Generative AI and News Report 2026

Findings for Finland

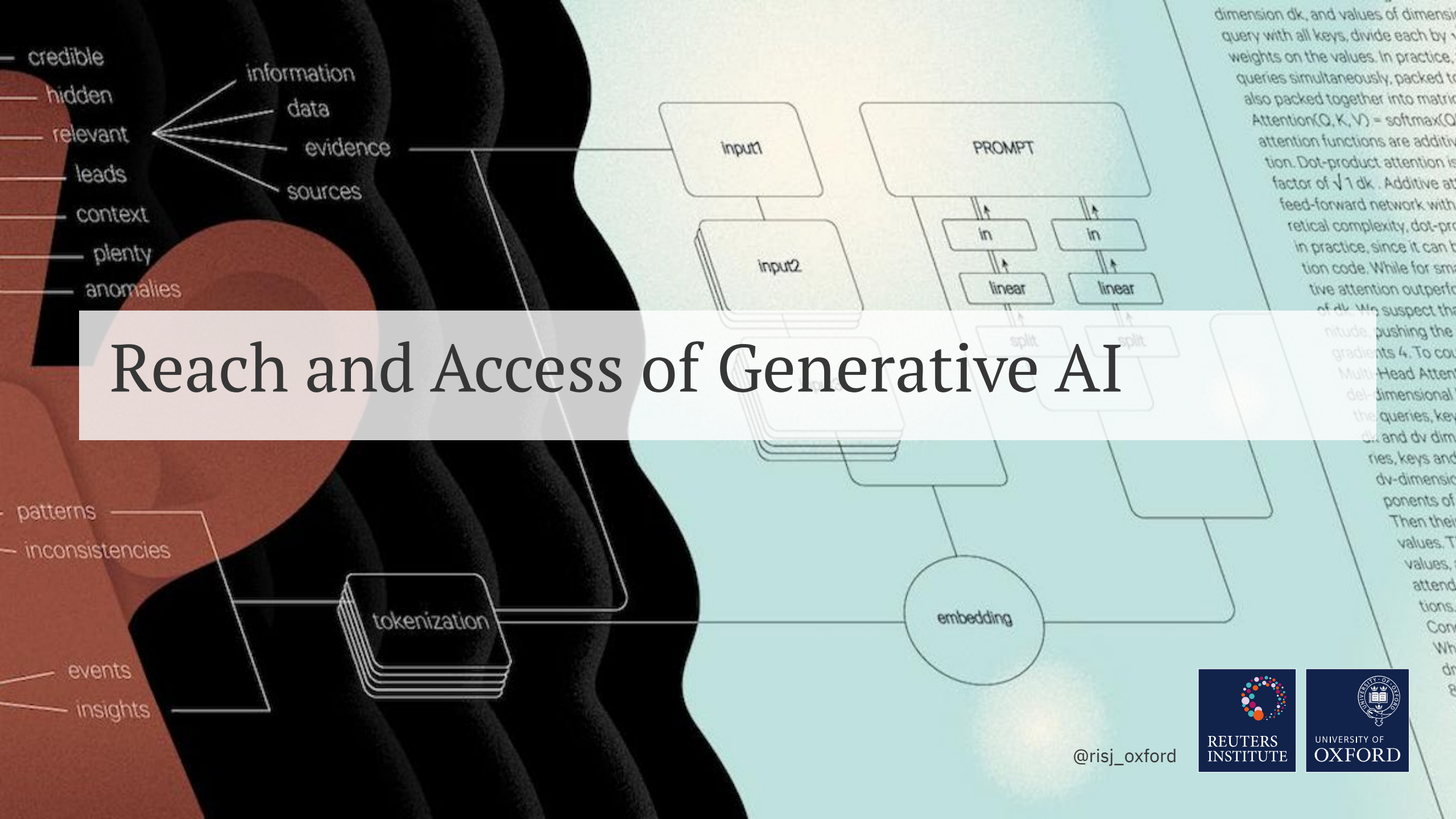
27/10/2026

Prepared by the Reuters Institute for the Study of Journalism

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Reach and Access of Generative AI

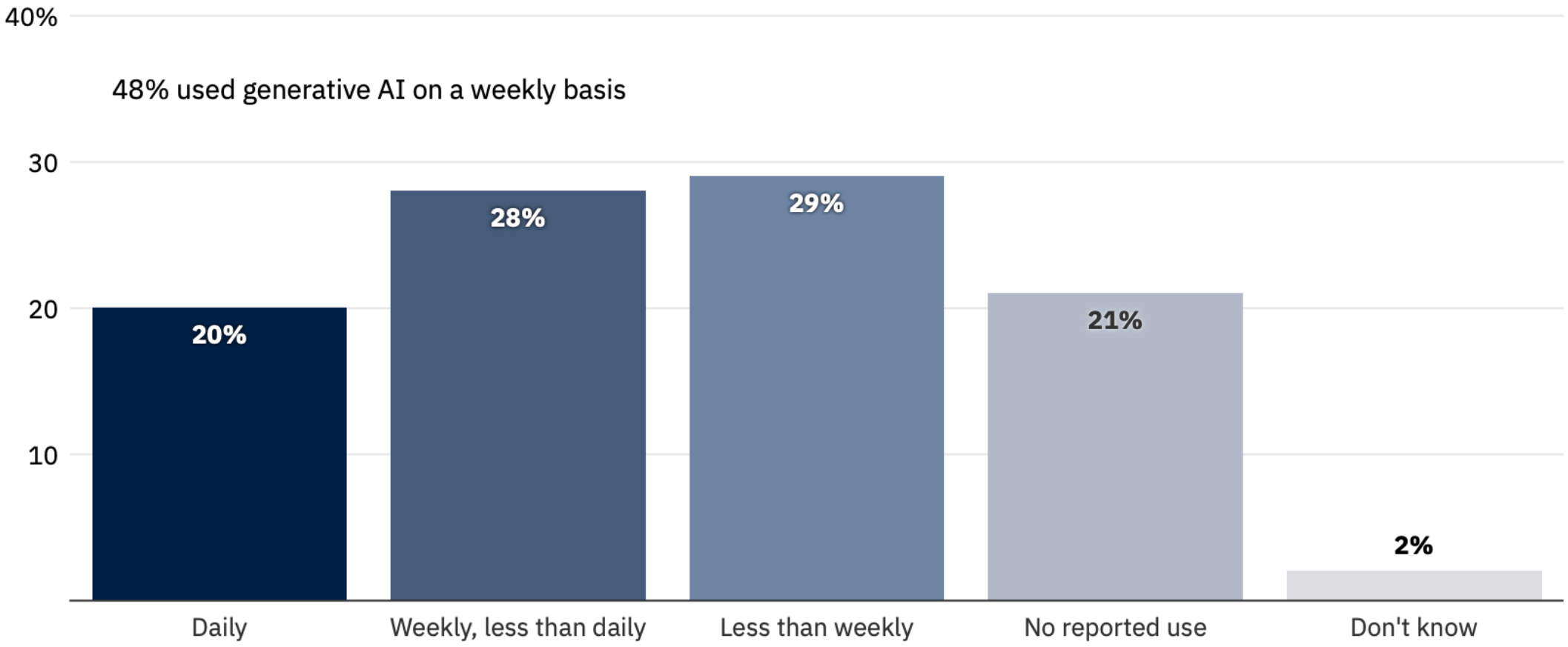
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Proportion who used a generative AI system in the last week

