%	100%	80%	80%	100%	89%	68%	58%	31%	73%	0%	75%	77%	100%	67%
Don't know	10%	7%	0%	86%	0%	0%	13%	0%	0%	23%	9%	23%	15%	100%	2%	9%	0%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	216	115	101	13	28	49	59	34	33	119	16	41	30	7	3
Weighted	217	96	121	21	41	43	23	33	57	96	19	59	29	11	2
I would give up access to Google Maps and get paid 1	20%	16%	24%	17%	21%	26%	18%	20%	19%	18%	36%	19%	26%	9%	38%
I would keep access to Google Maps	70%	76%	65%	83%	76%	66%	70%	65%	67%	74%	58%	66%	66%	91%	62%
Don't know	10%	8%	11%	0%	3%	8%	12%	15%	15%	9%	6%	15%	8%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	216	17	54	73	50	20	31	121	34	19	169	211
Weighted	217	21	58	67	49	20	34	117	33	20	161	210
I would give up access to Google Maps and get paid 1	20%	46%	28%	18%	7%	19%	23%	19%	14%	19%	21%	19%
I would keep access to Google Maps	70%	48%	60%	73%	89%	61%	70%	73%	70%	79%	69%	72%
Don't know	10%	6%	12%	9%	5%	20%	7%	8%	15%	2%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(102.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	216	50	4	3	6	8	9	9	8	18	30	4	9	0	25	6	7	20
Weighted	217	60	2	3	6	9	9	7	6	17	34	4	6	0	24	6	6	19
I would give up access to Google Maps and get paid 1	20%	28%	62%	0%	0%	10%	25%	33%	8%	22%	20%	19%	20%	*	19%	29%	0%	7%
I would keep access to Google Maps	70%	66%	24%	55%	68%	90%	75%	58%	92%	76%	69%	33%	74%	*	67%	71%	100%	74%
Don't know	10%	6%	14%	45%	32%	0%	0%	10%	0%	2%	11%	47%	6%	*	14%	0%	0%	19%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	196	100	96	17	29	47	45	35	23	101	16	29	31	11	8
Weighted	199	93	106	28	43	39	17	34	38	84	17	41	33	17	8
I would give up access to Google Maps and get paid 2.50	23%	27%	20%	23%	21%	26%	15%	36%	16%	19%	12%	24%	35%	19%	49%
I would keep access to Google Maps	67%	65%	69%	65%	72%	67%	83%	62%	63%	78%	79%	59%	52%	71%	33%
Don't know	9%	7%	11%	12%	7%	7%	2%	2%	22%	3%	9%	17%	12%	10%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	196	16	62	59	42	17	32	110	27	10	156	195
Weighted	199	15	66	59	42	18	34	111	24	12	148	198
I would give up access to Google Maps and get paid 2.50	23%	29%	25%	21%	16%	34%	23%	20%	33%	5%	25%	23%
I would keep access to Google Maps	67%	54%	64%	67%	80%	61%	66%	74%	61%	79%	64%	68%
Don't know	9%	17%	11%	11%	3%	4%	11%	5%	6%	15%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(103.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	196	28	13	3	3	9	7	1	7	9	42	2	12	3	28	6	1	21
Weighted	199	36	8	3	4	10	6	1	6	10	36	1	15	2	27	8	1	24
I would give up access to Google Maps and get paid 2.50	23%	25%	27%	43%	37%	29%	5%	100%	0%	16%	22%	0%	15%	0%	28%	41%	0%	22%
I would keep access to Google Maps	67%	63%	73%	57%	63%	64%	81%	0%	87%	84%	65%	70%	85%	100%	58%	40%	100%	72%
Don't know	9%	11%	0%	0%	0%	8%	14%	0%	13%	0%	13%	30%	0%	0%	14%	19%	0%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	196	99	96	17	23	41	58	34	23	95	21	29	35	11	5
Weighted	185	84	100	26	33	34	23	32	37	70	22	39	34	16	4
I would give up access to Google Maps and get paid 5	30%	29%	30%	19%	42%	44%	22%	25%	23%	40%	29%	14%	22%	26%	74%
I would keep access to Google Maps	63%	65%	61%	71%	53%	54%	59%	66%	73%	57%	60%	77%	66%	67%	16%
Don't know	7%	6%	8%	10%	5%	2%	19%	9%	4%	3%	12%	8%	12%	7%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	196	25	49	66	39	14	36	102	37	9	152	191
Weighted	185	25	51	56	35	14	41	96	31	7	138	179
I would give up access to Google Maps and get paid 5	30%	20%	34%	29%	29%	39%	21%	32%	31%	32%	31%	28%
I would keep access to Google Maps	63%	63%	61%	62%	66%	61%	63%	64%	63%	68%	60%	65%
Don't know	7%	17%	5%	9%	5%	0%	16%	5%	5%	0%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(104.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	196	25	7	3	6	6	7	3	9	10	30	3	11	2	39	7	3	25
Weighted	185	27	6	3	6	8	8	1	8	9	33	3	9	2	33	7	2	22
I would give up access to Google Maps and get paid 5	30%	33%	13%	0%	29%	53%	17%	25%	9%	63%	20%	0%	40%	0%	47%	52%	0%	14%
I would keep access to Google Maps	63%	65%	67%	78%	56%	47%	58%	25%	67%	25%	80%	100%	45%	100%	52%	16%	84%	84%
Don't know	7%	2%	19%	22%	15%	0%	25%	49%	24%	13%	0%	0%	16%	0%	1%	32%	16%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	200	109	90	13	24	47	47	39	30	102	26	38	24	3	6
Weighted	199	96	103	21	35	39	19	37	49	89	23	51	24	4	7
I would give up access to Google Maps and get paid 10	38%	36%	40%	51%	43%	39%	32%	32%	36%	31%	44%	38%	50%	52%	50%
I would keep access to Google Maps	51%	51%	52%	41%	50%	56%	56%	55%	48%	60%	48%	48%	32%	48%	50%
Don't know	11%	13%	9%	8%	8%	6%	12%	13%	16%	9%	8%	14%	17%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	200	14	60	65	45	15	33	103	38	13	157	197
Weighted	199	13	64	57	46	18	37	100	31	14	152	196
I would give up access to Google Maps and get paid 10	38%	21%	44%	41%	42%	14%	46%	42%	24%	18%	39%	37%
I would keep access to Google Maps	51%	73%	47%	43%	49%	80%	52%	47%	64%	67%	52%	52%
Don't know	11%	6%	9%	16%	9%	5%	2%	11%	12%	15%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(105.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	200	25	9	6	5	5	14	5	9	9	36	5	12	2	30	4	4	20
Weighted	199	26	6	8	5	6	16	3	11	8	34	6	12	2	29	3	4	20
I would give up access to Google Maps and get paid 10	38%	29%	43%	32%	27%	93%	30%	61%	28%	15%	22%	66%	43%	72%	55%	70%	49%	34%
I would keep access to Google Maps	51%	62%	39%	60%	54%	7%	62%	19%	49%	76%	64%	21%	44%	28%	41%	30%	18%	58%
Don't know	11%	9%	18%	8%	19%	0%	8%	20%	23%	10%	14%	14%	12%	0%	4%	0%	33%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	206	93	113	14	31	46	47	44	24	104	23	34	28	7	8
Weighted	207	78	129	21	44	40	19	43	40	89	22	44	30	10	10
I would give up access to Google Maps and get paid 20	49%	55%	46%	56%	52%	67%	41%	43%	36%	51%	53%	43%	51%	41%	49%
I would keep access to Google Maps	42%	40%	44%	44%	43%	28%	50%	46%	46%	42%	32%	45%	45%	59%	39%
Don't know	8%	6%	10%	0%	6%	4%	9%	11%	18%	7%	15%	12%	4%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	206	18	65	67	37	19	40	103	25	18	162	200
Weighted	207	21	70	66	31	19	43	99	22	17	156	199
I would give up access to Google Maps and get paid 20	49%	68%	51%	44%	49%	42%	44%	49%	47%	39%	52%	49%
I would keep access to Google Maps	42%	9%	44%	49%	42%	51%	46%	44%	53%	57%	39%	44%
Don't know	8%	23%	5%	8%	9%	7%	11%	8%	0%	4%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(106.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	206	24	7	4	4	8	10	2	11	4	43	5	18	2	34	8	4	17
Weighted	207	25	4	4	4	10	13	1	12	4	41	5	22	2	30	6	3	18
I would give up access to Google Maps and get paid 20	49%	57%	46%	89%	63%	84%	29%	100%	50%	33%	36%	78%	55%	0%	47%	20%	80%	51%
I would keep access to Google Maps	42%	43%	36%	11%	37%	16%	57%	0%	21%	67%	56%	22%	40%	50%	41%	80%	20%	36%
Don't know	8%	0%	18%	0%	0%	0%	14%	0%	29%	0%	8%	0%	5%	50%	13%	0%	0%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	224	111	113	18	28	52	61	34	31	123	18	32	39	7	5
Weighted	221	103	118	28	40	42	27	33	51	107	15	49	37	9	4
I would give up access to Google Maps and get paid 50	48%	50%	46%	61%	46%	54%	46%	52%	36%	52%	47%	40%	49%	57%	11%
I would keep access to Google Maps	40%	43%	37%	39%	47%	36%	42%	32%	42%	41%	41%	42%	28%	43%	70%
Don't know	12%	7%	17%	0%	7%	10%	12%	16%	22%	7%	11%	18%	24%	0%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	224	21	55	68	60	18	34	133	31	11	190	220
Weighted	221	22	61	62	58	17	36	129	27	11	185	215
I would give up access to Google Maps and get paid 50	48%	35%	49%	45%	48%	67%	56%	49%	46%	35%	47%	46%
I would keep access to Google Maps	40%	29%	51%	38%	44%	14%	38%	38%	46%	49%	39%	41%
Don't know	12%	36%	1%	17%	8%	19%	6%	13%	8%	16%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(107.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	224	31	11	6	3	12	13	2	9	15	33	9	12	1	41	7	1	18
Weighted	221	38	9	6	4	11	11	1	10	13	32	8	9	1	40	8	1	19
I would give up access to Google Maps and get paid 50	48%	55%	54%	66%	36%	32%	42%	0%	38%	61%	27%	68%	29%	100%	51%	50%	100%	61%
I would keep access to Google Maps	40%	24%	43%	11%	64%	68%	45%	100%	54%	33%	56%	23%	60%	0%	37%	27%	0%	36%
Don't know	12%	21%	4%	23%	0%	0%	13%	0%	8%	6%	17%	9%	11%	0%	12%	24%	0%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	191	84	107	12	31	42	52	34	20	105	18	25	27	10	6
Weighted	187	71	117	18	44	34	22	34	35	87	17	36	26	15	6
I would give up access to Google Maps and get paid 100	57%	57%	57%	57%	52%	67%	47%	54%	61%	51%	74%	58%	66%	49%	57%
I would keep access to Google Maps	33%	31%	34%	27%	35%	25%	42%	36%	32%	37%	26%	30%	26%	32%	43%
Don't know	10%	13%	9%	16%	13%	8%	11%	10%	7%	12%	0%	12%	8%	19%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	191	22	59	57	39	12	32	104	24	11	147	189
Weighted	187	23	65	53	36	9	35	96	20	10	140	184
I would give up access to Google Maps and get paid 100	57%	58%	70%	50%	40%	50%	70%	53%	50%	46%	58%	56%
I would keep access to Google Maps	33%	36%	25%	30%	49%	38%	24%	34%	41%	50%	30%	33%
Don't know	10%	6%	5%	19%	11%	12%	6%	14%	10%	4%	12%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(108.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	191	29	5	1	4	7	8	4	8	12	38	4	9	2	25	6	6	23
Weighted	187	34	4	1	5	7	6	4	7	15	33	3	8	2	23	5	5	24
I would give up access to Google Maps and get paid 100	57%	63%	55%	0%	49%	41%	71%	50%	73%	52%	58%	51%	61%	0%	53%	77%	39%	58%
I would keep access to Google Maps	33%	22%	0%	100%	51%	59%	29%	33%	27%	42%	39%	49%	10%	26%	29%	7%	46%	40%
Don't know	10%	15%	45%	0%	0%	0%	0%	17%	0%	6%	4%	0%	29%	74%	18%	16%	15%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	217	106	111	15	33	51	50	48	20	115	22	31	37	8	4
Weighted	214	92	123	23	47	42	21	48	33	96	22	41	36	12	6
I would give up access to Google Maps and get paid 200	66%	67%	66%	69%	72%	74%	60%	75%	39%	74%	53%	52%	67%	64%	87%
I would keep access to Google Maps	26%	25%	26%	31%	25%	21%	32%	17%	36%	21%	34%	33%	21%	36%	13%
Don't know	8%	9%	8%	0%	3%	6%	8%	8%	25%	4%	12%	16%	12%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	217	18	51	72	54	21	33	136	25	10	160	214
Weighted	214	21	55	64	53	19	37	134	23	7	147	210
I would give up access to Google Maps and get paid 200	66%	50%	67%	68%	66%	77%	61%	65%	78%	71%	67%	67%
I would keep access to Google Maps	26%	19%	28%	23%	32%	19%	21%	30%	19%	25%	24%	26%
Don't know	8%	31%	5%	9%	2%	4%	18%	4%	3%	5%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(109.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	217	33	11	6	6	12	8	3	8	12	36	8	18	0	26	6	2	22
Weighted	214	38	8	6	7	12	8	3	9	14	32	6	18	0	25	6	2	21
I would give up access to Google Maps and get paid 200	66%	72%	66%	100%	81%	96%	48%	29%	66%	68%	64%	94%	64%	*	53%	94%	100%	36%
I would keep access to Google Maps	26%	16%	26%	0%	19%	4%	31%	49%	18%	26%	24%	6%	29%	*	42%	6%	0%	59%
Don't know	8%	12%	8%	0%	0%	0%	22%	22%	16%	7%	13%	0%	7%	*	5%	0%	0%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	225	108	117	15	29	54	62	36	29	116	23	40	29	10	6
Weighted	218	94	124	23	40	46	25	35	48	94	20	53	30	14	7
I would give up access to Google Maps and get paid 500	73%	76%	70%	60%	76%	84%	67%	81%	62%	81%	56%	66%	84%	57%	43%
I would keep access to Google Maps	20%	18%	21%	33%	21%	12%	21%	9%	26%	18%	21%	23%	6%	43%	30%
Don't know	8%	6%	9%	7%	3%	4%	12%	11%	12%	2%	24%	11%	10%	0%	27%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	225	24	55	78	49	16	33	128	33	18	171	219
Weighted	218	30	58	67	45	16	36	121	29	18	158	210
I would give up access to Google Maps and get paid 500	73%	71%	68%	76%	73%	69%	54%	76%	79%	58%	77%	73%
I would keep access to Google Maps	20%	10%	27%	14%	22%	31%	26%	18%	19%	31%	16%	20%
Don't know	8%	18%	5%	10%	4%	0%	20%	6%	2%	11%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(110.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	225	32	10	7	7	8	13	6	10	6	37	4	11	1	41	4	3	25
Weighted	218	39	8	6	7	8	13	4	9	4	32	3	11	1	41	5	2	25
I would give up access to Google Maps and get paid 500	73%	77%	83%	64%	70%	66%	44%	100%	75%	74%	62%	88%	81%	100%	66%	100%	100%	87%
I would keep access to Google Maps	20%	13%	17%	7%	7%	25%	43%	0%	11%	26%	29%	12%	19%	0%	30%	0%	0%	7%
Don't know	8%	10%	0%	29%	23%	9%	14%	0%	13%	0%	9%	0%	0%	0%	4%	0%	0%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	213	101	112	11	24	51	52	44	31	112	24	33	34	7	3
Weighted	210	90	120	16	35	43	22	43	51	94	21	49	32	11	4
I would give up access to YouTube and get paid 0.50	22%	21%	23%	46%	20%	16%	13%	22%	26%	18%	12%	29%	21%	32%	69%
I would keep access to YouTube	71%	74%	69%	54%	77%	79%	70%	72%	64%	76%	81%	59%	76%	68%	0%
Don't know	7%	5%	8%	0%	3%	5%	17%	6%	10%	5%	8%	12%	3%	0%	31%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	213	19	55	72	50	15	30	117	31	21	171	208
Weighted	210	20	57	70	44	16	33	114	26	19	161	204
I would give up access to YouTube and get paid 0.50	22%	29%	27%	21%	18%	12%	23%	20%	18%	24%	21%	22%
I would keep access to YouTube	71%	57%	68%	70%	78%	85%	69%	73%	80%	69%	72%	72%
Don't know	7%	14%	5%	9%	4%	4%	8%	6%	2%	8%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(111.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	213	31	6	2	5	12	13	2	9	10	31	5	12	2	42	10	1	20
Weighted	210	35	5	2	5	12	13	2	9	11	27	5	11	3	40	10	1	20
I would give up access to YouTube and get paid 0.50	22%	16%	17%	50%	10%	26%	35%	81%	33%	13%	23%	0%	3%	0%	22%	29%	0%	34%
I would keep access to YouTube	71%	70%	68%	50%	90%	74%	62%	19%	50%	87%	71%	100%	93%	100%	72%	63%	100%	57%
Don't know	7%	13%	15%	0%	0%	0%	3%	0%	17%	0%	7%	0%	4%	0%	6%	8%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	216	109	106	17	37	44	57	35	26	116	25	33	24	10	8
Weighted	218	100	117	26	53	38	23	36	42	101	24	45	25	15	9
I would give up access to YouTube and get paid 1	23%	23%	23%	30%	25%	23%	20%	14%	24%	21%	30%	23%	12%	43%	17%
I would keep access to YouTube	71%	72%	71%	70%	75%	71%	71%	71%	68%	77%	65%	67%	77%	50%	65%
Don't know	6%	5%	7%	0%	0%	6%	9%	15%	8%	2%	5%	10%	11%	7%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	216	21	61	61	54	19	36	119	33	13	171	213
Weighted	218	24	71	54	50	20	42	116	30	12	169	212
I would give up access to YouTube and get paid 1	23%	26%	22%	23%	21%	27%	14%	25%	12%	26%	21%	22%
I would keep access to YouTube	71%	54%	72%	74%	75%	71%	72%	72%	77%	71%	75%	73%
Don't know	6%	19%	6%	3%	4%	2%	13%	3%	10%	3%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(112.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	216	34	7	5	2	7	14	5	12	15	37	6	14	3	27	9	1	17
Weighted	218	44	5	4	2	8	14	4	10	15	35	4	14	3	25	11	1	18
I would give up access to YouTube and get paid 1	23%	37%	15%	0%	0%	29%	11%	32%	25%	11%	15%	29%	36%	43%	25%	16%	0%	7%
I would keep access to YouTube	71%	58%	85%	69%	100%	71%	89%	68%	63%	75%	81%	26%	56%	57%	67%	84%	100%	91%
Don't know	6%	5%	0%	31%	0%	0%	0%	0%	11%	14%	3%	45%	8%	0%	7%	0%	0%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	215	107	108	12	23	50	66	32	32	111	22	37	35	4	5
Weighted	205	88	117	18	33	41	27	32	54	88	15	54	37	5	4
I would give up access to YouTube and get paid 2.50	29%	25%	32%	24%	16%	32%	29%	30%	36%	23%	20%	36%	26%	74%	67%
I would keep access to YouTube	61%	64%	58%	68%	84%	53%	56%	53%	57%	71%	57%	53%	59%	26%	0%
Don't know	10%	11%	10%	9%	0%	15%	15%	17%	7%	6%	23%	10%	15%	0%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	215	19	61	67	48	18	30	121	39	15	178	212
Weighted	205	24	60	53	48	17	33	108	34	15	163	200
I would give up access to YouTube and get paid 2.50	29%	42%	35%	24%	28%	11%	25%	31%	22%	40%	31%	29%
I would keep access to YouTube	61%	35%	59%	62%	67%	77%	56%	59%	72%	60%	58%	62%
Don't know	10%	23%	6%	14%	5%	12%	19%	10%	6%	0%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(113.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	215	24	11	6	4	8	14	2	7	13	47	2	18	0	25	2	4	28
Weighted	205	28	7	6	3	8	12	1	7	12	44	2	18	0	22	1	4	29
I would give up access to YouTube and get paid 2.50	29%	29%	54%	7%	24%	15%	34%	0%	0%	17%	36%	59%	21%	*	44%	0%	29%	24%
I would keep access to YouTube	61%	56%	46%	19%	76%	76%	52%	50%	80%	71%	60%	0%	73%	*	53%	100%	71%	69%
Don't know	10%	15%	0%	74%	0%	9%	14%	50%	20%	12%	4%	41%	6%	*	3%	0%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	219	110	109	20	35	45	53	41	25	112	27	33	32	9	6
Weighted	224	99	125	31	50	38	21	40	44	94	29	45	36	14	7
I would give up access to YouTube and get paid 5	35%	34%	36%	36%	40%	43%	34%	27%	31%	37%	34%	22%	44%	38%	48%
I would keep access to YouTube	56%	55%	57%	59%	54%	54%	63%	60%	51%	57%	45%	61%	56%	62%	52%
Don't know	9%	10%	7%	5%	6%	3%	3%	13%	18%	6%	20%	18%	0%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	219	24	59	70	48	15	33	125	38	10	171	215
Weighted	224	30	63	62	51	16	37	124	36	10	169	219
I would give up access to YouTube and get paid 5	35%	42%	33%	40%	29%	34%	26%	33%	39%	53%	37%	35%
I would keep access to YouTube	56%	48%	54%	52%	66%	60%	66%	58%	51%	44%	53%	56%
Don't know	9%	10%	13%	8%	5%	6%	8%	9%	10%	3%	10%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(114.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	219	39	8	3	6	11	13	5	6	8	43	8	11	1	28	8	3	18
Weighted	224	48	6	3	7	13	15	4	5	7	42	8	9	0	26	8	3	19
I would give up access to YouTube and get paid 5	35%	46%	47%	0%	0%	15%	3%	0%	11%	25%	49%	14%	33%	100%	40%	53%	43%	41%
I would keep access to YouTube	56%	48%	53%	56%	64%	82%	66%	100%	89%	75%	46%	72%	43%	0%	54%	47%	57%	54%
Don't know	9%	5%	0%	44%	36%	2%	32%	0%	0%	0%	5%	14%	24%	0%	6%	0%	0%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	214	114	100	20	27	51	51	39	26	105	26	33	34	12	4
Weighted	214	100	114	32	38	44	20	37	42	85	25	43	36	20	4
I would give up access to YouTube and get paid 10	40%	44%	36%	30%	29%	41%	29%	41%	60%	36%	40%	58%	38%	25%	19%
I would keep access to YouTube	52%	45%	58%	65%	63%	48%	63%	49%	34%	56%	56%	34%	53%	66%	63%
Don't know	8%	11%	6%	6%	8%	10%	8%	11%	6%	8%	4%	8%	9%	9%	17%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	214	15	58	73	46	18	40	118	33	11	162	209
Weighted	214	21	57	68	50	15	47	113	31	11	152	207
I would give up access to YouTube and get paid 10	40%	43%	46%	34%	42%	20%	25%	42%	48%	50%	44%	38%
I would keep access to YouTube	52%	45%	46%	57%	56%	52%	68%	51%	43%	50%	49%	54%
Don't know	8%	12%	7%	8%	2%	28%	7%	8%	9%	0%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(115.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	214	37	8	4	7	7	10	2	8	12	34	4	16	2	28	4	4	27
Weighted	214	45	5	4	8	8	9	2	8	14	29	3	16	2	28	4	4	24
I would give up access to YouTube and get paid 10	40%	47%	33%	30%	18%	55%	31%	0%	46%	25%	24%	26%	43%	0%	48%	41%	63%	53%
I would keep access to YouTube	52%	44%	61%	39%	71%	38%	62%	100%	45%	69%	75%	59%	44%	100%	44%	59%	0%	41%
Don't know	8%	9%	7%	30%	12%	7%	7%	0%	9%	7%	1%	15%	13%	0%	7%	0%	37%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	190	88	102	11	26	49	49	37	18	109	15	25	30	4	7
Weighted	184	73	111	18	38	41	20	37	30	93	17	33	30	5	6
I would give up access to YouTube and get paid 20	47%	34%	56%	48%	38%	44%	49%	50%	59%	44%	37%	59%	51%	34%	71%
I would keep access to YouTube	44%	55%	37%	46%	59%	42%	45%	38%	32%	49%	59%	36%	34%	45%	17%
Don't know	9%	11%	7%	6%	3%	13%	6%	12%	9%	8%	4%	5%	15%	21%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	190	14	52	60	40	23	26	110	23	14	152	188
Weighted	184	15	56	52	36	24	26	109	17	15	144	181
I would give up access to YouTube and get paid 20	47%	41%	52%	47%	45%	49%	45%	44%	59%	54%	46%	47%
I would keep access to YouTube	44%	33%	46%	45%	46%	42%	42%	50%	34%	26%	44%	45%
Don't know	9%	27%	2%	9%	9%	9%	13%	6%	8%	20%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(116.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	190	35	8	5	4	7	3	6	6	7	29	8	12	2	28	6	7	17
Weighted	184	41	5	6	5	6	3	4	5	7	27	7	11	2	27	4	5	18
I would give up access to YouTube and get paid 20	47%	52%	39%	70%	25%	74%	31%	39%	11%	20%	54%	75%	54%	46%	53%	18%	46%	30%
I would keep access to YouTube	44%	45%	41%	30%	75%	15%	69%	61%	82%	53%	43%	14%	28%	54%	30%	82%	47%	58%
Don't know	9%	3%	20%	0%	0%	11%	0%	0%	7%	27%	3%	11%	18%	0%	17%	0%	6%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	203	103	99	15	24	51	48	37	28	108	17	34	27	9	6
Weighted	201	88	112	24	35	41	19	36	46	92	16	48	24	14	5
I would give up access to YouTube and get paid 50	49%	48%	50%	59%	54%	53%	62%	42%	38%	63%	27%	38%	28%	66%	18%
I would keep access to YouTube	38%	43%	34%	41%	46%	38%	31%	35%	35%	30%	62%	39%	49%	34%	61%
Don't know	13%	9%	16%	0%	0%	10%	6%	23%	28%	7%	12%	23%	24%	0%	22%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	203	18	53	75	42	15	31	117	23	17	160	201
Weighted	201	17	61	71	36	15	32	117	20	16	155	198
I would give up access to YouTube and get paid 50	49%	54%	48%	44%	56%	52%	37%	46%	67%	47%	49%	49%
I would keep access to YouTube	38%	13%	45%	39%	31%	48%	47%	40%	33%	46%	36%	38%
Don't know	13%	34%	7%	17%	12%	0%	16%	13%	0%	7%	15%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(117.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	203	31	11	2	3	3	12	2	10	4	35	4	8	1	40	8	3	26
Weighted	201	36	9	3	4	4	12	1	11	4	33	3	8	1	34	10	2	26
I would give up access to YouTube and get paid 50	49%	47%	56%	0%	38%	87%	32%	62%	27%	71%	56%	24%	61%	100%	64%	79%	43%	25%
I would keep access to YouTube	38%	33%	21%	56%	38%	13%	53%	38%	27%	29%	40%	21%	39%	0%	28%	21%	41%	70%
Don't know	13%	20%	23%	44%	24%	0%	16%	0%	46%	0%	4%	55%	0%	0%	8%	0%	16%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	196	93	103	13	26	48	55	29	25	104	18	27	34	8	5
Weighted	192	76	116	20	36	40	23	30	44	80	19	43	34	12	4
I would give up access to YouTube and get paid 100	66%	72%	62%	59%	70%	77%	61%	68%	59%	70%	38%	62%	78%	71%	72%
I would keep access to YouTube	24%	20%	26%	32%	15%	14%	32%	28%	27%	25%	40%	24%	15%	15%	11%
Don't know	10%	8%	12%	9%	15%	8%	8%	4%	14%	5%	22%	14%	8%	15%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	196	17	51	65	46	16	29	105	31	9	152	190
Weighted	192	15	58	65	41	12	30	98	27	10	145	185
I would give up access to YouTube and get paid 100	66%	76%	56%	62%	80%	75%	62%	64%	86%	42%	65%	65%
I would keep access to YouTube	24%	14%	32%	22%	20%	18%	24%	26%	11%	58%	24%	24%
Don't know	10%	10%	12%	16%	0%	7%	15%	11%	3%	0%	10%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(118.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	196	27	6	4	6	6	8	2	10	14	35	8	10	1	31	6	4	18
Weighted	192	37	4	4	7	7	8	1	8	14	29	8	9	0	31	6	4	16
I would give up access to YouTube and get paid 100	66%	69%	42%	51%	63%	100%	69%	23%	38%	58%	65%	100%	65%	100%	69%	35%	90%	62%
I would keep access to YouTube	24%	15%	58%	49%	37%	0%	25%	77%	52%	35%	20%	0%	35%	0%	17%	38%	0%	29%
Don't know	10%	16%	0%	0%	0%	0%	6%	0%	10%	8%	14%	0%	0%	0%	14%	27%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	199	97	102	10	31	41	55	37	25	101	19	38	23	8	9
Weighted	198	86	112	16	46	34	24	35	43	85	18	51	20	11	12
I would give up access to YouTube and get paid 200	72%	76%	69%	79%	77%	70%	63%	78%	64%	71%	77%	68%	70%	100%	59%
I would keep access to YouTube	20%	18%	21%	21%	20%	27%	26%	6%	22%	24%	15%	18%	16%	0%	31%
Don't know	8%	6%	11%	0%	3%	3%	11%	16%	14%	5%	8%	14%	15%	0%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	199	18	49	75	41	16	36	116	23	11	152	196
Weighted	198	19	53	69	41	16	37	114	21	10	143	195
I would give up access to YouTube and get paid 200	72%	77%	79%	70%	71%	49%	75%	73%	73%	59%	79%	72%
I would keep access to YouTube	20%	6%	10%	22%	28%	40%	16%	22%	24%	38%	13%	20%
Don't know	8%	17%	11%	8%	1%	11%	9%	6%	3%	3%	8%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(119.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	199	28	8	6	6	13	7	4	11	10	39	2	12	1	23	4	3	21
Weighted	198	28	6	5	6	17	9	2	12	11	40	2	11	1	20	4	3	21
I would give up access to YouTube and get paid 200	72%	83%	89%	57%	100%	71%	67%	100%	86%	100%	47%	100%	67%	100%	75%	56%	43%	73%
I would keep access to YouTube	20%	13%	0%	35%	0%	29%	24%	0%	4%	0%	32%	0%	25%	0%	19%	8%	57%	22%
Don't know	8%	3%	11%	8%	0%	0%	9%	0%	10%	0%	20%	0%	8%	0%	6%	35%	0%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	219	100	119	19	33	50	54	39	24	122	21	31	29	11	5
Weighted	218	87	131	30	46	43	22	37	41	105	22	42	27	16	6
I would give up access to YouTube and get paid 500	77%	78%	76%	74%	73%	80%	77%	81%	77%	82%	76%	78%	65%	62%	84%
I would keep access to YouTube	16%	15%	16%	17%	22%	13%	15%	15%	12%	13%	16%	12%	22%	31%	16%
Don't know	7%	7%	7%	9%	5%	7%	8%	3%	11%	5%	9%	9%	13%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	219	21	59	72	47	17	41	118	32	13	169	214
Weighted	218	22	65	64	45	18	47	116	26	14	156	211
I would give up access to YouTube and get paid 500	77%	67%	85%	77%	73%	73%	83%	78%	82%	55%	77%	76%
I would keep access to YouTube	16%	10%	15%	14%	22%	16%	13%	18%	9%	31%	14%	16%
Don't know	7%	22%	0%	9%	4%	12%	4%	5%	9%	13%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(120.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	219	26	9	5	5	10	6	6	9	13	38	5	13	1	40	7	2	24
Weighted	218	31	6	6	5	9	5	6	11	10	39	4	12	2	37	8	2	26
I would give up access to YouTube and get paid 500	77%	93%	83%	100%	90%	85%	61%	47%	87%	76%	77%	72%	81%	100%	69%	65%	100%	64%
I would keep access to YouTube	16%	7%	0%	0%	10%	15%	39%	41%	13%	16%	13%	0%	19%	0%	16%	35%	0%	28%
Don't know	7%	0%	17%	0%	0%	0%	0%	12%	0%	8%	10%	28%	0%	0%	16%	0%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	208	106	102	14	32	43	58	31	30	111	24	34	25	7	7
Weighted	210	96	114	23	46	37	24	29	52	88	23	52	26	11	9
I would give up access to Gmail and get paid 0.50	21%	17%	24%	27%	25%	24%	14%	13%	21%	24%	27%	23%	10%	17%	0%
I would keep access to Gmail	72%	76%	69%	73%	69%	61%	77%	77%	76%	70%	60%	73%	80%	74%	87%
Don't know	7%	7%	7%	0%	6%	15%	9%	11%	3%	6%	14%	4%	10%	10%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	208	17	64	68	39	18	41	109	29	12	158	202
Weighted	210	20	71	61	36	20	46	107	24	16	157	201
I would give up access to Gmail and get paid 0.50	21%	35%	22%	19%	15%	17%	18%	19%	28%	31%	19%	19%
I would keep access to Gmail	72%	57%	75%	69%	78%	76%	72%	74%	69%	69%	74%	75%
Don't know	7%	7%	3%	13%	7%	7%	10%	7%	3%	0%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(121.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	208	32	4	6	4	8	10	8	6	12	36	5	13	1	31	9	3	20
Weighted	210	41	2	7	5	10	10	6	6	12	36	3	12	0	30	10	1	19
I would give up access to Gmail and get paid 0.50	21%	26%	0%	21%	33%	24%	34%	22%	32%	8%	17%	0%	11%	0%	26%	28%	0%	12%
I would keep access to Gmail	72%	70%	71%	11%	67%	76%	66%	78%	49%	80%	79%	100%	85%	100%	70%	56%	73%	83%
Don't know	7%	3%	29%	69%	0%	0%	0%	0%	19%	12%	4%	0%	4%	0%	4%	16%	27%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	222	100	122	14	26	53	53	43	33	103	25	40	44	7	3
Weighted	226	92	134	22	37	44	23	44	55	86	24	55	46	11	4
I would give up access to Gmail and get paid 1	15%	18%	13%	15%	16%	24%	7%	14%	12%	15%	25%	16%	11%	0%	28%
I would keep access to Gmail	78%	75%	81%	85%	84%	65%	84%	70%	87%	80%	70%	79%	75%	100%	72%
Don't know	6%	7%	6%	0%	0%	11%	8%	16%	1%	5%	4%	6%	14%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	222	23	63	65	51	18	34	130	30	13	185	221
Weighted	226	26	71	59	51	17	38	127	29	14	184	224
I would give up access to Gmail and get paid 1	15%	9%	10%	17%	19%	29%	13%	15%	17%	18%	17%	15%
I would keep access to Gmail	78%	76%	82%	79%	80%	62%	79%	78%	75%	82%	75%	79%
Don't know	6%	15%	8%	4%	2%	9%	9%	7%	8%	0%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(122.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	222	34	6	6	9	10	17	1	7	8	35	9	15	1	35	4	2	22
Weighted	226	42	3	5	11	11	19	1	4	9	34	8	16	1	32	4	2	24
I would give up access to Gmail and get paid 1	15%	19%	16%	0%	28%	9%	0%	100%	25%	0%	14%	5%	0%	100%	30%	0%	0%	15%
I would keep access to Gmail	78%	76%	84%	41%	64%	83%	96%	0%	68%	66%	84%	86%	100%	0%	66%	100%	100%	83%
Don't know	6%	5%	0%	59%	9%	8%	4%	0%	8%	34%	3%	9%	0%	0%	4%	0%	0%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	202	91	111	16	35	36	55	33	27	105	26	39	17	10	4
Weighted	205	79	126	25	50	30	23	31	45	90	26	52	17	15	4
I would give up access to Gmail and get paid 2.50	21%	22%	20%	20%	11%	34%	25%	20%	21%	23%	17%	20%	25%	6%	36%
I would keep access to Gmail	70%	71%	70%	69%	83%	61%	65%	67%	67%	73%	73%	62%	72%	75%	64%
Don't know	9%	7%	11%	11%	5%	6%	10%	12%	13%	4%	11%	19%	3%	19%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	202	19	51	64	47	18	27	114	32	15	156	196
Weighted	205	22	56	57	49	18	35	106	29	18	150	195
I would give up access to Gmail and get paid 2.50	21%	32%	16%	21%	19%	25%	22%	20%	17%	26%	23%	18%
I would keep access to Gmail	70%	45%	75%	70%	77%	64%	61%	72%	76%	65%	68%	73%
Don't know	9%	23%	9%	9%	4%	11%	16%	8%	7%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(123.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	202	25	10	4	5	7	9	2	13	7	39	6	14	1	26	4	1	29
Weighted	205	33	9	6	5	7	9	2	12	9	33	5	16	1	26	4	0	29
I would give up access to Gmail and get paid 2.50	21%	32%	15%	0%	29%	48%	3%	47%	31%	22%	11%	53%	22%	100%	10%	0%	0%	19%
I would keep access to Gmail	70%	55%	66%	74%	71%	52%	56%	53%	58%	78%	85%	47%	59%	0%	85%	100%	100%	76%
Don't know	9%	13%	19%	26%	0%	0%	41%	0%	12%	0%	4%	0%	19%	0%	5%	0%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	211	102	109	19	32	49	59	28	24	108	22	26	37	10	8
Weighted	209	87	122	31	44	41	24	28	41	89	21	37	36	15	11
I would give up access to Gmail and get paid 5	24%	29%	21%	29%	23%	17%	22%	30%	27%	16%	25%	22%	40%	29%	38%
I would keep access to Gmail	63%	57%	68%	66%	71%	73%	66%	56%	46%	76%	56%	45%	59%	61%	51%
Don't know	13%	15%	11%	5%	6%	10%	11%	14%	27%	8%	18%	33%	1%	10%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	211	22	56	68	40	24	35	117	26	18	169	203
Weighted	209	28	58	61	36	25	41	115	21	16	155	197
I would give up access to Gmail and get paid 5	24%	27%	30%	24%	18%	18%	17%	23%	29%	22%	26%	23%
I would keep access to Gmail	63%	44%	54%	67%	72%	82%	63%	64%	69%	75%	62%	66%
Don't know	13%	29%	16%	9%	10%	0%	20%	13%	2%	2%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(124.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	211	31	7	7	9	8	12	2	7	17	34	5	13	1	34	6	3	14
Weighted	209	39	4	6	10	9	13	1	6	18	33	5	10	1	31	6	3	13
I would give up access to Gmail and get paid 5	24%	25%	13%	29%	13%	32%	6%	0%	42%	13%	39%	54%	33%	0%	18%	43%	0%	14%
I would keep access to Gmail	63%	57%	87%	64%	84%	52%	68%	100%	9%	82%	57%	38%	57%	100%	72%	43%	68%	68%
Don't know	13%	18%	0%	7%	3%	16%	26%	0%	49%	5%	4%	8%	10%	0%	10%	14%	32%	17%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	204	100	104	21	29	50	53	32	19	114	20	25	31	9	4
Weighted	202	84	118	32	43	41	22	32	33	98	19	37	31	13	3
I would give up access to Gmail and get paid 10	28%	38%	20%	20%	9%	39%	30%	17%	53%	24%	27%	51%	19%	7%	16%
I would keep access to Gmail	65%	57%	71%	75%	91%	55%	64%	66%	35%	72%	66%	40%	67%	93%	37%
Don't know	7%	4%	9%	5%	0%	6%	6%	16%	12%	4%	7%	9%	14%	0%	48%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	204	16	54	68	53	12	32	112	32	15	159	200
Weighted	202	16	63	60	53	9	33	111	30	12	151	198
I would give up access to Gmail and get paid 10	28%	35%	20%	35%	27%	24%	14%	22%	37%	56%	27%	27%
I would keep access to Gmail	65%	41%	72%	58%	72%	63%	76%	74%	63%	35%	65%	66%
Don't know	7%	24%	8%	7%	1%	13%	10%	5%	0%	9%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(125.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	204	26	12	4	3	10	6	2	13	11	40	3	11	1	30	8	4	20
Weighted	202	26	9	6	3	10	6	1	12	9	42	3	11	1	27	10	4	22
I would give up access to Gmail and get paid 10	28%	33%	16%	0%	0%	57%	5%	0%	40%	26%	25%	100%	15%	100%	33%	0%	0%	34%
I would keep access to Gmail	65%	67%	75%	75%	73%	36%	77%	100%	54%	74%	58%	0%	85%	0%	66%	100%	100%	60%
Don't know	7%	0%	9%	25%	27%	8%	18%	0%	6%	0%	17%	0%	0%	0%	1%	0%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	203	108	95	13	24	55	53	32	26	114	14	30	33	8	4
Weighted	199	92	107	21	35	47	21	32	43	95	12	43	34	12	3
I would give up access to Gmail and get paid 20	42%	38%	46%	39%	37%	40%	35%	39%	55%	35%	44%	52%	40%	63%	41%
I would keep access to Gmail	52%	59%	46%	61%	63%	54%	54%	55%	35%	57%	56%	41%	55%	37%	59%
Don't know	6%	3%	8%	0%	0%	6%	11%	6%	10%	7%	0%	7%	5%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	203	21	49	69	54	10	28	115	33	12	151	200
Weighted	199	21	52	63	55	9	29	107	30	11	143	196
I would give up access to Gmail and get paid 20	42%	45%	45%	43%	38%	38%	37%	39%	51%	37%	42%	41%
I would keep access to Gmail	52%	46%	50%	52%	57%	49%	59%	57%	45%	48%	52%	53%
Don't know	6%	9%	5%	4%	5%	13%	4%	4%	4%	15%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(126.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	203	33	6	5	3	7	11	4	10	14	36	2	11	1	28	6	4	22
Weighted	199	37	4	4	3	7	10	2	12	15	32	2	11	0	28	6	4	22
I would give up access to Gmail and get paid 20	42%	52%	26%	56%	72%	43%	60%	17%	26%	52%	40%	56%	63%	0%	34%	0%	32%	30%
I would keep access to Gmail	52%	44%	74%	35%	28%	57%	40%	72%	54%	40%	52%	44%	37%	100%	59%	82%	68%	68%
Don't know	6%	4%	0%	9%	0%	0%	0%	11%	20%	8%	8%	0%	0%	0%	7%	18%	0%	1%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	190	90	100	10	27	49	47	39	18	100	22	25	30	8	5
Weighted	178	76	102	14	39	40	19	38	28	84	21	31	25	11	6
I would give up access to Gmail and get paid 50	45%	46%	44%	47%	39%	53%	53%	42%	40%	44%	35%	46%	46%	59%	66%
I would keep access to Gmail	43%	41%	44%	42%	61%	30%	44%	45%	34%	48%	55%	38%	30%	41%	20%
Don't know	12%	12%	11%	11%	0%	17%	4%	13%	26%	8%	11%	16%	24%	0%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	190	19	41	74	36	17	32	114	27	9	156	187
Weighted	178	22	41	62	33	17	34	102	22	9	141	175
I would give up access to Gmail and get paid 50	45%	42%	47%	43%	47%	43%	47%	54%	20%	20%	45%	45%
I would keep access to Gmail	43%	35%	39%	43%	52%	51%	41%	40%	61%	68%	42%	44%
Don't know	12%	23%	14%	14%	1%	6%	12%	6%	20%	12%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(127.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	190	22	9	2	6	5	6	3	8	11	35	6	14	1	34	6	4	18
Weighted	178	24	7	2	5	5	5	2	6	10	35	5	13	1	31	5	4	17
I would give up access to Gmail and get paid 50	45%	43%	57%	63%	21%	44%	92%	63%	38%	42%	33%	58%	61%	0%	54%	31%	49%	37%
I would keep access to Gmail	43%	51%	32%	37%	45%	56%	8%	37%	50%	38%	51%	0%	39%	100%	41%	69%	51%	33%
Don't know	12%	6%	11%	0%	33%	0%	0%	0%	12%	20%	17%	42%	0%	0%	5%	0%	0%	29%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	208	100	108	14	25	45	59	40	25	115	17	30	31	4	11
Weighted	198	82	116	22	36	37	24	38	41	96	17	40	29	5	11
I would give up access to Gmail and get paid 100	54%	49%	58%	57%	58%	58%	52%	41%	60%	57%	26%	58%	49%	68%	68%
I would keep access to Gmail	39%	45%	34%	35%	42%	32%	37%	48%	37%	38%	70%	34%	39%	0%	32%
Don't know	7%	6%	8%	8%	0%	10%	12%	11%	3%	5%	4%	7%	12%	32%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	208	17	52	70	47	20	32	116	35	9	162	203
Weighted	198	17	50	67	43	19	31	116	28	7	149	192
I would give up access to Gmail and get paid 100	54%	65%	57%	53%	51%	51%	58%	54%	63%	32%	53%	53%
I would keep access to Gmail	39%	29%	35%	40%	44%	42%	39%	40%	33%	58%	38%	39%
Don't know	7%	7%	8%	7%	5%	7%	3%	6%	4%	10%	9%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(128.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	208	36	13	2	4	12	9	5	4	10	30	7	8	4	32	7	4	21
Weighted	198	43	10	3	5	14	7	2	6	10	26	7	7	4	28	8	3	16
I would give up access to Gmail and get paid 100	54%	59%	64%	0%	0%	47%	73%	74%	60%	55%	61%	77%	53%	84%	51%	36%	71%	38%
I would keep access to Gmail	39%	37%	33%	0%	100%	53%	18%	0%	40%	45%	35%	23%	33%	16%	37%	64%	0%	54%
Don't know	7%	4%	3%	100%	0%	0%	9%	26%	0%	0%	4%	0%	14%	0%	12%	0%	29%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	220	104	115	16	27	51	48	45	33	109	23	43	26	12	6
Weighted	228	96	132	26	38	43	20	45	57	92	20	61	29	18	6
I would give up access to Gmail and get paid 200	57%	57%	58%	52%	62%	65%	53%	59%	50%	59%	50%	55%	61%	50%	70%
I would keep access to Gmail	31%	35%	28%	41%	35%	22%	40%	26%	32%	28%	36%	33%	27%	50%	17%
Don't know	11%	9%	14%	6%	3%	13%	6%	15%	18%	12%	14%	12%	12%	0%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	220	19	65	71	43	21	40	116	32	13	174	220
Weighted	228	20	73	68	46	20	45	119	28	12	177	228
I would give up access to Gmail and get paid 200	57%	52%	56%	54%	59%	73%	61%	54%	60%	57%	55%	57%
I would keep access to Gmail	31%	24%	35%	34%	29%	21%	34%	35%	28%	43%	33%	31%
Don't know	11%	24%	9%	12%	12%	6%	5%	12%	12%	0%	12%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(129.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	220	43	7	2	4	9	10	4	8	8	40	5	13	3	34	5	3	22
Weighted	228	55	5	3	3	10	12	3	9	7	38	5	11	4	32	5	3	23
I would give up access to Gmail and get paid 200	57%	70%	59%	100%	100%	54%	51%	76%	32%	48%	40%	64%	72%	77%	64%	22%	86%	43%
I would keep access to Gmail	31%	22%	41%	0%	0%	39%	35%	0%	42%	38%	43%	0%	20%	23%	31%	56%	14%	43%
Don't know	11%	8%	0%	0%	0%	7%	14%	24%	26%	14%	17%	36%	9%	0%	5%	22%	0%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	208	113	94	11	29	49	47	47	25	113	21	32	28	7	6
Weighted	206	101	104	17	41	41	18	47	41	94	23	45	27	10	6
I would give up access to Gmail and get paid 500	68%	70%	65%	83%	65%	77%	62%	76%	47%	70%	70%	58%	64%	90%	66%
I would keep access to Gmail	26%	21%	31%	10%	28%	18%	25%	20%	46%	24%	18%	36%	31%	0%	34%
Don't know	6%	9%	4%	6%	7%	5%	13%	4%	7%	5%	13%	6%	5%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	208	13	63	73	44	14	31	115	30	18	160	206
Weighted	206	16	67	69	38	15	33	115	26	18	150	204
I would give up access to Gmail and get paid 500	68%	80%	69%	63%	61%	84%	72%	64%	75%	68%	71%	67%
I would keep access to Gmail	26%	14%	30%	23%	34%	16%	23%	30%	19%	29%	22%	27%
Don't know	6%	5%	1%	14%	5%	0%	5%	7%	5%	4%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(130.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	208	30	8	4	1	8	10	5	12	8	35	4	14	0	28	9	4	28
Weighted	206	33	5	4	1	8	10	5	11	7	34	4	14	0	27	9	4	31
I would give up access to Gmail and get paid 500	68%	66%	48%	66%	100%	31%	56%	53%	81%	58%	73%	83%	76%	*	69%	79%	63%	67%
I would keep access to Gmail	26%	22%	17%	34%	0%	57%	39%	47%	16%	35%	23%	17%	14%	*	30%	0%	37%	33%
Don't know	6%	12%	35%	0%	0%	13%	5%	0%	3%	7%	4%	0%	10%	*	1%	21%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	203	104	99	20	32	38	51	40	22	113	15	31	30	6	7
Weighted	203	90	114	32	45	30	20	40	36	97	15	40	32	10	8
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	28%	25%	30%	29%	29%	35%	22%	26%	24%	28%	22%	25%	40%	0%	43%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	60%	64%	57%	71%	65%	54%	68%	45%	61%	62%	76%	55%	49%	100%	22%
Don't know	12%	11%	14%	0%	6%	11%	10%	29%	14%	11%	3%	20%	11%	0%	35%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	203	15	56	67	45	16	31	116	34	7	149	200
Weighted	203	13	61	62	49	14	36	115	29	8	141	200
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	28%	46%	34%	24%	18%	29%	37%	27%	11%	13%	32%	27%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	60%	48%	54%	57%	75%	65%	53%	60%	74%	87%	54%	60%
Don't know	12%	6%	12%	19%	8%	6%	10%	13%	15%	0%	14%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(131.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	203	27	7	4	5	11	7	6	12	12	29	4	13	1	33	5	4	23
Weighted	203	36	6	4	6	15	6	4	13	11	25	3	9	1	31	6	4	24
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	28%	24%	44%	55%	5%	31%	36%	0%	16%	31%	27%	0%	48%	0%	34%	30%	28%	24%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	60%	55%	56%	11%	95%	48%	64%	95%	78%	59%	63%	77%	42%	100%	56%	70%	62%	63%
Don't know	12%	21%	0%	34%	0%	21%	0%	5%	6%	10%	11%	23%	10%	0%	10%	0%	10%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	193	91	102	16	28	37	52	31	29	99	14	35	36	4	5
Weighted	198	76	122	26	42	31	20	32	48	85	16	50	35	6	6
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	34%	38%	31%	26%	43%	34%	35%	29%	32%	35%	31%	35%	27%	0%	87%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	51%	49%	52%	67%	49%	51%	50%	46%	46%	55%	57%	37%	61%	72%	0%
Don't know	16%	13%	17%	7%	7%	15%	15%	25%	22%	9%	12%	29%	12%	28%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income			Android User	Google Search User	
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to More than EUR 60,000	Android User	Google Search User	
Unweighted	193	18	61	52	47	14	40	96	26	16	158	186
Weighted	198	24	65	51	41	16	41	98	26	14	159	190
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	34%	34%	32%	35%	35%	34%	34%	37%	26%	31%	33%	31%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	51%	42%	57%	44%	54%	51%	51%	51%	58%	55%	49%	53%
Don't know	16%	23%	11%	21%	11%	15%	15%	12%	16%	13%	18%	16%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(132.C) 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?

