Greeks & Artificial Intelligence : Attitudes & Impact

National Survey Results
November 2024

We'll see...

- General attitude of Greeks towards Artificial Intelligence

- Artificial Intelligence & e-commerce

- Fears & concerns about AI in the future

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Research specifications

This survey was carried out again in February 2024, July 2023 and December 2021 as part of a similar survey that ran in 18 other countries through the YouGov network. Consequently, some key findings are given over time.

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide
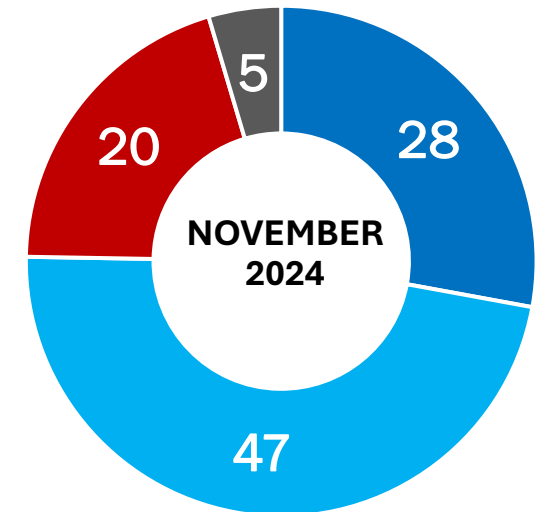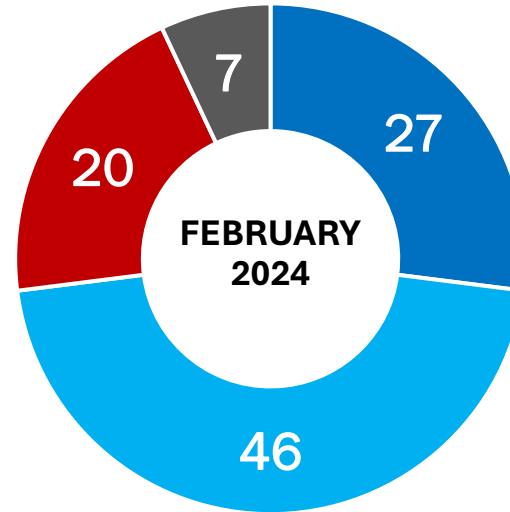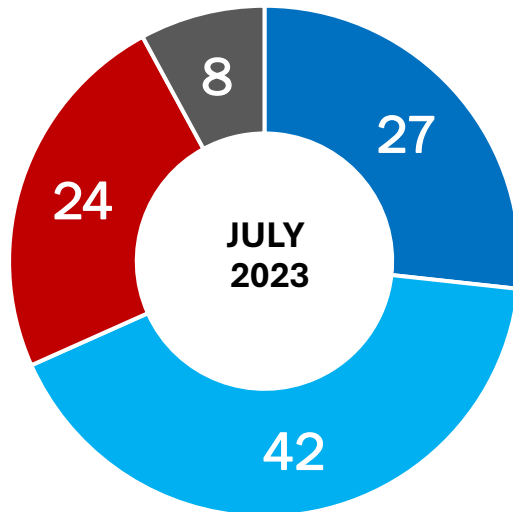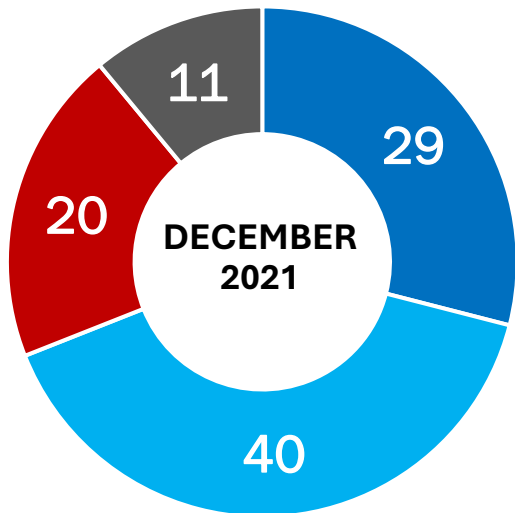
Representative sample : 1002 persons

Conduct : November 2024

Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

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General Attitude of Greeks towards Artificial Intelligence

The view of Greeks on the impact of AI on society remains almost the same

The impact of AI on society will be...

- More positive than negative
- Equally positive & negative
- More negative than positive
- I don't know

%

DECEMBER 2021: More positive than negative 29, Equally positive & negative 40, More negative than positive 20, I don't know 11

JULY 2023: More positive than negative 27, Equally positive & negative 42, More negative than positive 24, I don't know 8

FEBRUARY 2024: More positive than negative 27, Equally positive & negative 46, More negative than positive 20, I don't know 7

NOVEMBER 2024: More positive than negative 28, Equally positive & negative 47, More negative than positive 20, I don't know 5

Over time, the percentage of Greeks who have not formed any opinion on AI has decreased by more than 50%.

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Women are starting to catch up with men, while in the age groups the landscape is beginning to clear with young people now being very positive
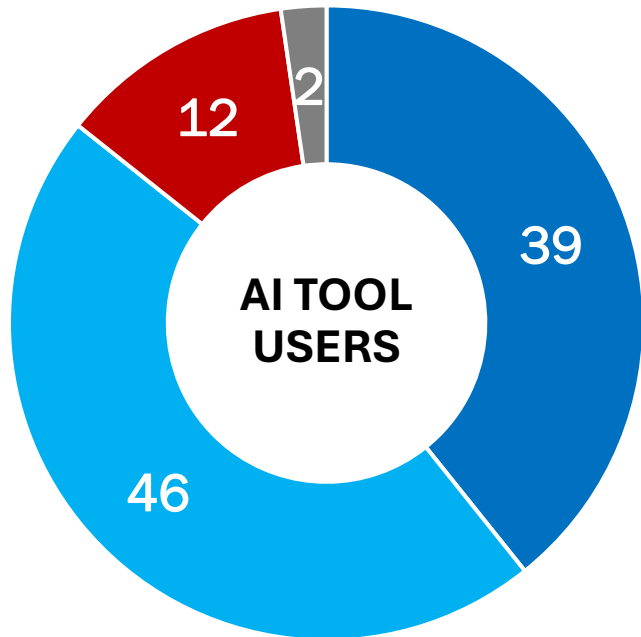
The impact of AI on society will be...   **%**

	More positive than negative	Equally positive and negative	More negative than positive	I don't know
Men	31 ▸ 35% February 2024	45	20	4
Women	25 ▸ 20% February 2024	49	21	5
18-24	34 ▸ 22% February 2024	45	16	4
25-34	26	50	19	5
35-44	22	53	22	4
45-54	25	48	21	7
55+	31	44	20	4
Attica	27	48	20	4
Salonica	27	46	22	5
Region	28	47	20	5

■ More positive than negative   ■ Equally positive and negative   ■ More negative than positive   ■ I don't know
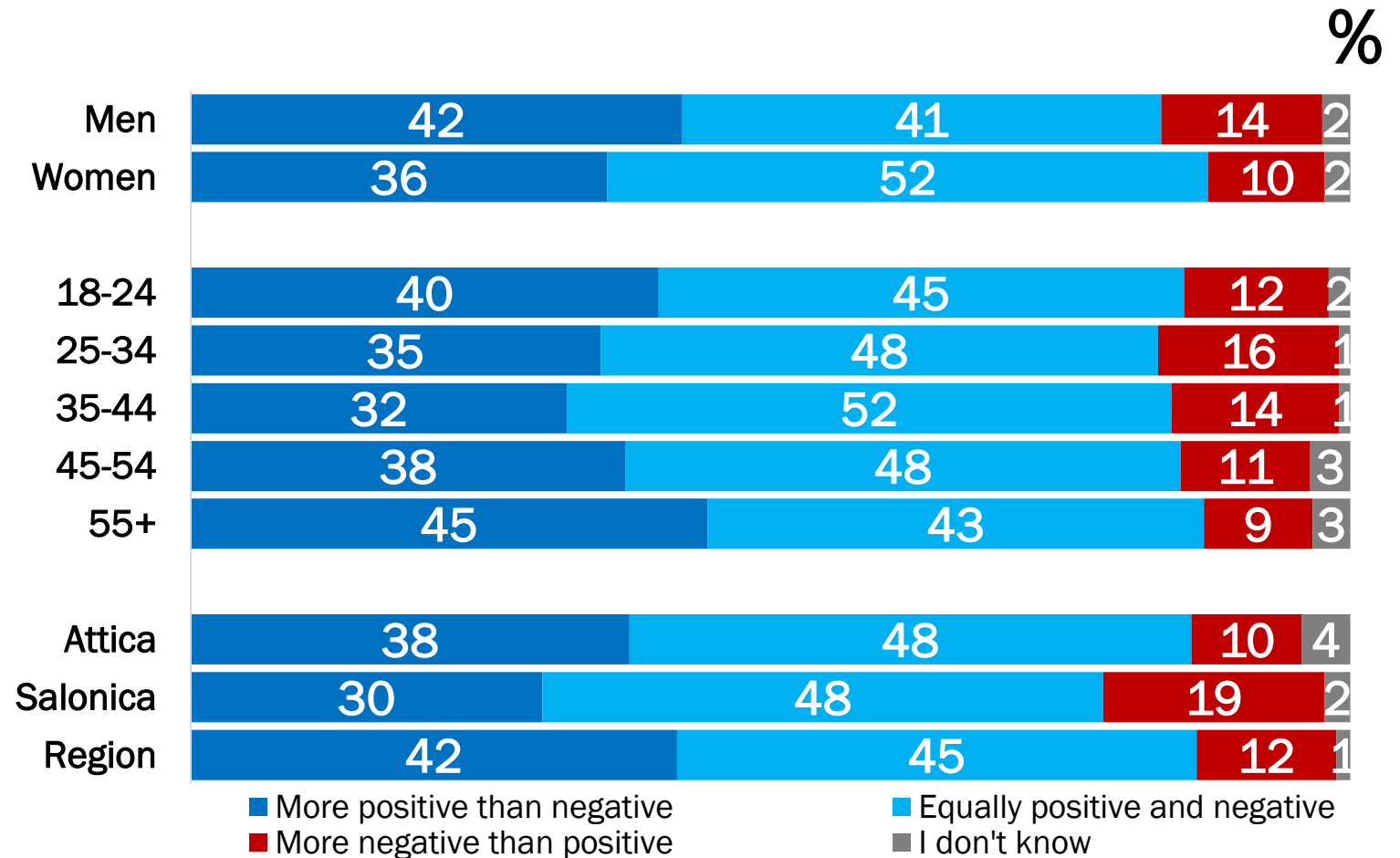
As expected, AI tool users have a much more positive expectation as regards the future impact of AI on society

