

The Moment of Truth for *AI in Business*

June 2026





Methodology

opinionway

Crédits : dev-asongbam

Methodology

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'OpinionWay survey for Cegid'

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Survey conducted **amongst 2,004 office-based employees**, drawn from representative samples of the working population in the following four countries:



France
500
employees



Spain
501
employees



Portugal
502
employees



Germany
503
employees



The samples were selected using the **quota method**, based on criteria of gender, age, socio-professional category, employment status, region of residence, company size and sector of activity.



The samples were surveyed using a **self-administered online questionnaire via a CAWI** (Computer-Assisted Web Interview) **system**.



The interviews were conducted **from 22 May to 4 June 2026**.

To thank them for their participation, panellists received incentives or made a donation to the charity of their choice.



OpinionWay carried out this survey in accordance with the procedures and rules of the **ISO 20252 standard**



The results of this survey should be interpreted taking into account the margins of uncertainty: between 2.0 and 4.5 points for a sample of 500 respondents.



Sample profiles

opinionway

Crédits : adobe stock

Sample profile *France*

French office workers

Source: INSEE*



 Gender*	%
Men	48%
Women	52%

 Age*	%
18 to 29 years old	20%
30 to 39 years old	24%
40 to 49 years old	30%
50 to 59 years old	23%
60 and over	3%

 Employment status*	%
Private sector employee	76%
Employee of a public sector organisation	10%
Civil servant, state employee, local government employee or hospital staff member	14%

 Occupation*	%
Higher socio-professional categories	57%
Self-employed professionals / Managers	26%
Middle-level professions	31%
Working classes	43%
White-collar workers	34%
Manual workers	9%

 Sector	%
Agriculture and Industry	13%
Construction	7%
Services	80%

 Company size	%
Micro-enterprises	18%
SMEs	16%
Mid-sized enterprises	25%
Large enterprises	41%

Sample profile *Spain*

Spanish office workers



Gender

%

Men	51%
Women	49%



Age

%

18 to 29 years old	15%
30 to 39 years old	25%
40 to 49 years old	30%
50 to 59 years old	23%
60 and over	7%



Employment status*

%

Private sector employee	84%
Employee of a public sector organisation	12%
Civil servant, state employee, local government employee or hospital staff member	4%



Occupation

%

Higher socio-professional categories	47%
Self-employed professionals / Managers	33%
Middle-level professions	14%
Working classes	53%
White-collar workers	41%
Manual workers	12%



Sector

%

Agriculture and Industry	17%
Construction	6%
Services	77%



Company size

%

Micro-enterprises	13%
SMEs	72%
Mid-sized enterprises	10%
Large enterprises	5%

Sample profile *Portugal*

Portuguese office
workers



Gender

%

Men	49%
Women	51%



Age

%

18 to 29 years old	14%
30 to 39 years old	23%
40 to 49 years old	37%
50 to 59 years old	21%
60 and over	5%



Employment status*

%

Private sector employee	85%
Employee of a public sector organisation	9%
Civil servant, state employee, local government employee or hospital staff member	6%



Occupation

%

Higher socio-professional categories	45%
Self-employed professionals / Managers	22%
Middle-level professions	23%
Working classes	55%
White-collar workers	38%
Manual workers	16%



Sector

%

Agriculture and Industry	17%
Construction	11%
Services	72%



Company size

%

Micro-enterprises	21%
SMEs	59%
Mid-sized enterprises	15%
Large enterprises	5%

Sample profile *Germany*

German office workers



Gender

%

Men	53%
Women	47%



Age

%

18 to 29 years old	16%
30 to 39 years old	23%
40 to 49 years old	26%
50 to 59 years old	24%
60 and over	11%



Employment status*

%

Private sector employee	96%
Employee of a public sector organisation	3%
Civil servant, state employee, local government employee or hospital staff member	1%



Occupation

%

Higher socio-professional categories	46%
Self-employed professionals / Managers	16%
Middle-level professions	30%
Working classes	54%
White-collar workers	41%
Manual workers	14%



Sector

%

Agriculture and Industry	20%
Construction	5%
Services	75%



Company size

%

Micro-enterprises	8%
SMEs	59%
Mid-sized enterprises	25%
Large enterprises	8%

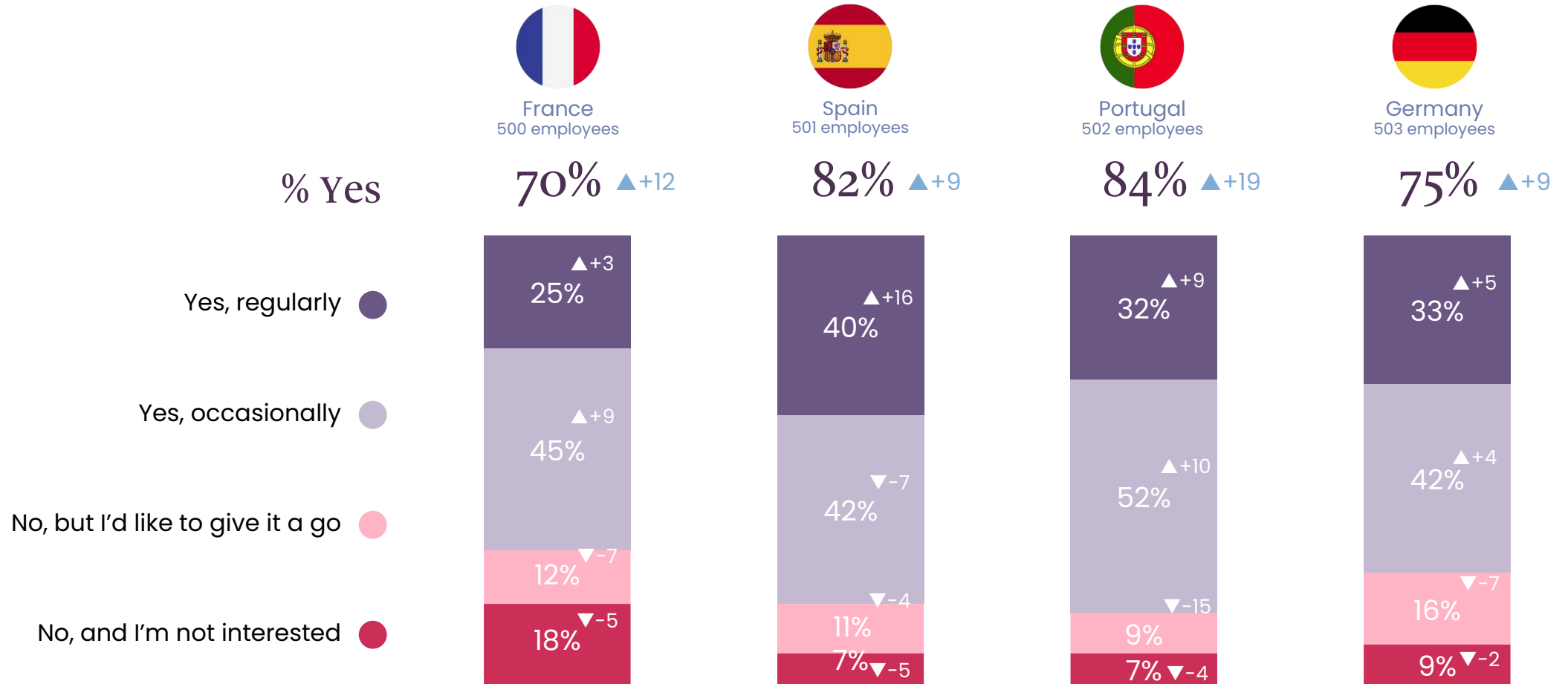
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Personal
engagement with
AI



