# ChatGPT and Co. in Everyday Life: Use, Evaluation, and Visions for the Future

A three-country comparison

NIMpulse

7

# Nuremberg Institute for Market Decisions
## Founder of GfK

Steinstr. 21 | 90419 Nuremberg | nim.org

September 2024

The Nuremberg Institute for Market Decisions (NIM) is a non-profit research institute at the interface of academia and practice. NIM examines how consumer decisions change due to new technology, societal trends, or the application of behavioral science and what the resulting micro- and macroeconomic impacts are for the market and for society as a whole. A better understanding of consumer decisions and their impacts helps society, businesses, politics, and consumers make better decisions with regard to "prosperity for all" in the sense of the social-ecological market system.
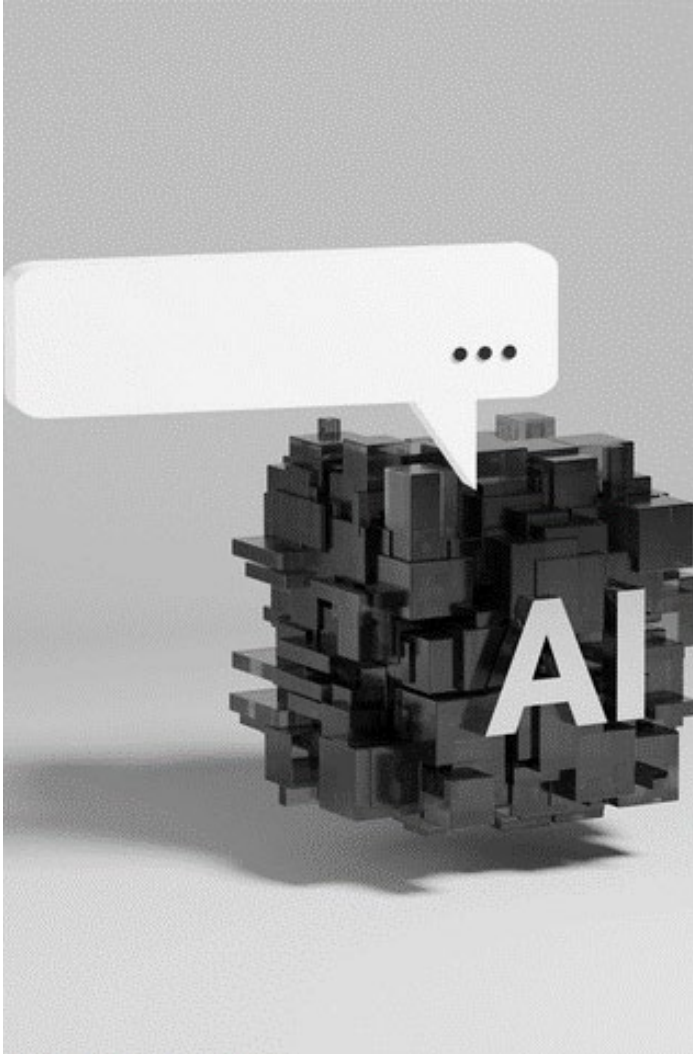
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With the release of the chatbot ChatGPT in November 2022, the topic of artificial intelligence seems to have found a permanent place among broader public discourse. While the technology is being celebrated as a helpful innovation for many areas of research and business, its establishment in society is also giving rise to ethical and copyright concerns.

Aside from such fundamental discussions, ChatGPT in particular is already being used by large sections of the population. The tool uses AI to interpret human speech and generate a response.

A wide range of possible applications are conceivable. But for what specific purposes are users in the US, Germany, and the UK currently using it? How satisfied are they with it? And where do they see further areas of application?

NIM analyzes similarities and differences in a three-country comparison. How do the nations view shopping, everyday life, and a future with ChatGPT and co.?

Nuremberg, September 2024

# Key Insights

**1** → ChatGPT users tend to be young, with a high level of education and a high income.

**2** → Use and evaluation of ChatGPT: Private use predominates in the countries surveyed. Germans tend to rate the tool more critically than Brits and Americans. The latter use it more diversely.

**3** → Shopping with ChatGPT: The vast majority see great GenAI potential. In the United States, the majority of users even believe that the tools are at least as credible as human experts when it comes to product recommendations.

**4** → Everyday life with ChatGPT: The information provided by the tool is generally highly trusted by users. They see a wide range of potential applications in everyday life, such as organizing and checking news and knowledge.

**5** → Future with AI: A rather pessimistic view of the future dominates in all three countries. One major concern is the loss of jobs due to AI. It is therefore not surprising that a majority would like to see stronger regulation.

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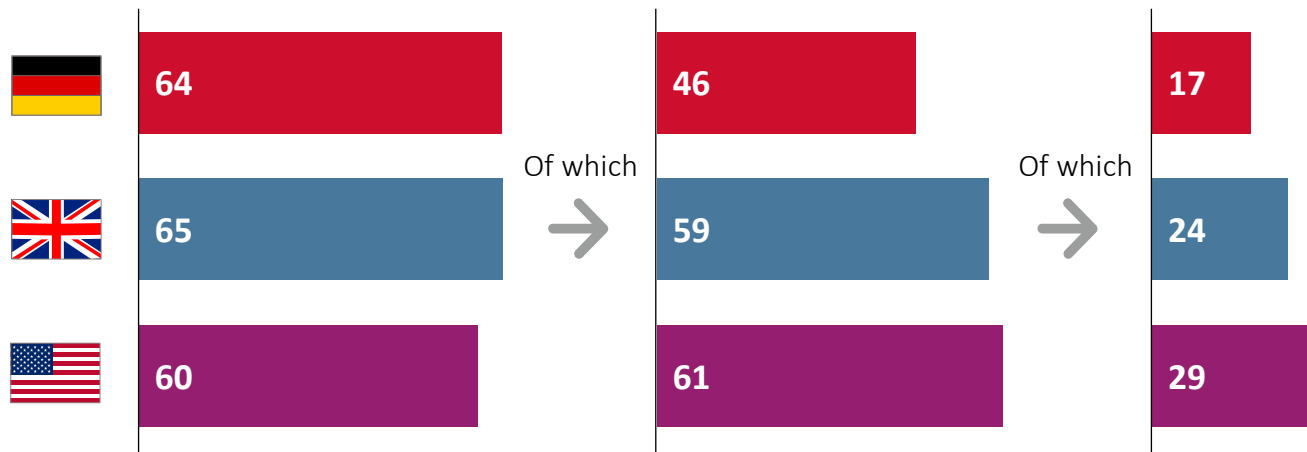
**The typical ChatGPT user:** Americans are in the lead when it comes to ChatGPT usage, and they also use the paid version most frequently.

| | Have you ever heard of ChatGPT? | | Do you use ChatGPT? | | Do you use the paid/subscription version of ChatGPT? |
|---|---|---|---|---|---|
| 🇩🇪 | 64 | | 46 | | 17 |
| 🇬🇧 | 65 | Of which → | 59 | Of which → | 24 |
| 🇺🇸 | 60 | | 61 | | 29 |

At least **60 %** of the population in all three countries have heard of ChatGPT. Of these people, around half also use the chatbot. In Germany, this means that around 30 % of the total population describe themselves as users.

There are clear differences between Germany and the other two countries, particularly in the **use of the paid version** of ChatGPT: While only 17 % of German users pay for the application, the figure is 24 % in the United Kingdom and 29 % in the United States.

Proportion "Yes" | Single choice in each case | n = 6,012 / n = 3,782 / n = 2,089 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org
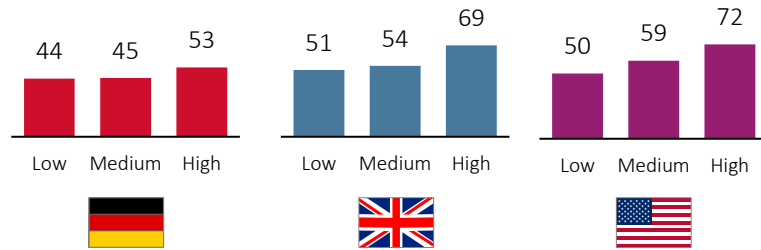
# The typical ChatGPT user: In Germany, usage is more a question of age, gender, and education, while in the UK and the US, it is more a question of age and income.