The impact of AI on society will be...
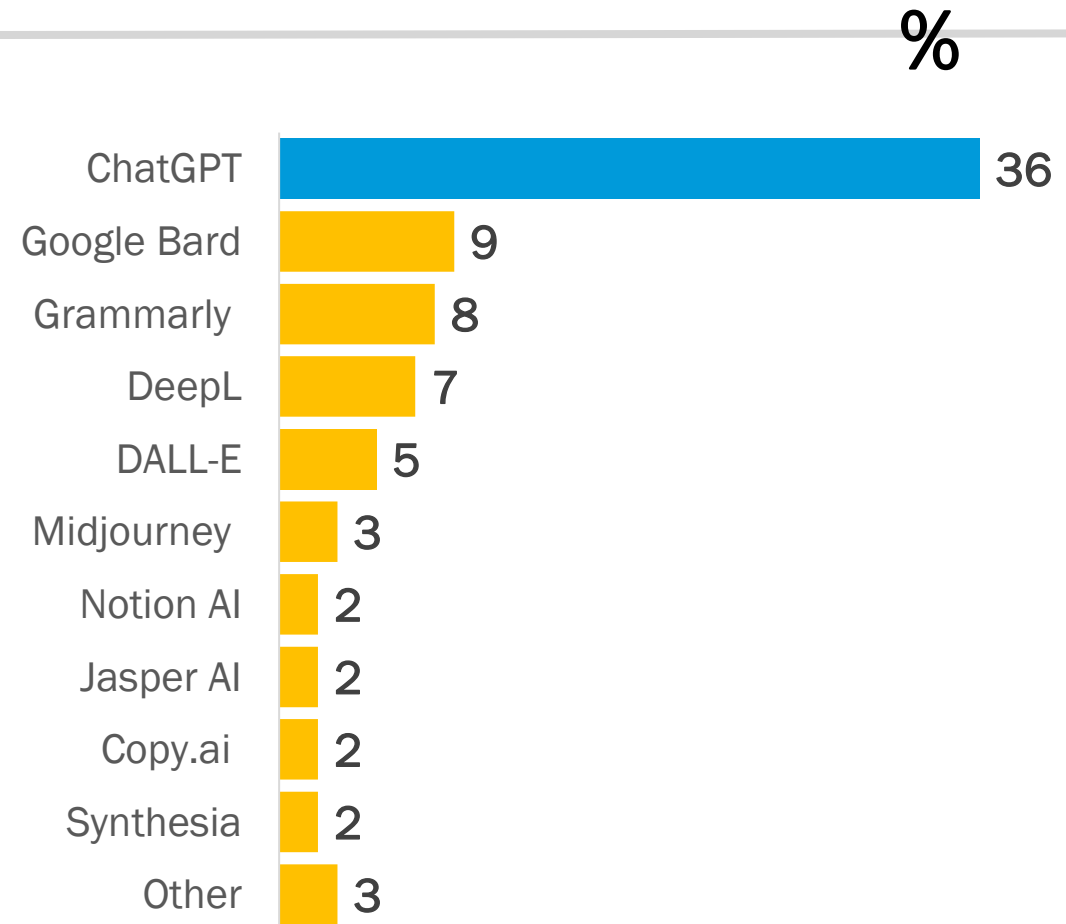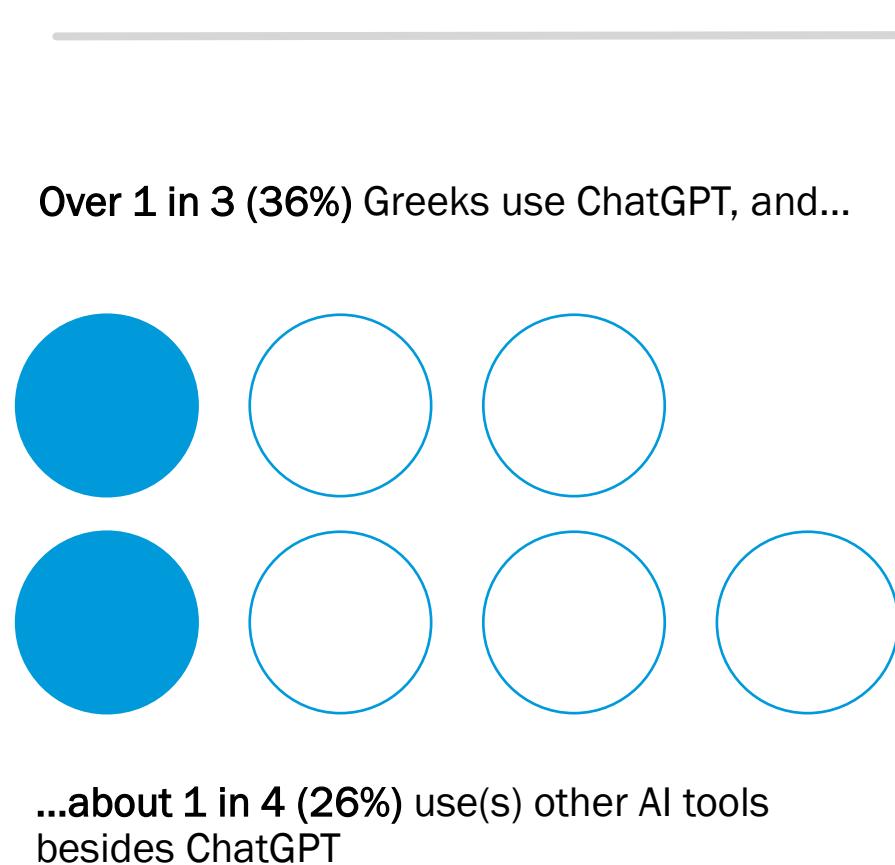
%

AI TOOL USERS

- 39
- 46
- 12
- 2

Those who know more have a more positive attitude

	More positive than negative	Equally positive and negative	More negative than positive	I don't know
Men	42	41	14	2
Women	36	52	10	2
18-24	40	45	12	2
25-34	35	48	16	1
35-44	32	52	14	1
45-54	38	48	11	3
55+	45	43	9	3
Attica	38	48	10	4
Salonica	30	48	19	2
Region	42	45	12	1

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ChatGPT is the most popular AI tool but Greek citizens use other options as well

%

Over 1 in 3 (36%) Greeks use ChatGPT, and...

...about 1 in 4 (26%) use(s) other AI tools besides ChatGPT

Tool	%
ChatGPT	36
Google Bard	9
Grammarly	8
DeepL	7
DALL-E	5
Midjourney	3
Notion AI	2
Jasper AI	2
Copy.ai	2
Synthesia	2
Other	3