	Region																	
	Total	Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	193	31	7	4	6	7	11	1	9	9	32	6	16	1	28	5	3	17
Weighted	198	36	5	4	6	8	9	0	9	11	34	5	16	1	28	6	2	17
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	34%	43%	27%	62%	72%	51%	32%	100%	21%	46%	22%	0%	8%	100%	42%	27%	0%	34%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	51%	34%	45%	38%	28%	49%	54%	0%	60%	46%	59%	75%	85%	0%	45%	50%	83%	49%
Don't know	16%	23%	28%	0%	0%	0%	14%	0%	19%	9%	20%	25%	6%	0%	12%	24%	17%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	194	86	108	11	26	48	54	31	24	103	22	24	37	4	4
Weighted	192	70	122	17	37	41	23	30	44	83	22	36	39	7	5
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	32%	33%	31%	34%	28%	39%	33%	30%	28%	31%	41%	33%	33%	24%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	56%	54%	57%	66%	65%	51%	52%	61%	47%	61%	59%	33%	56%	76%	86%
Don't know	12%	13%	12%	0%	8%	10%	15%	9%	24%	8%	0%	34%	11%	0%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	194	20	44	63	44	20	30	109	27	14	154	193
Weighted	192	22	47	57	47	17	35	104	22	12	149	190
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	32%	35%	31%	37%	24%	32%	14%	36%	17%	45%	33%	32%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	56%	38%	57%	55%	65%	53%	71%	56%	64%	50%	55%	55%
Don't know	12%	28%	13%	8%	11%	14%	15%	8%	19%	6%	12%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(133.C) 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?