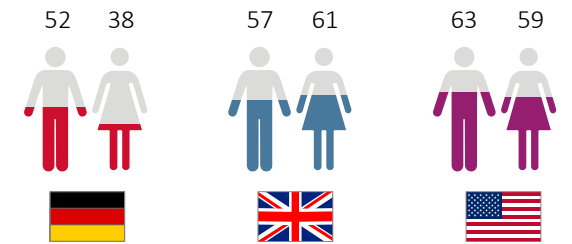## Socio-demographic characteristics and use of ChatGPT

## Income

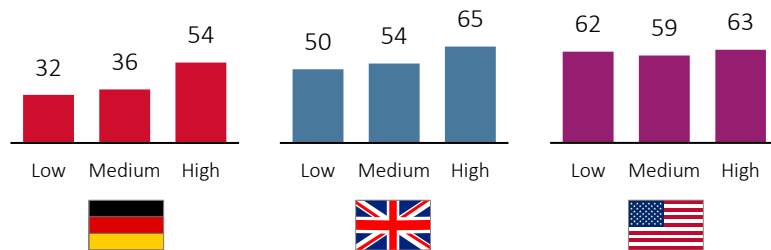As income rises, so does the use of ChatGPT, especially in the UK and the US.

| | Low | Medium | High |
|---|---|---|---|
| 🇩🇪 Germany | 44 | 45 | 53 |
| 🇬🇧 UK | 51 | 54 | 69 |
| 🇺🇸 US | 50 | 59 | 72 |

## Level of education

The higher the level of education, the more likely ChatGPT is to be used, especially in Germany.

| | Low | Medium | High |
|---|---|---|---|
| 🇩🇪 Germany | 32 | 36 | 54 |
| 🇬🇧 UK | 50 | 54 | 65 |
| 🇺🇸 US | 62 | 59 | 63 |

## Sex

In Germany, significantly more men than women use ChatGPT; in the UK and the US, usage is roughly equally distributed.

| | Men | Women |
|---|---|---|
| 🇩🇪 Germany | 52 | 38 |
| 🇬🇧 UK | 57 | 61 |
| 🇺🇸 US | 63 | 59 |

## Age

Younger people are more likely to use ChatGPT.

| | 18–29 | 30–59 | 60–74 |
|---|---|---|---|
| 🇩🇪 Germany | 71 | 45 | 20 |
| 🇬🇧 UK | 77 | 60 | 32 |
| 🇺🇸 US | 77 | 63 | 35 |
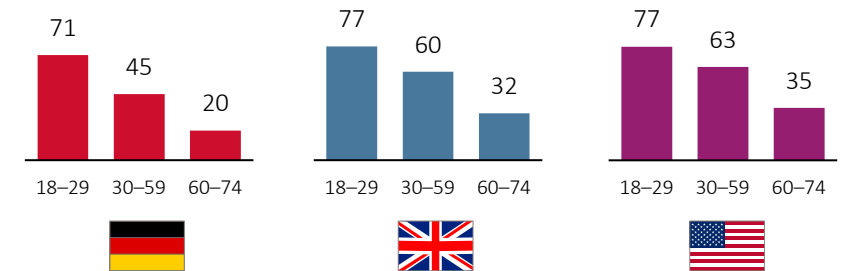
Do you use ChatGPT? | Proportion "yes" | Single choice | n = 3,782 [Subgroup: yes, already heard of ChatGPT] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# The typical ChatGPT user: young, highly educated, and with a high income



This finding certainly comes as no surprise. It was also to be expected that the tool would be more widespread in English-speaking countries. However, the differences between the countries in detail are interesting.

While roughly the same number of men and women have used ChatGPT in the UK and the US, there is a large gap in Germany. And while usage in Germany is also heavily dependent on educational attainment, there are no differences in this respect in the US. However, the gap between income groups is widest in the US.

If generative AI (GenAI) really does contribute to higher productivity, policymakers would be well advised to keep an eye on these differences and take countermeasures.

# Key Insights

**1** → ChatGPT users tend to be young, with a high level of education and a high income.

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**4** → Everyday life with ChatGPT: The information provided by the tool is generally highly trusted by users. They see a wide range of potential applications in everyday life, such as organizing and checking news and knowledge.

**5** → Future with AI: A rather pessimistic view of the future dominates in all three countries. One major concern is the loss of jobs due to AI. It is therefore not surprising that a majority would like to see stronger regulation.

# Use and evaluation of ChatGPT: Private use currently predominates in all countries surveyed.

|  | Mostly for private use | Equally for both private and professional use | Mostly for professional use |
|---|---|---|---|
| 🇩🇪 | 62 | 16 | 23 |
| 🇬🇧 | 59 | 22 | 18 |
| 🇺🇸 | 57 | 23 | 21 |
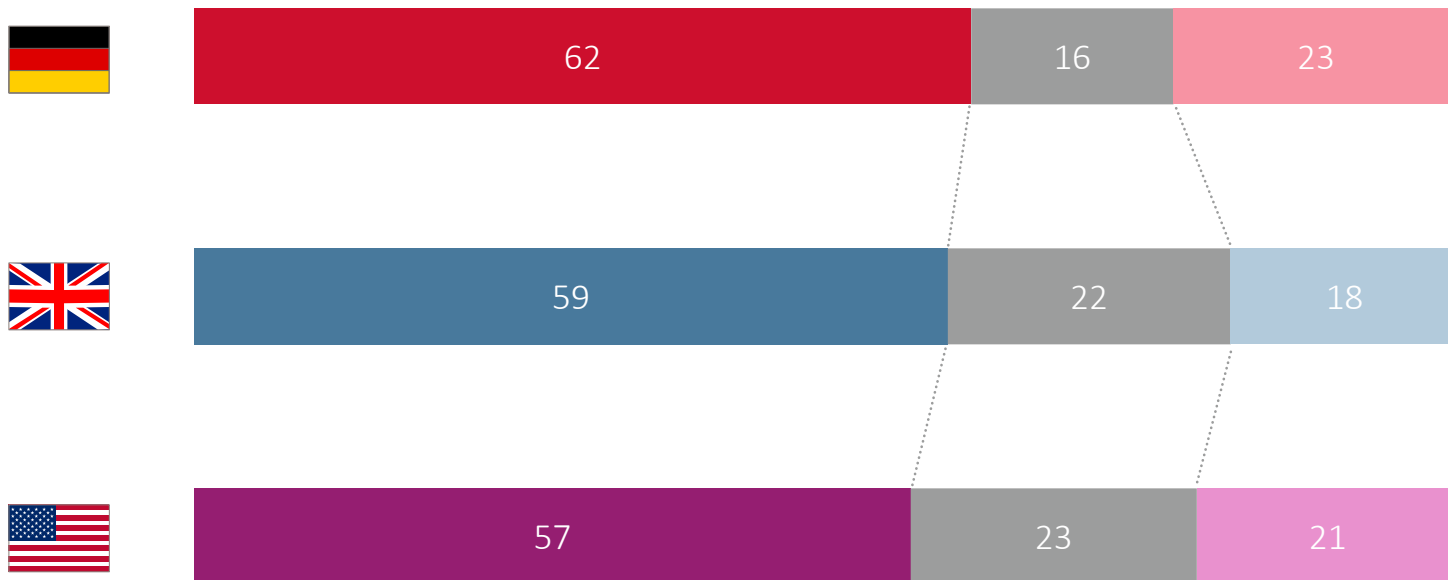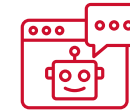
Around **60 % of all ChatGPT users** in Germany, the United Kingdom, and the United States currently use the chatbot primarily for private purposes.

In Germany, the proportion of users who state that they use the tool primarily for business purposes is **highest** at **23 %**.

In the United Kingdom and the United States, however, there are significantly more people who report using ChatGPT both privately and professionally.

In which situation have you used ChatGPT so far? | Single choice | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Use and evaluation of ChatGPT:** Predominantly private use is currently prevalent across all socio-demographic groups.

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**Germany**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Mostly for professional use | 27 | 14 | 21 | 24 | 19 | 26 |
| Equally for both private and professional use | 17 | 5 | 23 | 17 | 12 | 23 |
| Mostly for private use | 56 | 81 | 56 | 60 | 68 | 51 |

**UK**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Mostly for professional use | 23 | 9 | 12 | 21 | 18 | 21 |
| Equally for both private and professional use | 17 | 8 | 6 | 33 | 11 | 34 |
| Mostly for private use | 60 | 83 | 82 | 46 | 71 | 45 |

**US**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Mostly for professional use | 35 | 7 | 24 | 22 | 12 | 28 |
| Equally for both private and professional use | 19 | 5 | 18 | 24 | 16 | 29 |
| Mostly for private use | 46 | 88 | 58 | 54 | 73 | 43 |

This applies to all countries surveyed and at least for the criteria of age, level of education, and income.

It is striking that the **level of education** shows **no correlation with the type of use**. This means that people with a higher level of education do not necessarily use ChatGPT more frequently for professional purposes. Only in the UK can such a correlation be observed. In Germany and the US, predominantly professional use is instead associated with a high income.

In which situation have you used ChatGPT so far? | Single choice | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Use and evaluation of ChatGPT:** ChatGPT is currently mainly used for text work. For many Brits and Americans, the application also is already an alternative to search engines.