” The use of AI in the workplace

Q. Have you ever used artificial intelligence in your work?





The use of AI in the workplace



France
500
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	GENDER		AGE				STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes or non-refractory	82%	83%	82%	94%	82%	80%	76%	86%	77%
Sub-total Yes	70%	71%	70%	90%	66%	64%	66%	73%	67%
...Yes, regularly	25%	30%	22%	47%	19%	19%	22%	30%	20%
...Yes, occasionally	45%	41%	48%	43%	47%	45%	44%	43%	47%
Sub-total No	30%	29%	30%	10%	34%	36%	34%	27%	33%
...No, but I'd like to give it a go	12%	12%	12%	4%	16%	16%	10%	13%	10%
...No, and I'm not interested	18%	17%	18%	6%	18%	20%	24%	14%	23%



The use of AI in the workplace



France
500
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes or non-refractory	82%	82%	83%	86%	88%	73%	77%	82%	86%	82%
Sub-total Yes	70%	76%	70%	72%	71%	63%	65%	75%	76%	67%
...Yes, regularly	25%	26%	30%	31%	23%	19%	20%	31%	35%	20%
...Yes, occasionally	45%	50%	40%	41%	48%	44%	45%	44%	41%	47%
Sub-total No	30%	24%	30%	28%	29%	37%	35%	25%	24%	33%
...No, but I'd like to give it a go	12%	6%	13%	14%	17%	10%	12%	7%	10%	15%
...No, and I'm not interested	18%	18%	17%	14%	12%	27%	23%	18%	14%	18%



The use of AI in the workplace



Espagne
501
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	GENDER		AGE				STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes or non-refractory	93%	92%	93%	100%	98%	92%	86%	94%	92%
Sub-total Yes	82%	80%	83%	95%	90%	79%	71%	86%	78%
...Yes, regularly	40%	43%	36%	61%	50%	37%	23%	44%	36%
...Yes, occasionally	42%	37%	47%	34%	40%	42%	48%	42%	42%
Sub-total No	18%	20%	17%	5%	10%	21%	29%	14%	22%
...No, but I'd like to give it a go	11%	12%	10%	5%	8%	13%	15%	8%	14%
...No, and I'm not interested	7%	8%	7%	–	2%	8%	14%	6%	8%

“ The use of AI in the workplace



Espagne
501
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes or non-refractory	93%	94%	93%	96%	89%	89%	83%	95%	91%	84%
Sub-total Yes	82%	82%	74%	88%	79%	81%	61%	85%	87%	72%
...Yes, regularly	40%	41%	45%	48%	31%	25%	15%	44%	47%	22%
...Yes, occasionally	42%	41%	29%	40%	48%	56%	46%	41%	40%	50%
Sub-total No	18%	18%	26%	12%	21%	19%	39%	15%	13%	28%
...No, but I'd like to give it a go	11%	12%	19%	8%	10%	8%	22%	10%	4%	12%
...No, and I'm not interested	7%	6%	7%	4%	11%	11%	17%	5%	9%	16%



The use of AI in the workplace



Portugal
502
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	GENDER		AGE				STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes or non-refractory	93%	95%	91%	95%	97%	93%	89%	96%	91%
Sub-total Yes	84%	87%	82%	86%	89%	83%	81%	89%	81%
...Yes, regularly	32%	34%	30%	43%	32%	34%	22%	38%	27%
...Yes, occasionally	52%	53%	52%	43%	57%	49%	59%	51%	54%
Sub-total No	16%	13%	18%	14%	11%	17%	19%	11%	19%
...No, but I'd like to give it a go	9%	8%	9%	9%	8%	10%	8%	7%	10%
...No, and I'm not interested	7%	5%	9%	5%	3%	7%	11%	4%	9%



The use of AI in the workplace



Portugal
502
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes or non-refractory	93%	91%	94%	93%	95%	93%	93%	94%	91%	84%
Sub-total Yes	84%	83%	86%	85%	85%	84%	91%	84%	80%	68%
...Yes, regularly	32%	24%	29%	40%	32%	41%	33%	31%	31%	41%
...Yes, occasionally	52%	59%	57%	45%	53%	43%	58%	53%	49%	27%
Sub-total No	16%	17%	14%	15%	15%	16%	9%	16%	20%	32%
...No, but I'd like to give it a go	9%	8%	8%	8%	10%	9%	2%	10%	11%	16%
...No, and I'm not interested	7%	9%	6%	7%	5%	7%	7%	6%	9%	16%