	Region																	
	Total	Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	194	31	7	4	3	8	10	3	13	7	31	2	11	1	32	4	7	20
Weighted	192	39	5	3	3	8	11	2	13	8	29	2	10	1	32	3	5	20
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	32%	49%	35%	34%	17%	56%	21%	44%	17%	0%	18%	24%	42%	100%	32%	30%	61%	23%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	56%	47%	33%	66%	83%	6%	79%	44%	80%	75%	63%	76%	53%	0%	51%	70%	26%	62%
Don't know	12%	5%	31%	0%	0%	38%	0%	13%	3%	25%	20%	0%	5%	0%	17%	0%	13%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	235	118	116	15	37	54	53	44	32	121	26	39	33	10	6
Weighted	237	111	125	24	52	44	22	43	51	104	27	53	34	15	5
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	45%	46%	45%	54%	45%	54%	26%	40%	45%	44%	42%	48%	37%	59%	58%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	41%	42%	34%	49%	37%	54%	42%	37%	43%	47%	36%	48%	34%	32%
Don't know	13%	14%	13%	11%	5%	9%	20%	19%	18%	13%	11%	16%	15%	7%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	235	18	67	75	49	26	37	135	33	15	188	231
Weighted	237	23	69	72	49	24	41	131	28	19	187	232
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	45%	37%	49%	42%	48%	45%	48%	42%	38%	58%	47%	44%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	33%	41%	41%	46%	45%	47%	43%	54%	30%	39%	42%
Don't know	13%	30%	10%	16%	7%	11%	5%	15%	9%	12%	14%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(134.C) 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?