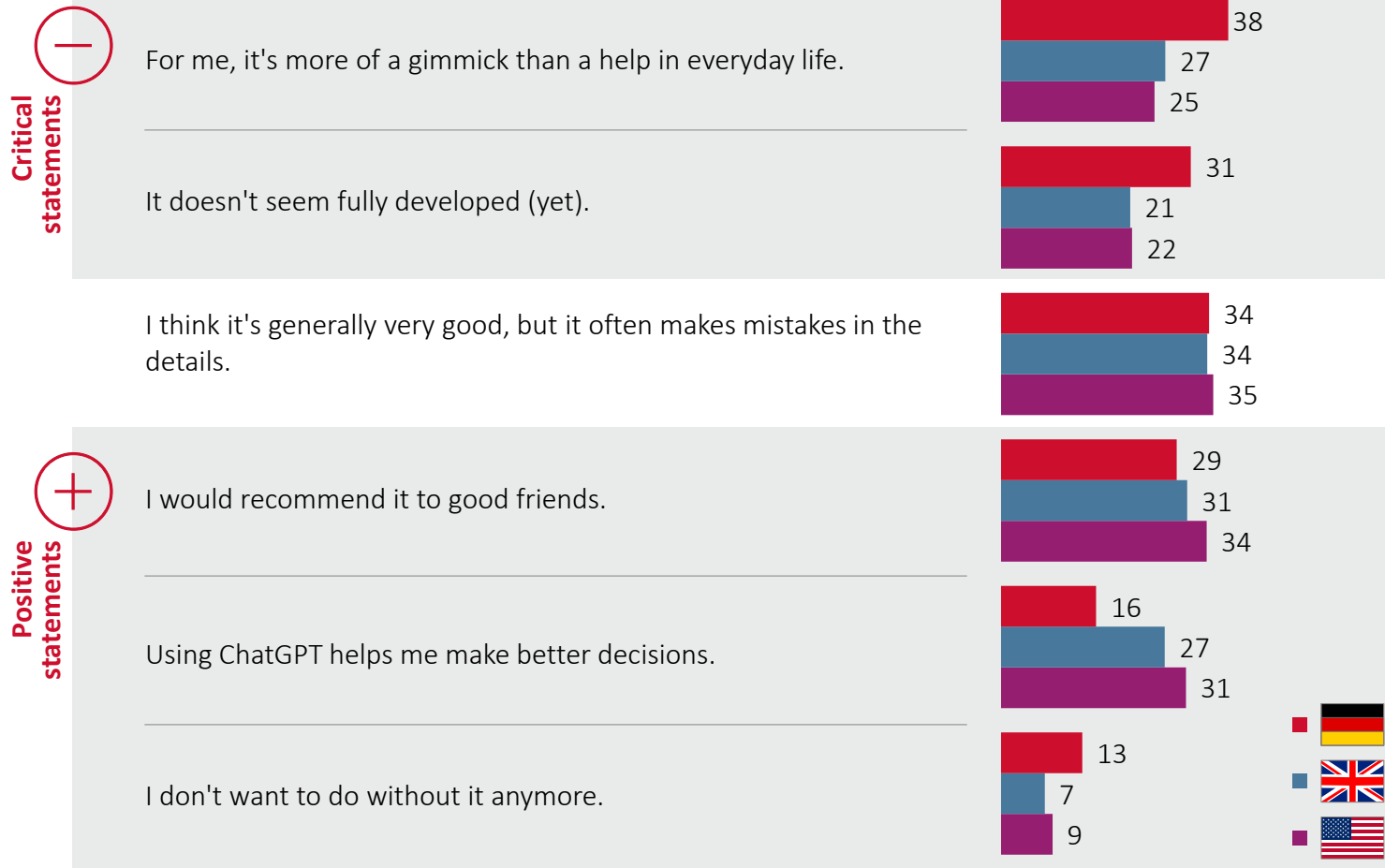| Use case | Germany | UK | US |
|---|---|---|---|
| For text work (composing, summarizing, translating texts) | 50 | 46 | 47 |
| As an assistant (e.g., making reply suggestions to inquiries, providing information, and finding facts) | 28 | 29 | 31 |
| As an alternative to searching with traditional search engines (e.g., Google) | 26 | 33 | 35 |
| For entertainment and amusement | 23 | 26 | 32 |
| For gaining new ideas for creative tasks | 21 | 29 | 33 |
| For finding solutions to problems in everyday life | 17 | 24 | 27 |
| For education and training | 17 | 26 | 27 |
| As a consultant for personal problems | 11 | 20 | 24 |

In Germany, users currently use the chatbot mainly in the area of text work, which can almost be described as **classic**. In the UK and even more so in the US, users are already using ChatGPT in a more diverse way. Here, many are already using the tool as **an alternative to a search engine** (33 % and 35 %, respectively), for entertainment and amusement, and for generating ideas. The utilization for education and training is also more widespread here (26 % and 27 %, respectively) than in Germany (17 %).
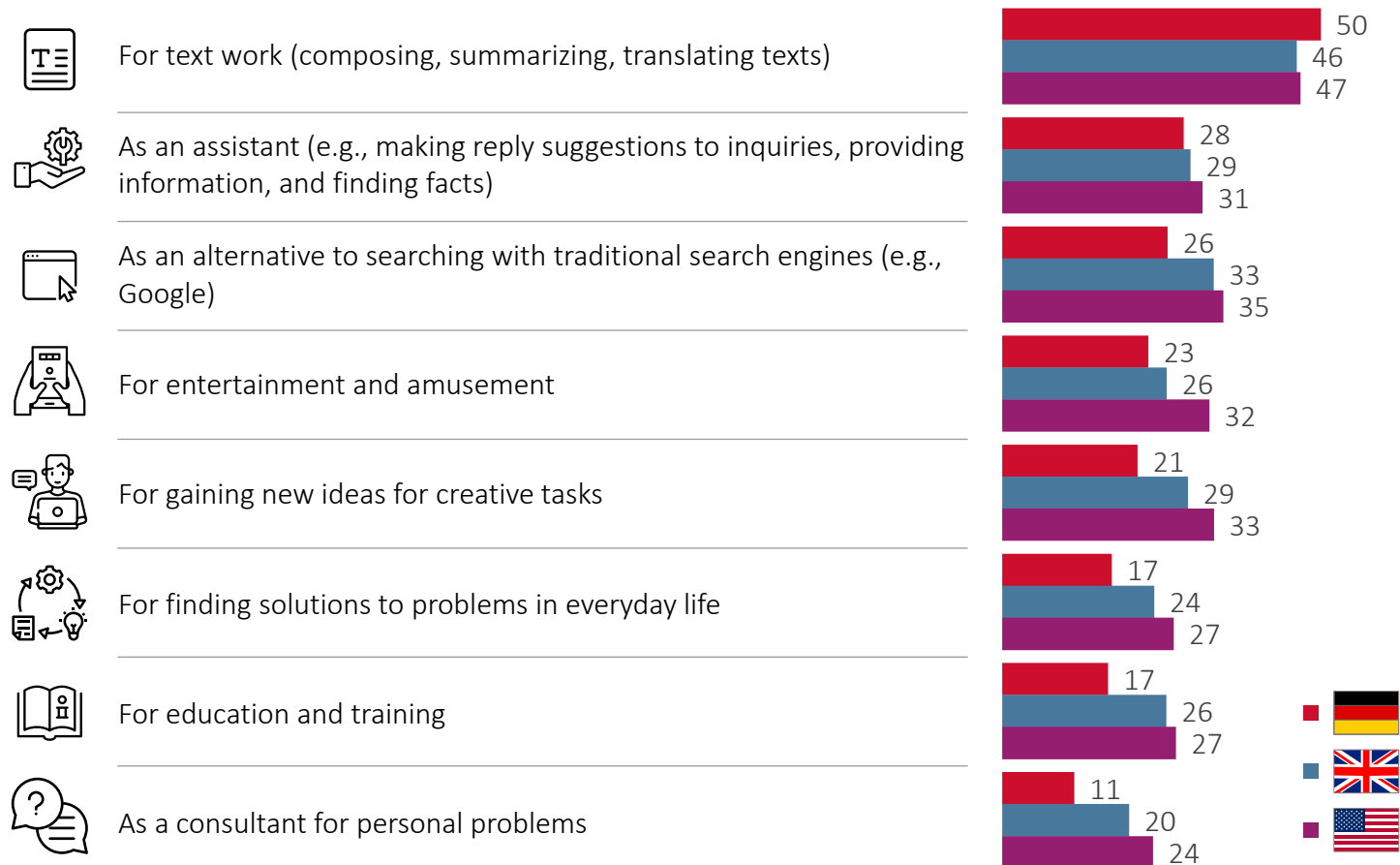
What have you used ChatGPT for so far? | Multiple responses possible | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Use and evaluation of ChatGPT:** Germans tend to rate ChatGPT more critically than Brits and Americans.

**Critical statements**

For me, it's more of a gimmick than a help in everyday life.
- 38
- 27
- 25

It doesn't seem fully developed (yet).
- 31
- 21
- 22

I think it's generally very good, but it often makes mistakes in the details.
- 34
- 34
- 35

**Positive statements**

I would recommend it to good friends.
- 29
- 31
- 34

Using ChatGPT helps me make better decisions.
- 16
- 27
- 31

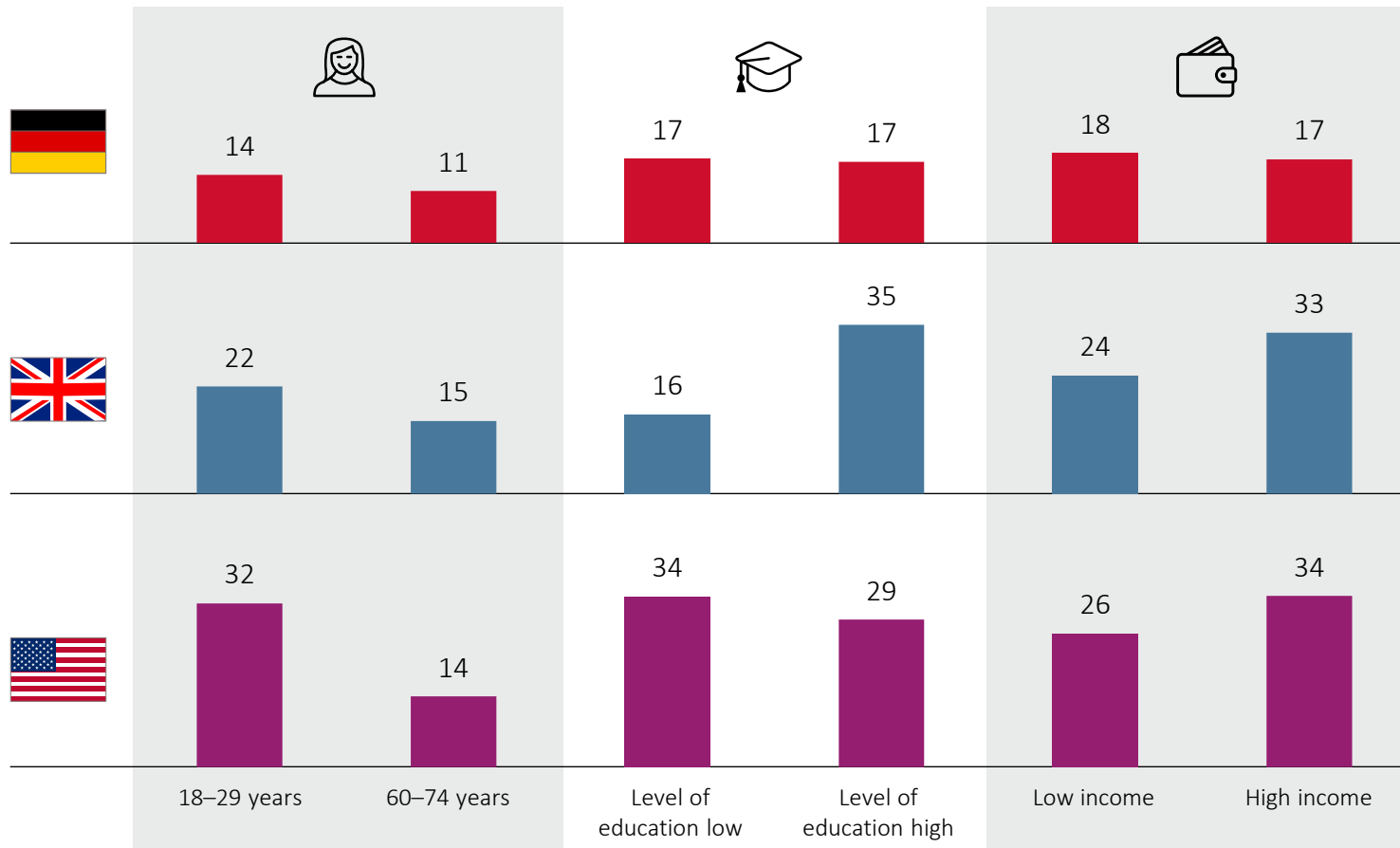I don't want to do without it anymore.
- 13
- 7
- 9