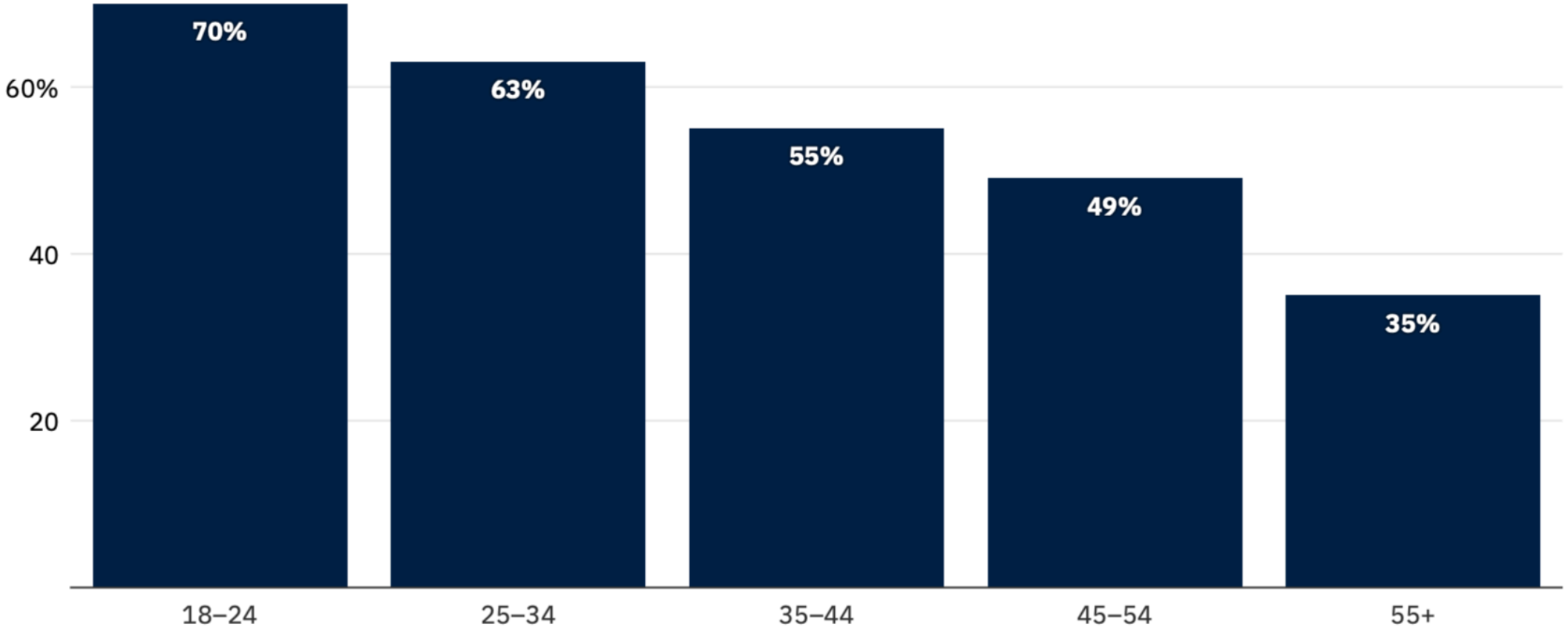
In Finland, 20% say they use generative AI on a daily basis, while 48% say they do so on a weekly basis.



AI_branduse. How often, if at all, do you typically use each of the following generative AI chatbots or tools for any purpose? *Base: 2,030.*

Proportion who use generative AI on a weekly basis - by age group

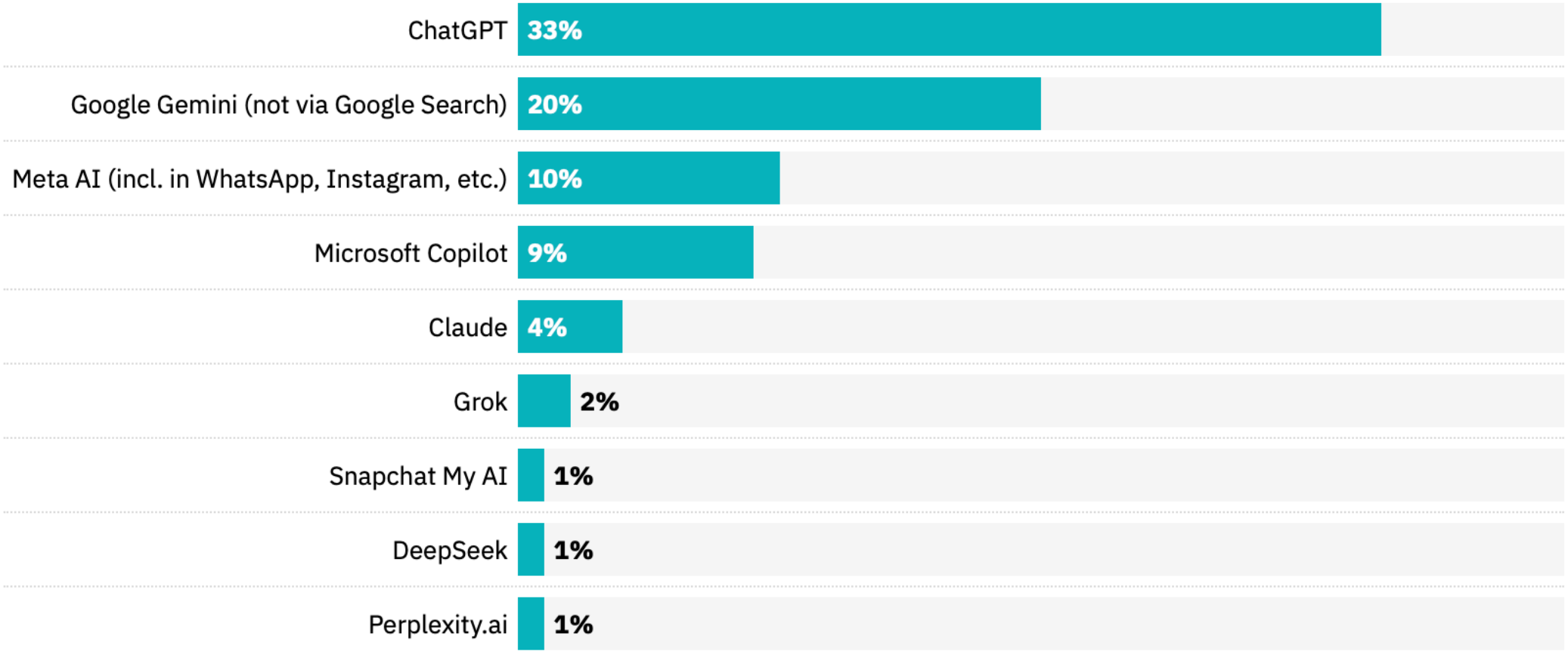
In Finland, 70% of 18-24s use generative AI on a weekly basis - twice as many as among the over 55s.



AI_branduse. How often, if at all, do you typically use each of the following generative AI chatbots or tools for any purpose? *Base: 18-24 = 186, 25-34 = 275, 35-44 = 401, 45-54 = 340, 55+ = 828.*

Proportion who use each generative AI system on a weekly basis

ChatGPT is the most widely used generative AI system, followed by Gemini, Meta AI and Copilot. The rest are used by 5% or fewer.