	Region																	
	Total	Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	235	35	11	5	10	6	10	6	6	12	41	6	13	3	35	9	1	26
Weighted	237	44	10	4	12	6	11	3	7	11	39	5	15	3	31	9	1	25
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	45%	42%	56%	58%	11%	57%	36%	46%	39%	42%	34%	35%	55%	88%	58%	70%	0%	47%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	39%	31%	16%	80%	43%	55%	43%	40%	51%	55%	46%	21%	12%	32%	21%	0%	45%
Don't know	13%	19%	13%	26%	8%	0%	9%	11%	21%	7%	11%	19%	23%	0%	10%	9%	100%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	221	113	108	17	25	56	55	45	23	124	25	30	27	12	3
Weighted	216	97	119	27	37	47	22	44	38	99	25	41	29	19	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	42%	39%	45%	35%	43%	48%	49%	43%	35%	44%	38%	33%	56%	32%	81%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	45%	48%	43%	59%	50%	33%	39%	44%	51%	46%	37%	57%	26%	60%	19%
Don't know	12%	13%	12%	6%	7%	19%	12%	13%	14%	10%	25%	10%	19%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	221	16	60	73	44	25	30	122	33	17	176	217
Weighted	216	19	63	60	43	27	31	121	27	16	163	210
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	42%	53%	34%	38%	55%	40%	47%	41%	35%	33%	46%	42%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	45%	26%	48%	52%	39%	49%	36%	49%	55%	54%	42%	46%
Don't know	12%	21%	18%	10%	6%	11%	17%	10%	9%	12%	12%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(135.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	221	39	11	2	2	6	9	2	8	15	33	6	14	0	34	6	4	29
Weighted	216	47	6	3	2	7	9	1	6	16	31	5	15	0	29	5	4	29
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	42%	48%	35%	57%	37%	15%	40%	0%	43%	70%	45%	38%	28%	*	40%	36%	100%	26%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	45%	42%	52%	0%	63%	85%	45%	100%	57%	14%	49%	0%	50%	*	46%	64%	0%	59%
Don't know	12%	10%	12%	43%	0%	0%	15%	0%	0%	16%	6%	62%	22%	*	13%	0%	0%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	227	115	112	12	31	52	58	46	28	115	24	38	30	14	5
Weighted	223	101	122	18	45	43	25	44	48	98	20	54	25	20	6
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	51%	55%	48%	35%	48%	55%	47%	58%	54%	58%	41%	53%	58%	17%	44%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	40%	36%	57%	52%	40%	34%	28%	25%	37%	46%	26%	30%	75%	37%
Don't know	11%	5%	16%	8%	0%	5%	19%	14%	21%	5%	13%	22%	12%	8%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	227	23	70	74	40	19	37	126	37	11	186	222
Weighted	223	28	69	67	35	23	42	118	33	13	173	215
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	51%	56%	45%	53%	43%	72%	53%	54%	42%	56%	55%	51%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	20%	43%	38%	55%	19%	33%	36%	50%	22%	36%	39%
Don't know	11%	24%	13%	9%	3%	8%	13%	10%	8%	21%	9%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(136.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	227	41	8	4	3	10	14	4	11	12	36	4	14	4	29	7	1	24
Weighted	223	44	4	5	4	8	10	4	11	10	39	4	14	5	26	7	1	26
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	51%	67%	71%	29%	0%	37%	32%	71%	73%	48%	34%	48%	57%	100%	57%	63%	0%	40%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	38%	27%	29%	0%	100%	63%	57%	29%	0%	47%	52%	29%	33%	0%	42%	28%	100%	40%
Don't know	11%	7%	0%	71%	0%	0%	11%	0%	27%	5%	14%	23%	10%	0%	1%	9%	0%	20%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	183	87	96	9	25	45	47	32	25	87	20	31	30	5	10
Weighted	180	80	100	14	37	38	20	32	39	74	20	40	29	8	10
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	62%	60%	64%	22%	68%	71%	56%	60%	67%	71%	41%	69%	65%	0%	51%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	23%	24%	22%	55%	25%	22%	30%	13%	17%	21%	43%	11%	11%	77%	37%
Don't know	15%	16%	14%	23%	7%	7%	14%	27%	16%	8%	15%	20%	24%	23%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	183	15	52	67	39	9	32	94	34	9	141	177
Weighted	180	15	57	61	37	9	37	89	30	9	131	172
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	62%	57%	75%	44%	77%	44%	43%	70%	77%	41%	65%	64%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	23%	12%	14%	33%	20%	51%	34%	22%	12%	36%	21%	24%
Don't know	15%	31%	11%	23%	4%	5%	23%	8%	11%	24%	14%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(137.C) 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?