ChatGPT users **in Germany agree with critical statements** about how the tool works much more often than those in the UK and the US. For example, they are more often of the opinion that the chatbot is more of a gimmick and is not (yet) fully developed.

American and British users are more positive: They are more likely than German users to think that ChatGPT increases the quality of decisions. There is, however, a slight deviation: More users in Germany no longer want to do without the tool (13 % vs. 7 % in the UK and 9 % in the US, respectively).

Which of the following statement(s) in the context of ChatGPT do you agree with? | Multiple responses possible | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Use and evaluation of ChatGPT: Americans and Brits with high incomes find that ChatGPT leads to better decisions.

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Share: ChatGPT users who say using ChatGPT helps them make better decisions.



**Germany**
- 18–29 years: 14
- 60–74 years: 11
- Level of education low: 17
- Level of education high: 17
- Low income: 18
- High income: 17

**UK**
- 18–29 years: 22
- 60–74 years: 15
- Level of education low: 16
- Level of education high: 35
- Low income: 24
- High income: 33

**US**
- 18–29 years: 32
- 60–74 years: 14
- Level of education low: 34
- Level of education high: 29
- Low income: 26
- High income: 34

The question of better decision-making can be seen as an indicator of usefulness. And usefulness is a predictor for the establishment of a tool.

In the US and the UK, the assessment of benefits depends primarily on age and economic status. **The younger and the higher the income, the more positive the assessment of ChatGPT.** In the UK, educational attainment also plays a role. In Germany, approval of the statement is consistently low.

Which of the following statement(s) in the context of ChatGPT do you agree with? | Multiple responses possible | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Use and evaluation of ChatGPT:** Future use potential is conceivable for many respondents, particularly in the area of text work.

| Category | DE | UK | US |
|---|---|---|---|
| For text work (composing, summarizing, translating texts) | 57 | 51 | 54 |
| As an assistant (e.g., making reply suggestions to inquiries, providing information, and finding facts) | 29 | 36 | 37 |
| For education and training | 24 | 31 | 33 |
| For gaining new ideas for creative tasks | 21 | 24 | 31 |
| For finding solutions to problems in everyday life | 19 | 28 | 29 |
| For entertainment and amusement | 18 | 20 | 28 |
| As a consultant for personal problems | 14 | 20 | 22 |

Many respondents can also imagine using ChatGPT in the future as an assistant, for education and training, and as a partner in generating new ideas.

Respondents from the UK and the US can imagine significantly more types of future use. The gap is particularly large for activities such as "gaining new ideas for creative tasks" and "finding solutions to problems in everyday life."
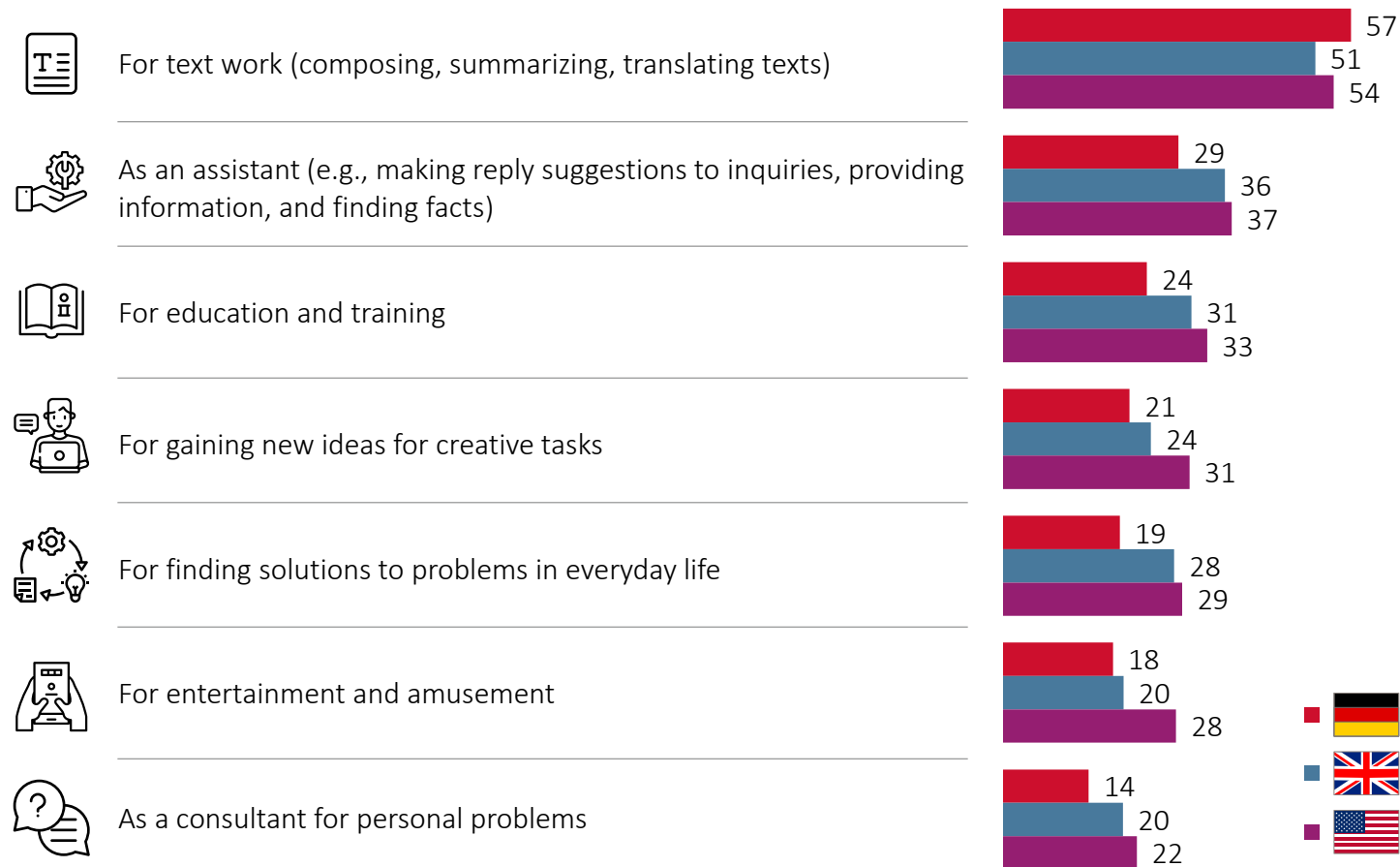
In principle, what (else) could you imagine using an intelligent chatbot like ChatGPT for in everyday life? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Use and evaluation of ChatGPT:** Currently, private use predominates, with Germans rating the tool more critically than Brits and Americans, the latter using it more diversely

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People in Germany not only use the tool less frequently. Those who do use it also use it less frequently than people in English-speaking countries, and they tend to rate ChatGPT more critically on average. Whether this is due to the linguistic capabilities of the tool or for other reasons cannot be answered here.

In any case, it is exciting to see how many functions the AI already fulfills, especially for users in the US and the UK. One in three people there use ChatGPT as an alternative to a search engine, for example. Do Google and co. have to fear for their business model?

# Key Insights

1 → ChatGPT users tend to be young, with a high level of education and a high income.

2 → Use and evaluation of ChatGPT: Private use predominates in the countries surveyed. Germans tend to rate the tool more critically than Brits and Americans. The latter use it more diversely.

3 → Shopping with ChatGPT: The vast majority see great GenAI potential. In the United States, the majority of users even believe that the tools are at least as credible as human experts when it comes to product recommendations.

4 → Everyday life with ChatGPT: The information provided by the tool is generally highly trusted by users. They see a wide range of potential applications in everyday life, such as organizing and checking news and knowledge.

5 → Future with AI: A rather pessimistic view of the future dominates in all three countries. One major concern is the loss of jobs due to AI. It is therefore not surprising that a majority would like to see stronger regulation.

