



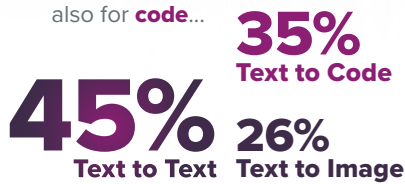
SURVEY RESULTS GENERATIVE AI

Survey by **ENGINEERING**

Engineering ©

The GenAI is predominantly used for the creation of creative content...

...not only for **text** and **images**, but also for **code**...



58% of the surveyed people use AI driven by **CURIOSITY** while **30%** apply the technology for **BUSINESS-RELATED projects**

Generative AI is a driving force of change in all sectors

with particular relevance in Marketing, Communication, Research and Development, and Education.

8 out of 10

have noticed an **increase** in **productivity** and **efficiency** of up to **20%**.

Humans and Generative AI: replacement or collaboration?

According to **60%** of respondents, AI has the potential to replace humans in **tasks characterized by repetitiveness**.

Only 8% believe that systems based on **Generative AI** will replace humans in the following areas:

Originality
Creativity
Critical Judgment
Empathy

Balancing concerns and awareness, there is a growing consensus for increased regulation:



Top risks & concerns:

1. Privacy
2. Data Quality
3. Cybersecurity

Regulations for Generative AI:

70% feel the need for increased regulation by institutions.

What can we expect in the next 24 months?

66% of companies with allocated budgets for Generative AI intend to boost their investments by up to 20% in the upcoming 24 months.

30% anticipate an even more substantial increase in its usage, up to 40%.