	Region																	
	Total	Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	183	35	3	8	4	8	7	5	3	10	33	4	13	2	29	3	1	15
Weighted	180	41	2	8	4	9	7	5	3	10	31	4	12	2	24	2	1	15
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	62%	48%	80%	57%	100%	53%	81%	60%	66%	68%	62%	67%	78%	100%	63%	38%	100%	65%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	23%	37%	20%	0%	0%	22%	7%	28%	0%	21%	31%	0%	11%	0%	28%	0%	0%	18%
Don't know	15%	16%	0%	43%	0%	24%	12%	12%	34%	11%	7%	33%	11%	0%	9%	62%	0%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	199	101	98	18	27	43	52	32	27	99	22	32	25	12	8
Weighted	198	92	107	27	38	35	22	32	44	79	21	44	26	18	9
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	68%	70%	66%	84%	58%	79%	66%	63%	61%	67%	74%	61%	78%	74%	56%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	25%	24%	25%	16%	35%	13%	29%	27%	27%	23%	26%	26%	18%	26%	31%
Don't know	8%	6%	9%	0%	7%	9%	5%	10%	12%	10%	0%	12%	4%	0%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	199	22	42	75	48	10	28	115	27	16	153	196
Weighted	198	25	49	67	45	9	30	113	23	15	144	194
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	68%	82%	70%	65%	57%	76%	60%	67%	80%	77%	72%	67%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	25%	13%	26%	25%	35%	4%	36%	26%	15%	15%	23%	25%
Don't know	8%	5%	4%	10%	8%	20%	4%	8%	4%	8%	5%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

(138.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	199	26	8	2	6	8	13	3	7	11	41	7	8	0	29	7	2	21
Weighted	198	30	6	3	6	9	14	3	5	12	38	7	8	0	27	8	2	21
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	68%	79%	61%	100%	42%	92%	45%	0%	31%	55%	70%	91%	94%	*	56%	54%	100%	80%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	25%	11%	39%	0%	41%	8%	40%	87%	46%	45%	19%	9%	6%	*	32%	46%	0%	20%
Don't know	8%	10%	0%	0%	17%	0%	15%	13%	22%	0%	11%	0%	0%	*	12%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	206	92	113	14	26	58	51	31	26	107	22	32	31	7	6
Weighted	205	80	124	22	37	50	21	29	45	93	18	46	30	11	6
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	75%	80%	71%	78%	81%	75%	82%	70%	68%	80%	56%	70%	85%	70%	44%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	12%	11%	13%	22%	15%	11%	15%	14%	3%	14%	29%	3%	4%	30%	7%
Don't know	13%	8%	16%	0%	4%	14%	3%	16%	29%	6%	15%	27%	11%	0%	48%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	206	18	52	69	48	18	30	123	27	14	162	206
Weighted	205	18	58	63	46	18	34	124	24	11	160	205
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	75%	77%	82%	70%	65%	87%	90%	70%	83%	68%	79%	75%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	12%	10%	7%	16%	16%	6%	4%	15%	9%	25%	10%	12%
Don't know	13%	13%	11%	13%	19%	6%	6%	15%	8%	7%	11%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(139.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	206	25	11	4	7	11	9	3	8	8	34	5	12	1	30	10	8	20
Weighted	205	30	8	3	8	13	12	2	6	7	37	3	10	1	29	10	7	17
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	75%	87%	66%	100%	68%	47%	59%	71%	78%	51%	82%	100%	78%	100%	76%	72%	95%	61%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	12%	1%	17%	0%	32%	8%	8%	0%	22%	11%	2%	0%	22%	0%	20%	28%	0%	26%
Don't know	13%	11%	16%	0%	0%	45%	33%	29%	0%	38%	15%	0%	0%	0%	4%	0%	5%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	207	99	108	16	29	49	51	38	24	116	24	32	23	8	4
Weighted	205	84	121	24	40	42	20	37	42	100	22	48	22	9	4
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	79%	81%	78%	76%	68%	87%	72%	81%	87%	78%	71%	88%	88%	56%	61%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	11%	11%	11%	19%	22%	6%	17%	11%	0%	16%	14%	1%	4%	33%	0%
Don't know	9%	8%	10%	4%	10%	8%	11%	9%	13%	6%	15%	11%	8%	11%	39%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	207	21	54	67	50	15	37	114	28	15	163	202
Weighted	205	19	62	64	48	12	40	111	26	13	150	199
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	79%	72%	86%	77%	80%	68%	76%	81%	92%	50%	83%	80%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	11%	0%	9%	7%	18%	32%	11%	11%	8%	32%	8%	12%
Don't know	9%	28%	4%	16%	2%	0%	12%	8%	0%	18%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

(140.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	207	22	9	5	2	9	10	3	11	10	42	8	12	1	33	8	1	21
Weighted	205	26	6	5	2	9	12	2	12	10	36	9	11	0	33	8	1	22
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	79%	89%	67%	77%	100%	62%	88%	100%	68%	63%	81%	100%	100%	100%	75%	38%	100%	84%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	11%	3%	13%	0%	0%	26%	4%	0%	22%	28%	8%	0%	0%	0%	17%	42%	0%	6%
Don't know	9%	7%	20%	23%	0%	12%	8%	0%	10%	9%	11%	0%	0%	0%	8%	21%	0%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Computer games	8%	11%	5%	16%	14%	9%	7%	4%	0%	10%	10%	0%	6%	20%	5%
Reading or books	8%	8%	8%	9%	12%	5%	5%	10%	7%	10%	10%	6%	5%	10%	3%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	62%	64%	61%	65%	72%	70%	60%	63%	45%	69%	73%	48%	57%	76%	41%
General News	6%	5%	6%	7%	8%	5%	4%	6%	3%	6%	7%	3%	4%	14%	0%
Podcasts	6%	6%	6%	13%	11%	5%	6%	4%	2%	8%	4%	3%	5%	14%	3%
Magazines	4%	4%	4%	10%	5%	5%	4%	2%	2%	5%	6%	3%	2%	8%	0%
TV	33%	35%	32%	27%	34%	35%	35%	37%	32%	39%	30%	34%	23%	32%	17%
Music	22%	24%	21%	35%	40%	22%	18%	15%	7%	28%	25%	7%	21%	40%	16%
Email newsletters	2%	3%	2%	3%	4%	2%	2%	1%	2%	2%	5%	2%	2%	3%	0%
Short form video (eg YouTube, Tiktok, Facebook Video)	11%	13%	10%	23%	23%	9%	7%	5%	4%	13%	15%	4%	9%	31%	5%
None of the above	20%	18%	21%	9%	13%	14%	19%	24%	35%	14%	13%	32%	25%	3%	40%
Don't know	2%	1%	2%	4%	1%	0%	1%	0%	4%	0%	2%	4%	2%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

(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	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Computer games	8%	7%	5%	8%	8%	17%	8%	7%	14%	9%	8%	8%
Reading or books	8%	5%	7%	8%	8%	18%	5%	8%	9%	16%	8%	8%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	62%	50%	59%	62%	73%	65%	45%	66%	69%	74%	61%	63%
General News	6%	4%	6%	3%	8%	8%	8%	6%	4%	6%	5%	6%
Podcasts	6%	1%	6%	6%	8%	11%	7%	6%	6%	11%	6%	6%
Magazines	4%	2%	4%	4%	5%	8%	3%	4%	8%	10%	4%	4%
TV	33%	19%	39%	28%	37%	41%	24%	35%	44%	40%	32%	34%
Music	22%	14%	21%	22%	24%	33%	19%	22%	27%	32%	18%	22%
Email newsletters	2%	3%	3%	0%	2%	6%	2%	3%	0%	4%	2%	2%
Short form video (eg YouTube, Tiktok, Facebook Video)	11%	10%	11%	10%	14%	15%	17%	11%	8%	10%	9%	11%
None of the above	20%	38%	18%	20%	15%	14%	28%	17%	17%	13%	22%	19%
Don't know	2%	0%	3%	2%	0%	0%	5%	0%	0%	1%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Computer games	8%	7%	7%	12%	5%	7%	3%	9%	7%	4%	12%	0%	8%	0%	10%	14%	0%	7%
Reading or books	8%	10%	14%	12%	6%	5%	1%	19%	10%	6%	7%	19%	8%	0%	5%	14%	0%	9%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	62%	59%	72%	47%	44%	68%	53%	62%	60%	57%	71%	53%	58%	64%	67%	76%	66%	61%
General News	6%	5%	7%	7%	8%	6%	0%	11%	7%	5%	6%	3%	11%	0%	6%	3%	11%	3%
Podcasts	6%	7%	8%	7%	0%	3%	4%	6%	11%	6%	7%	9%	2%	0%	5%	18%	8%	6%
Magazines	4%	2%	5%	12%	6%	12%	2%	0%	1%	2%	5%	5%	5%	0%	4%	11%	8%	3%
TV	33%	33%	30%	36%	26%	33%	28%	25%	37%	31%	37%	22%	36%	26%	35%	34%	16%	37%
Music	22%	21%	21%	15%	13%	25%	12%	9%	16%	19%	25%	10%	24%	10%	32%	29%	28%	20%
Email newsletters	2%	3%	9%	7%	6%	3%	4%	5%	0%	0%	2%	0%	4%	0%	2%	0%	0%	1%
Short form video (eg YouTube, Tiktok, Facebook Video)	11%	13%	11%	7%	16%	12%	5%	19%	13%	8%	12%	0%	5%	0%	11%	22%	13%	14%
None of the above	20%	20%	14%	37%	31%	17%	26%	27%	28%	27%	15%	22%	25%	36%	20%	1%	21%	13%
Don't know	2%	3%	0%	0%	0%	1%	5%	0%	0%	0%	1%	0%	0%	0%	0%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(142.A) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	9%	10%	9%	6%	6%	5%	7%	11%	17%	6%	8%	17%	9%	5%	12%
Email newsletters	51%	51%	51%	45%	50%	55%	55%	51%	51%	53%	47%	52%	48%	49%	54%
Magazines	48%	48%	48%	50%	52%	45%	42%	48%	48%	45%	47%	53%	42%	56%	64%
Short form video (eg YouTube, Tiktok, Facebook Video)	48%	51%	46%	38%	39%	48%	57%	54%	52%	47%	46%	52%	50%	34%	64%
Podcasts	44%	46%	41%	46%	41%	39%	42%	48%	45%	41%	46%	48%	41%	50%	42%
General News	43%	45%	42%	47%	42%	52%	42%	45%	34%	44%	45%	38%	46%	43%	53%
Computer games	43%	38%	47%	27%	24%	35%	42%	58%	62%	37%	38%	64%	37%	35%	33%
Music	25%	28%	22%	12%	15%	26%	25%	28%	36%	20%	22%	37%	25%	10%	35%
Reading or books	23%	29%	18%	27%	12%	22%	22%	30%	25%	19%	22%	28%	26%	22%	32%
TV	18%	18%	18%	20%	18%	14%	17%	16%	22%	16%	12%	21%	23%	14%	28%
None of the above	14%	13%	15%	9%	11%	8%	9%	17%	26%	11%	12%	23%	16%	7%	13%
Don't know	7%	7%	6%	4%	5%	10%	8%	8%	5%	7%	9%	6%	9%	5%	0%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

## Public First Poll for Google Spain (Consumer)

(142.B) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	9%	20%	11%	9%	5%	1%	13%	9%	9%	3%	10%	9%
Email newsletters	51%	39%	53%	55%	55%	35%	49%	51%	54%	48%	52%	51%
Magazines	48%	45%	48%	54%	44%	40%	47%	47%	51%	46%	47%	48%
Short form video (eg YouTube, Tiktok, Facebook Video)	48%	50%	49%	48%	48%	45%	43%	48%	51%	50%	50%	48%
Podcasts	44%	45%	44%	48%	41%	27%	45%	40%	51%	40%	45%	44%
General News	43%	42%	43%	47%	43%	35%	41%	43%	47%	42%	45%	44%
Computer games	43%	49%	44%	45%	42%	24%	39%	42%	39%	44%	43%	43%
Music	25%	29%	25%	26%	23%	15%	22%	24%	28%	22%	27%	25%
Reading or books	23%	30%	26%	26%	15%	16%	30%	21%	20%	24%	24%	22%
TV	18%	28%	18%	21%	12%	11%	21%	16%	20%	14%	19%	18%
None of the above	14%	26%	12%	12%	14%	15%	16%	14%	16%	17%	15%	14%
Don't know	7%	1%	8%	6%	5%	14%	4%	8%	6%	11%	7%	7%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(142.C) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	9%	10%	5%	5%	13%	7%	18%	11%	12%	10%	8%	6%	11%	23%	8%	6%	0%	10%
Email newsletters	51%	44%	39%	60%	46%	62%	55%	48%	38%	55%	55%	46%	62%	77%	55%	41%	57%	48%
Magazines	48%	47%	33%	17%	45%	51%	48%	49%	29%	46%	56%	41%	57%	40%	56%	23%	47%	47%
Short form video (eg YouTube, Tiktok, Facebook Video)	48%	46%	50%	59%	44%	49%	54%	36%	48%	42%	45%	62%	68%	87%	49%	25%	59%	45%
Podcasts	44%	41%	46%	54%	46%	59%	51%	58%	31%	40%	42%	45%	51%	50%	47%	29%	25%	40%
General News	43%	49%	35%	35%	43%	47%	41%	39%	25%	43%	42%	43%	49%	81%	45%	28%	48%	43%
Computer games	43%	37%	38%	49%	34%	52%	46%	46%	52%	38%	47%	44%	46%	58%	39%	38%	48%	45%
Music	25%	28%	28%	32%	33%	25%	32%	31%	24%	19%	22%	22%	29%	66%	25%	4%	37%	17%
Reading or books	23%	29%	12%	15%	22%	27%	23%	21%	19%	13%	25%	9%	25%	23%	23%	6%	21%	24%
TV	18%	22%	15%	19%	21%	23%	20%	32%	11%	8%	15%	19%	22%	0%	22%	10%	8%	17%
None of the above	14%	18%	24%	5%	19%	13%	19%	19%	23%	17%	15%	9%	3%	0%	13%	21%	13%	9%
Don't know	7%	6%	12%	12%	0%	3%	4%	6%	5%	4%	6%	3%	7%	13%	6%	10%	10%	14%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

(143.A) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years? Please select up to ten.