AI_branduse. How often, if at all, do you typically use each of the following generative AI chatbots or tools for any purpose? *Base: 2,030.*

Proportion who trusts each generative AI system

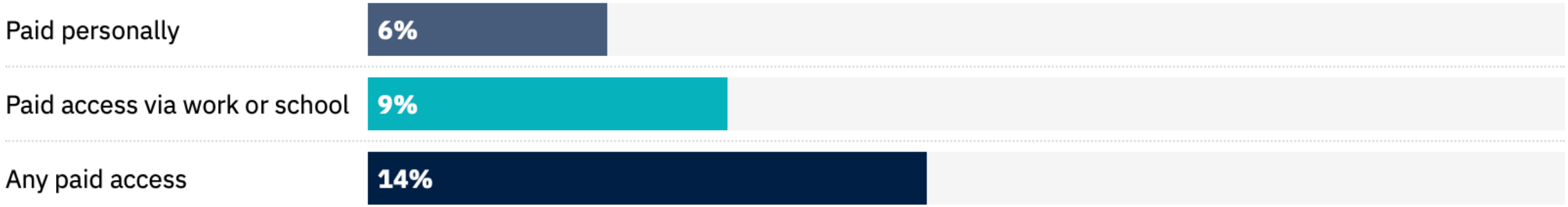
ChatGPT is the most widely trusted generative AI system, but this is partly because more people have heard of it. Gemini, Copilot and Claude are also trusted on balance.

System	Trusts	Neither	Distrusts	Don't know	Not heard of	▼ Net: Trusts
ChatGPT	42%	16%	17%	4%	22%	+25
Google Gemini	29%	12%	13%	4%	42%	+16
Microsoft Copilot	20%	9%	8%	3%	59%	+12
Claude	10%	5%	5%	3%	78%	+5
OpenClaw	1%	1%	1%	1%	96%	±0
Perplexity.ai	2%	2%	1%	1%	94%	±0
Midjourney	2%	2%	1%	1%	94%	±0
Mistral	1%	1%	2%	1%	95%	±0
Replika	1%	1%	1%	1%	96%	−1
Meta AI	18%	15%	19%	4%	44%	−1
Character.ai	1%	0%	2%	1%	96%	−1
Grok	5%	4%	7%	2%	82%	−2
DeepSeek	4%	5%	7%	3%	80%	−3
Snapchat My AI	4%	4%	9%	2%	81%	−6

AI_brandtrust. Generally speaking, how much do you trust or distrust the following generative AI chatbots or tools? *Base: 2,030.*

Proportion with paid access to generative AI systems

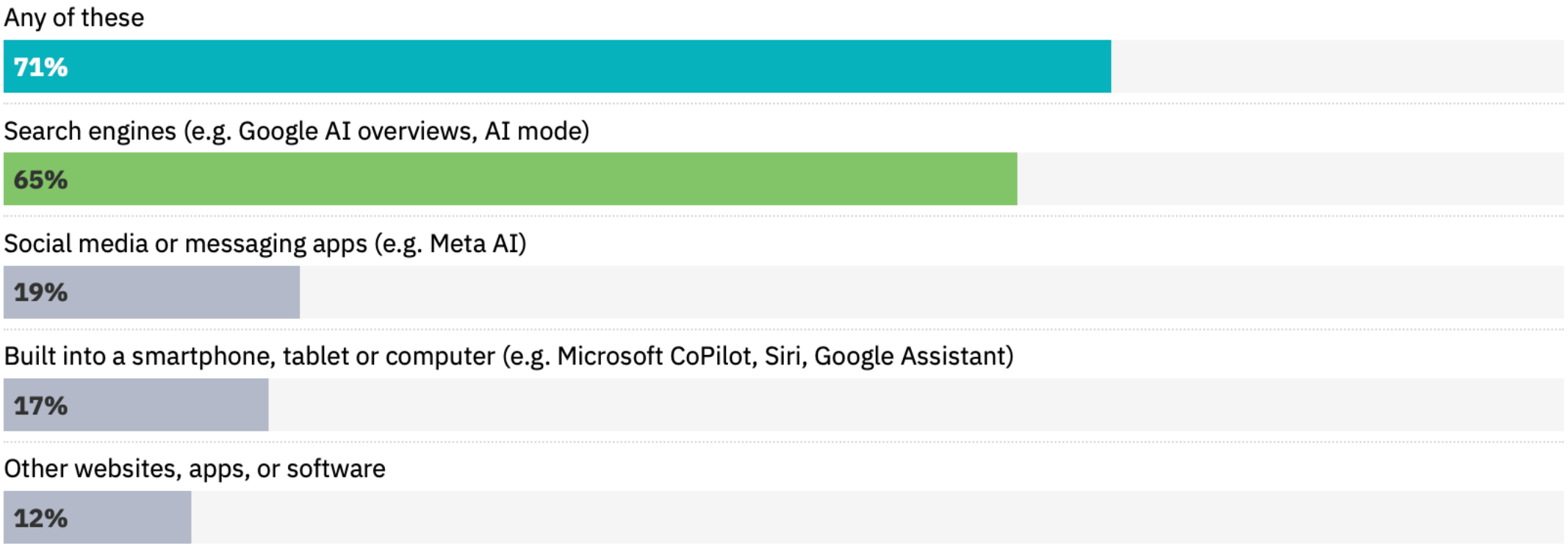
On average across nine countries, one in ten have paid personally for access to generative AI systems – but similar numbers also have access via work/school. Norway has the highest levels of paid access.



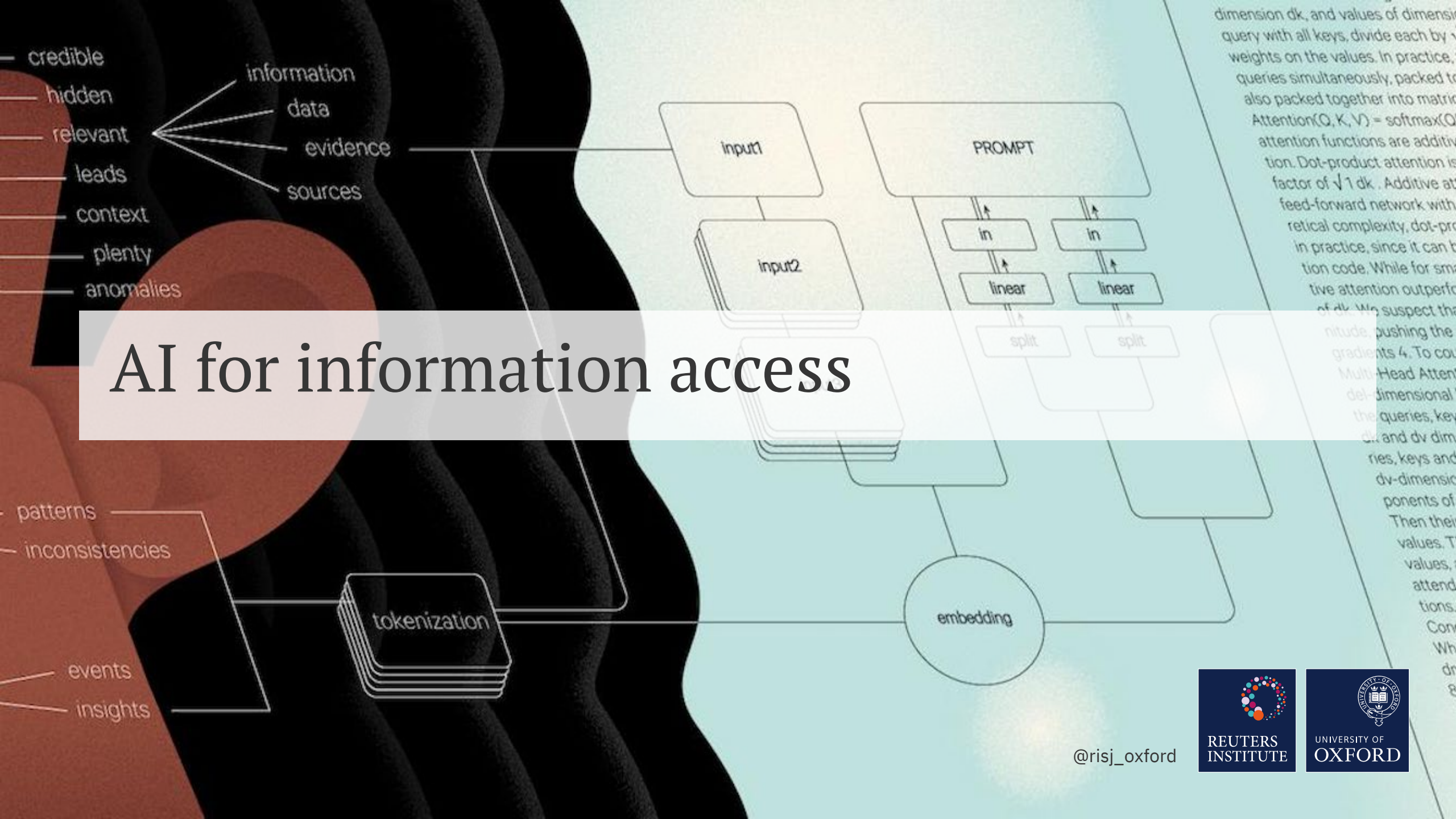
AI_payment. You said you have used a generative AI chatbot or tool... Do you have access to a paid version of any generative AI chatbots or tools (e.g. a subscription to ChatGPT Plus)? *Base: 2,030*