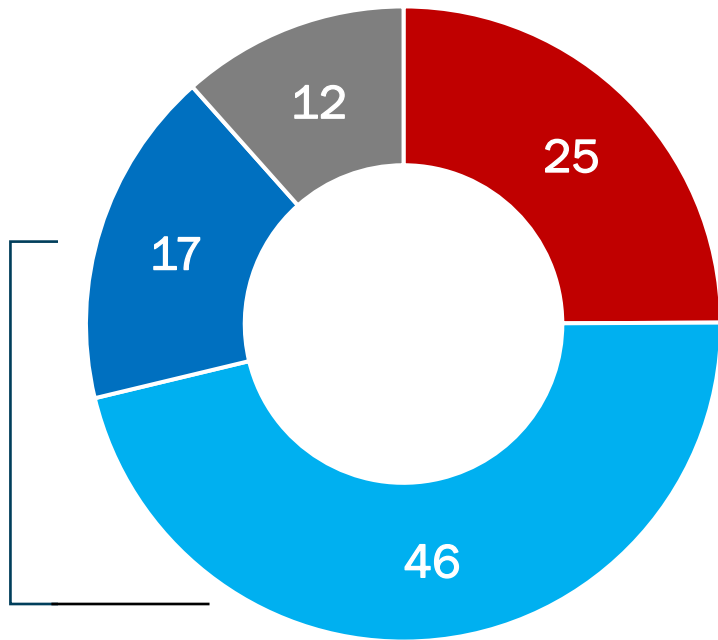FocusBari
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Almost two out of three Greeks believe that AI will improve their job prospects
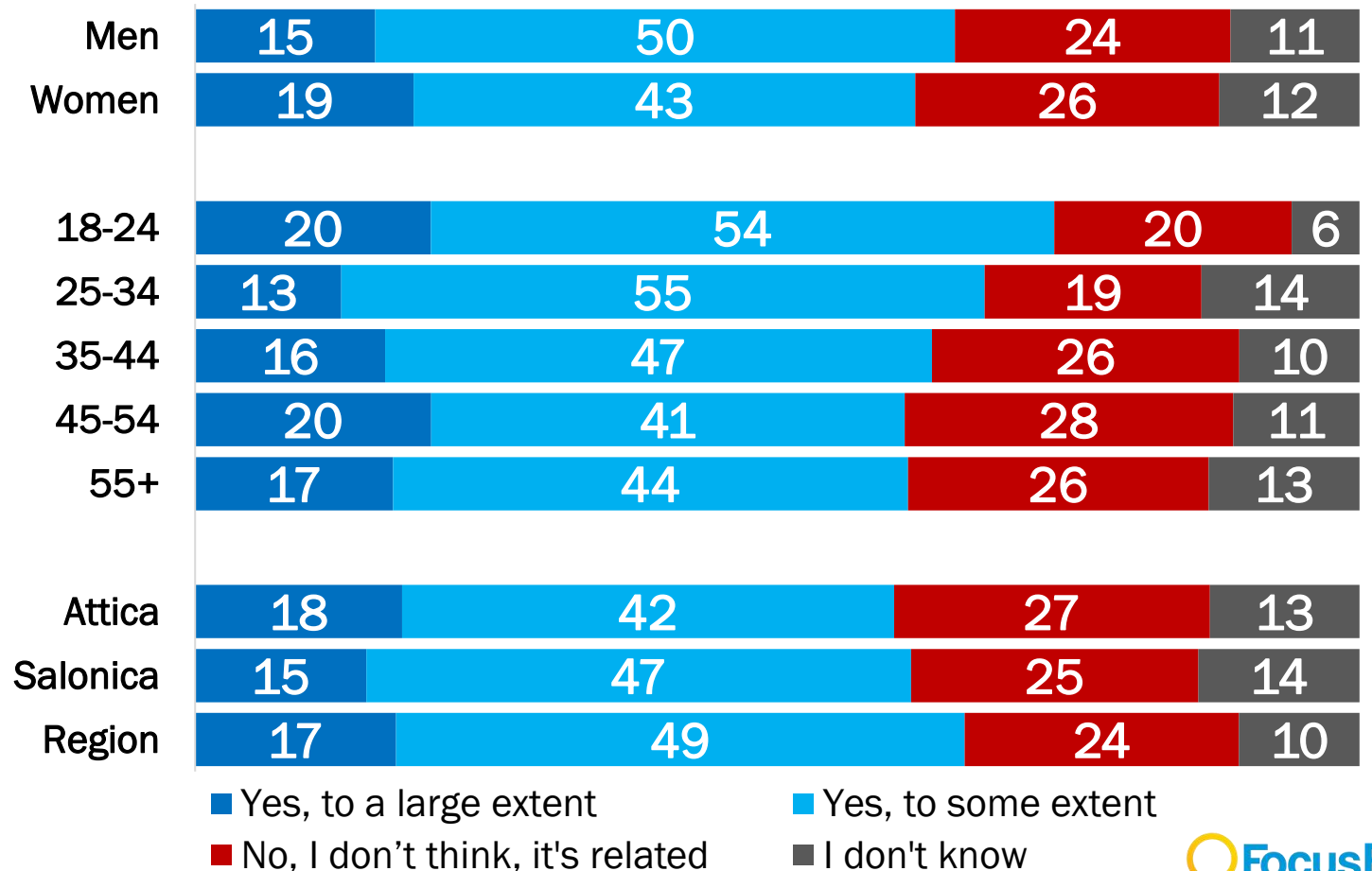
Do you think that using and knowing AI tools can improve your career prospects?

%

63%
(Yes, to some extent - Yes, to a large extent)

	Yes, to a large extent	Yes, to some extent	No, I don't think, it's related	I don't know
Men	15	50	24	11
Women	19	43	26	12
18-24	20	54	20	6
25-34	13	55	19	14
35-44	16	47	26	10
45-54	20	41	28	11
55+	17	44	26	13
Attica	18	42	27	13
Salonica	15	47	25	14
Region	17	49	24	10

- Yes, to a large extent
- Yes, to some extent
- No, I don't think, it's related
- I don't know

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Of course, those who are most positive about the help in their career are those who already use AI

%

- Yes, to a large extent
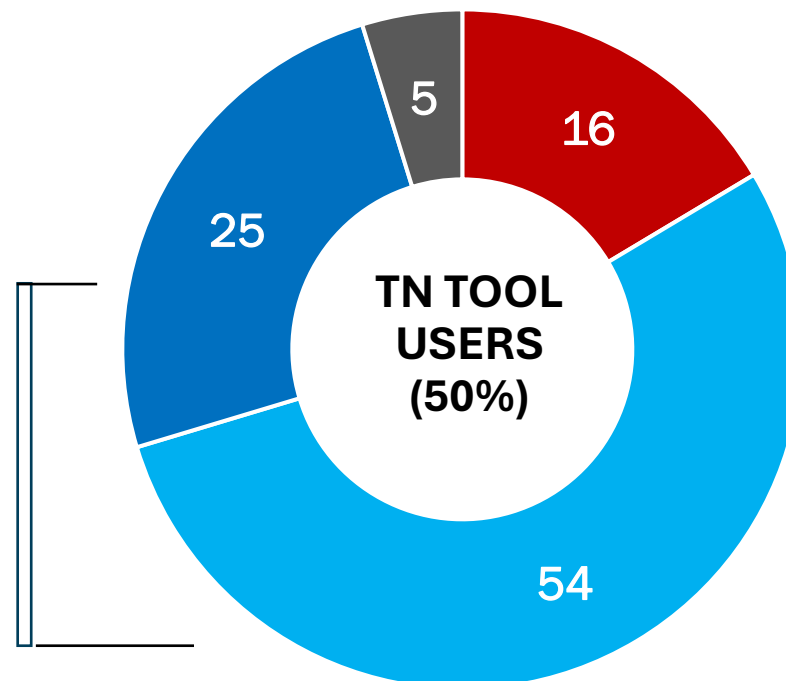- Yes, to some extent.
- No, I don't think it's related
- I don't know
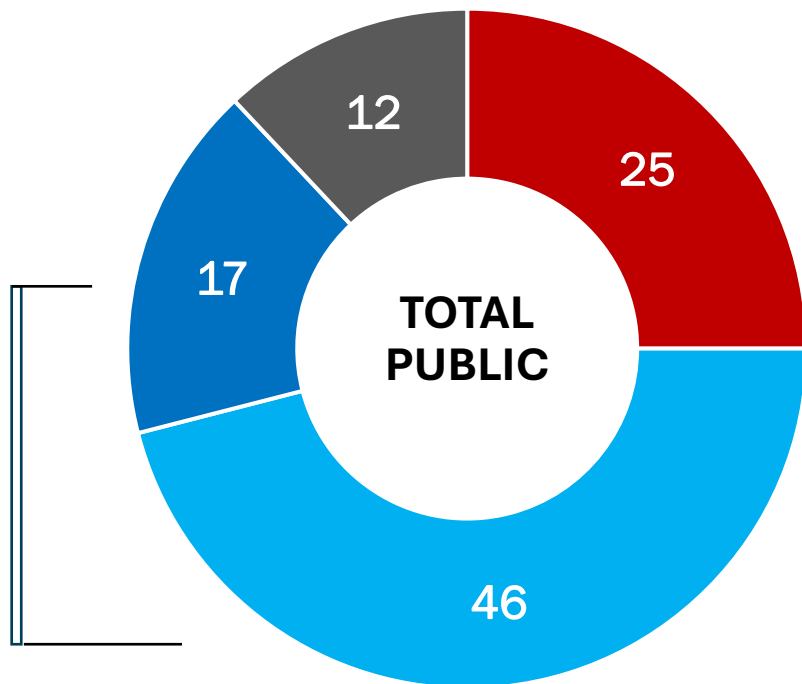
TOTAL PUBLIC

- 25
- 12
- 17
- 46

63%
(Yes, to a large extent - Yes, to some extent)

TN TOOL USERS (50%)

- 5
- 16
- 25
- 54

79%
(Yes, to a large extent - Yes, to some extent)

