



Me, *myself and* Generative AI

Inside scoop with 10 consumer takeaways
on ChatGPT from **Belgium, Italy, Portugal, and Spain**



Brace yourself for an expedition into the minds of consumers from Belgium, Italy, Portugal, and Spain. **Based on a recent survey conducted by Euroconsumers encompassing its four European member countries as a whole, we explore, among many things, trust, reliability, regulation, and overall satisfaction with ChatGPT.**

Discover the results that will no doubt lead to some interesting reflections on consumers' bond with ChatGPT and generative AI.



1

ChatGPT is REAL

ChatGPT is more than just a buzz or a phenomenon hyped by media, it is already somehow in use. Around 1 out of 2 respondents reported to have at least tried ChatGPT or ChatGPT based-systems: **18% use it from time to time and 12% do it frequently.**

Although there is a significant age difference: within respondents between 18 and 34 years old, **the percentage of those who have already tried ChatGPT goes up to 75% (while only being 29% in the 55 to 74 years old group).**

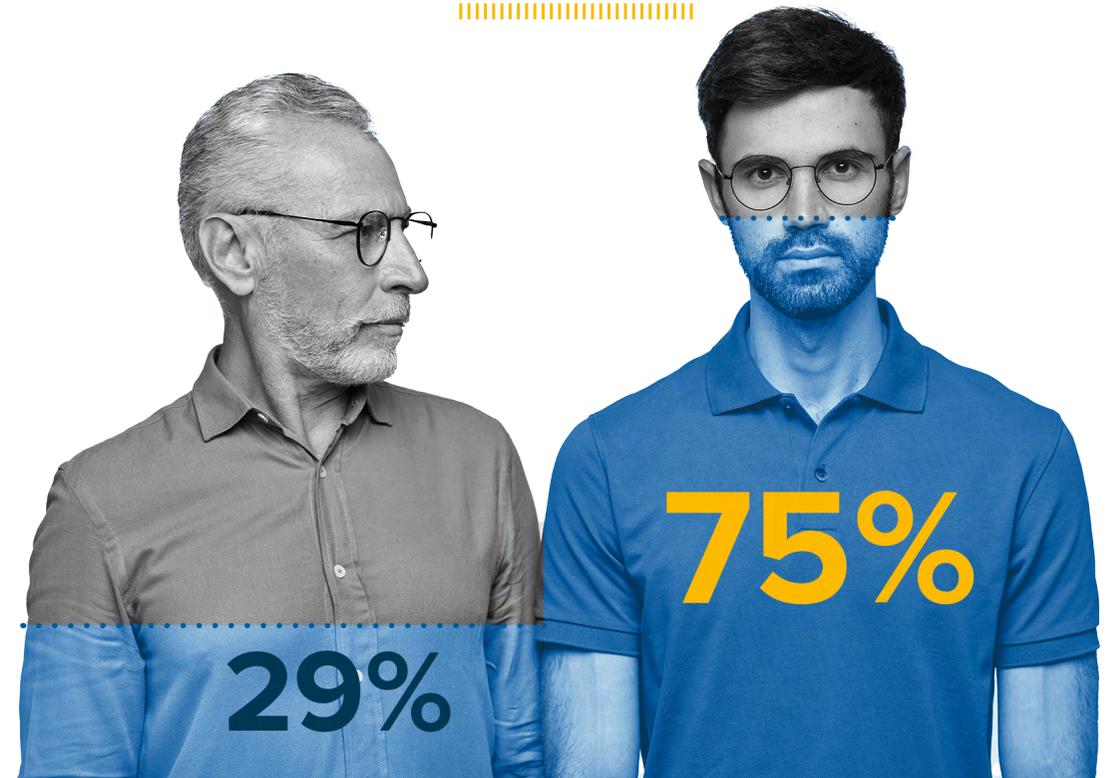
51% *ALREADY TRIED*



21% *just tried*

18% *use it from time to time*

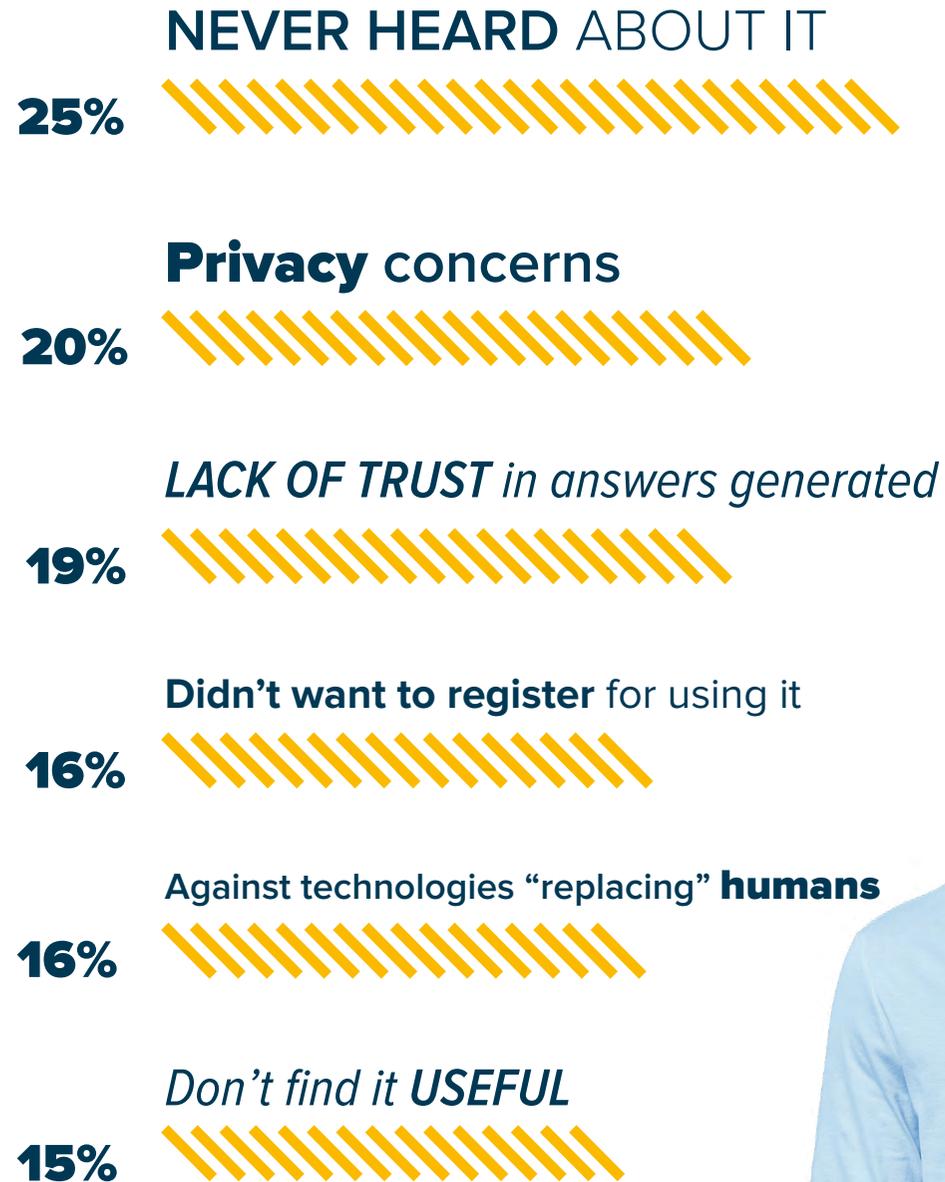
12% *FREQUENTLY*



2

Still, with *supsicious* minds

The hurdles to using ChatGPT are primarily rooted in the the following two reasons: (1) “**never heard about it**” and (2) “**privacy concerns**”. While “**Lack of trust in answers generated**” completes the top 3.



3

Why do consumers use it?

The main reason for respondents to use ChatGPT or ChatGPT based-systems is to **search for information (68%)**. Next in line is the usage of ChatGPT to **generate text (62%)**, followed by its **ability to summarise long texts (37%)**, to **get inspiration (31%)**, or generate images (25%).

68% *search for information*

62% **generate text**

37% *summarize long texts*

31% **GET INSPIRATION**

25% generate images



4

ChatGPT users are SATISFIED

Overall, ChatGPT users tend to have a hassle-free experience, with **the majority 'satisfied' with the service provided (84%)**, because of the ease of registration, ease of use, reliability of the answers and efficiency in generating content.

84%

are SATISFIED with the service provided



ease of **registration**



ease of use



reliability of the answers



efficiency in generating content



5

A new TRIGGER *for* *competition?*

15% users access it through **BING**



The overall satisfaction of ChatGPT users seems to translate into a competitive advantage. **15% of ChatGPT users choose to access it through Microsoft BING** search engine. **44% of them stated it became their primary search engine** as a result.

44% of users through **BING** switched
to this search engine for this reason



6

A source of RELIABLE *information* or *fake news*?

