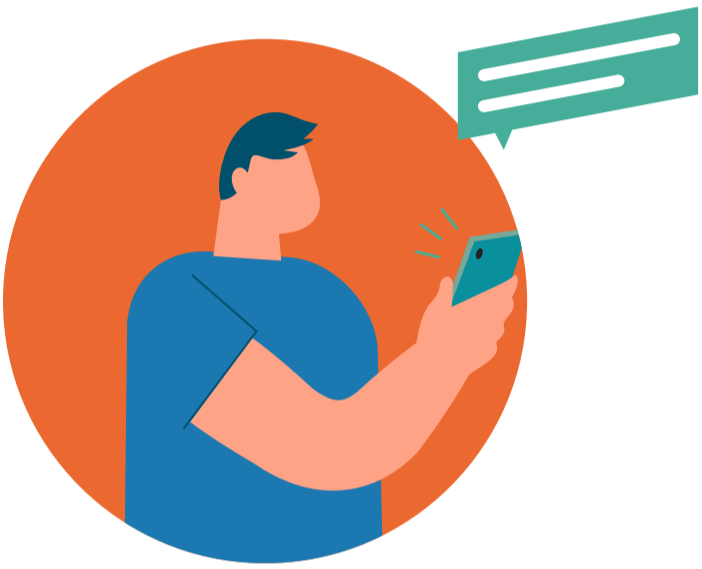
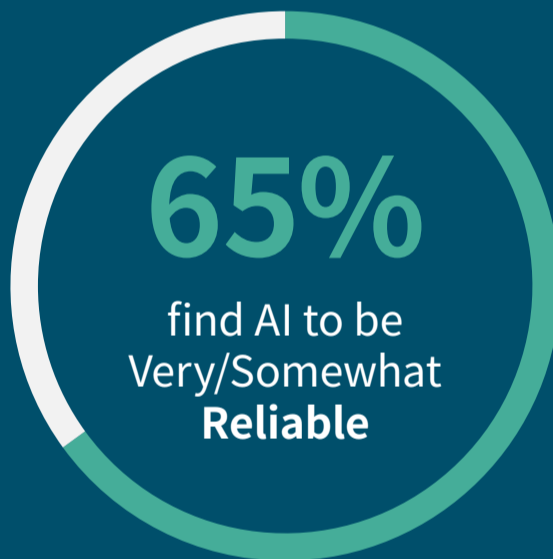
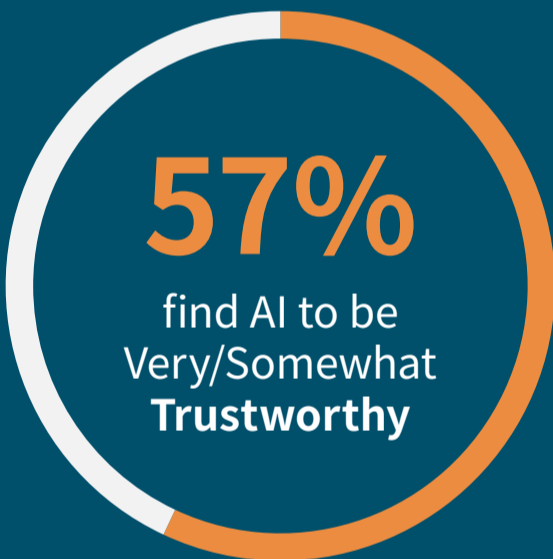


## AI Awareness and Attitudes



**93%** are aware of the term Artificial Intelligence (AI)

**48%** recognize AI presence in their daily life

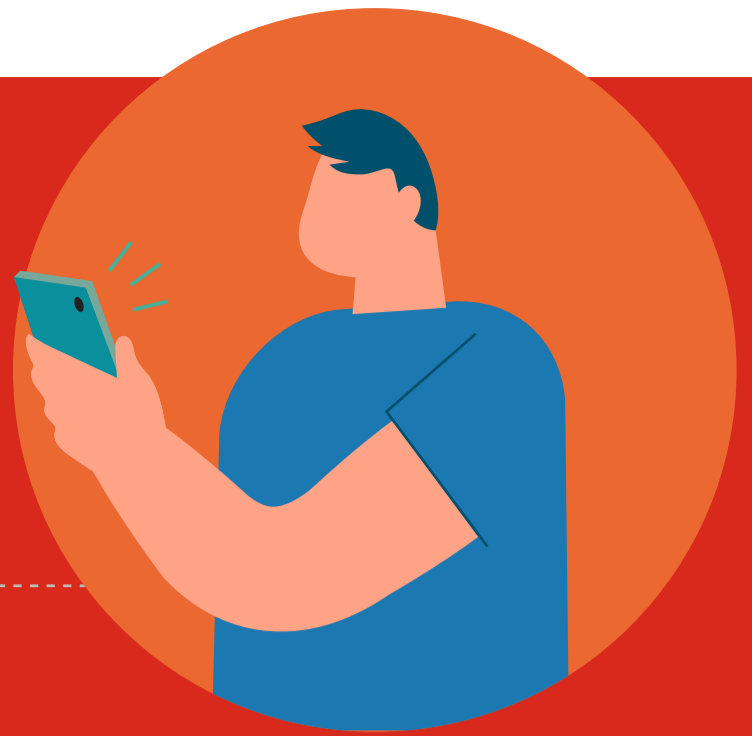
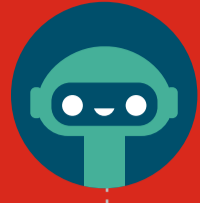