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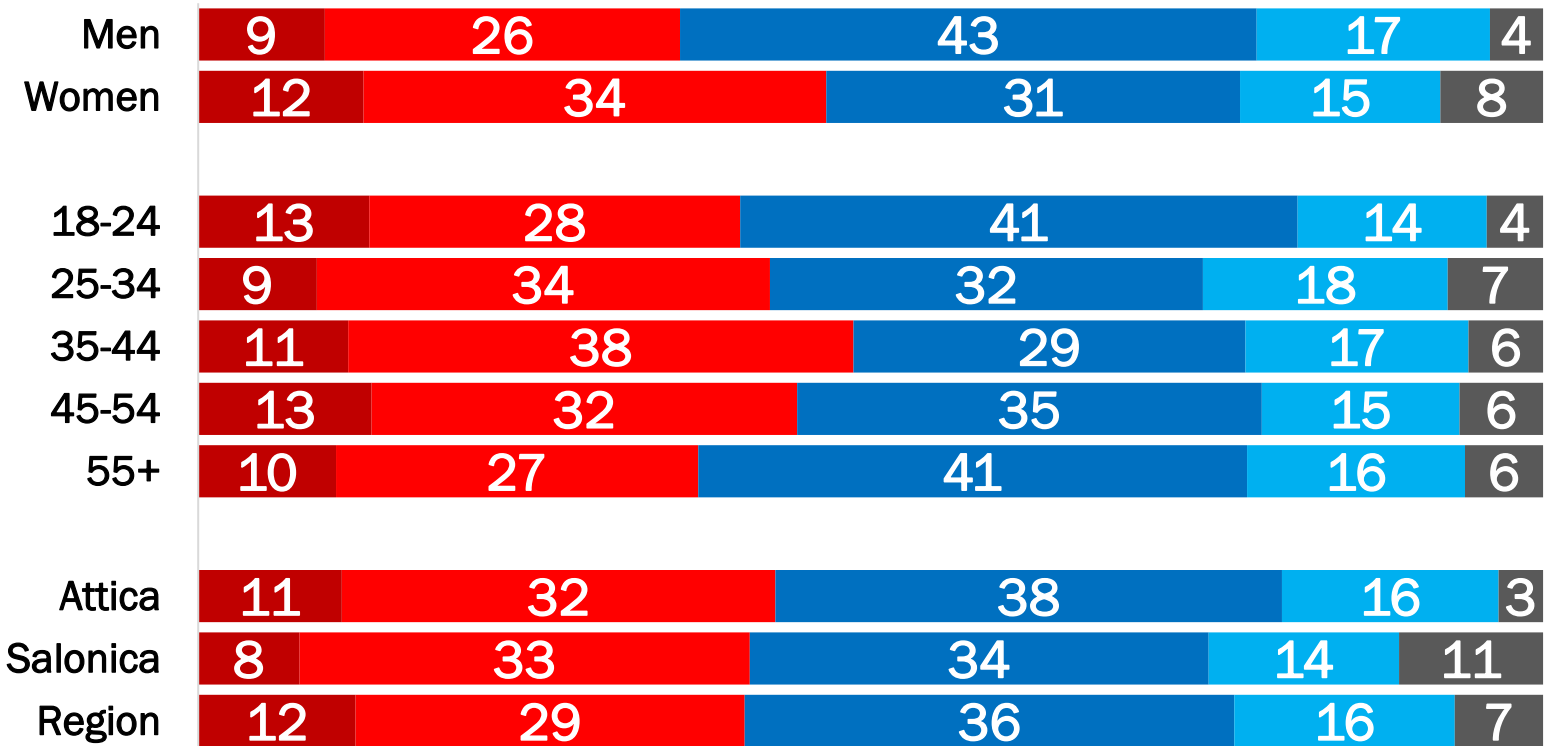# At the same time, however, AI seems to be a threat to a significant proportion of the public

Do you think AI could replace your job in the future?
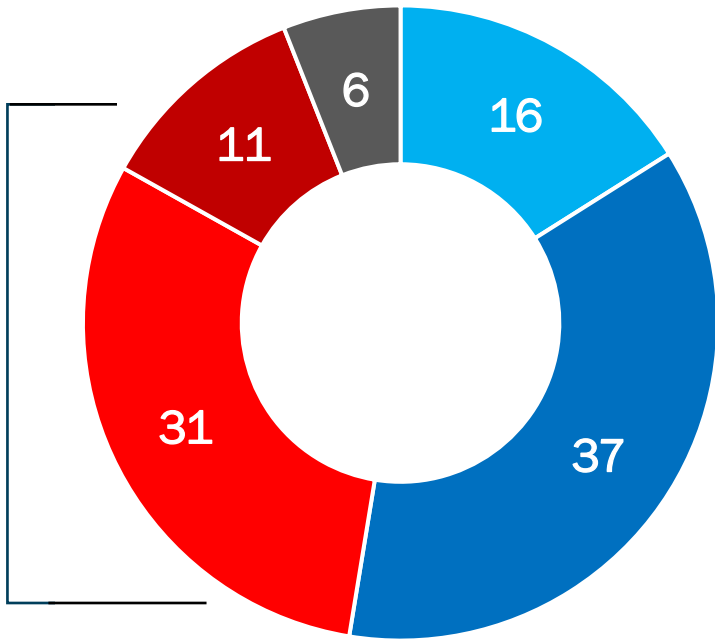
%

42%
(Yes, I believe it and I am very worried -
Yes, and I am worried to some extent)

	Very worried	Some extent	No don't think	No don't believe	No opinion
Men	9	26	43	17	4
Women	12	34	31	15	8
18-24	13	28	41	14	4
25-34	9	34	32	18	7
35-44	11	38	29	17	6
45-54	13	32	35	15	6
55+	10	27	41	16	6
Attica	11	32	38	16	3
Salonica	8	33	34	14	11
Region	12	29	36	16	7

■ Yes, I think so and I am very worried ■ Yes, I think so and I am worried to some extent
■ No, I don't think so ■ No, I don't believe it
■ I have no opinion

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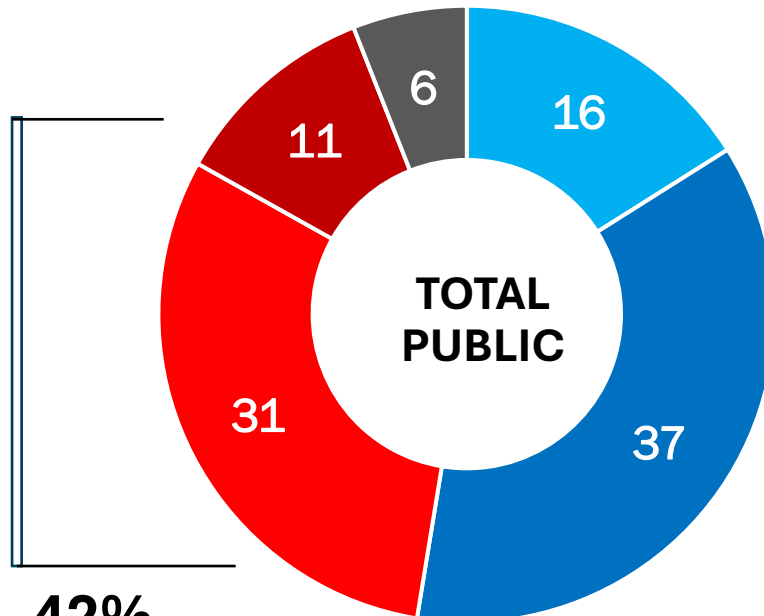# Those who already know and use AI tools seem equally insecure

%

- Yes, I do and I'm very worried
- Yes I do and I'm concerned to some extent
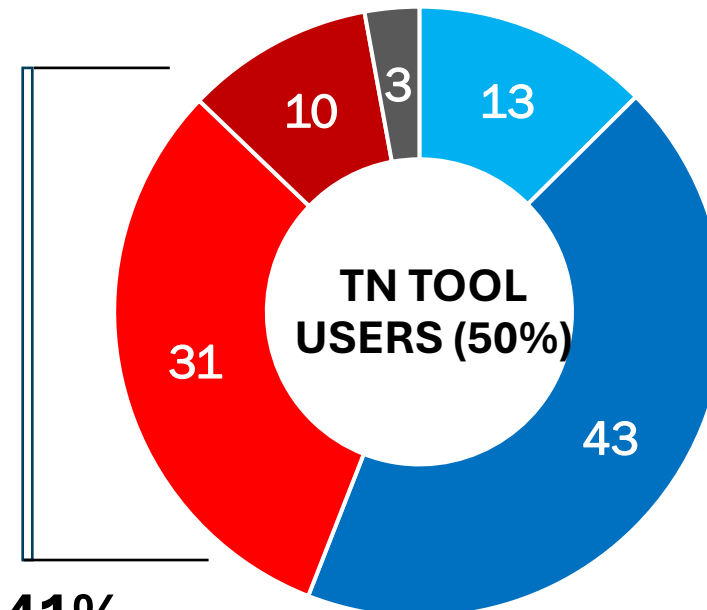- No, I don't think it's likely
- No, I don't believe it.
- I have no opinion

TOTAL PUBLIC

16
37
31
11
6

42%
(Yes, I believe it and I am very worried -
Yes, and I am worried to some extent)

TN TOOL USERS (50%)

13
43
31
10
3

41%
(Yes, I believe it and I'm very worried -
Yes, I worry you to some extent)

