Artificial Intelligence: what consumers say

Awareness
21% of consumers say that they have never heard of AI or have no idea of its presence and 43% feel ill-informed.

Usefulness
91% perceive AI to be useful to predict traffic accidents (91%) or to predict their health (87%) and financial problems (81%).

But when asked about the added value of AI services people have been faced with respondents don’t give high marks. 45% for instance say that AI in home virtual assistants delivers no added value at all.

Usefulness

Manipulation
64% of BE, PT, ES and IT and 52% of DE, DK, SE, FR and PL respondents (strongly) agree that companies are using AI to manipulate consumer decisions.

Lack of trust
The majority of respondents (60%) in BE, IT, ES and PT say that they (strongly) agree that AI will lead to more abuse of personal data. For DE, DK, SE, FR and PL the percentage is 45%.

Up to 5 out of 10 consumers also agree or strongly agree that AI will lead to unfair discrimination based on individual characteristics or social categories.

When it comes to their privacy, a large number of respondents – for instance 71% of Belgian and 68% of German consumers – have low trust it is protected when using voice/virtual assistants.

Quick facts
- Nine EU countries
- Field work: November – December 2019
- Representative survey with more than 1,000 respondents per country

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People think that they should have the right to say “no” to automated decision-making. The numbers are as high as 78% in Italy and Portugal and 80% in Spain.

A large number of respondents (for instance 50% in Sweden and 55% in Portugal) do not think that current regulation is adequate to effectively deal with AI-based activities.