The use of AI in the workplace



Allemagne
503
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	GENDER		AGE				STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes or non-refractory	91%	92%	89%	95%	97%	91%	85%	94%	88%
Sub-total Yes	75%	78%	71%	89%	81%	71%	67%	83%	68%
...Yes, regularly	33%	36%	29%	51%	43%	26%	23%	43%	24%
...Yes, occasionally	42%	42%	42%	38%	38%	45%	44%	40%	44%
Sub-total No	25%	22%	29%	11%	19%	29%	33%	17%	32%
...No, but I'd like to give it a go	16%	14%	18%	6%	16%	20%	18%	11%	20%
...No, and I'm not interested	9%	8%	11%	5%	3%	9%	15%	6%	12%

“ The use of AI in the workplace



Allemagne
503
employees

Q. Have you ever used artificial intelligence in your work?

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes or non-refractory	91%	97%	90%	93%	85%	86%	74%	91%	95%	92%
Sub-total Yes	75%	80%	63%	81%	69%	81%	40%	74%	86%	76%
...Yes, regularly	33%	38%	28%	42%	21%	32%	10%	33%	39%	34%
...Yes, occasionally	42%	42%	35%	39%	48%	49%	30%	41%	47%	42%
Sub-total No	25%	20%	37%	19%	31%	19%	60%	26%	14%	24%
...No, but I'd like to give it a go	16%	17%	27%	12%	16%	5%	34%	17%	9%	16%
...No, and I'm not interested	9%	3%	10%	7%	15%	14%	26%	9%	5%	8%

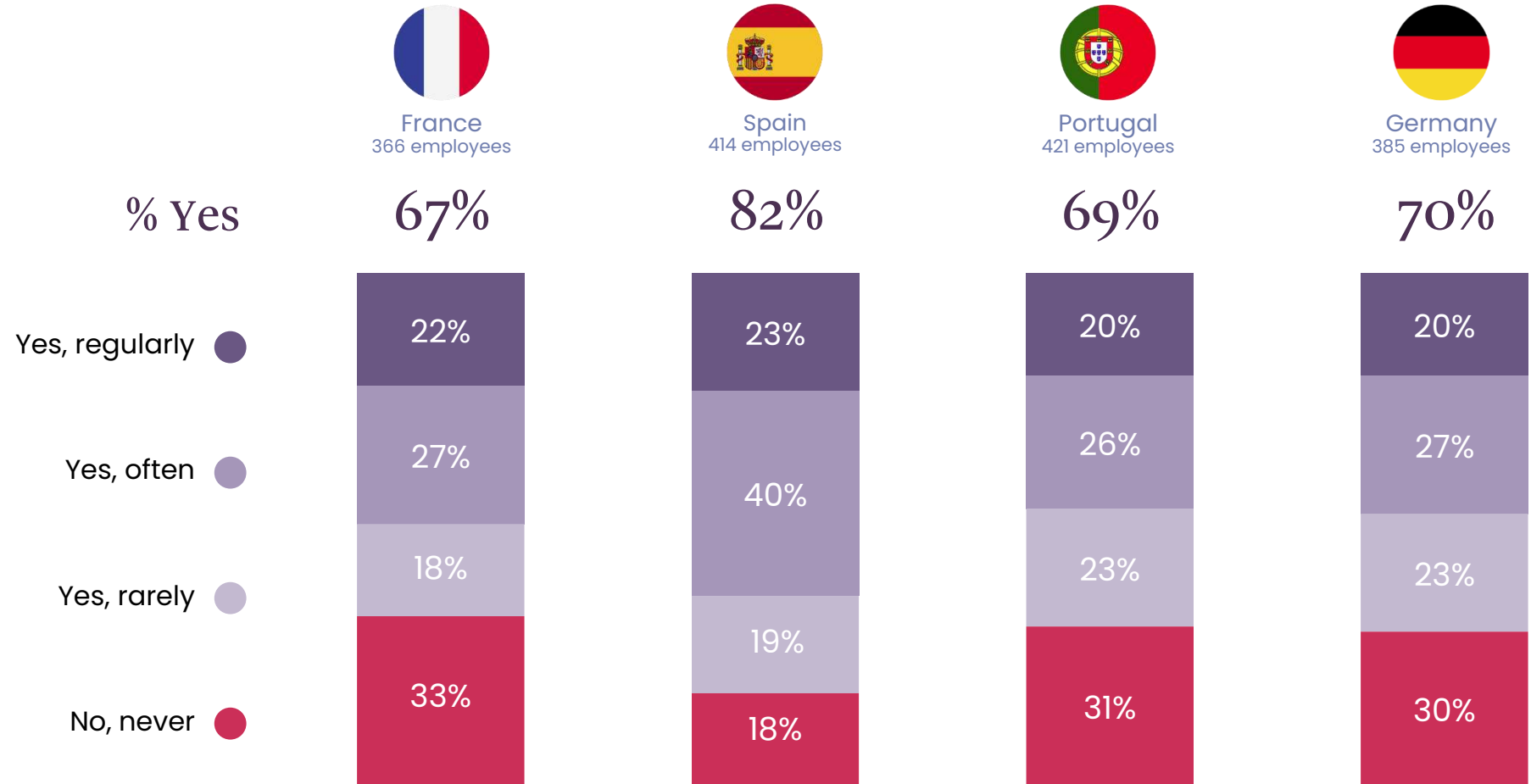


Using AI without informing your employer

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

New question





Using AI without informing your employer



France
358
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	GENDER		AGE				EMPLOYMENT STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes	67%	68%	65%	80%	61%	67%	58%	66%	67%
...Yes, regularly	22%	24%	19%	26%	18%	28%	15%	21%	22%
...Yes, often	27%	27%	26%	41%	22%	19%	24%	27%	26%
...Yes, rarely	18%	17%	20%	13%	21%	20%	19%	18%	19%
No, never	33%	32%	35%	20%	39%	33%	42%	34%	33%



Using AI without informing your employer



France
358
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	67%	78%	67%	66%	60%	62%	Insufficient number of interviews	77%	81%	52%
...Yes, regularly	22%	27%	27%	20%	16%	21%		22%	31%	18%
...Yes, often	27%	32%	34%	29%	20%	21%		37%	26%	20%
...Yes, rarely	18%	19%	6%	17%	24%	20%		18%	24%	14%
No, never	33%	22%	33%	34%	40%	38%		23%	19%	48%