Proportion who engaged with AI via each in the last week

Encountering an AI response via search is still more widespread than via a standalone system like ChatGPT.



AI_anyuse1. Thinking more broadly about any websites, apps, search engines, and software you have used in the last week... Have you seen or engaged with any AI-generated answers, summaries or assistants when using any of the following in the last week? *Base: 2,030.*



AI for information access

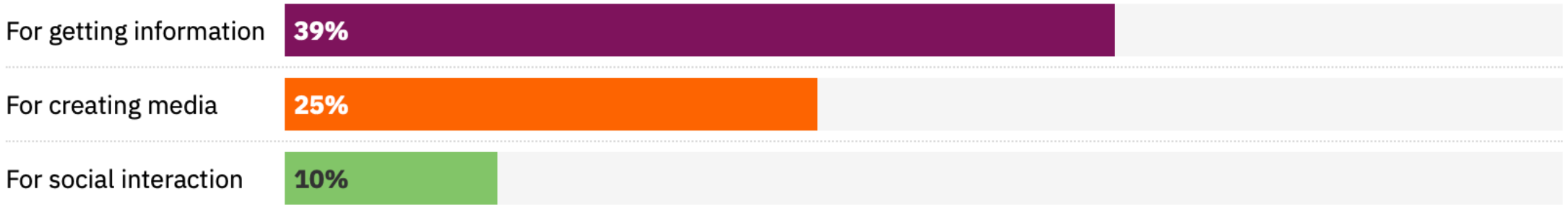
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Proportion who used a generative AI system for each in the last week

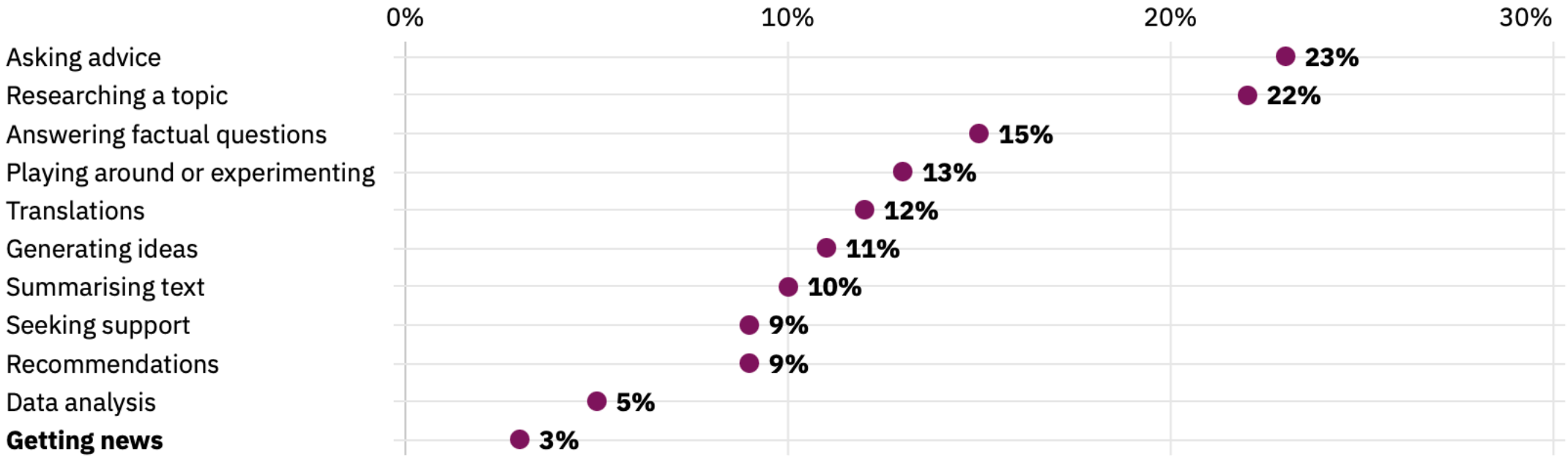
Generative AI systems to get information is more widespread that using it for creating media.



AI_outputs. Which, if any, of the following have you tried to use it for in the last week (even if it didn't work)? *Base: 2,030.*