# Shopping with ChatGPT: Germans are more cautious than their American and British counterparts.

Use of ChatGPT when purchasing products conceivable

Use of ChatGPT when purchasing products inconceivable

BUY

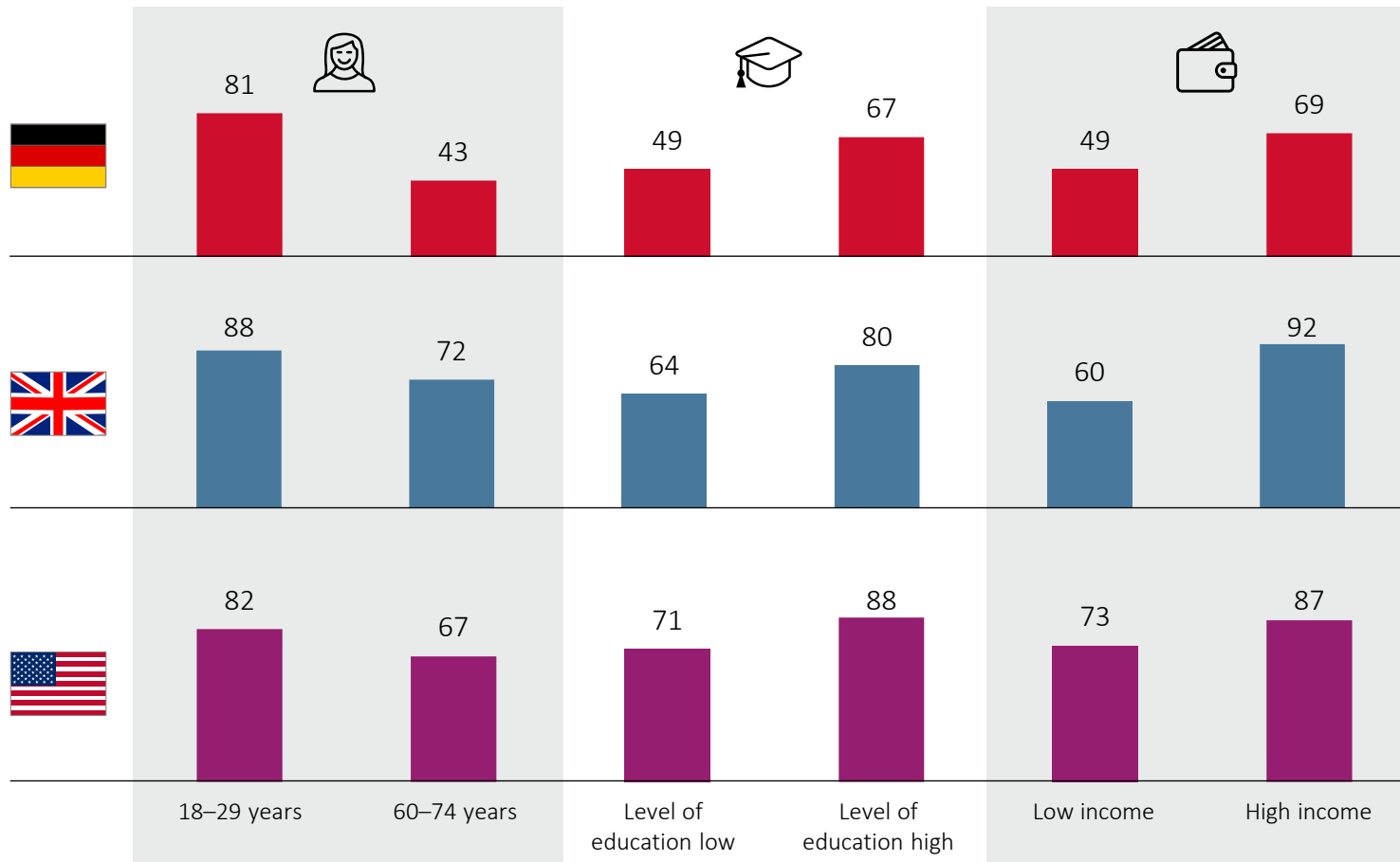| | | |
|---|---|---|
| 🇩🇪 | 59 | 41 |
| 🇬🇧 | 73 | 27 |
| 🇺🇸 | 80 | 20 |
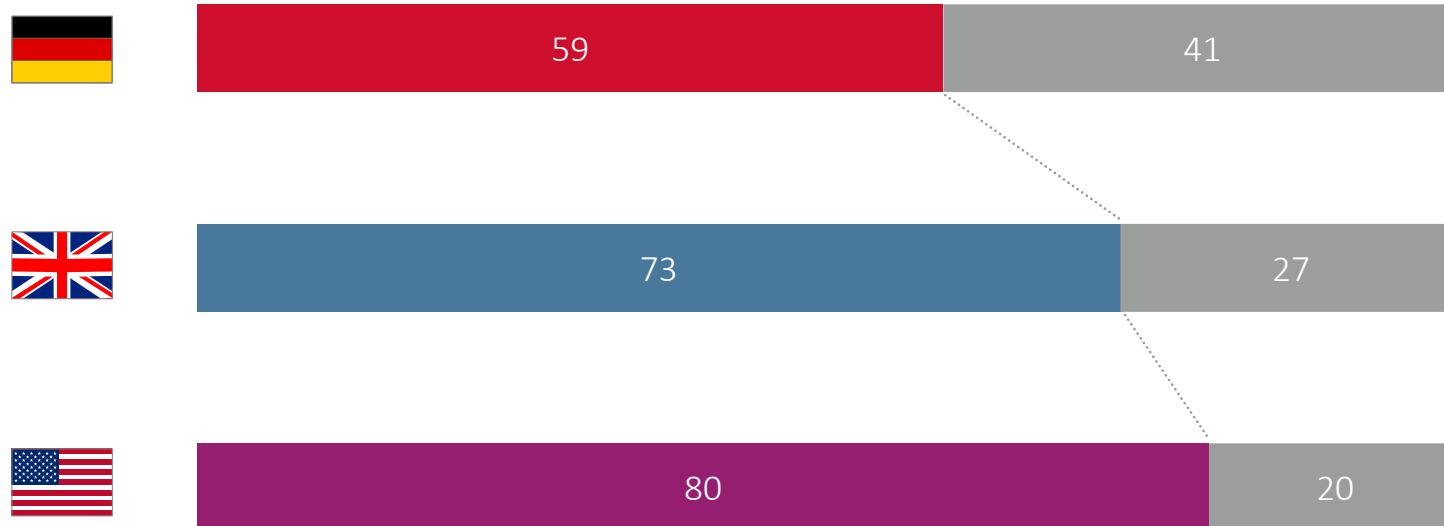
In general, people **from the US are most likely to consider** using ChatGPT when purchasing products (share: 80 %). But the majority of people in the UK (73 %) and Germany (60 %) are also interested in such functions.

However, **41 % of Germans** also state that they do not want to use any of the applications available for selection in a shopping context. In the UK (27 %) and the US (20 %), this proportion is significantly lower.

When you think about purchasing products, what could you imagine using an intelligent chatbot like ChatGPT for? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Shopping with ChatGPT: Younger people, people with a higher level of education, and people with higher income are generally more open to use the tool in this context.

Share: **People for whom the use of ChatGPT is conceivable when purchasing products**



**Germany**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Germany | 81 | 43 | 49 | 67 | 49 | 69 |
| UK | 88 | 72 | 64 | 80 | 60 | 92 |
| USA | 82 | 67 | 71 | 88 | 73 | 87 |

A majority in every country surveyed can imagine using ChatGPT when purchasing products. However, the level of willingness varies between different groups.

Across all countries, it is particularly **younger people, people with a high level of education,** and **people with a high income** who can imagine using it in a shopping context.

When you think about purchasing products, what could you imagine using an intelligent chatbot like ChatGPT for? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Shopping with ChatGPT: The tool is particularly popular for comparing products and researching prices.

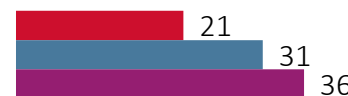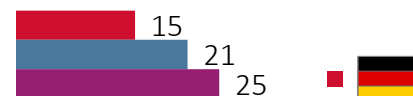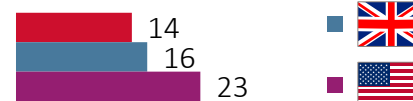| Category | Germany | UK | USA |
|---|---|---|---|
| To compare several products before buying | 29 | 37 | 42 |
| To find out about the prices or price trends of products | 26 | 33 | 36 |
| To summarize reviews of products on the internet | 25 | 31 | 35 |
| To find out about the quality of a product/service or other users' experiences with a provider | 22 | 28 | 33 |
| To find out about shop locations, opening hours, and offers (e.g., drugstores, restaurants) | 21 | 31 | 36 |
| For recommendations on which products and/or services best suit my needs and preferences | 20 | 26 | 31 |
| For assistance with product returns and warranty claims | 15 | 21 | 25 |
| As an (additional) source of information on investment opportunities (e.g., shares) | 14 | 16 | 23 |
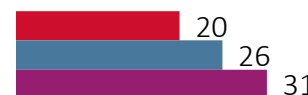
In what specific ways would consumers like to use ChatGPT when buying products? A relative majority of respondents could well imagine using it to **compare products and research prices**. Support when screening products and user reviews was also mentioned frequently.

The types of use with the fewest mentions include "source of information about investment opportunities" and "receiving specific purchase recommendations".