Using AI without informing your employer



Espagne
414
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	GENDER		AGE				EMPLOYMENT STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes	82%	84%	80%	89%	86%	82%	74%	79%	85%
...Yes, regularly	23%	22%	24%	25%	27%	19%	21%	23%	23%
...Yes, often	40%	44%	36%	53%	40%	39%	34%	41%	40%
...Yes, rarely	19%	18%	20%	11%	19%	24%	19%	15%	22%
No, never	18%	16%	20%	11%	14%	18%	26%	21%	15%



Using AI without informing your employer



Espagne
414
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- enterprises*	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	82%	82%	87%	85%	75%	83%	81%	83%	80%	65%
...Yes, regularly	23%	19%	28%	26%	20%	21%	23%	23%	26%	13%
...Yes, often	40%	40%	41%	47%	28%	46%	39%	42%	32%	34%
...Yes, rarely	19%	23%	18%	12%	27%	16%	19%	18%	22%	18%
No, never	18%	18%	13%	15%	25%	17%	19%	17%	20%	35%



Using AI without informing your employer



Portugal
421
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	GENDER		AGE				STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes	69%	74%	65%	73%	72%	70%	64%	73%	66%
...Yes, regularly	20%	23%	18%	30%	24%	21%	10%	24%	16%
...Yes, often	26%	27%	24%	23%	29%	24%	27%	28%	24%
...Yes, rarely	23%	24%	23%	20%	19%	25%	27%	21%	26%
No, never	31%	26%	35%	27%	28%	30%	36%	27%	34%



Using AI without informing your employer



Portugal
421
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	69%	72%	63%	67%	72%	77%	65%	73%	65%	63%
...Yes, regularly	20%	13%	22%	23%	18%	37%	12%	25%	16%	22%
...Yes, often	26%	26%	19%	20%	38%	26%	22%	27%	29%	18%
...Yes, rarely	23%	33%	22%	24%	16%	14%	31%	21%	20%	23%
No, never	31%	28%	37%	33%	28%	23%	35%	27%	35%	37%



Using AI without informing your employer



Allemagne
385
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

	% Total	GENDER		AGE				EMPLOYMENT STATUS	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–
Sub-total Yes	70%	70%	69%	87%	77%	71%	51%	73%	66%
...Yes, regularly	20%	20%	20%	28%	26%	19%	11%	22%	18%
...Yes, often	27%	27%	27%	38%	25%	26%	22%	28%	25%
...Yes, rarely	23%	23%	22%	21%	26%	26%	18%	23%	23%
No, never	30%	30%	31%	13%	23%	29%	49%	27%	34%



Using AI without informing your employer



Allemagne
385
employees

Q. As part of your work, do you use artificial intelligence tools not provided by your employer without informing them?

Results based on responses from employees who have already used artificial intelligence in their work

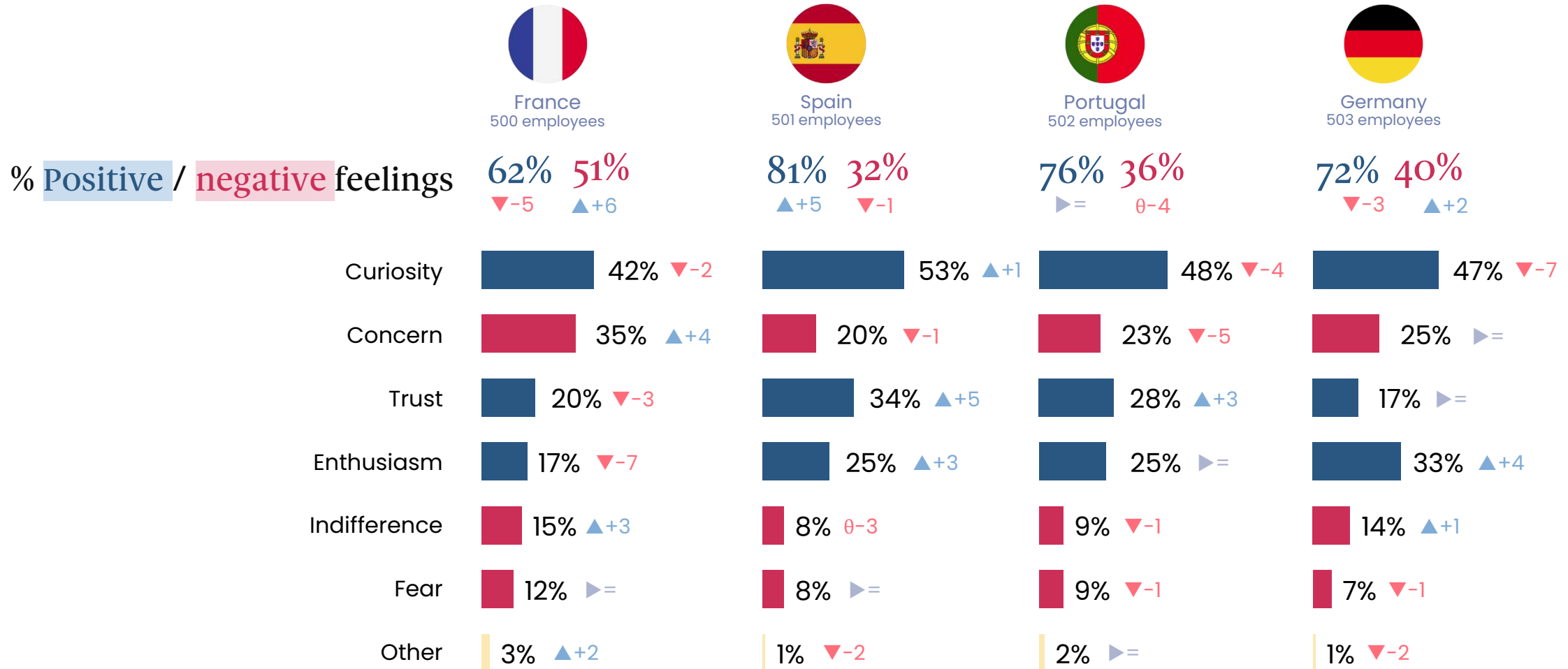
	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- businesses	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	70%	70%	70%	69%	65%	81%	Insufficient number of interviews	70%	69%	60%
...Yes, regularly	20%	15%	27%	23%	19%	18%		19%	23%	18%
...Yes, often	27%	30%	19%	30%	20%	37%		24%	33%	30%
...Yes, rarely	23%	25%	24%	16%	26%	26%		27%	13%	12%
No, never	30%	30%	30%	31%	35%	19%		30%	31%	40%



