

## Generative AI Captures Consumers' Imagination



Generative AI is seeing rapid adoption in the Netherlands, even though many people have qualms about these new tools' accuracy and objectivity. Those are some of the insights from the Deloitte Digital Consumer Trends Survey 2023, which canvassed the views of 2,000 people in the Netherlands during the summer of 2023. The survey generated valuable insights on a wide range of topics, including consumers' views on digital privacy and sustainability, and uptake of digital devices and services, as well generative AI. To explore the results in full click [here](#).

### ChatGPT usage is growing quickly

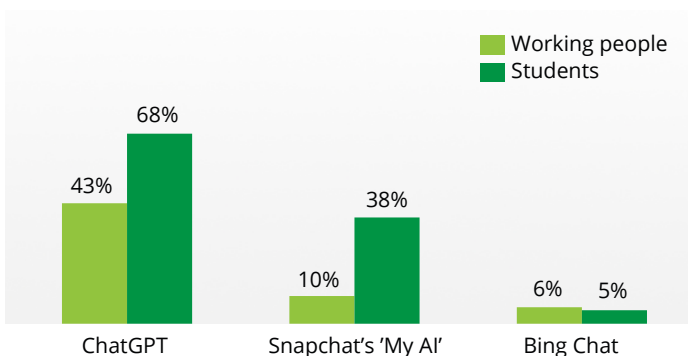
Almost 30% of the respondents have already used ChatGPT or another generative AI tool, and about half of this group are now employing this potentially transformative technology at least once a month. Generative AI, which has been trained with vast amounts of data to detect patterns, can be used to quickly produce documents, software code, images, audio, video and even help plan a trip or vacation.

However, professional use of generative AI is lagging behind personal use, underlining the need for organizations to better understand how this technology could change both consumer and employee behavior. Of the respondents who have used generative AI, almost two thirds had used it in their personal life, 35% for work and 27% for education.

Students, in particular, are making regular use of generative AI, with 55% of the student respondents now using the technology once or more a month. However, only 30% of consumers said they would be willing to pay to use a generative AI tool that is available at peak times and gives faster responses.

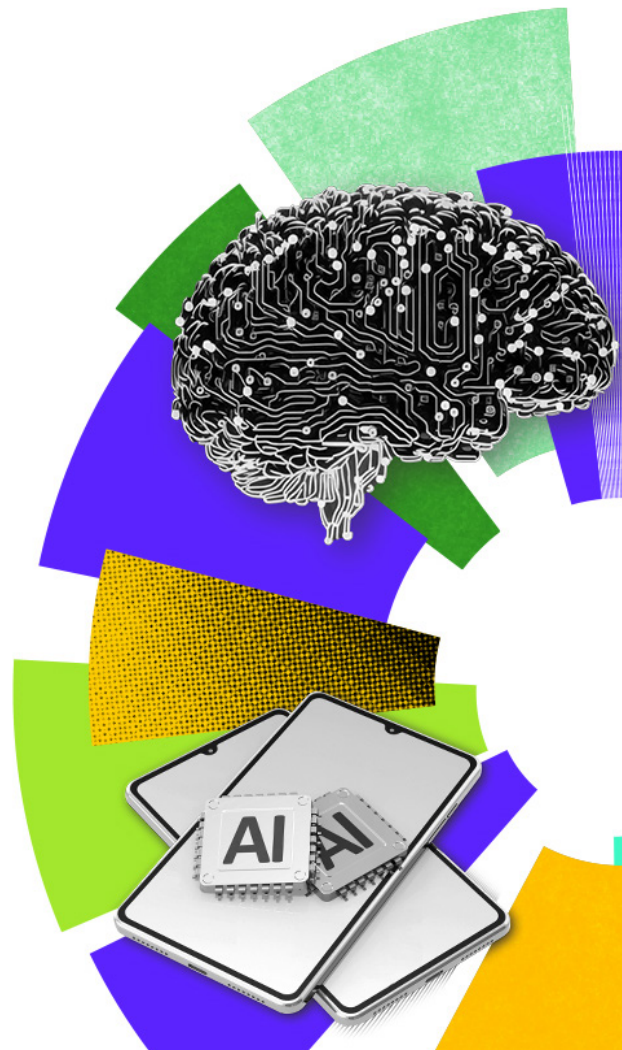
The survey found that Snapchat's 'My AI' is the second most used generative AI tool, far behind ChatGPT, but well ahead of Bing Chat (see graphic).