Only **1 in 3** feel there are sufficient regulations in place around the use of AI



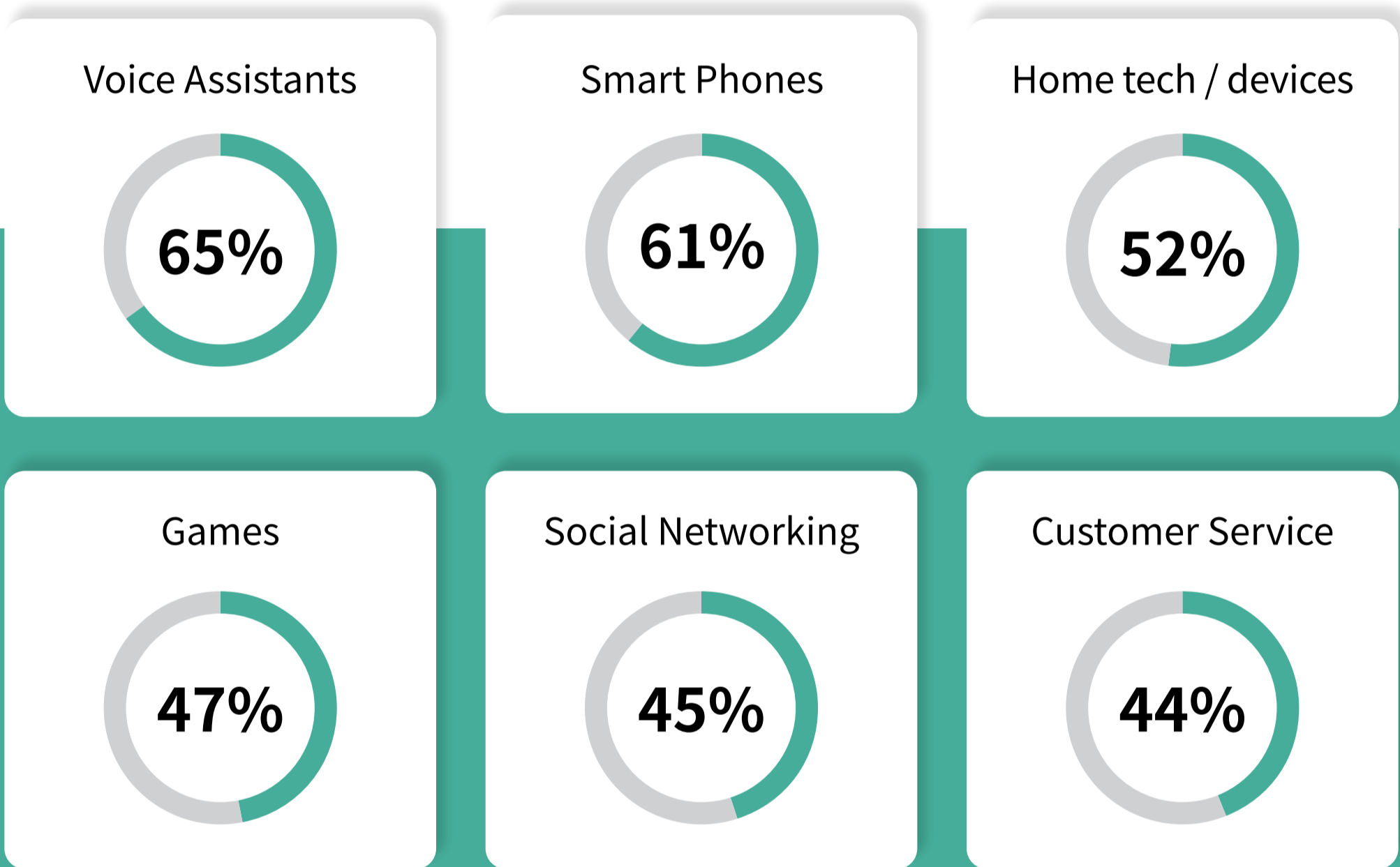
**60%** Regardless, optimism runs high that AI will have a **positive contribution and impact to our future.**