Feelings associated with the use of AI

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%





Feelings associated with the use of AI



France
500
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive feelings	62%	65%	59%	73%	56%	58%	63%	64%	58%	74%	32%
Sub-total Negative feelings	51%	49%	54%	47%	57%	52%	49%	49%	55%	42%	75%
Curiosity	42%	45%	40%	33%	45%	42%	47%	46%	37%	48%	29%
Concern	35%	32%	37%	33%	34%	36%	36%	34%	36%	31%	45%
Trust	20%	20%	20%	35%	17%	18%	14%	17%	24%	27%	2%
Enthusiasm	17%	20%	15%	25%	12%	16%	17%	19%	15%	23%	3%
Indifference	15%	15%	14%	12%	21%	14%	12%	13%	17%	8%	30%
Fear	12%	12%	12%	10%	11%	16%	10%	13%	11%	9%	19%
Other	3%	2%	3%	–	1%	6%	2%	3%	1%	2%	4%



Feelings associated with the use of AI



France
500
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Positive feelings	62%	56%	77%	63%	62%	57%	53%	71%	72%	56%
Sub-total Negative feelings	51%	52%	44%	61%	48%	50%	56%	48%	41%	58%
Curiosity	42%	33%	53%	39%	51%	39%	35%	42%	51%	40%
Concern	35%	32%	23%	45%	37%	33%	32%	32%	28%	42%
Trust	20%	21%	27%	26%	14%	14%	22%	25%	23%	15%
Enthusiasm	17%	16%	17%	17%	14%	21%	5%	24%	26%	14%
Indifference	15%	23%	11%	10%	11%	17%	20%	13%	14%	13%
Fear	12%	8%	13%	16%	16%	7%	14%	13%	7%	13%
Other	3%	2%	1%	3%	3%	4%	2%	1%	2%	3%



Feelings associated with the use of AI



Espagne
501
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive feelings	81%	84%	78%	93%	86%	78%	73%	83%	79%	86%	57%
Sub-total Negative feelings	32%	29%	34%	21%	26%	35%	39%	29%	34%	28%	49%
Curiosity	53%	51%	54%	62%	50%	52%	52%	54%	52%	53%	50%
Trust	34%	35%	34%	43%	42%	31%	27%	36%	33%	40%	7%
Enthusiasm	25%	29%	20%	30%	33%	22%	18%	29%	21%	29%	7%
Concern	20%	17%	23%	19%	17%	19%	24%	19%	21%	19%	24%
Indifference	8%	9%	7%	4%	5%	11%	11%	7%	9%	6%	20%
Fear	8%	5%	11%	4%	7%	8%	10%	8%	8%	7%	11%
Other	1%	1%	1%	6%	1%	1%	1%	1%	1%	1%	2%



Feelings associated with the use of AI



Espagne
501
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Trade	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Positive feelings	81%	83%	79%	84%	76%	80%	68%	83%	82%	78%
Sub-total Negative feelings	32%	34%	29%	31%	35%	26%	36%	31%	29%	32%
Curiosity	53%	43%	50%	58%	55%	61%	59%	53%	47%	53%
Trust	34%	44%	28%	34%	34%	25%	20%	38%	33%	22%
Enthusiasm	25%	26%	25%	34%	13%	22%	14%	26%	31%	30%
Concern	20%	22%	18%	21%	20%	16%	19%	21%	17%	22%
Indifference	8%	11%	9%	7%	10%	3%	17%	7%	6%	5%
Fear	8%	7%	5%	9%	9%	9%	9%	7%	10%	7%
Other	1%	–	1%	–	2%	1%	6%	–	–	2%



Feelings associated with the use of AI



Portugal
503
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive feelings	76%	79%	73%	86%	79%	74%	69%	79%	73%	81%	45%
Sub-total Negative feelings	36%	31%	41%	35%	32%	36%	40%	34%	38%	32%	60%
Curiosity	48%	48%	49%	51%	43%	50%	50%	46%	50%	51%	35%
Trust	28%	32%	25%	35%	29%	31%	20%	33%	24%	32%	8%
Enthusiasm	25%	30%	19%	34%	31%	22%	18%	31%	19%	26%	15%
Concern	23%	17%	29%	20%	20%	26%	22%	22%	24%	19%	44%
Indifference	9%	10%	8%	8%	7%	8%	13%	8%	10%	8%	19%
Fear	9%	8%	10%	10%	10%	7%	10%	8%	10%	9%	11%
Other	2%	1%	2%	–	1%	2%	3%	2%	1%	1%	3%



Feelings associated with the use of AI



Portugal
503
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Positive feelings	76%	73%	76%	76%	77%	79%	67%	79%	75%	71%
Sub-total Negative feelings	36%	33%	40%	38%	39%	28%	48%	33%	34%	35%
Curiosity	48%	45%	48%	45%	54%	54%	46%	49%	46%	54%
Trust	28%	31%	23%	25%	28%	40%	25%	29%	32%	26%
Enthusiasm	25%	26%	22%	30%	18%	24%	15%	28%	29%	15%
Concern	23%	20%	28%	32%	15%	18%	37%	19%	20%	24%
Indifference	9%	14%	12%	4%	9%	6%	8%	9%	12%	15%
Fear	9%	5%	3%	13%	16%	5%	15%	8%	6%	6%
Other	2%	3%	–	2%	1%	2%	2%	2%	1%	2%



Feelings associated with the use of AI



Allemagne
503
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive feelings	72%	76%	68%	72%	74%	69%	73%	77%	68%	81%	44%
Sub-total Negative feelings	40%	38%	41%	46%	41%	41%	35%	36%	42%	31%	65%
Out of curiosity	47%	48%	45%	41%	48%	42%	52%	51%	43%	51%	34%
Enthusiasm	33%	36%	31%	28%	39%	37%	29%	39%	29%	41%	11%
Concern	25%	24%	26%	24%	25%	23%	27%	22%	27%	20%	39%
Trust	17%	19%	15%	25%	17%	19%	12%	19%	15%	22%	2%
Indifference	14%	14%	14%	19%	16%	17%	8%	14%	14%	11%	24%
Fear	7%	7%	7%	7%	6%	9%	6%	5%	9%	4%	15%
Other	1%	–	1%	1%	–	1%	–	1%	–	1%	1%