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Artificial Intelligence & e-commerce
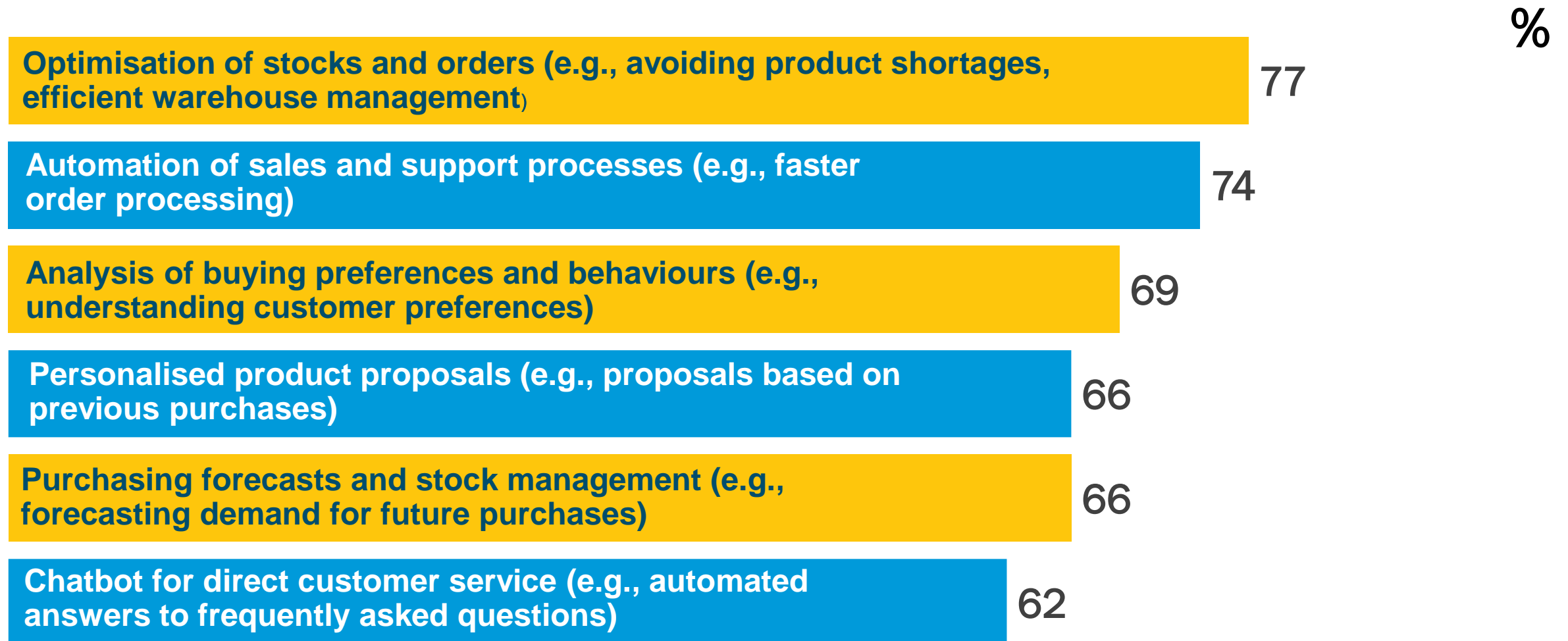
Nine out of ten Greeks (89%) expect the use of AI to help several sectors

In which areas/sectors do you think AI can have a positive impact?

%

Sector	Value
Health	58
Education	50
Construction Sector	49
E-Commerce	44
Financial Services	42
Entertainment	39
Arts and Creation	33

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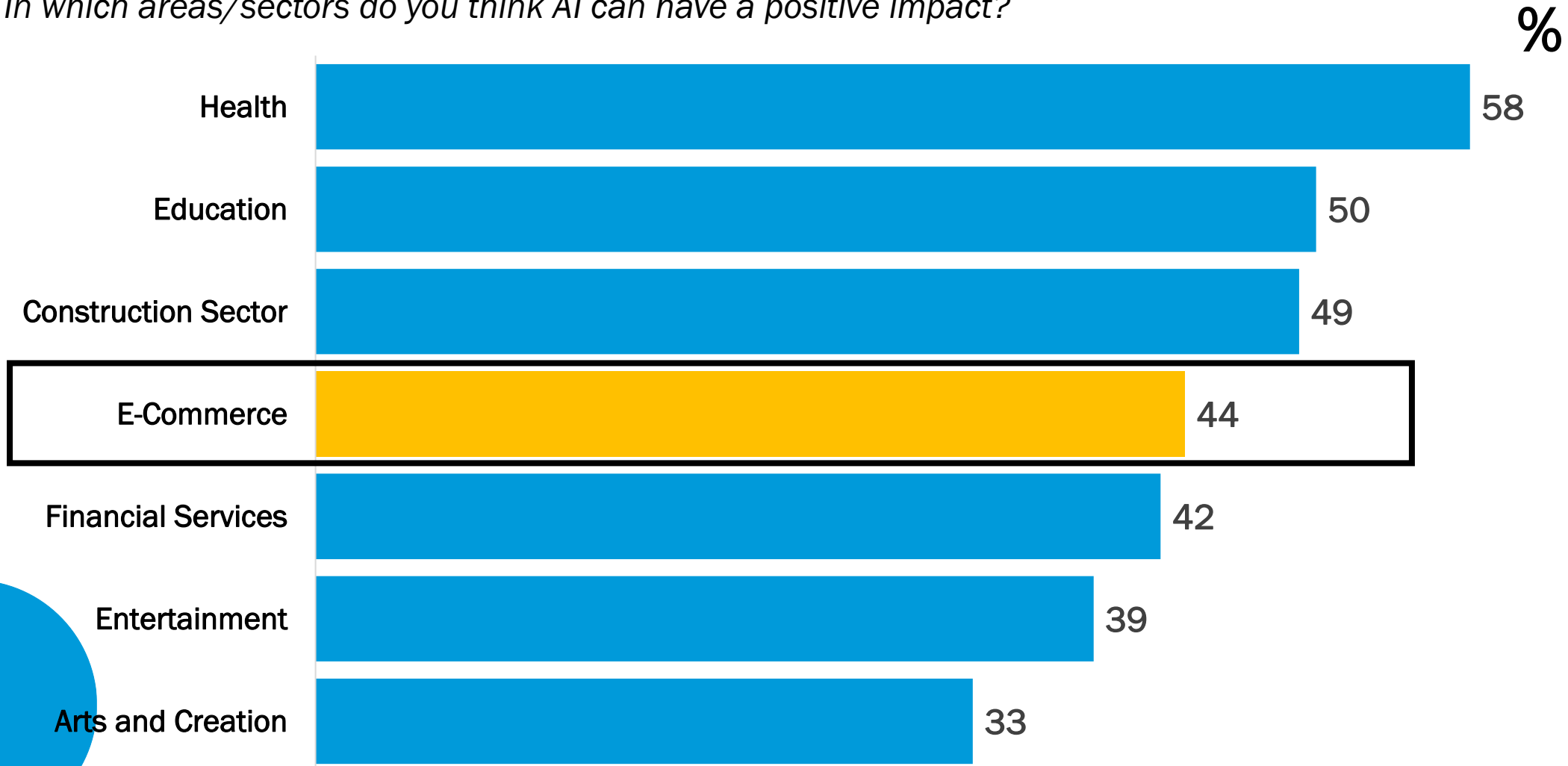
The contribution of AI to e-commerce is expected in several areas that improve the operation and customer experience

%

Optimisation of stocks and orders (e.g., avoiding product shortages, efficient warehouse management)	77
Automation of sales and support processes (e.g., faster order processing)	74
Analysis of buying preferences and behaviours (e.g., understanding customer preferences)	69
Personalised product proposals (e.g., proposals based on previous purchases)	66
Purchasing forecasts and stock management (e.g., forecasting demand for future purchases)	66
Chatbot for direct customer service (e.g., automated answers to frequently asked questions)	62

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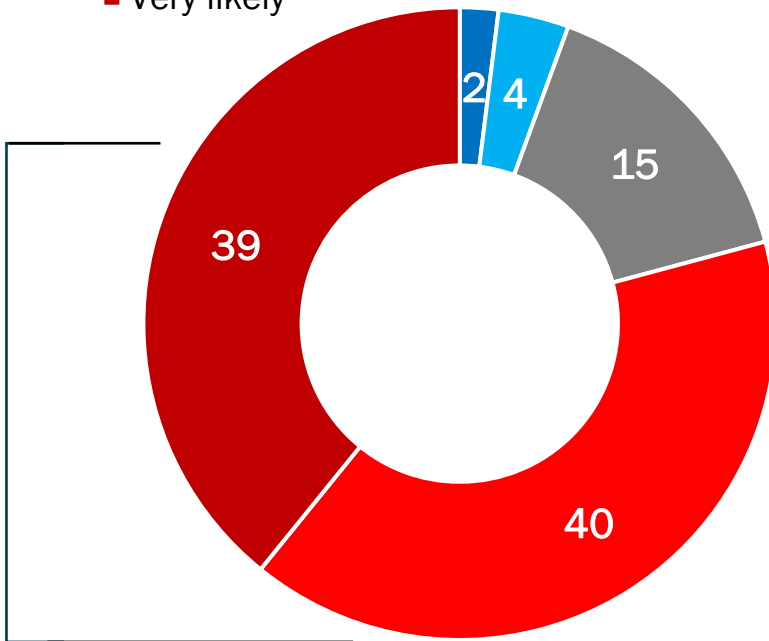
Fears & concerns about AI
in the future

