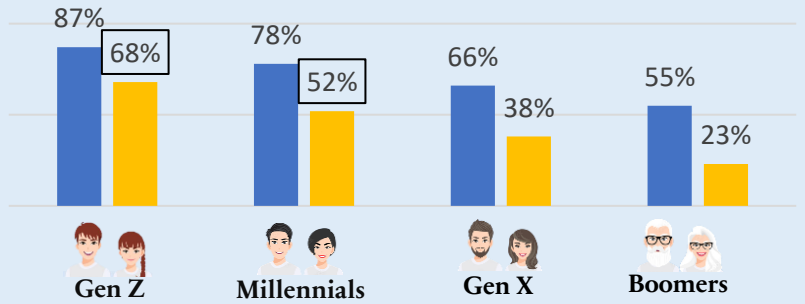
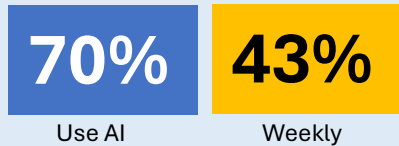




# YOUNG PEOPLE HUMANISE AI:

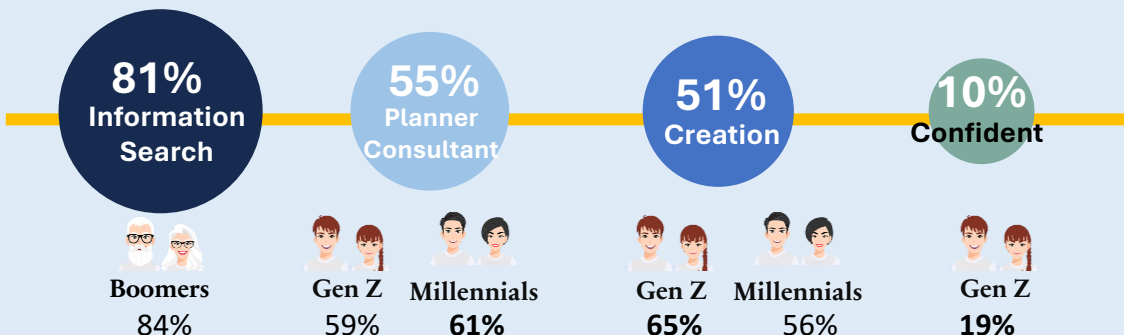
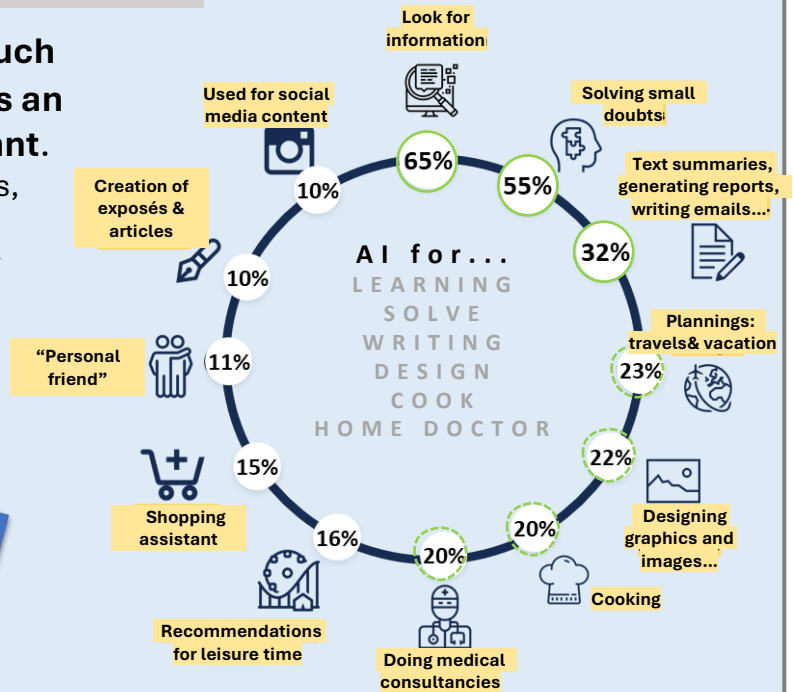
a companion instead of a stranger; a confidant instead of a search engine

## The use of AI is growing



## AI USAGE ECOSYSTEM

**From data to dialogue:** much more than a search engine, AI is an advisor, co-creator and confidant. It answers our questions, drafts emails, plans trips and suggests recipes. For 20%, it also acts as a home doctor



55%

More useful than expected

The most common use lies in building bridges with Artificial Intelligence

38%

Less useful than expected

7%

It doesn't work for me

Although there is still some mistrust of AI...



72%

"you shouldn't completely trust what AI says"

A STRANGER to Boomers and Generation X, but for young people it is a COMPANION (40%) and even a FRIEND (20%)

For me, AI is a...



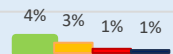
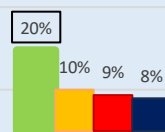
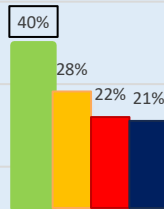
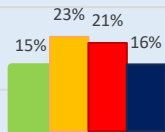
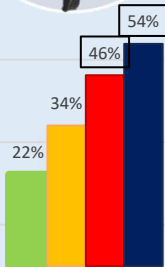
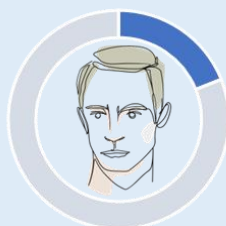
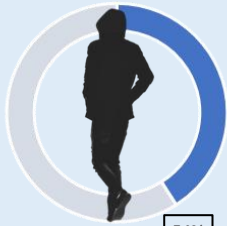
41% A stranger

19% Acquaintant

27% Classmate/colleague (school, work,

11% Friend

3% A relative



Technical details

Online survey
n= 1,001 people
Aged 16 and over, resident in Spain
Proportional weighting by gender, age and region