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Siri	9%	8%	10%	15%	17%	5%	6%	7%	6%	8%	11%	8%	8%	15%	19%
Airbnb	8%	8%	8%	11%	7%	7%	7%	11%	7%	9%	7%	8%	7%	11%	3%
Uber	8%	6%	9%	9%	10%	4%	6%	5%	9%	6%	12%	9%	5%	12%	5%
iPad	8%	6%	9%	5%	9%	4%	12%	8%	10%	7%	5%	11%	8%	5%	5%
WhatsApp	67%	62%	71%	60%	68%	58%	67%	70%	74%	67%	63%	75%	62%	57%	53%
Wi-Fi	61%	58%	64%	62%	58%	59%	55%	61%	69%	57%	63%	68%	62%	63%	67%
Tesla Model S or 3	6%	7%	5%	5%	9%	9%	5%	3%	4%	8%	5%	3%	8%	3%	8%
Apple Pay	6%	4%	7%	14%	9%	3%	7%	1%	5%	5%	10%	4%	6%	12%	6%
Google Maps	52%	50%	54%	45%	49%	52%	55%	56%	55%	51%	62%	54%	52%	38%	54%
Apple Watch	5%	4%	5%	7%	4%	4%	6%	2%	6%	5%	1%	6%	3%	11%	0%
Internet browser	48%	50%	46%	30%	45%	41%	48%	60%	55%	49%	52%	55%	42%	24%	45%
Google Search	43%	40%	46%	39%	38%	40%	49%	45%	49%	44%	49%	46%	42%	34%	30%
Android	43%	50%	38%	27%	38%	45%	41%	49%	51%	45%	50%	46%	40%	20%	32%
World Wide Web	39%	45%	35%	44%	32%	40%	40%	42%	39%	41%	34%	37%	39%	48%	23%
YouTube	36%	40%	32%	34%	48%	34%	31%	32%	32%	34%	38%	34%	45%	26%	34%
Bluetooth	34%	38%	32%	34%	28%	30%	37%	33%	44%	31%	34%	41%	31%	43%	33%
Netflix	32%	29%	34%	35%	40%	32%	28%	26%	29%	34%	33%	31%	26%	32%	35%
CRISPR gene editing	3%	5%	2%	3%	5%	4%	2%	2%	3%	5%	0%	2%	1%	4%	8%
3D printing	29%	27%	31%	31%	21%	23%	30%	35%	35%	25%	30%	35%	25%	38%	45%
Wikipedia	26%	27%	25%	28%	19%	19%	22%	28%	36%	22%	31%	36%	25%	18%	15%
iPhone	23%	23%	23%	30%	23%	16%	22%	17%	29%	22%	16%	29%	20%	19%	25%
Spotify	22%	19%	24%	41%	27%	19%	18%	16%	16%	23%	26%	16%	15%	42%	20%
Facebook	21%	20%	22%	15%	13%	18%	12%	24%	36%	16%	22%	34%	19%	13%	17%
iPod	2%	3%	2%	2%	4%	3%	5%	2%	0%	5%	2%	1%	0%	0%	0%
Instagram	19%	10%	25%	30%	26%	13%	14%	13%	18%	15%	25%	17%	24%	22%	27%
AI / Machine learning	16%	20%	13%	30%	18%	17%	12%	13%	9%	17%	13%	8%	16%	32%	26%
Bitcoin	13%	15%	12%	24%	15%	16%	10%	8%	10%	15%	20%	10%	8%	13%	10%
Google Workspace (e.g. Google Docs, Sheets, etc.)	12%	9%	14%	21%	14%	11%	11%	10%	7%	11%	20%	9%	9%	23%	5%
Zoom	12%	8%	14%	14%	17%	10%	14%	11%	6%	13%	18%	5%	11%	17%	8%
Amazon Echo	10%	10%	10%	8%	7%	10%	10%	7%	13%	9%	8%	12%	10%	9%	6%
Oculus / Meta Quest	1%	1%	1%	0%	2%	2%	1%	1%	0%	2%	0%	0%	2%	0%	1%
Slack	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%

## Public First Poll for Google Spain (Consumer)

(143.B) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years? Please select up to ten.

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Siri	9%	9%	7%	11%	7%	15%	11%	9%	9%	8%	6%	9%
Airbnb	8%	4%	8%	6%	13%	8%	7%	8%	8%	14%	6%	8%
Uber	8%	5%	7%	8%	10%	6%	7%	9%	1%	10%	6%	8%
iPad	8%	7%	9%	8%	5%	9%	7%	8%	6%	13%	7%	8%
WhatsApp	67%	65%	71%	63%	67%	68%	58%	68%	72%	69%	66%	67%
Wi-Fi	61%	54%	66%	60%	58%	68%	62%	63%	59%	61%	62%	61%
Tesla Model S or 3	6%	1%	7%	5%	7%	9%	8%	6%	3%	4%	6%	6%
Apple Pay	6%	2%	6%	8%	5%	6%	7%	5%	6%	8%	2%	6%
Google Maps	52%	48%	52%	53%	54%	48%	50%	53%	63%	38%	54%	52%
Apple Watch	5%	6%	4%	5%	6%	3%	5%	5%	3%	9%	2%	5%
Internet browser	48%	39%	54%	45%	49%	35%	40%	49%	60%	37%	49%	48%
Google Search	43%	36%	47%	39%	47%	46%	43%	44%	43%	37%	44%	44%
Android	43%	47%	47%	39%	42%	40%	42%	43%	44%	41%	51%	43%
World Wide Web	39%	33%	38%	34%	49%	48%	34%	41%	46%	40%	39%	39%
YouTube	36%	35%	41%	32%	31%	41%	42%	35%	31%	33%	37%	35%
Bluetooth	34%	25%	40%	32%	35%	35%	32%	33%	45%	30%	34%	35%
Netflix	32%	25%	36%	31%	30%	31%	33%	32%	28%	22%	29%	32%
CRISPR gene editing	3%	2%	1%	3%	6%	5%	3%	3%	7%	2%	3%	3%
3D printing	29%	26%	34%	30%	25%	21%	27%	31%	26%	25%	29%	29%
Wikipedia	26%	29%	25%	27%	26%	20%	22%	24%	33%	26%	27%	26%
iPhone	23%	17%	23%	21%	29%	22%	24%	24%	23%	18%	15%	23%
Spotify	22%	15%	22%	24%	21%	22%	26%	22%	16%	18%	20%	22%
Facebook	21%	28%	31%	17%	14%	8%	23%	21%	18%	11%	22%	20%
iPod	2%	1%	1%	4%	3%	4%	0%	3%	4%	7%	2%	3%
Instagram	19%	22%	18%	22%	14%	16%	25%	19%	11%	16%	16%	19%
AI / Machine learning	16%	8%	17%	15%	17%	22%	17%	15%	23%	12%	16%	16%
Bitcoin	13%	17%	10%	10%	19%	17%	15%	14%	13%	14%	13%	14%

(143.C) 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	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castile and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Siri	9%	10%	3%	5%	22%	18%	8%	6%	3%	8%	8%	6%	4%	26%	11%	6%	0%	10%
Airbnb	8%	5%	6%	11%	14%	19%	11%	9%	6%	7%	7%	4%	11%	0%	7%	5%	15%	9%
Uber	8%	8%	1%	0%	10%	13%	11%	0%	13%	5%	4%	0%	3%	0%	12%	9%	15%	8%
iPad	8%	6%	7%	10%	12%	16%	13%	0%	14%	3%	10%	3%	3%	43%	5%	13%	0%	5%
WhatsApp	67%	70%	81%	69%	66%	66%	53%	51%	61%	69%	74%	63%	72%	76%	64%	59%	82%	58%
Wi-Fi	61%	60%	61%	46%	60%	47%	63%	63%	68%	56%	73%	49%	76%	71%	64%	33%	51%	56%
Tesla Model S or 3	6%	8%	2%	2%	7%	6%	16%	5%	1%	3%	5%	6%	4%	0%	7%	5%	8%	7%
Apple Pay	6%	5%	0%	2%	6%	7%	5%	9%	5%	9%	4%	6%	4%	0%	9%	11%	0%	7%
Google Maps	52%	50%	65%	51%	59%	37%	53%	60%	34%	51%	56%	59%	70%	31%	51%	48%	85%	48%
Apple Watch	5%	3%	1%	0%	0%	5%	0%	11%	3%	9%	5%	0%	6%	26%	8%	14%	0%	4%
Internet browser	48%	46%	43%	50%	63%	46%	56%	27%	51%	50%	48%	62%	58%	44%	42%	31%	67%	44%
Google Search	43%	43%	39%	55%	45%	36%	56%	45%	45%	34%	41%	61%	47%	0%	46%	27%	42%	45%
Android	43%	37%	66%	40%	56%	33%	52%	20%	44%	45%	44%	42%	46%	22%	39%	43%	62%	48%
World Wide Web	39%	40%	29%	36%	54%	35%	28%	25%	61%	43%	40%	36%	47%	46%	41%	32%	26%	32%
YouTube	36%	34%	40%	35%	33%	29%	39%	19%	41%	46%	37%	36%	29%	17%	31%	30%	61%	40%
Bluetooth	34%	33%	46%	14%	31%	33%	47%	16%	42%	25%	41%	29%	37%	48%	30%	17%	30%	38%
Netflix	32%	35%	10%	28%	30%	27%	35%	13%	40%	41%	37%	40%	20%	17%	28%	24%	31%	26%
CRISPR gene editing	3%	4%	0%	8%	9%	3%	2%	0%	0%	5%	3%	6%	1%	0%	5%	0%	0%	4%
3D printing	29%	31%	43%	22%	23%	21%	32%	17%	30%	41%	32%	28%	22%	48%	25%	17%	21%	32%
Wikipedia	26%	21%	22%	21%	23%	32%	25%	8%	26%	16%	35%	41%	29%	0%	23%	31%	31%	26%
iPhone	23%	20%	13%	17%	25%	19%	30%	21%	23%	20%	27%	42%	23%	48%	20%	27%	13%	22%
Spotify	22%	20%	10%	13%	20%	35%	20%	19%	4%	19%	31%	8%	18%	0%	26%	36%	0%	18%
Facebook	21%	21%	27%	24%	27%	5%	40%	17%	25%	25%	20%	18%	21%	29%	18%	20%	16%	17%
iPod	2%	1%	4%	0%	6%	6%	1%	0%	1%	1%	2%	0%	3%	0%	5%	4%	7%	2%
Instagram	19%	16%	19%	15%	21%	26%	14%	19%	11%	12%	24%	10%	15%	17%	16%	38%	32%	18%
AI / Machine learning	16%	15%	3%	24%	9%	7%	9%	0%	11%	19%	21%	11%	23%	26%	13%	19%	21%	20%
Bitcoin	13%	16%	14%	5%	20%	15%	28%	0%	13%	9%	16%	0%	10%	0%	10%	15%	6%	12%
Google Workspace (e.g. Google Docs, Sheets, etc.)	12%	10%	7%	10%	16%	8%	9%	13%	13%	6%	12%	11%	20%	27%	16%	18%	26%	7%
Zoom	12%	10%	13%	13%	11%	27%	7%	0%	15%	11%	9%	11%	7%	0%	13%	23%	0%	13%
Amazon Echo	10%	11%	1%	5%	12%	9%	9%	16%	7%	14%	14%	0%	16%	0%	8%	2%	0%	7%
Oculus / Meta Quest	1%	3%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	2%	0%	1%	0%	0%	1%
Slack	0%	1%	0%	0%	6%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Other (Please specify)	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
None of the above	1%	1%	0%	6%	0%	2%	0%	12%	0%	0%	0%	3%	0%	0%	3%	0%	0%	2%
Don't know	3%	2%	2%	0%	4%	6%	5%	7%	5%	6%	3%	0%	2%	0%	2%	5%	2%	8%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very familiar	2%	2%	2%	4%	4%	1%	1%	0%	0%	2%	3%	0%	1%	5%	5%
Somewhat familiar	10%	14%	6%	21%	19%	9%	8%	3%	1%	14%	9%	2%	7%	16%	9%
Neither familiar nor unfamiliar	23%	26%	20%	31%	34%	26%	18%	15%	14%	29%	13%	13%	24%	25%	15%
Somewhat unfamiliar	27%	28%	26%	23%	22%	30%	29%	29%	28%	27%	28%	28%	26%	24%	26%
Very unfamiliar	34%	25%	40%	15%	15%	29%	37%	48%	50%	24%	37%	50%	36%	28%	40%
Don t know	6%	5%	6%	5%	6%	4%	7%	5%	7%	4%	9%	8%	8%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very familiar	2%	3%	1%	2%	1%	3%	2%	2%	1%	1%	1%	2%
Somewhat familiar	10%	6%	6%	8%	13%	23%	11%	9%	12%	12%	9%	10%
Neither familiar nor unfamiliar	23%	18%	20%	22%	26%	29%	26%	21%	26%	38%	22%	23%
Somewhat unfamiliar	27%	18%	26%	32%	27%	19%	25%	30%	24%	21%	27%	27%
Very unfamiliar	34%	48%	42%	28%	30%	20%	30%	33%	34%	24%	34%	33%
Don't know	6%	6%	5%	7%	3%	7%	7%	5%	4%	5%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very familiar	2%	2%	0%	0%	0%	0%	3%	0%	0%	3%	3%	3%	0%	0%	3%	0%	0%	0%
Somewhat familiar	10%	13%	16%	5%	11%	4%	3%	0%	13%	2%	11%	6%	5%	0%	12%	14%	0%	12%
Neither familiar nor unfamiliar	23%	20%	32%	36%	15%	28%	17%	19%	25%	29%	17%	33%	27%	29%	22%	24%	11%	26%
Somewhat unfamiliar	27%	25%	28%	22%	43%	15%	29%	18%	22%	35%	29%	22%	33%	58%	25%	19%	42%	25%
Very unfamiliar	34%	33%	19%	29%	24%	43%	43%	57%	37%	30%	37%	35%	32%	13%	31%	27%	47%	32%
Don t know	6%	7%	6%	8%	7%	9%	5%	7%	3%	1%	4%	2%	4%	0%	7%	15%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	10%	13%	8%	11%	13%	10%	10%	10%	6%	11%	13%	8%	7%	14%	7%
Good description	31%	31%	32%	42%	39%	30%	26%	23%	29%	37%	22%	24%	30%	37%	17%
Neither a good nor bad description	26%	26%	26%	19%	27%	30%	27%	29%	23%	26%	28%	25%	28%	19%	45%
Bad description	4%	5%	3%	7%	6%	4%	5%	4%	1%	5%	5%	1%	5%	5%	3%
Very bad description	2%	2%	2%	3%	3%	5%	0%	2%	0%	3%	2%	1%	2%	3%	0%
Don t know	26%	22%	29%	18%	12%	21%	32%	32%	40%	18%	30%	41%	28%	22%	28%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	10%	7%	12%	9%	11%	9%	10%	12%	5%	9%	10%	10%
Good description	31%	14%	29%	32%	36%	41%	29%	31%	36%	36%	29%	32%
Neither a good nor bad description	26%	29%	23%	30%	25%	21%	33%	25%	30%	23%	28%	26%
Bad description	4%	9%	1%	3%	6%	5%	3%	5%	3%	10%	4%	4%
Very bad description	2%	0%	2%	2%	3%	4%	3%	3%	1%	0%	2%	2%
Don t know	26%	41%	32%	23%	19%	18%	23%	25%	25%	22%	27%	25%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	10%	10%	8%	8%	15%	1%	11%	7%	9%	9%	12%	15%	14%	0%	8%	9%	6%	11%
Good description	31%	35%	37%	22%	25%	26%	32%	17%	30%	31%	33%	21%	28%	26%	30%	33%	15%	35%
Neither a good nor bad description	26%	23%	23%	22%	36%	31%	23%	47%	36%	27%	20%	22%	34%	57%	30%	25%	46%	22%
Bad description	4%	5%	0%	0%	0%	12%	0%	11%	1%	2%	4%	3%	7%	0%	4%	0%	13%	4%
Very bad description	2%	2%	2%	13%	0%	0%	2%	0%	4%	6%	2%	0%	5%	0%	2%	6%	0%	1%
Don t know	26%	26%	30%	36%	25%	31%	32%	18%	20%	26%	29%	38%	13%	17%	26%	27%	19%	27%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	8%	8%	7%	8%	10%	7%	8%	8%	5%	9%	9%	5%	6%	12%	5%
Good description	32%	31%	32%	40%	37%	29%	28%	28%	30%	32%	36%	31%	30%	34%	23%
Neither a good nor bad description	28%	31%	25%	24%	37%	28%	26%	24%	25%	33%	16%	22%	27%	23%	43%
Bad description	4%	5%	4%	7%	2%	7%	6%	5%	1%	4%	6%	3%	4%	12%	0%
Very bad description	3%	4%	2%	6%	3%	4%	2%	3%	1%	4%	1%	2%	3%	0%	3%
Don t know	26%	21%	30%	16%	11%	24%	30%	32%	38%	18%	32%	37%	30%	20%	26%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	8%	7%	7%	9%	7%	5%	10%	8%	6%	6%	7%	8%
Good description	32%	27%	30%	30%	38%	30%	37%	33%	26%	31%	31%	32%
Neither a good nor bad description	28%	22%	24%	30%	27%	39%	26%	25%	39%	35%	27%	28%
Bad description	4%	2%	5%	3%	7%	4%	6%	5%	2%	4%	5%	4%
Very bad description	3%	3%	3%	3%	2%	4%	3%	3%	1%	5%	3%	3%
Don't know	26%	38%	31%	24%	18%	19%	18%	25%	25%	19%	27%	25%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	8%	8%	4%	10%	5%	1%	8%	7%	12%	8%	10%	10%	5%	0%	9%	0%	0%	7%
Good description	32%	33%	34%	15%	32%	25%	36%	24%	36%	34%	29%	24%	42%	16%	24%	41%	22%	40%
Neither a good nor bad description	28%	29%	27%	17%	28%	30%	22%	45%	23%	24%	26%	29%	28%	71%	35%	23%	29%	21%
Bad description	4%	2%	3%	6%	9%	6%	3%	0%	5%	8%	2%	3%	8%	0%	5%	9%	3%	5%
Very bad description	3%	4%	6%	7%	4%	3%	3%	0%	1%	0%	3%	0%	4%	0%	3%	6%	0%	2%
Don t know	26%	23%	25%	45%	21%	34%	29%	23%	23%	25%	29%	34%	13%	13%	25%	21%	46%	26%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	9%	11%	8%	9%	14%	9%	11%	9%	6%	11%	12%	6%	8%	12%	6%
Good description	34%	36%	32%	40%	38%	37%	31%	29%	29%	37%	36%	28%	30%	42%	23%
Neither a good nor bad description	27%	25%	28%	23%	30%	25%	25%	28%	27%	28%	21%	26%	28%	19%	43%
Bad description	3%	4%	2%	4%	5%	3%	3%	3%	1%	4%	1%	1%	4%	3%	0%
Very bad description	1%	2%	1%	4%	1%	1%	0%	2%	0%	1%	0%	1%	2%	0%	0%
Don t know	26%	21%	30%	19%	13%	26%	29%	29%	38%	19%	30%	37%	29%	23%	28%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	9%	9%	9%	11%	10%	7%	12%	10%	6%	6%	9%	10%
Good description	34%	27%	33%	33%	37%	36%	35%	36%	32%	41%	34%	34%
Neither a good nor bad description	27%	24%	25%	28%	28%	30%	28%	24%	35%	32%	27%	27%
Bad description	3%	2%	2%	2%	4%	6%	3%	3%	3%	3%	3%	3%
Very bad description	1%	0%	1%	2%	1%	2%	2%	1%	0%	0%	1%	1%
Don t know	26%	38%	30%	24%	20%	20%	20%	26%	25%	17%	26%	26%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