Four out of five Greeks believe that AI can lead to fraud and misinformation
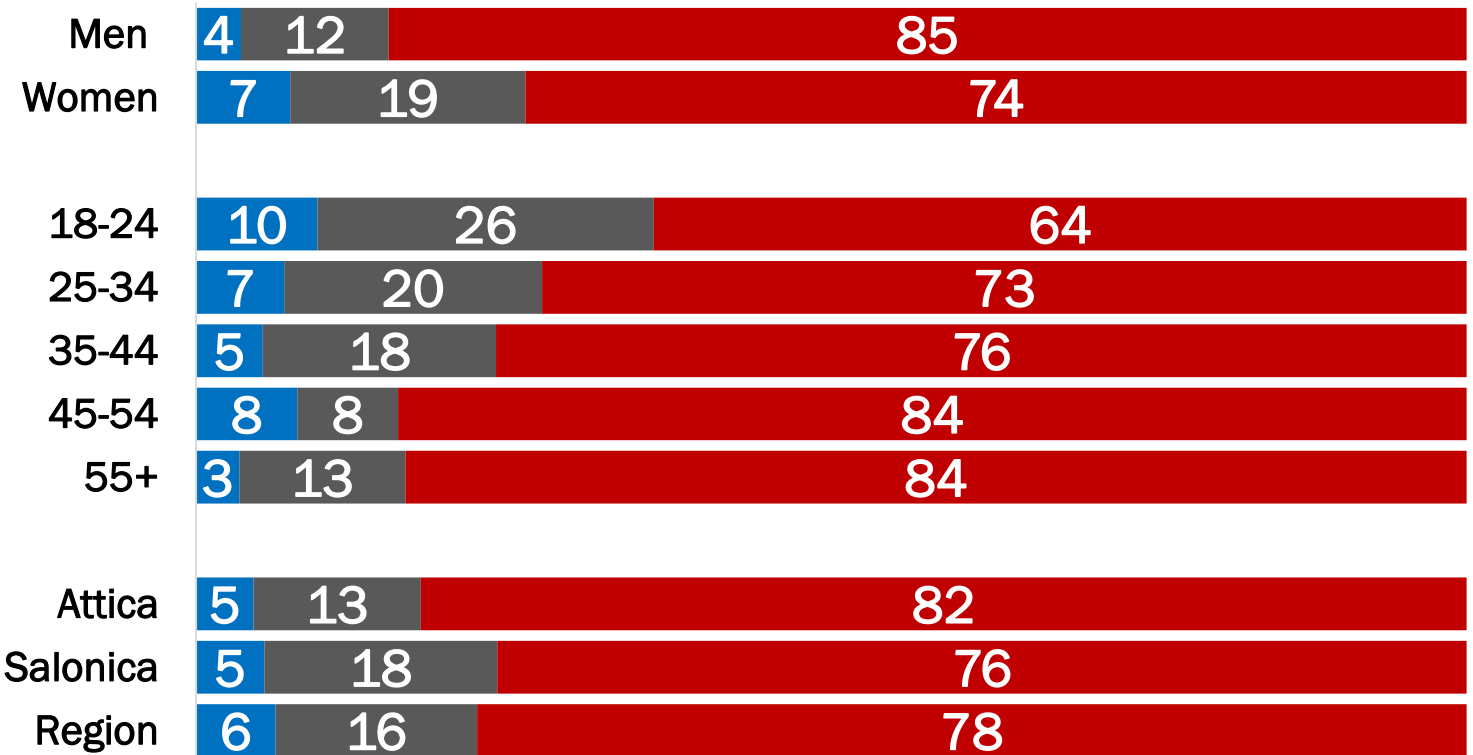
How likely or unlikely do you think it is that AI could enhance the potential for fraud and misinformation? **%**

Legend:
- Not at all likely
- Slightly likely
- Moderately likely
- Quite likely
- Very likely

79%
(Quite likely - Very likely)

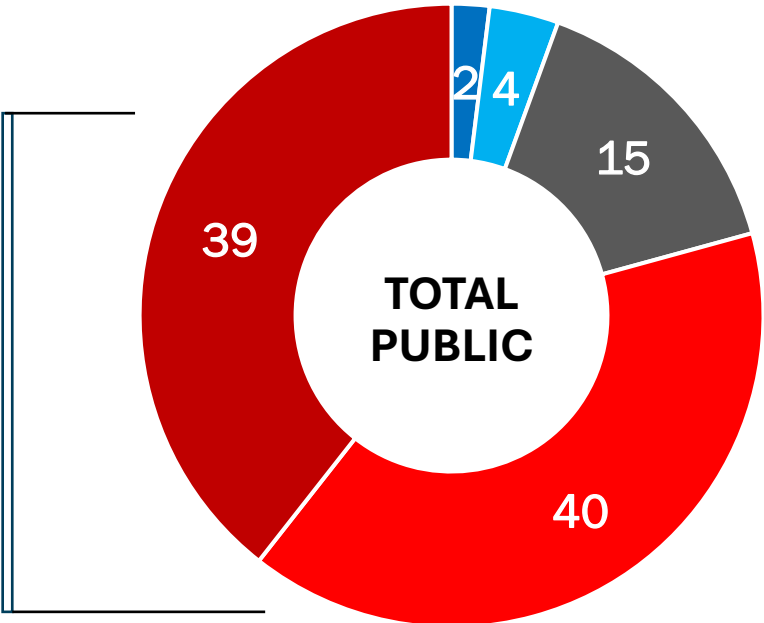Donut chart values: 2, 4, 15, 40, 39

	Not at all/Slightly likely	Moderately likely	Quite/Very likely
Men	4	12	85
Women	7	19	74
18-24	10	26	64
25-34	7	20	73
35-44	5	18	76
45-54	8	8	84
55+	3	13	84
Attica	5	13	82
Salonica	5	18	76
Region	6	16	78

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The likelihood of fraud/misinformation is expressed by both the general public and the users/knowledgeable users of AI
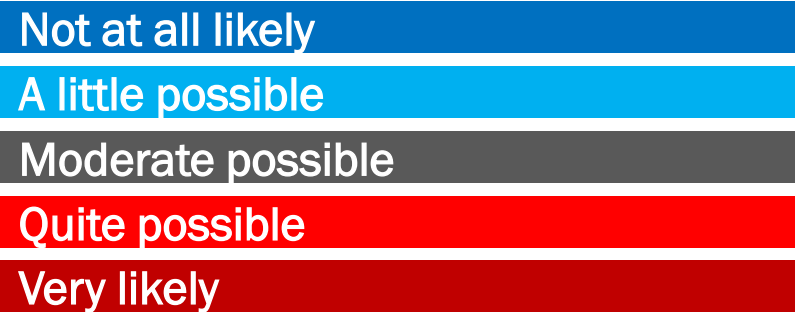
Not at all likely
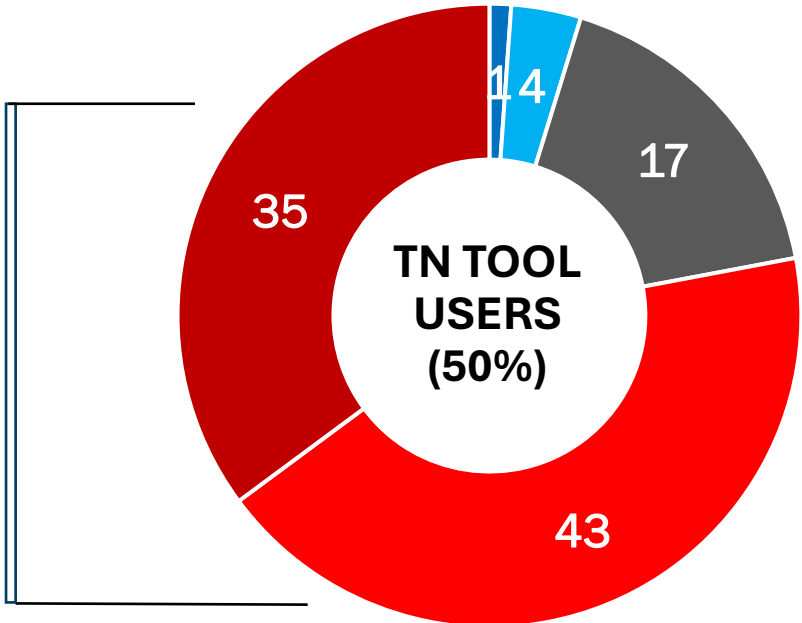**A little possible**
Moderate possible
Quite possible
Very likely

%

How likely or unlikely do you think it is that AI could enhance the potential for fraud and misinformation?