When you think about purchasing products, what could you imagine using an intelligent chatbot like ChatGPT for? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Shopping with ChatGPT:** The human expert still enjoys greater credibility in the context of product recommendations**.**
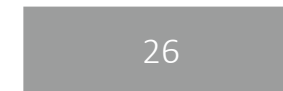
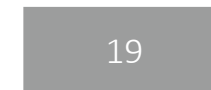| Intelligent chatbot like ChatGPT | Both are about equally trustworthy | Human expert | Don't know/ Both about equally untrustworthy |
|---|---|---|---|

**Germany**

| 9 | 20 | 45 | 26 |

**29**

**United Kingdom**

| 11 | 25 | 44 | 19 |

**36**

**United States**

| 13 | 29 | 37 | 22 |

**42**

In Germany and the United Kingdom in particular, a majority find a human expert in a shopping context more credible than an intelligent chatbot like ChatGPT.

However, the lead for human experts in the UK is relatively small. After all, 36 % have a higher or equal level of trust in ChatGPT here. In the **United States**, a **majority of 42 %** believe that **ChatGPT** is **more credible** or just as credible **as a human**.

Intelligent chatbot like ChatGPT or human expert: Which do you think is more trustworthy when it comes to product recommendations? | Single choice | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Shopping with ChatGPT: Younger, better-educated, and higher-income people find AI relatively credible when making product recommendations.

NIM Nuremberg Institute for Market Decisions



**Germany**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Human expert | 40 | 46 | 40 | 46 | 44 | 46 |
| Don't know / Both about equally untrustworthy | 20 | 32 | 37 | 20 | 31 | 19 |
| Both are about equally trustworthy | 39 | 22 | 23 | 43 | 25 | 35 |

**United Kingdom**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Human expert | 41 | 48 | 48 | 41 | 51 | 36 |
| Don't know / Both about equally untrustworthy | 12 | 26 | 24 | 15 | 21 | 15 |
| Both are about equally trustworthy | 48 | 26 | 29 | 44 | 28 | 49 |

**USA**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Human expert | 31 | 40 | 36 | 37 | 38 | 35 |
| Don't know / Both about equally untrustworthy | 20 | 30 | 29 | 15 | 26 | 17 |
| Both are about equally trustworthy | 49 | 30 | 35 | 48 | 35 | 49 |

Legend:
- Human expert
- Don't know / Both about equally untrustworthy
- Both are about equally trustworthy
- Intelligent chatbot like ChatGPT

A look at the demographic characteristics shows that the various groups within the countries surveyed hold different opinions.

Generally speaking, **people under the age of 30**, those **with a higher level of education**, and those with a **higher income tend to** consider ChatGPT to be **more credible** or just as credible as a human expert when it comes to product recommendations.

Intelligent chatbot like ChatGPT or human expert: Which do you think is more trustworthy when it comes to product recommendations? | Single choice | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Shopping with ChatGPT:** For the vast majority, the use of GenAI is conceivable here; in the US, many even consider the tools to be more credible than human experts



In this area too, respondents in the analyzed English-speaking countries are ahead. And a look at the countries shows that the use of ChatGPT in a shopping context is primarily considered by young people, people with a high level of education, and people with high incomes.

The chances are therefore not bad that a new shopping gatekeeper will emerge from ChatGPT or another GenAI tool. Companies should promptly think about how they can make their sales not only search engine optimized, but also GenAI optimized.

# Key Insights

1 → ChatGPT users tend to be young, with a high level of education and a high income.

2 → Use and evaluation of ChatGPT: Private use predominates in the countries surveyed. Germans tend to rate the tool more critically than Brits and Americans. The latter use it more diversely.

3 → Shopping with ChatGPT: The vast majority see great GenAI potential. In the United States, the majority of users even believe that the tools are at least as credible as human experts when it comes to product recommendations.

4 → Everyday life with ChatGPT: The information provided by the tool is generally highly trusted by users. They see a wide range of potential applications in everyday life, such as organizing and checking news and knowledge.

5 → Future with AI: A rather pessimistic view of the future dominates in all three countries. One major concern is the loss of jobs due to AI. It is therefore not surprising that a majority would like to see stronger regulation.

**Everyday life with ChatGPT:** Users of the tool generally place a great deal of trust in its answers, information, and suggestions.

| | Trust the information provided by ChatGPT rather/completely | Don't know | Do not trust the information from ChatGPT/not at all |
|---|---|---|---|
| 🇩🇪 | 64 | 5 | 31 |
| 🇬🇧 | 78 | 4 | 18 |
| 🇺🇸 | 76 | 5 | 18 |

General trust is somewhat stronger or weaker depending on the country. While **around 65 % of chatbot users in Germany** trust its information, the figure is **almost 80 %** in **the United Kingdom** and the **United States**.

Conversely, around one in three users in Germany does not trust the answers, information, and suggestions provided by ChatGPT, compared to 18 % in both the UK and the US.

Do you trust ChatGPT's answers/information/suggestions? | Single choice | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Everyday life with ChatGPT:** With higher age, the trust of ChatGPT users in the tool's information decreases, at least in Germany and the UK.

Share: People who completely or rather trust the information provided by ChatGPT
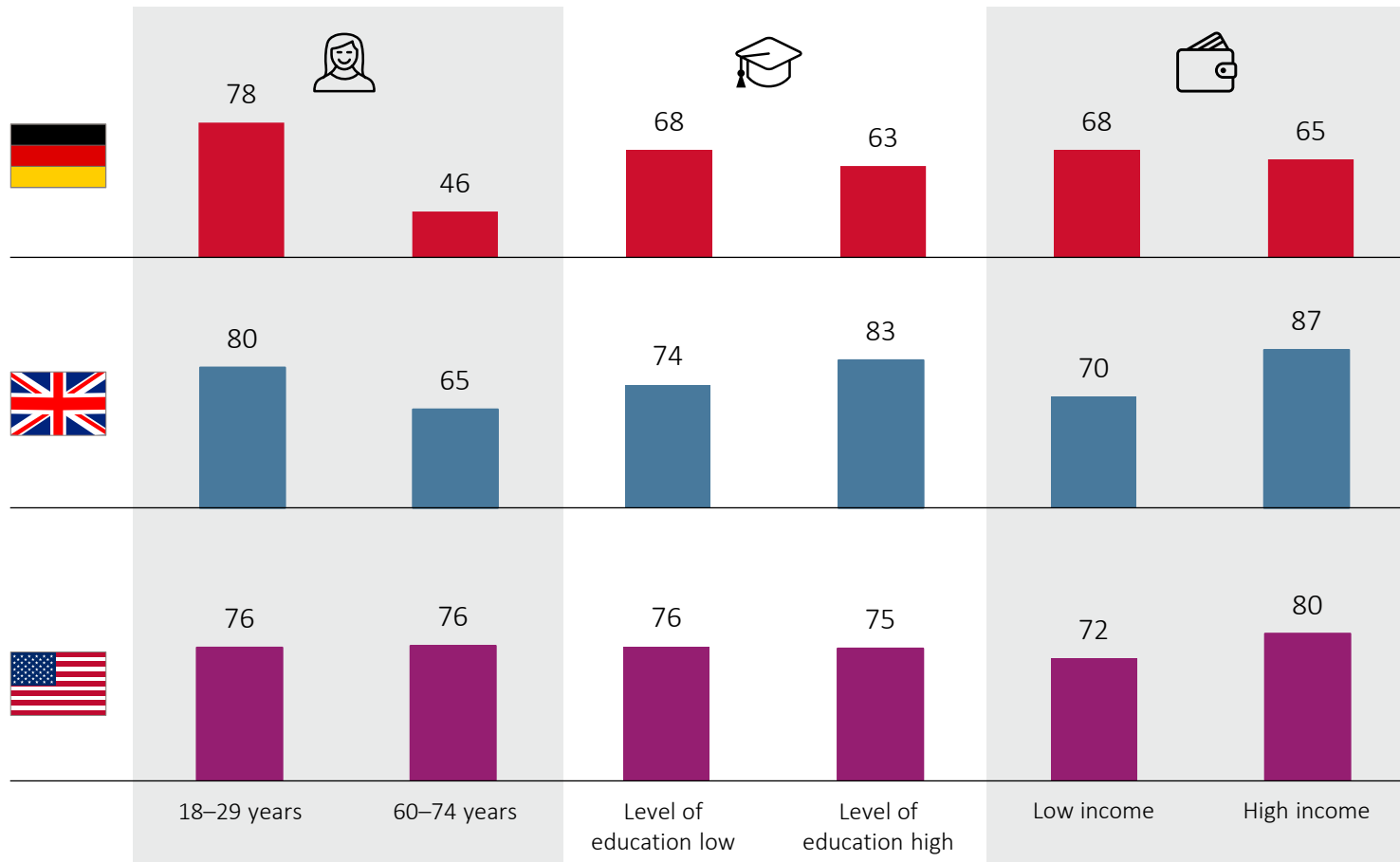


In the United States, no difference can be observed between the age groups. Overall, the general trust of ChatGPT users in the **US** is **relatively stable** across all demographic categories examined.

A familiar pattern can be observed in **the UK**: **Younger users**, users with **a high level of education**, and those with a **high income** report more trust. In **Germany**, only **age** seems to have an influence (younger users have significantly more trust).

Do you trust ChatGPT's answers/information/suggestions? | Single choice | n = 2,089 [Subgroup: ChatGPT users] | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Everyday life with ChatGPT:** People from Germany, the United Kingdom, and the United States are open to many (other) types of use.