Proportion who used a generative AI system to do each in the last week

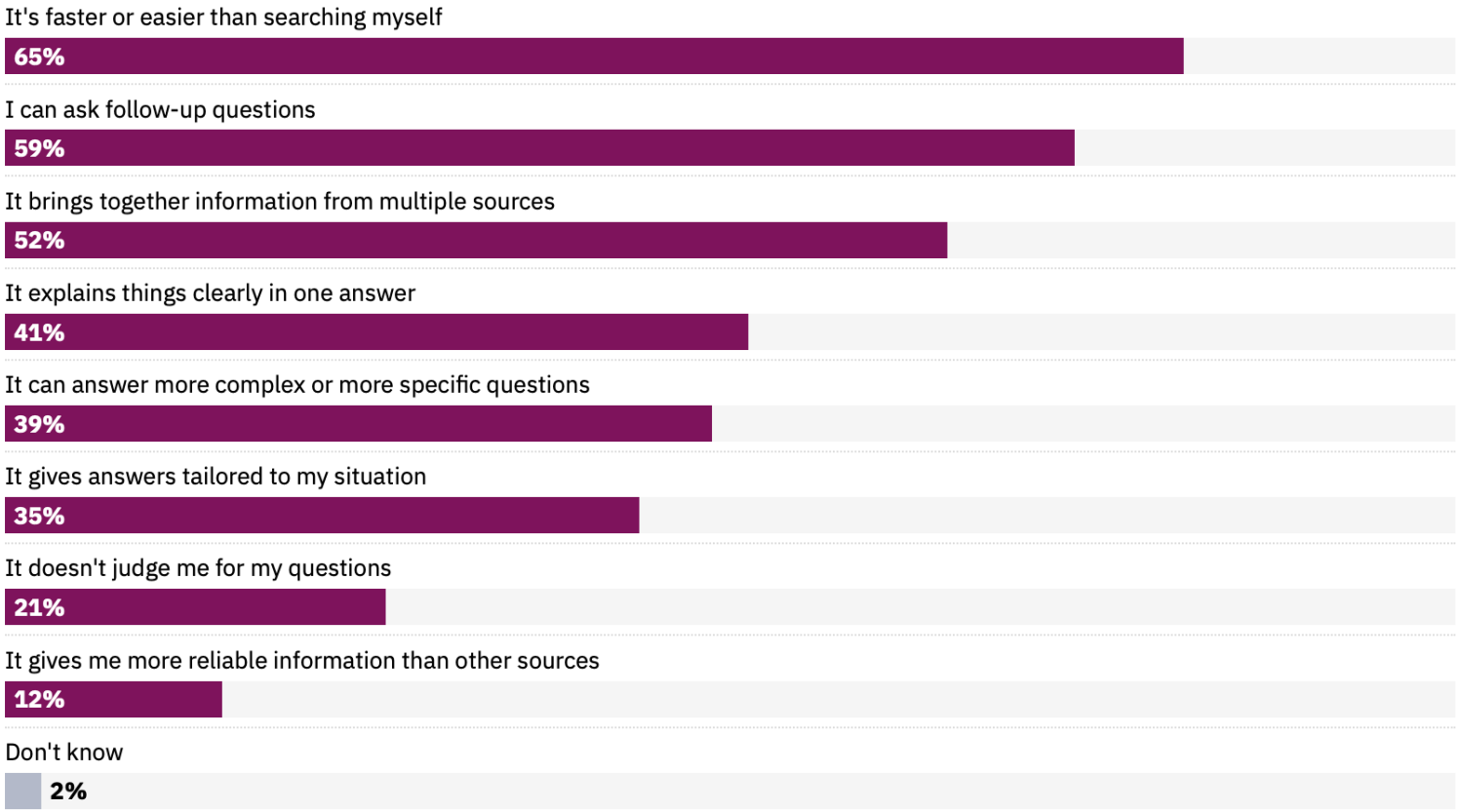
Asking advice and researching a topic are the most common information uses. Just 3% in Finland are using AI to get news.



AI_tasks_information. You said you have used a generative AI chatbot (e.g. ChatGPT) or tool for getting information or social interaction in the last week... Which, if any, of the following have you tried to use it for in the last week (even if it didn't work)? *Base: Base: 2,030*

Proportion of generative AI information retrieval users who say each is a reason why they use it

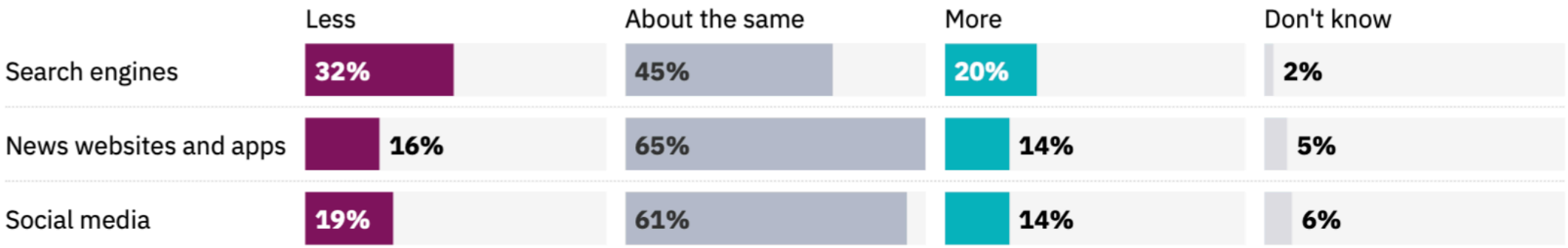
People are most likely to say that the reason they use AI for getting information is because it is faster and easier. Relatively few do it because they think it is more reliable



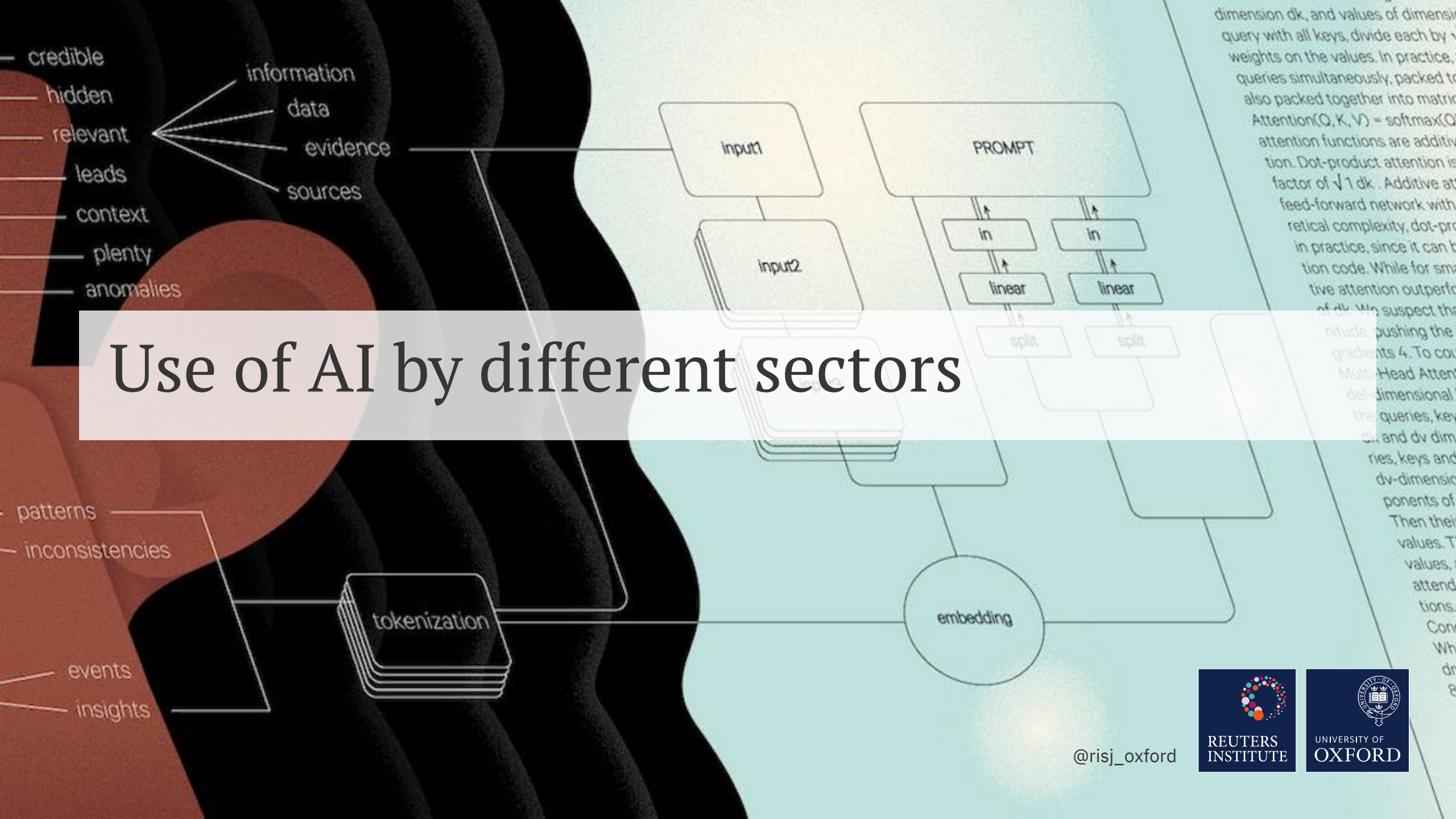
AI_why_information. You said you have used a generative AI chatbot (e.g. ChatGPT) or tool for getting information or social interaction in the last week... Why did you use an AI chatbot or tool for this instead of some of the other options available online? *Base: All who used generative AI for getting information or for social interaction in the last week = 858.*

Proportion of generative AI information retrieval users who think they are using each less

People who use a standalone generative AI system for getting information tend to think, on balance, that they are using search engines (-12pp) less.