TOTAL PUBLIC

2 4 15 40 39

79%
(Quite likely - Very likely)

TN TOOL USERS (50%)

1 4 17 43 35

78%
(Quite likely - Very likely)

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As a result, more than one in two Greeks express serious concern that serious fraud can be committed through AI

Lately, there have been rumours about the use of AI to create fake identities or frauds, using voices, faces or other personal information. How concerned are you about this possibility?
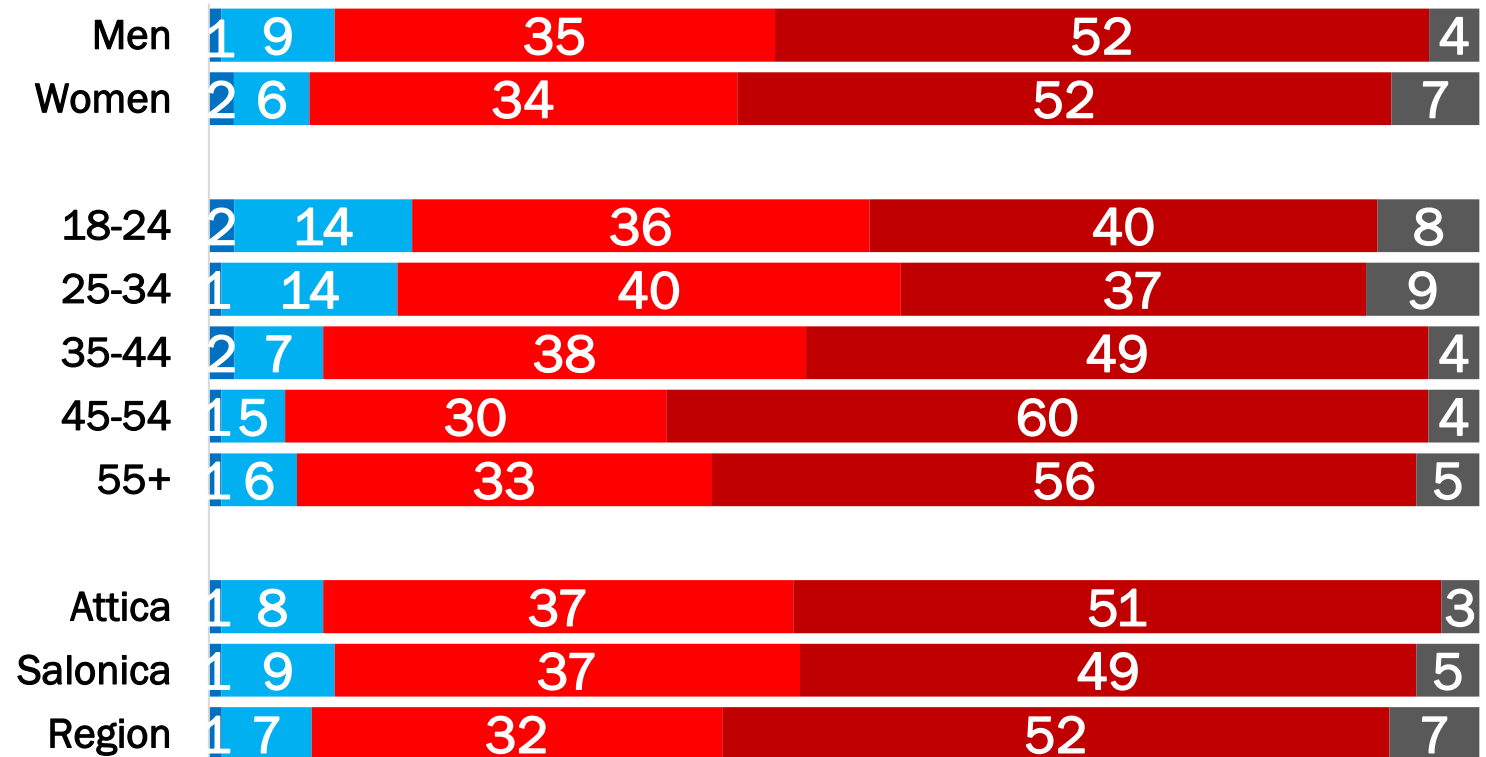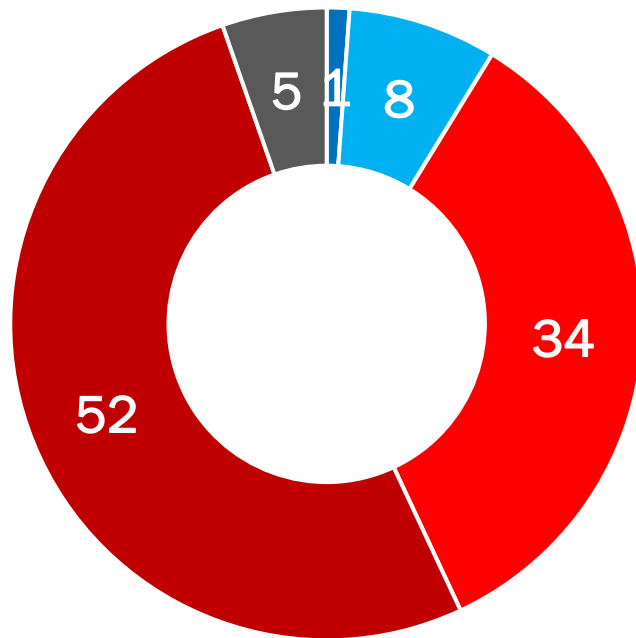
%

Donut chart values: 8, 34, 52, 5, 1

Category	Does not worry me at all	Worries me a little	Worries me quite a bit	Worries me a lot	No opinion
Men	1	9	35	52	4
Women	2	6	34	52	7
18-24	2	14	36	40	8
25-34	1	14	40	37	9
35-44	2	7	38	49	4
45-54	1	5	30	60	4
55+	1	6	33	56	5
Attica	1	8	37	51	3
Salonica	1	9	37	49	5
Region	1	7	32	52	7

Legend:
- ■ Does not worry me at all
- ■ Worries me a little
- ■ Worries me quite a bit
- ■ Worries me a lot
- ■ No opinion

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And of course, the use of AI tools does not necessarily imply trust in these tools
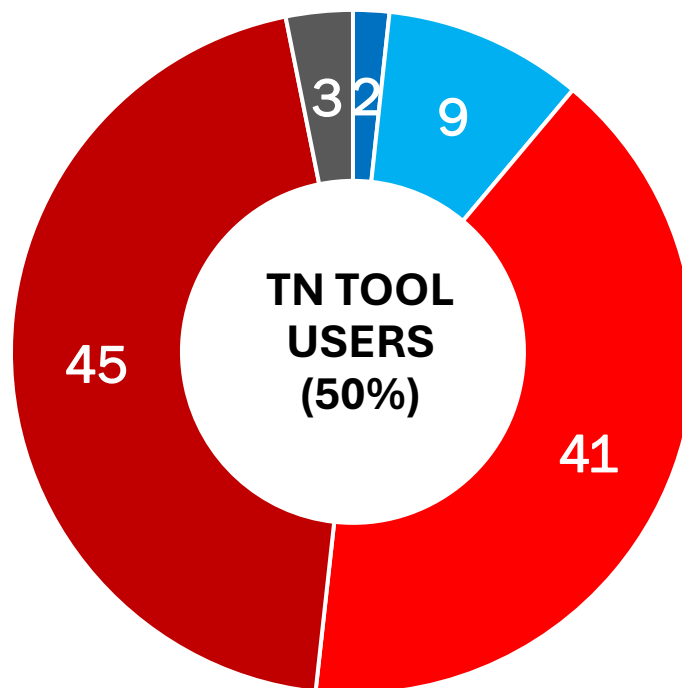
%

- It doesn't worry me at all
- It worries me a little
- It worries me enough
- I'm very concerned
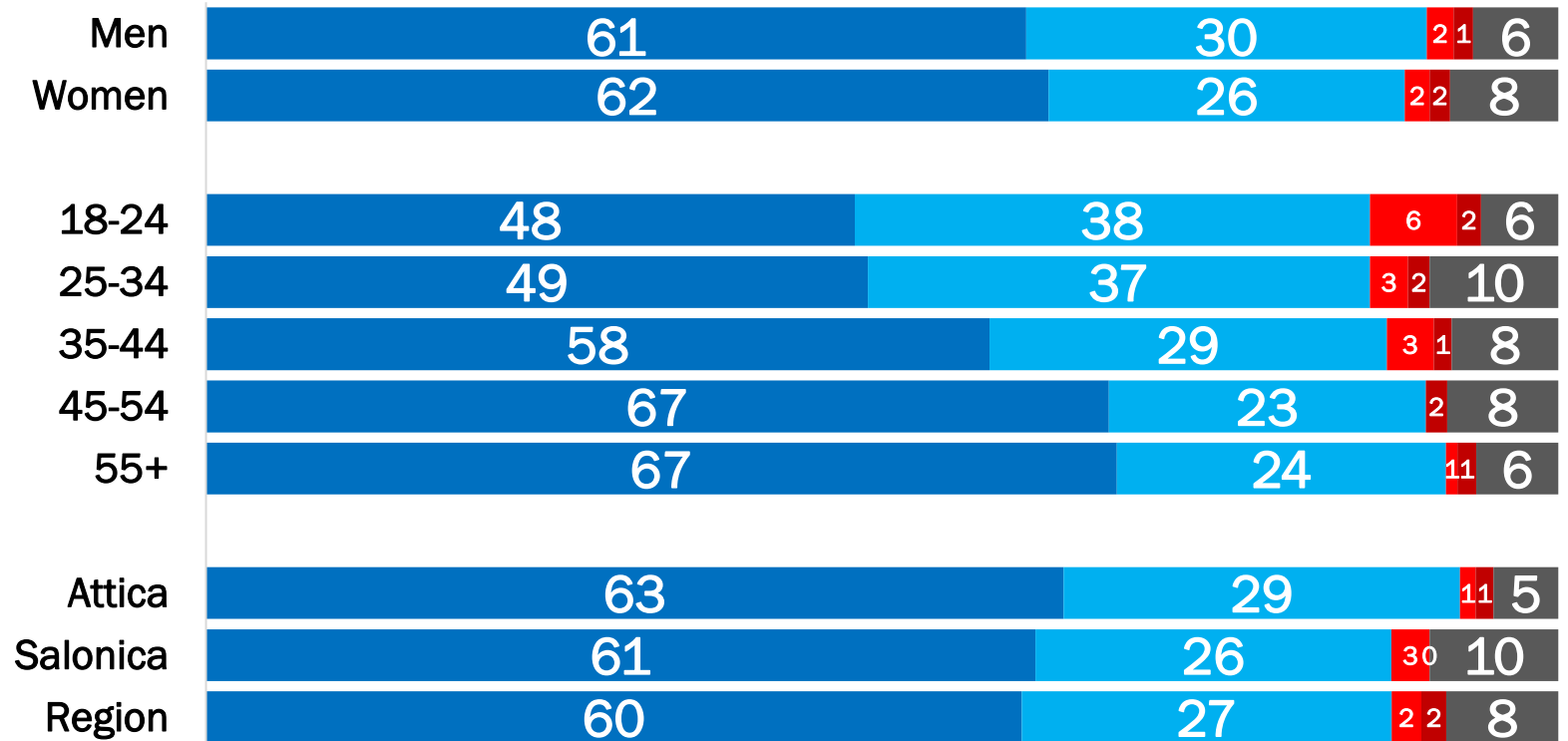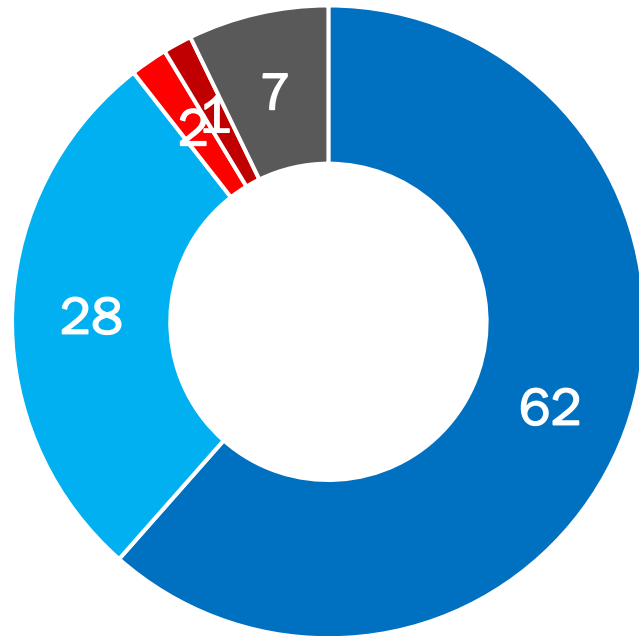- I have no opinion