Use of ChatGPT in personal everyday life as a citizen conceivable

Use of ChatGPT in personal everyday life as a citizen inconceivable

| Country | Conceivable | Inconceivable |
|---|---|---|
| 🇩🇪 Germany | 62 | 38 |
| 🇬🇧 United Kingdom | 69 | 31 |
| 🇺🇸 United States | 77 | 23 |
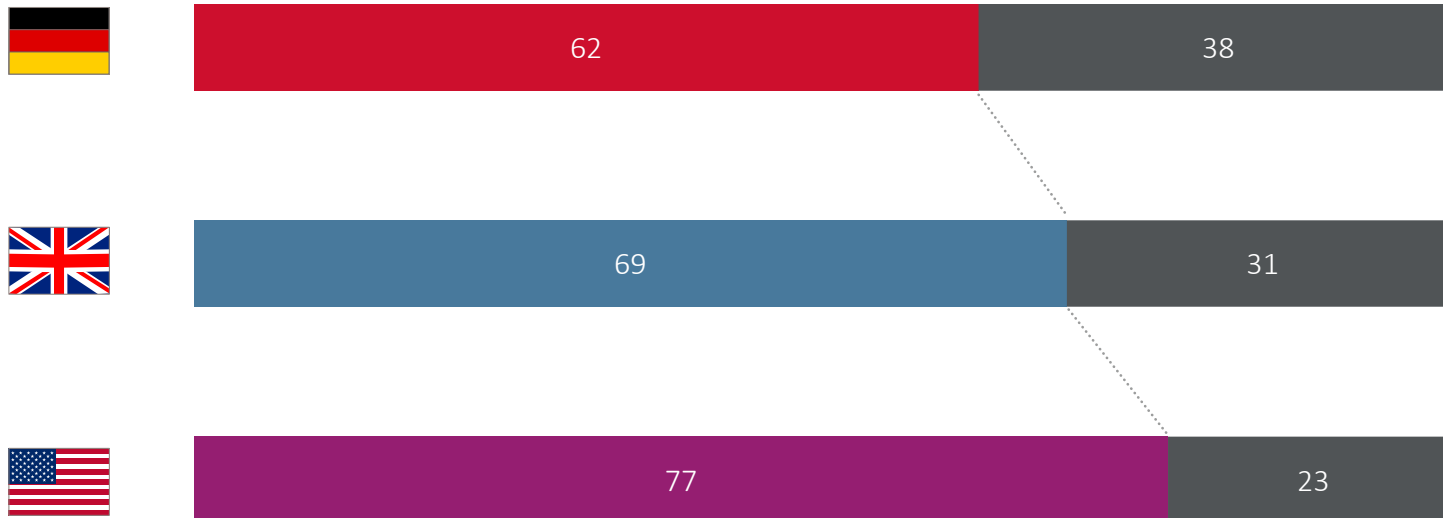
A **clear majority** of the respondents in all three countries surveyed can imagine using the tool for (further) everyday purposes.

**Four out of five ChatGPT users surveyed** in the United States are open to using the tool for everyday purposes that may not have been considered before. In the UK (69 %) and Germany (62 %), the proportion is only slightly lower.

Now think about your personal everyday life as a citizen. What could you imagine using an intelligent chatbot like ChatGPT for (even if some of these applications are not (yet) available for ChatGPT)? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Everyday life with ChatGPT:** Younger, better-educated, and higher-income people are especially interested in a wide range of potential functions**.**

Share: People for whom the use of ChatGPT in their personal everyday lives as a citizen is conceivable



**Germany**

| | 18–29 years | 60–74 years | Level of education low | Level of education high | Low income | High income |
|---|---|---|---|---|---|---|
| Germany | 83 | 47 | 51 | 72 | 55 | 74 |
| UK | 87 | 57 | 58 | 79 | 61 | 81 |
| US | 81 | 64 | 69 | 84 | 70 | 80 |
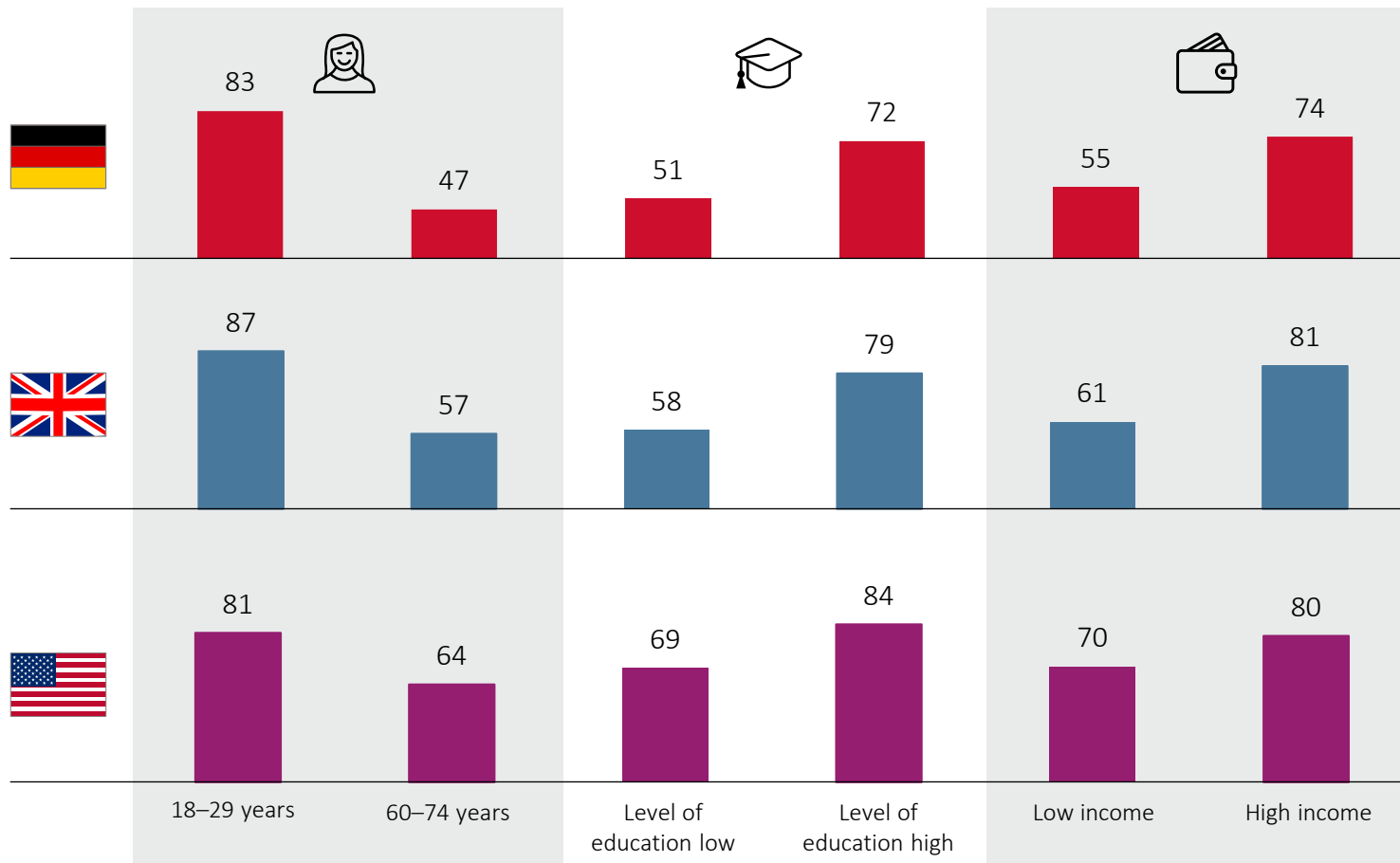
Young respondents in all three countries are similarly open to (other) everyday uses of ChatGPT. In Germany and the UK, interest decreases sharply with age. Educational attainment and income also have an effect.

Basically, the higher proportion in the US seems to be related to the fact that older people, people with a low level of education, and those with a lower income (want to) use the tool more intensively than in the other two countries, especially in Germany.

Now think about your personal everyday life as a citizen. What could you imagine using an intelligent chatbot like ChatGPT for (even if some of these applications are not (yet) available for ChatGPT)? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Everyday life with ChatGPT: Respondents can best imagine using the application to organize and check news and knowledge.

Identifying "fake news" and verifying information that I receive from other sources
- 32
- 33
- 37

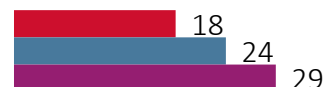Summarizing and preparing news of interest to me
- 28
- 33
- 37

Summarizing and preparing scientific findings (e.g., medicine, economics/politics, personal pension plans)
- 28
- 26
- 32

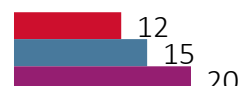Suggestions and recommendations for my spending, savings, and investment behavior
- 20
- 26
- 29

Recommendations for my personal health and health care
- 18
- 24
- 29

Recommendations for choosing a profession/career or employer that suits my needs
- 16
- 16
- 21

Voting recommendations based on research into which politicians and parties I would be most likely to vote for in light of my personal values and interests
- 12
- 15
- 20

(Red = Germany, Blue = UK, Purple = US)

When asked about specific everyday uses, most respondents mentioned the ability to check information and news with the chatbot. Similarly popular is summarizing and processing news and scientific findings. Respondents are therefore most likely to see the tool as a helper in the task of **organizing and checking news and knowledge**.

Concrete recommendations, such as on careers or political elections, are less frequently expected.

Now think about your personal everyday life as a citizen. What could you imagine using an intelligent chatbot like ChatGPT for (even if some of these applications are not (yet) available for ChatGPT)? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**Everyday life with ChatGPT:** Users have a high level of trust in the tool. Many people are interested in further areas of application, especially in the context of news and knowledge



This finding also suggests that organizations–as well as actors in politics and science–should reflect intensively on ChatGPT. Current users of the tool, and especially those in the analyzed English-speaking countries, have a high level of trust in the content generated–despite the hallucination problem.