AI_moreless_information. You said you have used a generative AI chatbot (e.g. ChatGPT) or tool for getting information or social interaction in the last week... Since you have been using generative AI for getting information or social interaction, do you think you are now using each of the following more or less? *Base: All who used generative AI for getting information or for social interaction in the last week = 858.*



Use of AI by different sectors

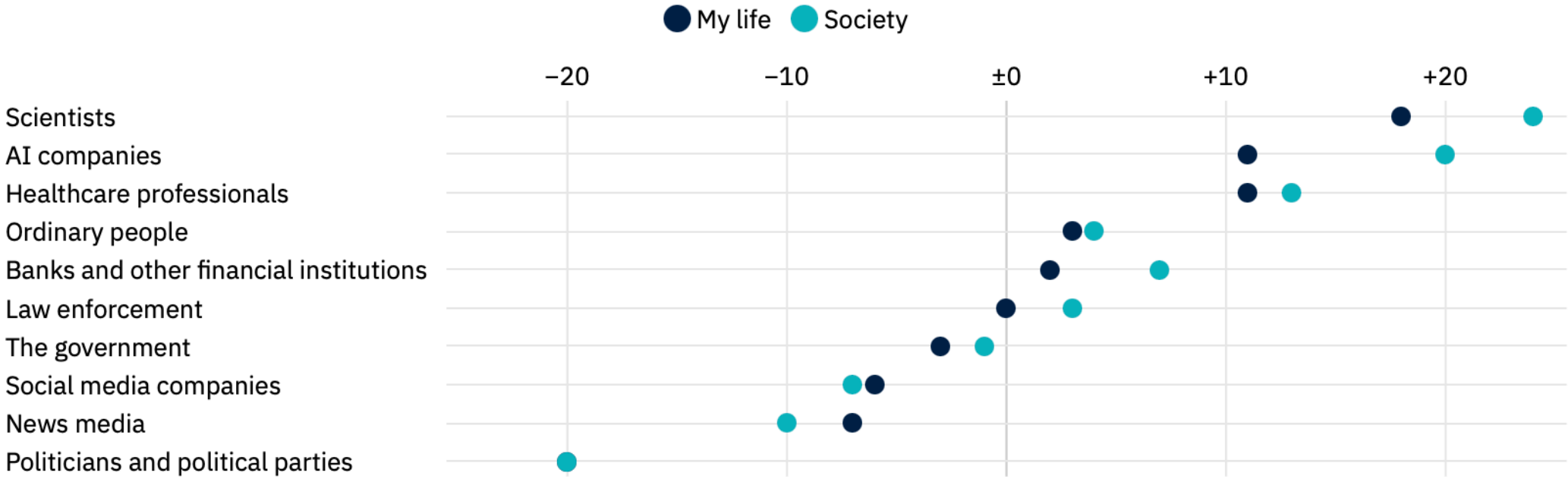
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Percentage point difference between the proportion who think the use of generative AI by each of the following will make their lives/society vs worse

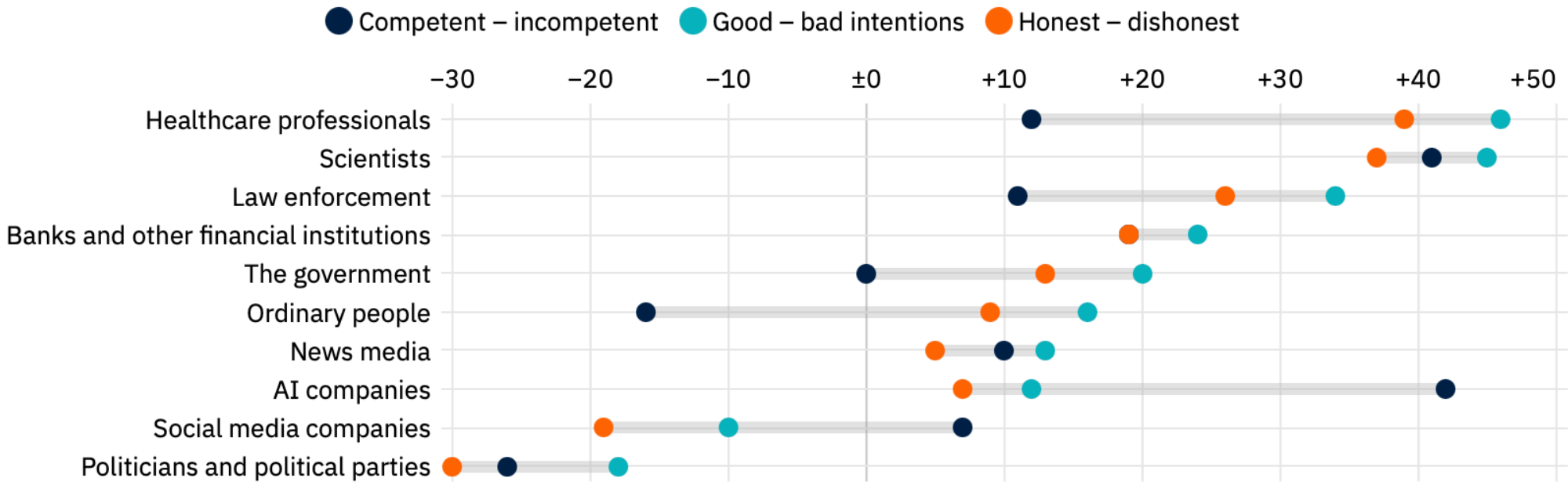
People are positive about the impact of AI use by scientists, healthcare professionals, and the AI companies themselves. They tend to be negative about the impact of use by the news media, social media companies and, especially, politicians and political parties.