# AI Usage



Only **15%** of people say they never interact with AI

## Top Interaction Areas:



## Battle of Humans Vs AI – who wins?



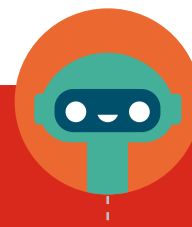
### AI

Solving Complex Problems  
Analysis (e.g driving patterns)  
Monitoring Financials



### Humans

Sensing Human Emotion  
Addressing Situations with Empathy  
Counseling / Coaching

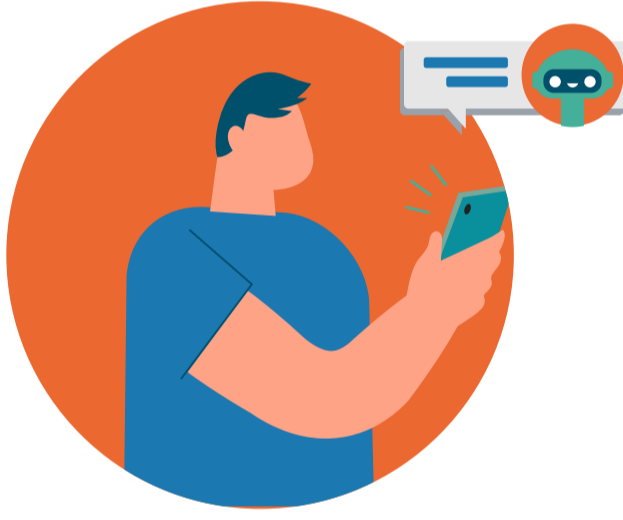
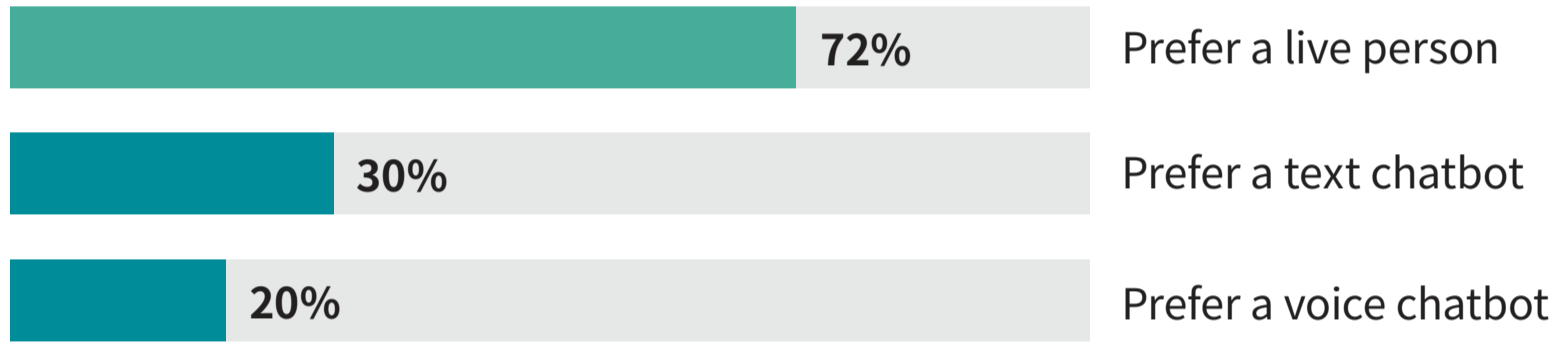


# AI Use in Business

## Businesses that Employ AI are Regarded as Modern and Progressive



## When dealing with a business:



**45%** Have interacted with a chatbot

**26%** Had their issues resolved by the chatbot



Based on the last chatbot interactions, only **1 in 3** would recommend that business to others

## How do you know if you are using a chatbot?

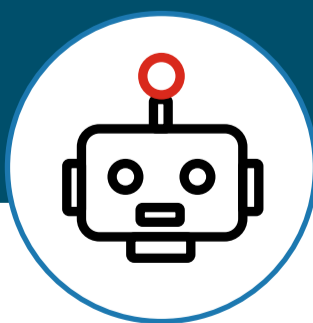


**28%** Automated / repetitive / generic responses

**14%** Voice / Tone of speaker  
Informed at beginning of chat

**7%** Don't understand responses / questions

**6%** Unclear / irrelevant responses  
Quick responses



**85%**

Expect businesses to disclose they are interacting with AI



**89%**

Expect businesses to provide access to a live person as an alternative to AI