With ChatGPT and other GenAI tools, potential new gatekeepers are also emerging in the information sector that can exert influence on politics and business. Publishers and news agencies will have to consider how they can coexist with these tools.

# Key Insights

**1** → ChatGPT users tend to be young, with a high level of education and a high income.

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**3** → Shopping with ChatGPT: The vast majority see great GenAI potential. In the United States, the majority of users even believe that the tools are at least as credible as human experts when it comes to product recommendations.

**4** → Everyday life with ChatGPT: The information provided by the tool is generally highly trusted by users. They see a wide range of potential applications in everyday life, such as organizing and checking news and knowledge.

**5** → Future with AI: A rather pessimistic view of the future dominates in all three countries. One major concern is the loss of jobs due to AI. It is therefore not surprising that a majority would like to see stronger regulation.

**Future with AI:** Respondents in all three countries are rather pessimistic about the future. One major concern is that jobs will be lost due to AI.

All things considered, more jobs will be eliminated than created because of AI.

| | | |
|---|---|---|
| 🇩🇪 | 45 | 44 | 11 |
| 🇬🇧 | 53 | 31 | 16 |
| 🇺🇸 | 49 | 34 | 17 |
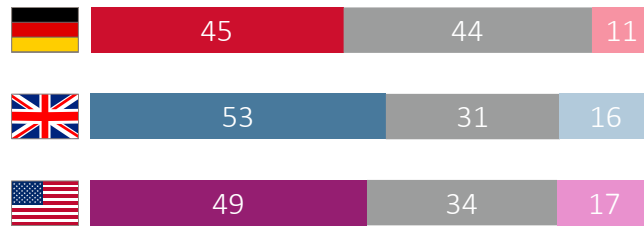
All things considered, more jobs will be created than eliminated because of AI.

A lot of creativity and knowledge will be lost due to AI.

| | | |
|---|---|---|
| 🇩🇪 | 37 | 42 | 21 |
| 🇬🇧 | 41 | 37 | 22 |
| 🇺🇸 | 36 | 40 | 25 |
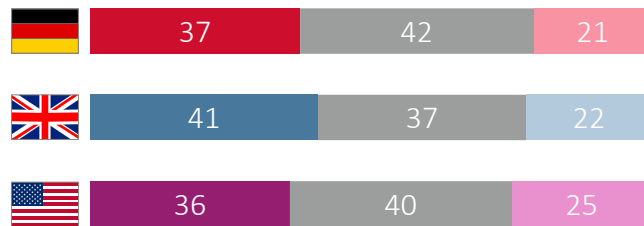
AI creates new sources of inspiration.

AI represents the interests of another party (such as political views or commercial trader interests) that influence its users.

| | | |
|---|---|---|
| 🇩🇪 | 34 | 51 | 15 |
| 🇬🇧 | 28 | 50 | 23 |
| 🇺🇸 | 29 | 46 | 24 |
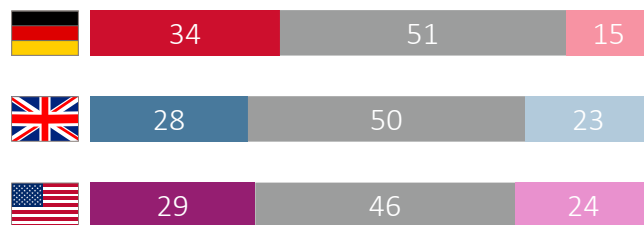
AI is objective and only committed to the interests of its users.

This concern is shared by around one in two respondents across all three countries, although people in the US and UK are slightly more divided overall than in Germany, where a higher proportion of people have no opinion.

A large proportion of respondents also believe that **creativity and knowledge will be lost** due to **AI**.

As far as the **objectivity of AI** is concerned, the majority in all three countries still have no clear opinion. The Germans are somewhat more pessimistic than the British and Americans.

In connection with the further development of artificial intelligence, which scenario seems more likely to you? | Single choice per statement | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

# Future with AI: A majority would like to see stronger regulation.

It should be obligatory for content (texts, images, music, videos, etc.) created by or with the help of AI to be labeled as such
- 52
- 43
- 37

When making recommendations, AIs should be required to disclose whether they have partnerships with brands/manufacturers as well as the nature of these partnerships
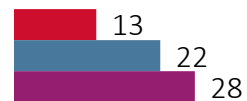- 44
- 47
- 45

Before AIs are made available to the general public, they should be subject to a licensing procedure by a state authority
- 32
- 42
- 33

The higher the potential dangers of an AI are, the more state control it should be subject to
- 37
- 35
- 30

Politics should not interfere with the further development of AI
- 13
- 22
- 28

I don't know
- 20
- 16
- 19
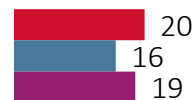
A labeling requirement for content created by AI is particularly popular in Germany. One in two would like to see this, and many respondents in the UK and the US would also find this useful. The obligation to disclose partnerships between AI and brands or manufacturers also received comparatively high approval.

American respondents were the most vocal in calling for politics to stay out of the further development of AI, but there, too, this attitude is only held by a minority (28 %).

In politics, various measures are being discussed to create a regulatory framework for artificial intelligence. Which of the following ideas would have your support? | Multiple responses possible | n = 6,012 | Values in % | Survey period: September 2023 | NIMpulse 7 | nim.org

**The future with AI:** The outlook is pessimistic, with the main concern being the potential loss of jobs due to AI–as a result, a majority would like to see more regulation
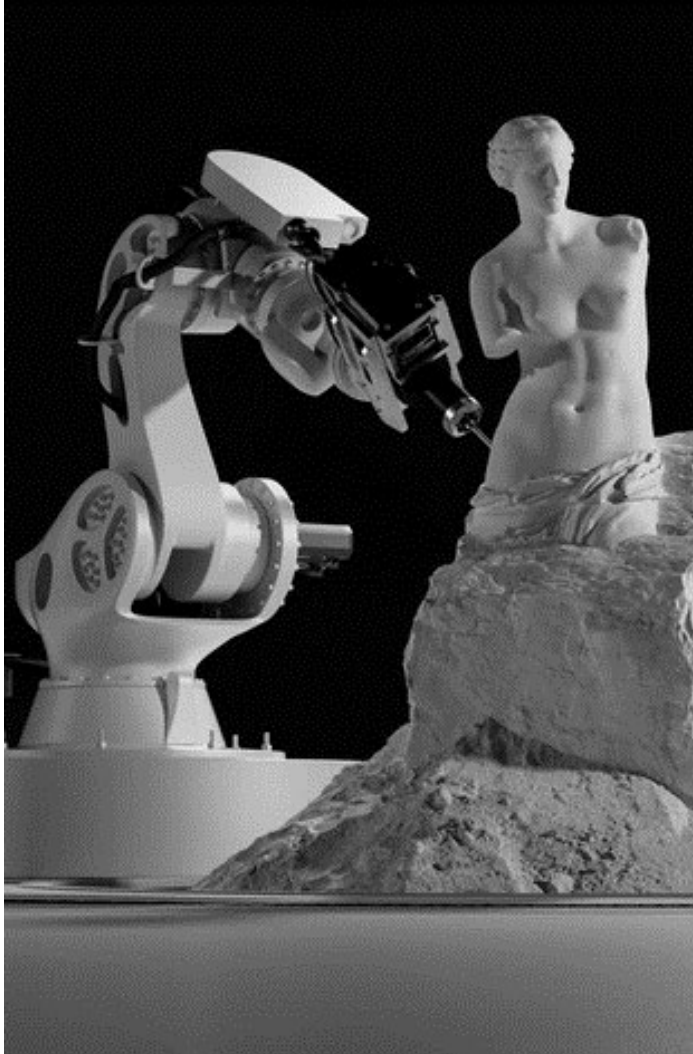


Although more people in the United Kingdom and the United States currently use GenAI, and although these people report a high level of satisfaction, they hardly differ from respondents in Germany in their pessimistic future expectations regarding AI.

Perhaps respondents differentiate between AI and ChatGPT. Or perhaps they are encouraged by the performance of current GenAI tools in their concerns about unemployment. In any case, the desire for more regulation is clear, and it is very likely that not only the technological but also the regulatory environment will change in the near future.
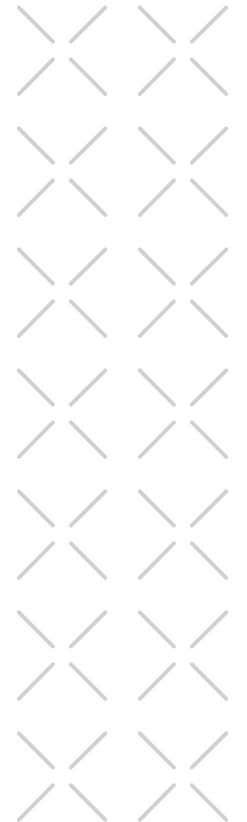
## Concept and questionnaire

Nuremberg Institute for Market Decisions

## Survey and panel

GfK eBUS®

## Sample

# 6,012

men and women aged between 18 and 74, each representative of the resident population of this age group.
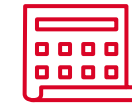
Breakdown:

🇩🇪 2,004

🇬🇧 2,002

🇺🇸 2,006

## Scope

# 17 questions,
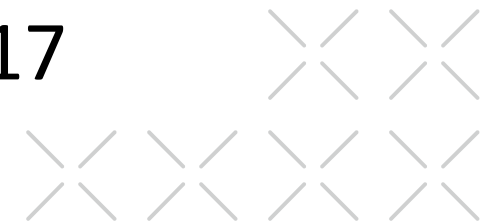
partly with filter guidance

## Period of the survey

September 7, 2023, until September 25, 2023

## Number of demographic characteristics

# 17

Contact person

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