### Which generative AI tools have you used?



Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation

Weighted base: All adults 18-70 aware of any Generative AI tool (n=974)

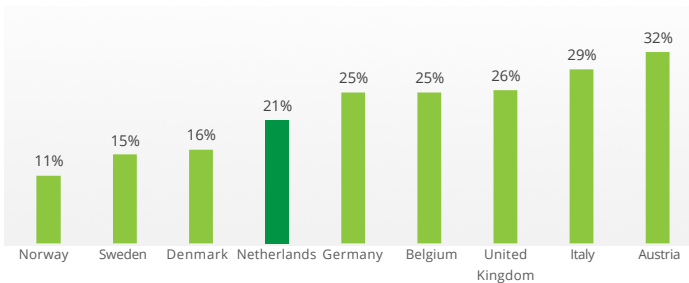


## Concerns about generative AI

At the same time, many respondents have some concerns about the quality of generative AI's output. Of the 1,430 respondents who are aware of generative AI, 45% didn't agree that the tools always provide factually accurate answers, while 39% felt the tools could be biased and 47% believe that they use copyrighted material without permission. Compared to many of their counterparts in other European countries, Dutch consumers are less likely to trust GenAI to produce factual and unbiased results (see graphics). Such concerns suggest that businesses will need assistance selecting when and how to use the technology with appropriate guardrails in place to mitigate risks, so employees can harness the full potential of generative AI.

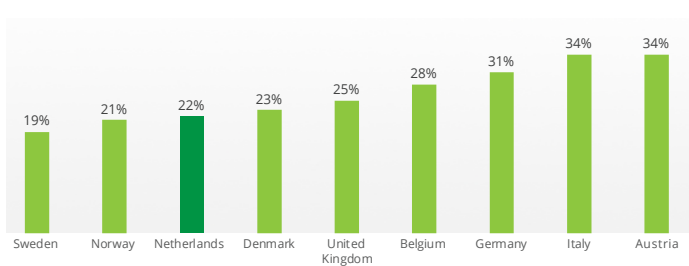


### To what extent do you agree that generative AI always produces factually accurate responses?



Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted NL base: All adults 18-70 (n=1443)

### To what extent do you agree that generative AI responses are unbiased?

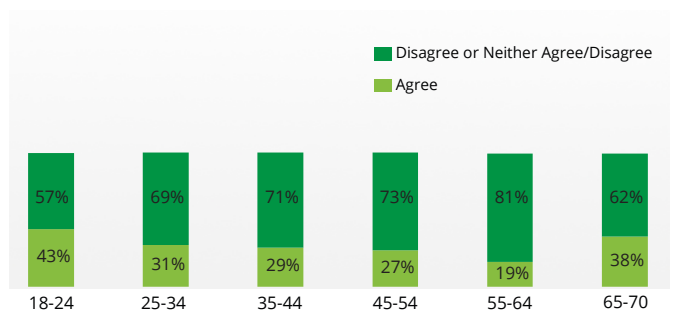


Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted NL base: All adults 18-70 (n=1442)

At the same time, 1 in 3 working people who are aware of the technology believe their employer would approve of them using GenAI at work - a higher figure than in many other European countries. That suggests organizations need to begin a dialogue with staff about how to use generative AI productively and responsibly in the workplace and then develop clear policies that staff can refer to.

Despite its potential flaws, there is a widespread belief that generative AI will replace jobs. Almost half of the working people surveyed, who were aware of generative AI, say the technology will take over roles performed by people. But only 1 in 3 of this group think AI will reduce their role in the workplace. Students are more concerned than employed people about job reductions due to generative AI, while working adults under 25 are most concerned about generative AI reducing their roles in the workplace (see graphic).

### I am concerned that in the future generative AI will replace some of my role in the workplace

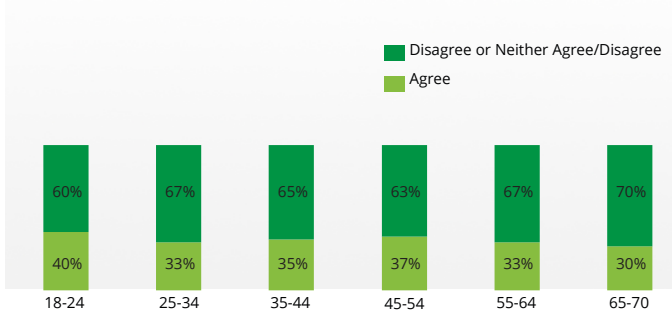


Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 who are in employment (n=1234)



In particular, generative AI could have a major impact on the role of artists in the creative industries. However, some 40% of the respondents under 25 said they would be less inclined to listen to music if they knew it had been produced using generative AI (see graphic).

### I would be less inclined to listen to music if I knew it was produced using generative AI



Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 (n=1572)

## Adopting generative AI

In summary, the Deloitte Digital Consumer Trends Survey reveals that many consumers in the Netherlands are adopting generative AI as they see the value it can bring, but are also wary about the impact of generative AI on their working lives.

The Deloitte Digital Consumer Trends Survey generated many more insights into consumers' views on a wide range of topics including data protection and sustainability, and key trends in digital products and services, as well as generative AI. To access the full report, click [here](#).

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