TOTAL PUBLIC

5 1 8 34 52

TN TOOL USERS (50%)

3 2 9 41 45
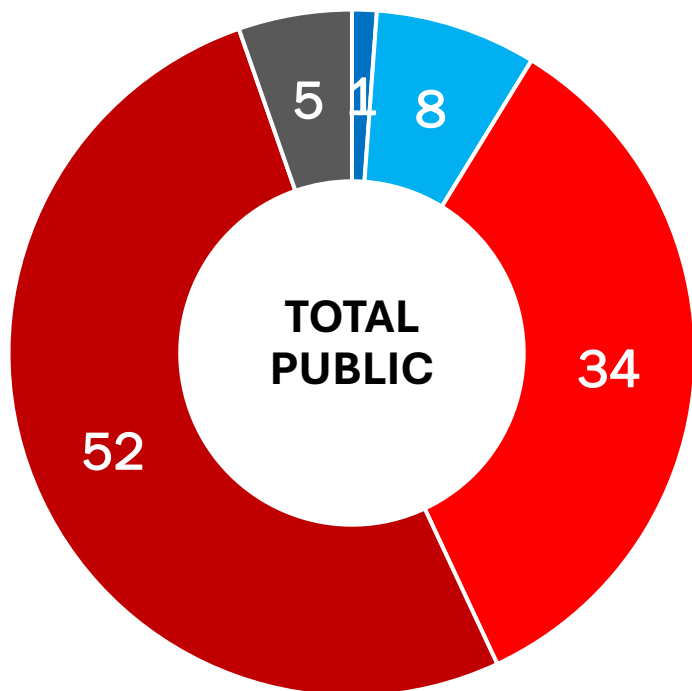
Only 1 in 50 AI tool users say they are not concerned that AI may contribute to the potential for serious fraud.

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Therefore, more than three out of five Greeks consider that strict regulations are needed to protect citizens from possible fraud due to malicious use of AI

*Do you believe that the use of AI should be regulated to protect individuals and society?*

%

	Yes, strict regulation is needed	Yes, it needs some adjustment	No, the existing regulation is sufficient	No, more regulation could slow down the progress of technology	I have no opinion
Men	61	30	2	1	6
Women	62	26	2	2	8
18-24	48	38	6	2	6
25-34	49	37	3	2	10
35-44	58	29	3	1	8
45-54	67	23	2		8
55+	67	24	1	1	6
Attica	63	29	1	1	5
Salonica	61	26	3	0	10
Region	60	27	2	2	8

Donut chart: 62, 28, 2, 1, 7

Legend:
- ■ Yes, strict regulation is needed
- ■ Yes, it needs some adjustment
- ■ No, the existing regulation is sufficient
- ■ No, more regulation could slow down the progress of technology
- ■ I have no opinion

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The proportion of AI users who consider strict regulation of AI use appropriate is equally high

- Yes, strict regulation is required
- Yes, it needs some adjustment
- No, the existing regulation is sufficient
- No, more regulation could slow down the progress of technology
- I have no opinion

%

TOTAL PUBLIC

- 62
- 28
- 2
- 1
- 7

TN TOOL USERS (50%)

- 55
- 37
- 3
- 2
- 3
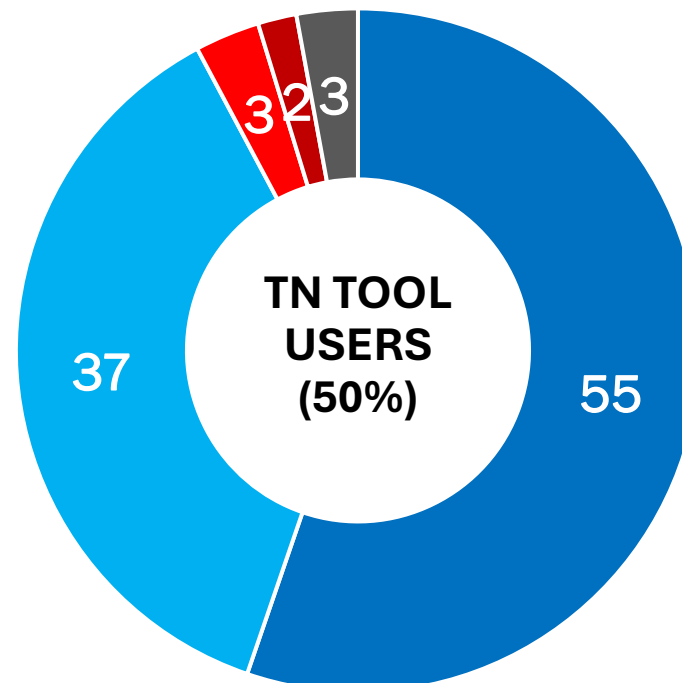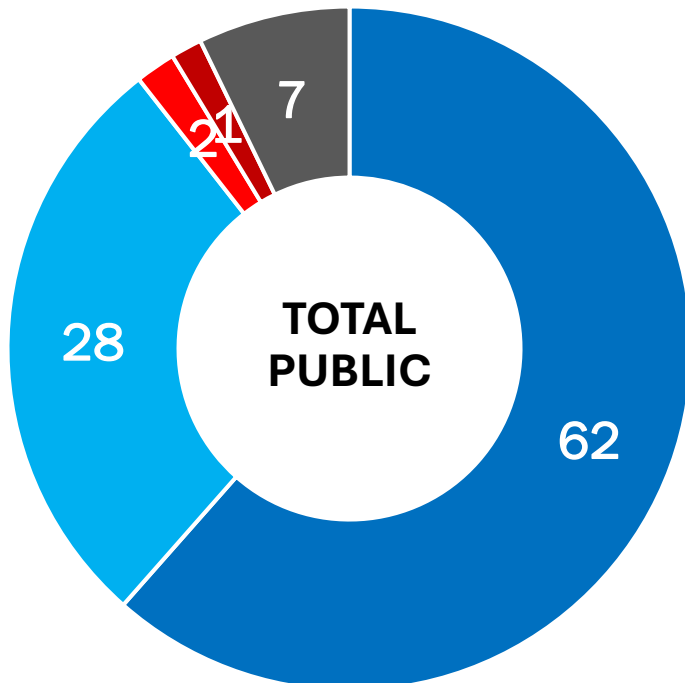
Only 1 in 20 AI tool users say that no more adjustment is needed in using AI.

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Key Learnings

1 The view of Greeks on the impact of AI on society remains more or less the same over time, including both positive and negative aspects/expectations

2 The public expects that the use of AI will bring improvements in a wide variety of industries, and especially in e-commerce will improve both the better management and operation of the store and the customer-consumer experience

3 Today, one in two Greeks use AI tools, with ChatGPT leading the way, and knowledgeable users have a better view of AI and an increased belief that it helps them in their career/professional development

4 Despite its positive aspects, it is expected that AI can lead to misinformation and fraud, a view shared by the public that uses it, and therefore, almost all Greeks believe that there should be strict protection measures

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**Greeks &
Artificial Intelligence :
Attitudes & Impact**

National Survey Results
November 2024

Thank you!

Want more info? Ask xenia@focus.gr