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

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

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	9%	9%	17%	5%	5%	0%	13%	7%	6%	11%	9%	8%	17%	10%	12%	7%	6%	7%
Good description	34%	34%	31%	34%	36%	28%	32%	34%	49%	42%	29%	30%	34%	23%	26%	43%	34%	42%
Neither a good nor bad description	27%	27%	25%	12%	34%	29%	24%	30%	14%	18%	30%	32%	29%	54%	33%	20%	20%	22%
Bad description	3%	2%	2%	6%	3%	6%	0%	11%	5%	5%	0%	3%	5%	0%	4%	0%	11%	3%
Very bad description	1%	1%	0%	7%	0%	0%	2%	0%	3%	0%	1%	0%	0%	0%	1%	6%	0%	0%
Don t know	26%	26%	25%	37%	21%	37%	30%	18%	23%	24%	30%	27%	15%	13%	24%	25%	30%	27%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(148.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	7%	8%	6%	10%	9%	5%	8%	7%	5%	7%	7%	6%	7%	9%	8%
Good description	29%	31%	28%	41%	35%	27%	23%	27%	24%	31%	35%	24%	24%	41%	19%
Neither a good nor bad description	28%	31%	26%	20%	35%	29%	30%	24%	29%	31%	21%	25%	31%	19%	40%
Bad description	6%	8%	5%	9%	3%	9%	7%	7%	3%	7%	7%	4%	7%	8%	1%
Very bad description	3%	3%	2%	4%	3%	3%	2%	3%	1%	3%	2%	2%	2%	2%	3%
Don t know	27%	20%	33%	16%	15%	27%	30%	32%	38%	21%	28%	39%	29%	22%	28%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(148.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	7%	10%	7%	7%	6%	6%	12%	6%	3%	9%	6%	7%
Good description	29%	16%	30%	30%	35%	22%	30%	31%	31%	20%	29%	29%
Neither a good nor bad description	28%	26%	24%	30%	31%	35%	25%	26%	36%	38%	28%	29%
Bad description	6%	5%	6%	5%	7%	7%	7%	7%	3%	6%	7%	6%
Very bad description	3%	4%	2%	3%	1%	5%	4%	3%	1%	4%	3%	3%
Don t know	27%	40%	32%	24%	19%	24%	21%	27%	25%	23%	27%	26%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(148.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	7%	6%	5%	2%	5%	5%	8%	7%	9%	10%	5%	11%	7%	0%	8%	4%	6%	11%
Good description	29%	33%	23%	27%	32%	14%	35%	20%	30%	26%	27%	27%	36%	33%	23%	24%	29%	39%
Neither a good nor bad description	28%	29%	31%	19%	34%	29%	24%	38%	35%	24%	28%	34%	31%	29%	32%	30%	4%	22%
Bad description	6%	4%	5%	6%	4%	9%	3%	20%	2%	8%	6%	0%	8%	26%	7%	11%	17%	4%
Very bad description	3%	4%	6%	7%	3%	3%	3%	0%	1%	5%	2%	0%	4%	0%	3%	6%	0%	0%
Don t know	27%	25%	30%	39%	21%	40%	28%	15%	23%	27%	32%	27%	13%	13%	28%	26%	45%	24%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(149.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	7%	9%	6%	10%	12%	6%	8%	6%	5%	7%	10%	5%	7%	17%	5%
Good description	21%	21%	22%	33%	21%	19%	18%	18%	22%	22%	24%	22%	17%	24%	15%
Neither a good nor bad description	32%	34%	30%	32%	41%	27%	29%	30%	30%	33%	27%	29%	32%	36%	46%
Bad description	9%	11%	8%	8%	8%	14%	11%	10%	3%	13%	6%	5%	9%	7%	0%
Very bad description	5%	7%	4%	7%	5%	8%	4%	5%	3%	6%	6%	3%	6%	0%	8%
Don t know	25%	19%	30%	11%	13%	26%	30%	30%	37%	19%	27%	37%	28%	16%	26%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(149.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Transparent

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	7%	8%	10%	6%	7%	5%	12%	7%	7%	6%	7%	8%
Good description	21%	20%	19%	22%	25%	19%	24%	22%	21%	20%	20%	21%
Neither a good nor bad description	32%	28%	31%	34%	33%	32%	32%	31%	34%	36%	32%	32%
Bad description	9%	4%	8%	9%	11%	15%	10%	9%	10%	13%	9%	9%
Very bad description	5%	5%	4%	6%	7%	5%	6%	5%	3%	6%	6%	5%
Don't know	25%	35%	30%	23%	18%	25%	16%	25%	26%	20%	26%	25%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(149.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	7%	6%	6%	0%	5%	1%	8%	10%	9%	13%	9%	8%	8%	0%	8%	11%	0%	8%
Good description	21%	28%	26%	18%	22%	18%	16%	17%	23%	16%	19%	27%	16%	0%	17%	18%	8%	30%
Neither a good nor bad description	32%	30%	26%	19%	41%	28%	41%	58%	31%	28%	30%	22%	44%	70%	36%	30%	30%	23%
Bad description	9%	7%	9%	11%	7%	16%	8%	0%	6%	12%	7%	10%	11%	17%	9%	8%	9%	11%
Very bad description	5%	6%	5%	13%	3%	6%	3%	0%	9%	1%	4%	5%	6%	0%	5%	8%	17%	5%
Don t know	25%	23%	27%	39%	21%	31%	25%	15%	22%	30%	30%	27%	14%	13%	25%	25%	35%	23%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(150.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	6%	9%	5%	14%	7%	5%	8%	5%	4%	7%	7%	4%	6%	14%	5%
Good description	19%	23%	17%	21%	29%	19%	17%	16%	15%	23%	19%	16%	15%	16%	21%
Neither a good nor bad description	31%	32%	31%	36%	31%	37%	28%	29%	28%	33%	31%	26%	32%	35%	39%
Bad description	7%	7%	7%	4%	12%	7%	5%	7%	3%	8%	3%	5%	7%	9%	0%
Very bad description	3%	4%	3%	5%	3%	4%	3%	3%	3%	4%	4%	3%	1%	2%	3%
Don t know	33%	26%	38%	20%	19%	28%	38%	40%	47%	25%	36%	45%	39%	24%	32%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(150.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	6%	6%	7%	8%	4%	7%	10%	6%	4%	9%	6%	7%
Good description	19%	13%	17%	19%	28%	17%	23%	20%	21%	11%	19%	20%
Neither a good nor bad description	31%	29%	29%	35%	31%	34%	29%	33%	35%	38%	32%	32%
Bad description	7%	7%	4%	7%	9%	8%	10%	5%	5%	14%	6%	6%
Very bad description	3%	4%	4%	4%	3%	3%	4%	3%	3%	6%	4%	3%
Don t know	33%	42%	40%	28%	25%	31%	24%	33%	31%	22%	33%	32%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(150.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	6%	9%	2%	0%	5%	1%	8%	3%	15%	6%	7%	14%	3%	0%	5%	0%	8%	8%
Good description	19%	19%	17%	13%	14%	14%	16%	23%	22%	27%	20%	18%	19%	10%	14%	31%	18%	25%
Neither a good nor bad description	31%	33%	39%	19%	29%	37%	27%	39%	27%	18%	29%	23%	38%	29%	43%	28%	20%	27%
Bad description	7%	4%	7%	12%	4%	7%	4%	0%	4%	10%	8%	0%	11%	0%	5%	6%	17%	8%
Very bad description	3%	4%	5%	7%	6%	2%	3%	9%	7%	4%	4%	5%	0%	0%	3%	6%	0%	2%
Don t know	33%	31%	29%	50%	42%	39%	43%	27%	24%	35%	33%	41%	29%	61%	29%	30%	37%	30%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(151.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	7%	8%	6%	13%	7%	7%	7%	5%	4%	6%	9%	5%	8%	11%	8%
Good description	24%	27%	21%	28%	34%	19%	19%	20%	22%	27%	21%	22%	20%	26%	12%
Neither a good nor bad description	29%	30%	29%	28%	31%	34%	29%	28%	25%	29%	35%	26%	30%	26%	44%
Bad description	5%	6%	4%	7%	5%	8%	6%	5%	2%	7%	1%	2%	6%	10%	0%
Very bad description	4%	4%	4%	6%	4%	4%	4%	4%	2%	5%	1%	3%	2%	7%	3%
Don t know	31%	25%	36%	18%	18%	29%	35%	37%	45%	25%	33%	43%	33%	20%	32%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(151.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	7%	7%	8%	6%	7%	6%	12%	6%	5%	8%	6%	7%
Good description	24%	17%	23%	26%	29%	14%	24%	25%	26%	23%	22%	24%
Neither a good nor bad description	29%	28%	25%	33%	29%	35%	30%	30%	30%	34%	30%	30%
Bad description	5%	2%	5%	3%	6%	14%	7%	4%	6%	9%	6%	5%
Very bad description	4%	5%	3%	5%	3%	4%	3%	4%	3%	5%	4%	4%
Don't know	31%	41%	37%	27%	26%	27%	24%	32%	30%	22%	31%	31%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(151.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	7%	9%	7%	0%	0%	1%	7%	3%	8%	6%	8%	10%	7%	0%	5%	11%	0%	9%
Good description	24%	28%	21%	16%	33%	20%	30%	17%	25%	21%	23%	13%	20%	0%	22%	26%	8%	28%
Neither a good nor bad description	29%	23%	33%	18%	31%	31%	24%	48%	20%	22%	29%	26%	44%	56%	38%	24%	42%	28%
Bad description	5%	5%	5%	17%	3%	4%	0%	0%	9%	14%	3%	0%	8%	0%	6%	0%	3%	6%
Very bad description	4%	4%	6%	16%	0%	5%	5%	0%	3%	0%	4%	5%	1%	0%	2%	11%	8%	2%
Don t know	31%	31%	28%	33%	32%	40%	34%	33%	35%	37%	34%	46%	20%	44%	27%	27%	38%	27%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(152.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	5%	6%	4%	10%	4%	6%	4%	6%	3%	4%	10%	3%	5%	11%	5%
Good description	19%	20%	19%	22%	23%	15%	18%	14%	25%	20%	17%	22%	20%	18%	12%
Neither a good nor bad description	32%	33%	31%	28%	39%	35%	35%	33%	23%	35%	29%	28%	29%	31%	45%
Bad description	10%	12%	9%	15%	12%	12%	8%	10%	6%	13%	9%	6%	10%	15%	7%
Very bad description	4%	5%	3%	6%	4%	5%	3%	3%	2%	5%	1%	2%	4%	0%	3%
Don t know	29%	24%	34%	19%	18%	28%	33%	34%	41%	23%	33%	40%	32%	24%	28%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(152.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Unbiased