Although ChatGPT generates text and is not the actual content creator, most respondents use it for exactly that: as a source of information. **31% of ChatGPT users consider ChatGPT to be a reliable source, yet 73% of ChatGPT users indicate to be satisfied with the reliability of the answers provided.** This suggests that, despite some of the users acknowledging the potential for inaccurate responses, they still consider ChatGPT to be a helpful tool. **This is in sharp contrast with non-ChatGPT users, where only 6% believes ChatGPT is delivering reliable information.**

NON-CHATGPT USERS

6%

believe it is
a **reliable source**



CHATGPT USERS

31%

believe it is
a **reliable source**

73%

express **satisfaction**
with the **reliability**
of the **answers**

7

ChatGPT: *fostering efficiency or LAZINESS?*

All in all, 33 % of all respondents (both ChatGPT and non-ChatGPT users) are convinced ChatGPT **can help to save a lot of time in various professions**. Although, almost an equal percentage (34%) believes it **will make people lazier** or will **lead to more unemployment** (28%).

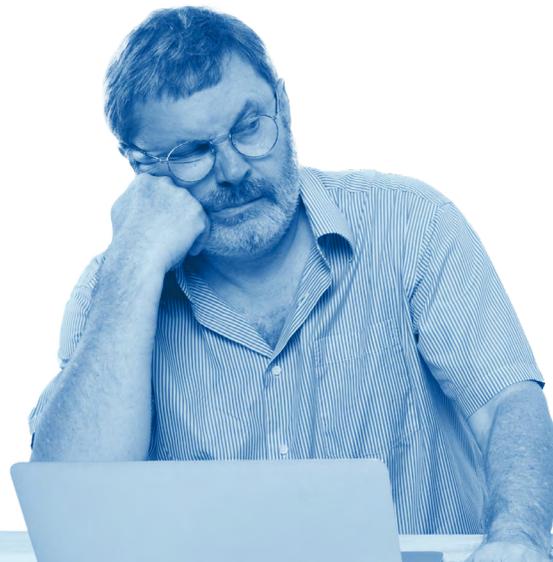
34%

*believe**it will make people **lazier***

28%

*BELIEVE IT WILL**INCREASE****UNEMPLOYMENT***

33%

*believe it will**help **SAVE TIME***

8

ChatGPT vs Privacy: To trust or not TO TRUST?

ChatGPT users tend to lean towards trusting that their privacy is protected while using ChatGPT or similar systems. **Half of respondents (48%) using ChatGPT express moderate trust and 37% big to complete trust.**

When speaking about artificial intelligence in general, overall, around one third of all respondents (ChatGPT users and non-ChatGPT users) expressed their concern that AI will lead to more abuse of private/personal data (34%).

48%

express moderate trust



34%

express concern

that AI in general will lead to

more abuse of private/personal data

37%

express

big to complete trust



9

Who holds the reins on ChatGPT?

21% trust **EUROPEAN AUTHORITIES** to effectively control the data collected



Only **21% of all respondents trust European authorities** to be able to make an effective control over the data collected through ChatGPT. For **national authorities this is slightly lower: 19%**, with **Spanish respondents tipping the highest trust scores and Belgian the lowest.**

Around 30% also thinks that European and national authorities should have the **option to temporary block ChatGPT if necessary.** However, experience with the temporary ban by Italian authorities showed that **despite efforts, 20% of Italian ChatGPT users continued using it through a private VPN and 26% merely switched to other AI based software alternatives.**

believe European and national authorities should have the **option to temporary BLOCK ChatGPT**



30%

10

A quest for TRANSPARENCY, *information and a trustworthy framework*

A majority of respondents (59%) **believe consumers should be well informed when dealing with an automated decision system. In general, few respondents feel well informed today about AI (27%).** At the same time, only 1 out of 10 respondents find current legislation adequate enough to efficiently regulate AI-based activities, around **one third believe AI will lead to more abuse of private/personal data (34%)** and a majority (55%) is convinced that AI should never be used for surveillance of citizens.

55%

is convinced that
AI should **NEVER** be
used for **SURVEILLANCE**
OF CITIZENS

only 1 out 10

find **CURRENT**
LEGISLATION
adequate enough

59%

believe **CONSUMERS**
should be **WELL**
INFORMED



Note on methodology

The survey was carried out simultaneously in Belgium, Italy, Portugal and Spain during the first week of June 2023, capturing 4212 valid responses. Data were collected through an online self-administered questionnaire addressed to an external panel. Respondents are Internet users between 18 to 74 years old. National samples were a priori stratified for combined quotas of gender, age, and geographical regions. Final responses of correctly completed questionnaires have been weighted a posteriori for gender, age, geographical regions, and educational level in order to represent the distribution of the target population.

This survey gathers the current perception of consumers about ChatGPT. Its findings have identified legitimate concerns with regards to privacy, safety, reliability, and overall trust. These concerns have culminated, in many jurisdictions, in complaints and investigative measures targeting ChatGPT. These developments underscore the importance for EU legislators to adopt strong rules on generative AI following the European Parliaments proposal for the AIA.

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1,5 million people in Italy, Belgium, Spain, Portugal and Brazil, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer rights. Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

