

Artificial Intelligence: what consumers say



Mani- pulation

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.**



Right to say no

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.**



Lack of protection

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.**



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.**



Quick facts

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