

CLIENT REPORT

AI Trust & Purchase Decisions Survey

Start: 2026-02-09 | End: 2026-02-10

PROJECT OVERVIEW

Metric	Value
Project Name	AI Trust & Purchase Decisions Survey
Start Date	2026-02-09
End Date	2026-02-10
Completed Responses	316
Questionnaire	7

QUALIFICATIONS

AGE BREAKDOWN

Option	Count
15-40	147
41-75	169
76-100	0

GENDER BREAKDOWN

Option	Count
Male	113
Female	203

TEMPLATE QUESTIONS

Question: Have you noticed AI being used when you shop online? Examples: "You might also like" suggestions, personalized ads, chatbots

Type: SINGLE SELECTION

Option	Count
I don't know what AI is	0
No, I haven't noticed it	40
Yes, I've noticed it	225
I think so, but I'm not sure	52

Question: Have you ever bought something because AI recommended it to you? For example: "Customers also bought" or "Recommended for you"

Type: SINGLE SELECTION

Option	Count
Yes, multiple times	56
No, never	87
No, but I've considered it	61
I'm not sure	14
Yes, once or twice	98

Question: When you shop online, how much do you trust AI recommendations to help you find good products?

Type: SINGLE SELECTION

Option	Count
I trust them a little	74
I don't trust them much	45
I don't trust them at all	27
I'm neutral / Not sure	125
I trust them a lot	45

Question: How would you feel if you found out that AI was used to set the price you see or choose which deals to show you?

Type: SINGLE SELECTION

Option	Count
I'd be okay if they told me upfront	85
I'd avoid that company	53
I don't know	39
I'd be fine with it	56
I'd feel uncomfortable	83

Question: What would make you trust AI recommendations more when shopping? (Select up to 2)

Type: MULTI SELECTION

Option	Count
Being able to easily ignore recommendations I don't want	65
Seeing reviews from real customers	116
Nothing would make me trust it more	58
Knowing why it was recommended to me	86
Understanding that my data isn't being sold	65
Knowing a real person reviewed the suggestion	77

Question: If one store was very clear about how it uses AI and another store wasn't, would you be more likely to shop at the transparent store?

Type: SINGLE SELECTION

Option	Count
Maybe	89
Probably not	15
No difference to me	20
Yes, probably	79
Yes, definitely	113

Question: How much extra would you pay for a product from a company that's completely open about how it uses AI and protects your data?

Type: SINGLE SELECTION

Option	Count
Nothing extra	188
10–20% more	14
Up to 5% more	60
More than 20%	10
5–10% more	44