Feelings associated with the use of AI



Allemagne
503
employees

Q. When you think about the use of AI in your profession, what do you feel most of all?

Two possible answers – Total exceeds 100%

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Positive feelings	72%	73%	71%	74%	70%	68%	44%	73%	75%	80%
Sub-total Negative feelings	40%	41%	36%	36%	44%	44%	64%	40%	36%	28%
Curiosity	47%	47%	45%	52%	43%	38%	30%	49%	45%	55%
Enthusiasm	33%	33%	39%	35%	31%	23%	14%	32%	40%	42%
Concern	25%	24%	19%	26%	28%	26%	45%	24%	24%	18%
Trust	17%	14%	12%	18%	19%	29%	10%	16%	24%	15%
Indifference	14%	15%	17%	12%	11%	19%	17%	16%	9%	13%
Fear	7%	5%	5%	7%	10%	6%	11%	7%	7%	4%
Other	1%	1%	1%	-	-	3%	2%	-	1%	3%



AI integration by organisational level

Summary

Q. Can you indicate the current status of each of the following stakeholders with regard to the integration of Artificial Intelligence tools?

New question



Sub-total
Integration into working practices



Full integration into
day-to-day business practices



France
500 employees



Spain
501 employees

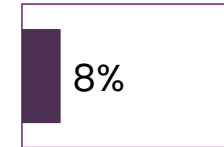
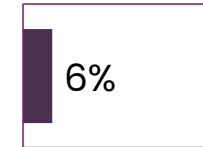
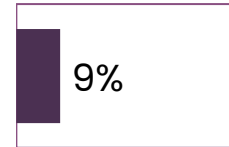
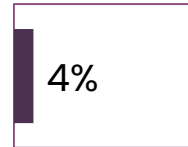


Portugal
502 employees

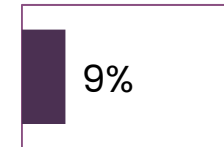
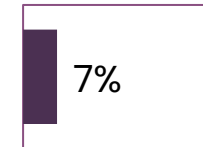
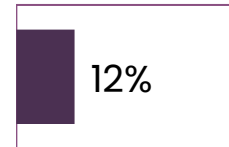
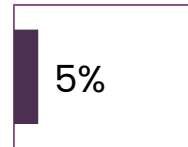


Germany
503 employees

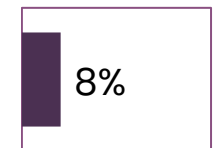
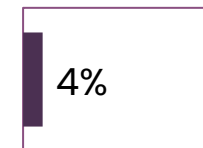
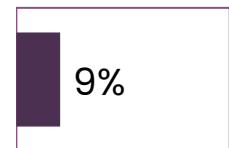
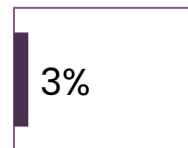
Your company



You



Your team





AI integration by organisational level

Details for France

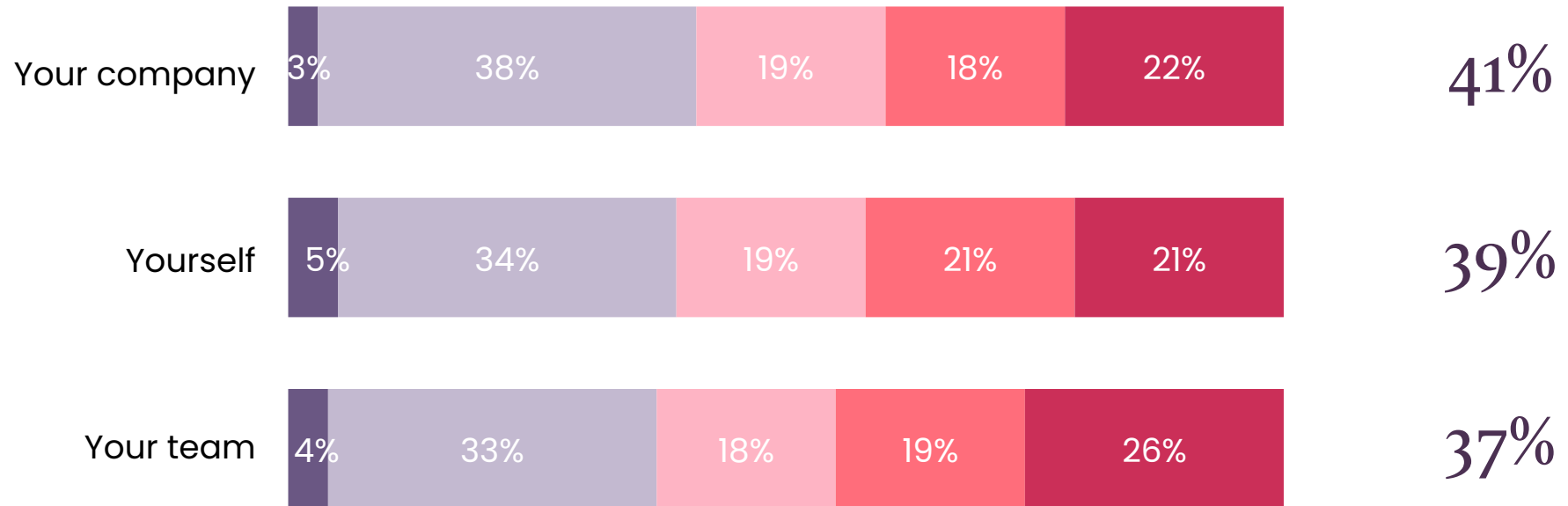


France
500
employees

Q. Can you indicate the current status of each of the following organisations regarding the integration of Artificial Intelligence tools?