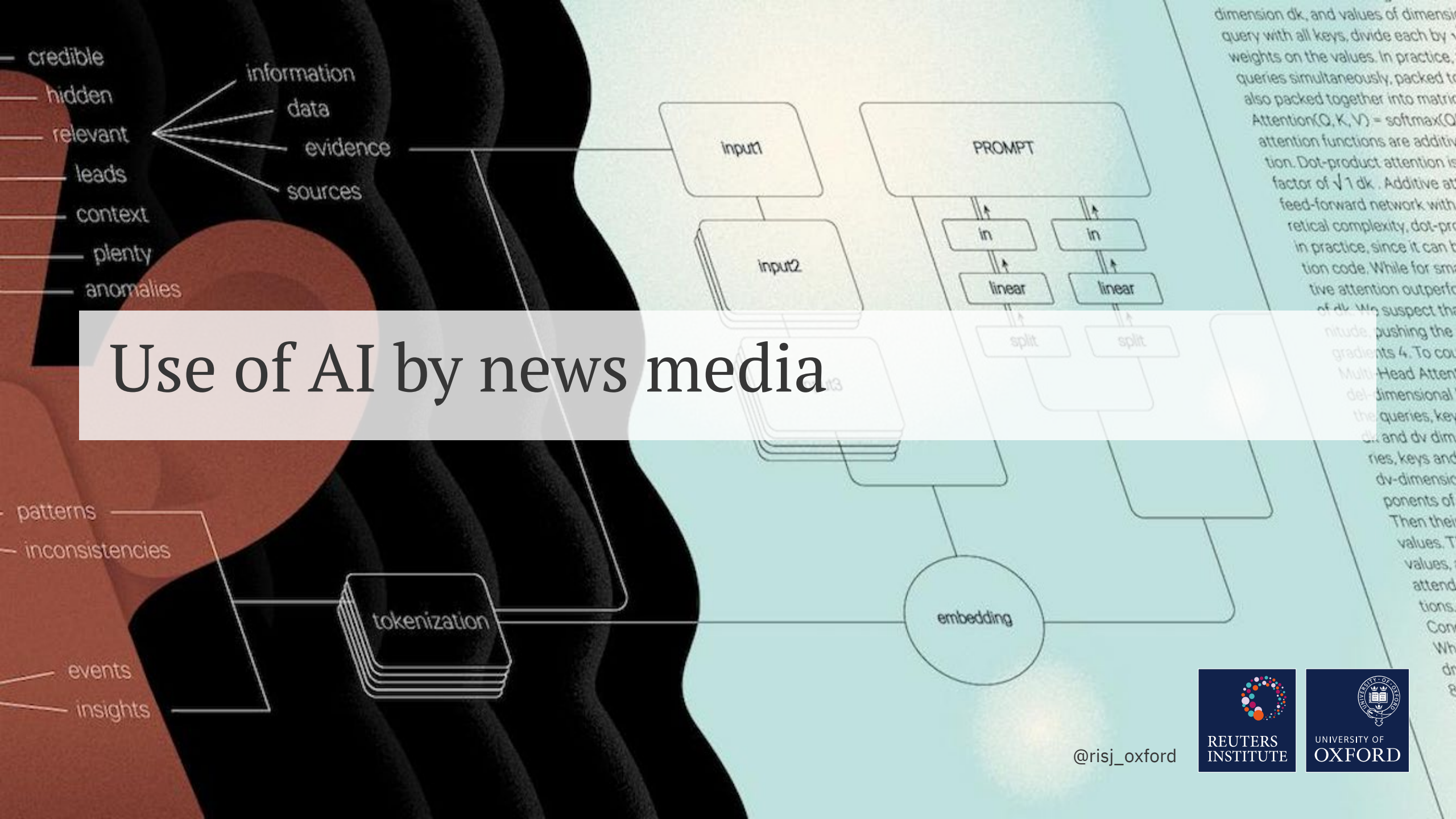
AI_actorsbetterpersonal/society. How much better or worse do you think each of the following's use of generative AI will make your life/society?
Base: 2,030.

Percentage point difference between those who think the AI use by each of the following will be positive and those who think it will be negative

People tend to think that most societal actors have good intentions, but lack either competence or honesty. News media is seen as competent, honest and good intentioned on average.



AI_actorscompetence. On balance, do you think each of the following are competent or incompetent when it comes to their use of generative AI? **AI_actorsbenevolence.** On balance, do you think each of the following will have good intentions or bad intentions when it comes to their use of generative AI? **AI_actorsintegrity.** On balance, do you think each of the following will be honest or dishonest when it comes to their use of generative AI? *Base: 2,030*



Use of AI by news media

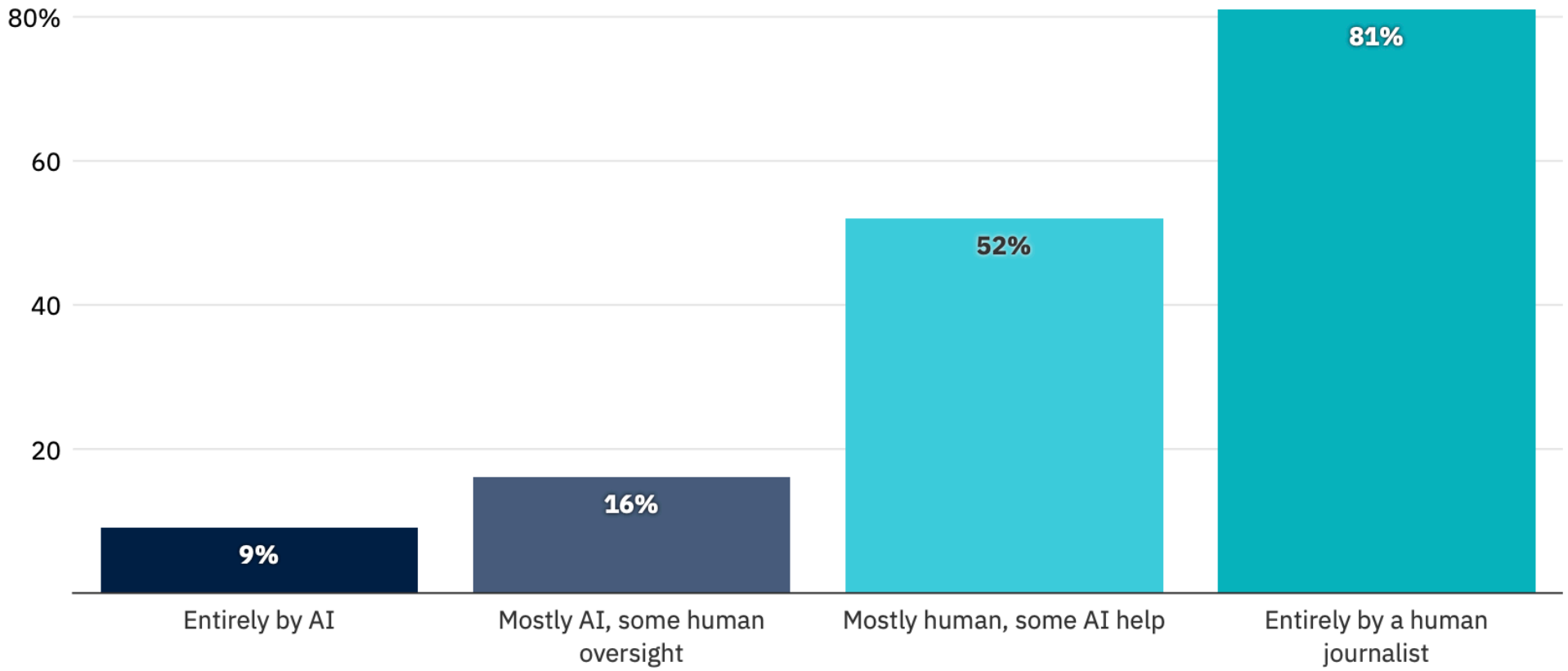
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Proportion comfortable with news made in each way