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	5%	4%	8%	3%	6%	4%	7%	5%	4%	3%	5%	5%
Good description	19%	14%	20%	21%	21%	15%	16%	22%	22%	15%	18%	19%
Neither a good nor bad description	32%	29%	28%	35%	35%	34%	39%	31%	34%	36%	33%	32%
Bad description	10%	9%	10%	9%	12%	18%	11%	10%	8%	18%	10%	11%
Very bad description	4%	2%	2%	5%	5%	4%	3%	3%	5%	6%	4%	4%
Don't know	29%	41%	33%	27%	22%	26%	23%	29%	27%	23%	30%	29%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(152.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	5%	5%	2%	0%	6%	0%	4%	13%	4%	1%	8%	7%	9%	0%	5%	0%	0%	5%
Good description	19%	23%	16%	7%	19%	19%	24%	0%	13%	25%	17%	15%	16%	36%	20%	27%	8%	22%
Neither a good nor bad description	32%	29%	39%	29%	43%	27%	28%	53%	37%	32%	32%	32%	39%	29%	33%	31%	29%	30%
Bad description	10%	10%	13%	14%	0%	15%	7%	17%	15%	3%	9%	10%	11%	0%	13%	6%	33%	11%
Very bad description	4%	6%	9%	7%	0%	2%	3%	0%	9%	1%	2%	5%	2%	0%	3%	8%	0%	4%
Don t know	29%	28%	21%	43%	32%	37%	34%	16%	22%	37%	33%	31%	24%	36%	26%	29%	30%	28%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(153.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	3%	4%	3%	8%	4%	2%	2%	2%	3%	4%	6%	3%	1%	5%	5%
Good description	11%	12%	10%	20%	12%	14%	10%	7%	6%	13%	12%	5%	14%	15%	1%
Neither a good nor bad description	27%	29%	25%	24%	34%	31%	27%	27%	18%	30%	25%	20%	24%	27%	46%
Bad description	23%	25%	22%	22%	28%	20%	20%	24%	25%	25%	17%	25%	24%	23%	12%
Very bad description	7%	9%	5%	7%	6%	6%	7%	9%	7%	7%	7%	8%	4%	10%	4%
Don t know	29%	21%	34%	19%	16%	27%	34%	31%	41%	21%	34%	40%	33%	20%	32%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(153.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	3%	6%	3%	3%	3%	3%	5%	4%	2%	4%	3%	3%
Good description	11%	9%	10%	12%	13%	5%	11%	12%	6%	13%	10%	11%
Neither a good nor bad description	27%	20%	26%	26%	29%	34%	32%	25%	34%	33%	26%	27%
Bad description	23%	18%	21%	26%	26%	25%	22%	23%	25%	26%	24%	24%
Very bad description	7%	7%	8%	6%	8%	6%	8%	8%	6%	6%	7%	7%
Don t know	29%	42%	33%	27%	20%	26%	22%	29%	27%	18%	29%	28%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(153.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	3%	3%	4%	7%	6%	2%	8%	0%	12%	0%	5%	5%	3%	0%	2%	6%	0%	0%
Good description	11%	7%	13%	6%	18%	14%	11%	14%	10%	5%	11%	9%	9%	0%	10%	25%	19%	15%
Neither a good nor bad description	27%	27%	35%	18%	34%	22%	25%	44%	16%	22%	25%	25%	31%	46%	31%	37%	7%	25%
Bad description	23%	30%	18%	26%	5%	19%	13%	18%	24%	30%	21%	23%	26%	26%	23%	14%	21%	26%
Very bad description	7%	4%	3%	5%	8%	7%	16%	0%	15%	3%	5%	11%	8%	10%	8%	0%	8%	9%
Don t know	29%	29%	28%	39%	28%	37%	27%	24%	23%	40%	33%	27%	22%	19%	26%	18%	45%	24%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(154.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Slow

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Very good description	2%	2%	2%	6%	3%	2%	0%	1%	1%	2%	1%	1%	3%	0%	5%
Good description	5%	6%	5%	14%	5%	5%	5%	3%	3%	6%	5%	2%	6%	11%	8%
Neither a good nor bad description	28%	32%	24%	23%	30%	32%	28%	29%	22%	31%	26%	24%	25%	28%	22%
Bad description	25%	25%	25%	22%	32%	25%	23%	24%	23%	29%	25%	22%	25%	17%	19%
Very bad description	10%	11%	9%	12%	13%	9%	12%	9%	7%	11%	8%	9%	9%	14%	2%
Don't know	30%	23%	35%	23%	17%	27%	31%	34%	44%	21%	35%	42%	32%	30%	43%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(154.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Slow

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Very good description	2%	3%	1%	3%	1%	3%	3%	1%	1%	2%	1%	2%
Good description	5%	5%	3%	5%	9%	4%	7%	6%	3%	5%	5%	5%
Neither a good nor bad description	28%	24%	24%	29%	29%	33%	30%	25%	35%	41%	29%	27%
Bad description	25%	17%	26%	27%	26%	24%	25%	27%	27%	18%	24%	26%
Very bad description	10%	7%	11%	9%	12%	9%	9%	11%	9%	14%	9%	10%
Don't know	30%	44%	35%	27%	22%	27%	27%	30%	26%	21%	32%	30%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(154.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Very good description	2%	3%	2%	0%	0%	0%	0%	0%	3%	0%	4%	0%	0%	0%	3%	6%	0%	0%
Good description	5%	3%	12%	0%	16%	4%	7%	14%	5%	4%	3%	6%	4%	6%	5%	14%	10%	5%
Neither a good nor bad description	28%	26%	35%	14%	34%	32%	24%	36%	19%	29%	28%	26%	21%	12%	35%	26%	22%	26%
Bad description	25%	29%	14%	28%	11%	22%	17%	21%	35%	27%	24%	19%	44%	53%	17%	20%	22%	30%
Very bad description	10%	10%	14%	13%	8%	8%	16%	0%	8%	3%	7%	17%	8%	17%	16%	0%	0%	14%
Don t know	30%	29%	24%	45%	31%	34%	36%	30%	31%	36%	34%	32%	22%	13%	24%	34%	46%	25%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(155.A) Have you ever used Google Search to keep up to date with the latest Government advice on Covid-19?

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	1010	487	522	74	135	232	254	185	130	526	103	162	147	41	29
Weighted	1010	433	576	116	193	196	105	182	218	444	97	226	149	61	31
Yes, I have done this	62%	58%	66%	66%	74%	69%	64%	55%	50%	68%	72%	51%	56%	67%	56%
No, I have not done this	33%	37%	30%	27%	23%	25%	33%	41%	46%	28%	24%	45%	37%	28%	41%
Don't know	4%	5%	4%	7%	3%	6%	4%	4%	4%	4%	5%	4%	8%	5%	2%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(155.B) Have you ever used Google Search to keep up to date with the latest Government advice on Covid-19?

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	1010	93	275	329	223	82	166	551	153	67	799	991
Weighted	1010	103	295	302	218	83	183	542	134	66	770	984
Yes, I have done this	62%	62%	59%	62%	66%	69%	56%	66%	65%	60%	62%	63%
No, I have not done this	33%	34%	38%	31%	32%	27%	38%	30%	33%	40%	33%	32%
Don't know	4%	5%	3%	7%	2%	4%	6%	4%	2%	0%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(155.C) Have you ever used Google Search to keep up to date with the latest Government advice on Covid-19?

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	1010	152	37	21	24	42	50	18	44	53	168	26	63	7	152	28	16	108
Weighted	1010	180	27	22	26	46	50	13	43	53	163	23	60	7	143	31	14	108
Yes, I have done this	62%	64%	70%	59%	62%	52%	58%	51%	66%	56%	61%	66%	65%	39%	69%	59%	45%	66%
No, I have not done this	33%	32%	29%	23%	34%	42%	39%	49%	32%	38%	35%	27%	33%	61%	28%	27%	44%	31%
Don't know	4%	5%	1%	17%	4%	6%	3%	0%	2%	5%	4%	8%	2%	0%	3%	14%	11%	3%

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

## Public First Poll for Google Spain (Consumer)

(156.A) Have you ever used Google Maps to help find any of the following? Please select all that apply.

	Total	Gender		Age Group						Work Status					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	
Unweighted	928	451	476	72	132	219	244	163	98	504	96	126	133	41	26
Weighted	909	396	512	113	188	185	101	160	163	424	91	171	132	61	27
Stores which sell local products	59%	60%	59%	62%	68%	62%	58%	52%	53%	63%	64%	52%	50%	67%	64%
Product or item repair stores	46%	47%	45%	43%	48%	45%	46%	48%	44%	45%	52%	41%	46%	48%	58%
Don't know	4%	4%	4%	7%	5%	4%	3%	3%	2%	3%	4%	2%	8%	9%	3%
Thrift shops	33%	32%	33%	47%	31%	45%	33%	25%	19%	36%	33%	18%	38%	43%	31%
Stores which sell products in bulk	19%	20%	18%	34%	25%	19%	17%	14%	8%	21%	28%	10%	11%	35%	23%
Stores which sell recycled products	14%	19%	11%	16%	18%	15%	13%	11%	11%	15%	17%	10%	13%	20%	5%
Charity stores	11%	11%	11%	17%	13%	12%	12%	10%	4%	15%	10%	3%	7%	19%	9%
None of the above	19%	16%	22%	11%	11%	12%	22%	27%	32%	16%	13%	34%	20%	7%	16%

*Note:*

BASE: Google Maps users

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

## Public First Poll for Google Spain (Consumer)

(156.B) Have you ever used Google Maps to help find any of the following? Please select all that apply.

	Total	Education level					Grouped Income				Android User	Google Search User
		Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000	Android User	Google Search User
Unweighted	928	73	243	307	216	81	142	515	148	64	732	917
Weighted	909	75	252	282	210	82	153	500	128	62	688	895
Stores which sell local products	59%	52%	53%	64%	61%	64%	60%	61%	57%	58%	59%	60%
Product or item repair stores	46%	48%	44%	51%	42%	41%	44%	49%	44%	38%	46%	46%
Don't know	4%	5%	6%	3%	3%	1%	5%	3%	3%	3%	4%	4%
Thrift shops	33%	41%	29%	38%	31%	26%	34%	35%	30%	29%	33%	33%
Stores which sell products in bulk	19%	20%	17%	18%	22%	20%	25%	19%	16%	25%	18%	19%
Stores which sell recycled products	14%	13%	12%	13%	17%	16%	13%	15%	16%	12%	14%	14%
Charity stores	11%	10%	7%	10%	15%	16%	10%	12%	10%	16%	10%	11%
None of the above	19%	22%	23%	18%	15%	20%	15%	18%	24%	17%	21%	19%

*Note:*

BASE: Google Maps users

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions

(156.C) Have you ever used Google Maps to help find any of the following? Please select all that apply.

	Total	Region																
		Andalusia	Aragon	Asturias	Balearic Islands	Basque Country	Canary Islands	Cantabria	Castilla La Mancha	Castille and Leon	Catalonia	Extremadura	Galicia	La Rioja	Madrid	Murcia	Navarre	Valencia
Unweighted	928	136	32	19	22	39	47	16	40	47	161	24	58	6	145	27	13	96
Weighted	909	154	23	19	24	44	45	11	37	47	153	21	55	6	136	30	12	93
Stores which sell local products	59%	62%	63%	53%	54%	46%	71%	63%	60%	62%	59%	53%	63%	45%	57%	54%	52%	63%
Product or item repair stores	46%	56%	70%	39%	48%	29%	54%	51%	44%	31%	46%	32%	40%	43%	44%	49%	38%	44%
Don't know	4%	3%	0%	7%	4%	10%	4%	13%	5%	5%	3%	6%	2%	0%	4%	5%	15%	3%
Thrift shops	33%	39%	36%	24%	13%	24%	28%	34%	27%	28%	34%	15%	37%	0%	40%	22%	28%	36%
Stores which sell products in bulk	19%	17%	22%	12%	24%	14%	13%	13%	14%	24%	21%	18%	21%	0%	21%	26%	0%	20%
Stores which sell recycled products	14%	15%	33%	12%	10%	8%	7%	29%	13%	10%	15%	0%	23%	12%	15%	13%	0%	13%
Charity stores	11%	13%	17%	12%	2%	11%	10%	22%	9%	6%	10%	3%	14%	0%	13%	15%	0%	10%
None of the above	19%	12%	16%	22%	30%	22%	17%	11%	26%	21%	25%	18%	20%	43%	20%	16%	17%	13%

*Note:*

BASE: Google Maps users

Fieldwork: 10th May - 19th May 2023

Data weighted by interlocking age & gender, region, and education level to Nationally Representative Proportions