New question

% Integration
into practices



- **Full integration** into everyday working practices on a day-to-day basis
- **Partial integration** into professional practice on a day-to-day basis
- Numerous tests, **without lasting integration**
- A few tests, **with no follow-up**
- **No use at all**, not even on a trial basis



AI integration by organisational level

Details for Spain

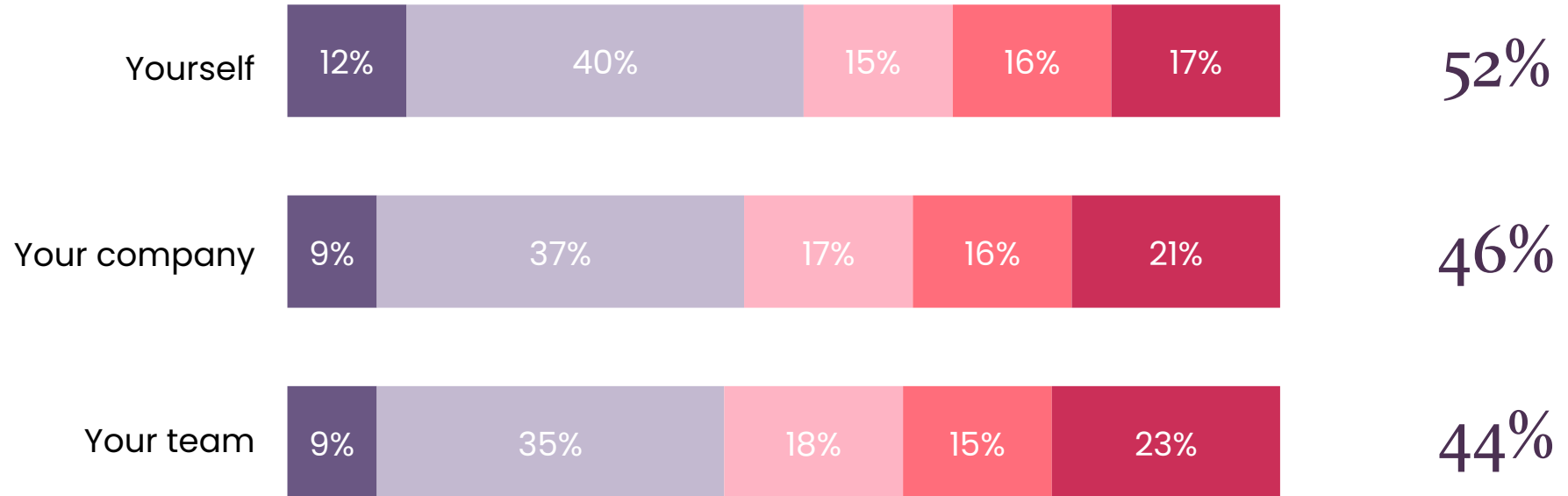


Espagne
501
employees

Q. Can you indicate the current status of each of the following organisations regarding the integration of Artificial Intelligence tools

New question

% Integration
into practice



Fully integrated into day-to-day business practices on a day-to-day basis

Partial integration into day-to-day on a day-to-day basis

Numerous tests, **without lasting integration**

A few tests, **with no follow-up**

No use at all, not even on a trial basis



AI integration by organisational level

Details for Portugal

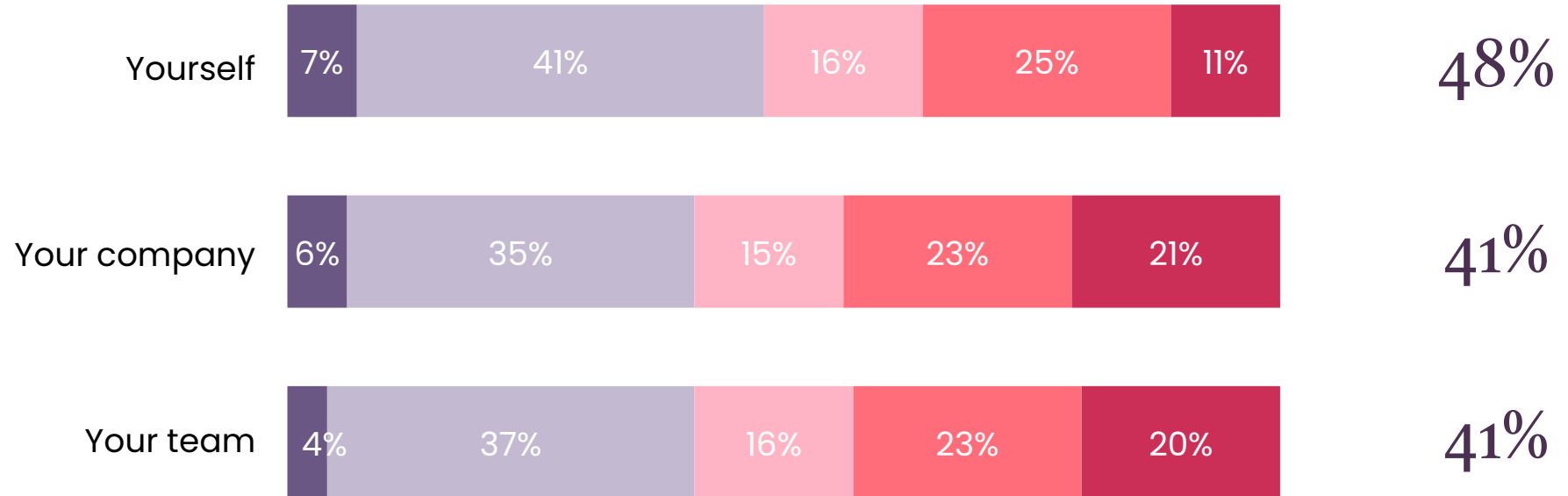


Portugal
502
employees

Q. Can you indicate the current status of each of the following organisations regarding the integration of Artificial Intelligence tools