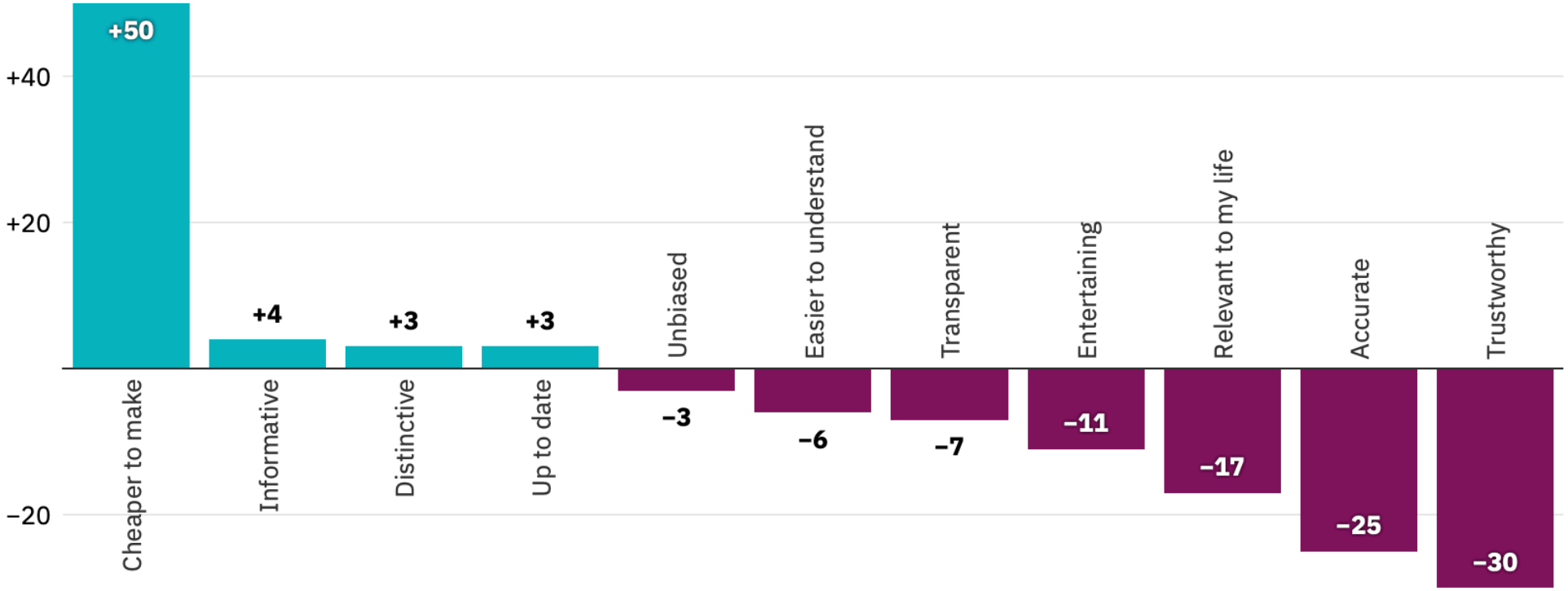
Public comfort levels are lower the more AI is relied upon for news, creating a 'comfort gap' between human and AI made news.



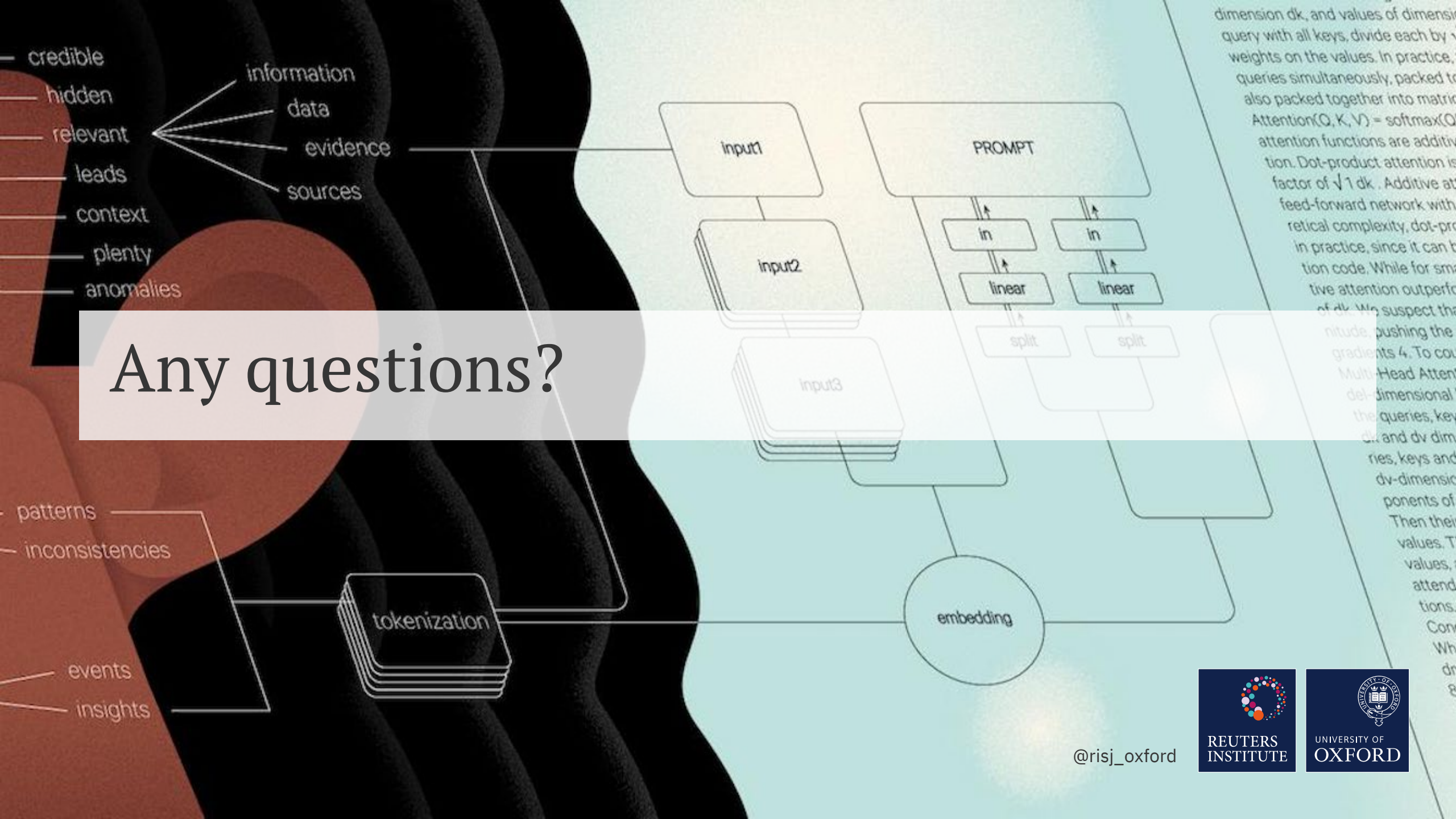
AI_news_comfort. In general, how comfortable or uncomfortable are you with using news produced in each of the following ways? *Base: 2,030.*

Percentage point difference between proportion who think generative AI will make news more or less of each

People overwhelmingly think AI will make news cheaper to make, but also less accurate and less trustworthy. People in Finland associate AI use with benefits to publishers and not audiences.



AI_news_qualities. In general, do you think that news produced mostly by artificial intelligence with some human oversight is likely to be more or less of each of the following compared to news produced entirely by a human journalist? *Base: 2,030. Note: Figures are the percentage point difference between Much/somewhat more and Much/somewhat less.*



Any questions?

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