New question

% Integration
into practice



● **Fully integrated** into day-to-day business practices on a day-to-day basis

● **Partial integration** into day-to-day on a day-to-day basis

● Numerous tests, **without lasting integration**

● A few tests, **with no follow-up**

● **No use at all**, not even on a trial basis



AI integration by organisational level

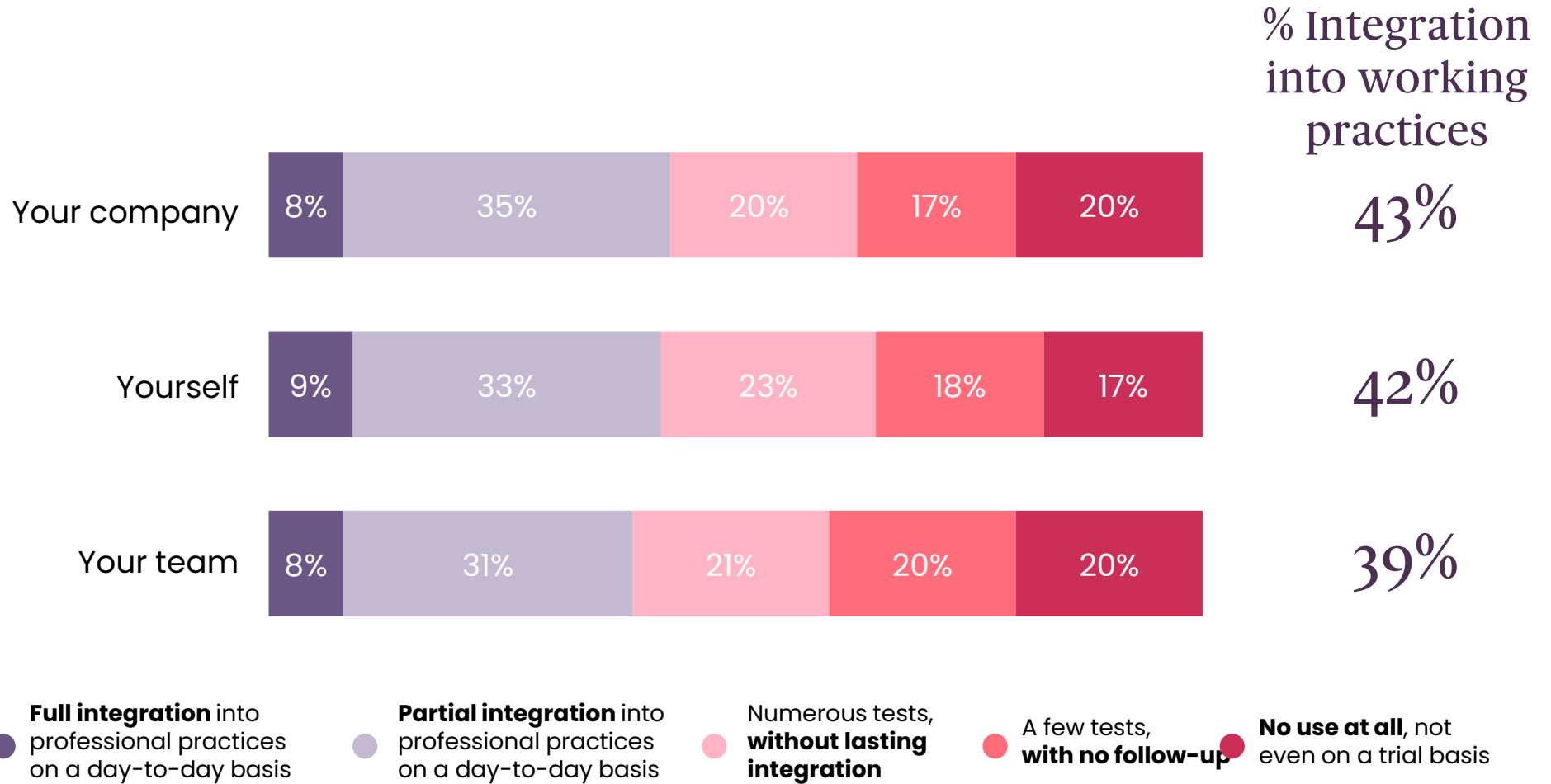
Details for Germany



Allemagne
503
employees

Q. Can you indicate the current status of each of the following organisations regarding the integration of artificial intelligence tools?

New question





AI integration by organisational level



France
500
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Your company	41%	45%	38%	44%	37%	42%	42%	46%	36%	54%	14%
Yourself	39%	39%	38%	51%	34%	35%	39%	44%	33%	55%	1%
Your team	37%	39%	36%	42%	33%	38%	35%	41%	31%	49%	9%



AI integration by organisational level



France
500
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Your business	41%	37%	47%	39%	52%	36%	21%	38%	43%	51%
Yourself	39%	43%	38%	35%	39%	40%	35%	41%	48%	34%
Your team	37%	35%	35%	35%	41%	38%	18%	35%	45%	41%



AI integration by organisational level



Espagne
501
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yourself	52%	53%	50%	65%	57%	46%	46%	57%	47%	63%	2%
Your company	46%	50%	42%	53%	44%	48%	44%	52%	40%	55%	6%
Your team	44%	48%	40%	49%	49%	40%	41%	51%	37%	53%	3%



AI integration by organisational level



Espagne
501
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Yourself	52%	55%	52%	53%	49%	45%	19%	57%	57%	54%
Your company	46%	51%	48%	50%	40%	34%	21%	48%	60%	55%
Your team	44%	51%	43%	46%	38%	38%	12%	48%	55%	49%



AI integration by organisational level



Portugal
502
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yourself	48%	48%	48%	47%	51%	50%	43%	51%	45%	55%	7%
Your company	41%	41%	42%	40%	43%	45%	37%	44%	40%	47%	7%
Your team	41%	41%	41%	39%	43%	43%	38%	46%	38%	47%	9%



AI integration by organisational level



Portugal
502
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Yourself	48%	50%	43%	51%	48%	46%	45%	47%	53%	47%
Your company	41%	40%	38%	54%	37%	31%	41%	40%	48%	45%
Your team	41%	39%	32%	53%	41%	39%	34%	41%	51%	44%



AI integration by organisational level



Allemagne
503
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

	% Integration into business practices	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Your company	43%	44%	42%	44%	48%	40%	42%	45%	42%	54%	9%
Yourself	42%	42%	37%	42%	45%	35%	39%	45%	35%	50%	8%
Your team	39%	43%	42%	44%	47%	44%	37%	46%	39%	54%	9%



AI integration by organisational level



Allemagne
503
employees

Q. Can you indicate the current status of each of the following organisations with regard to the integration of artificial intelligence tools?

New question

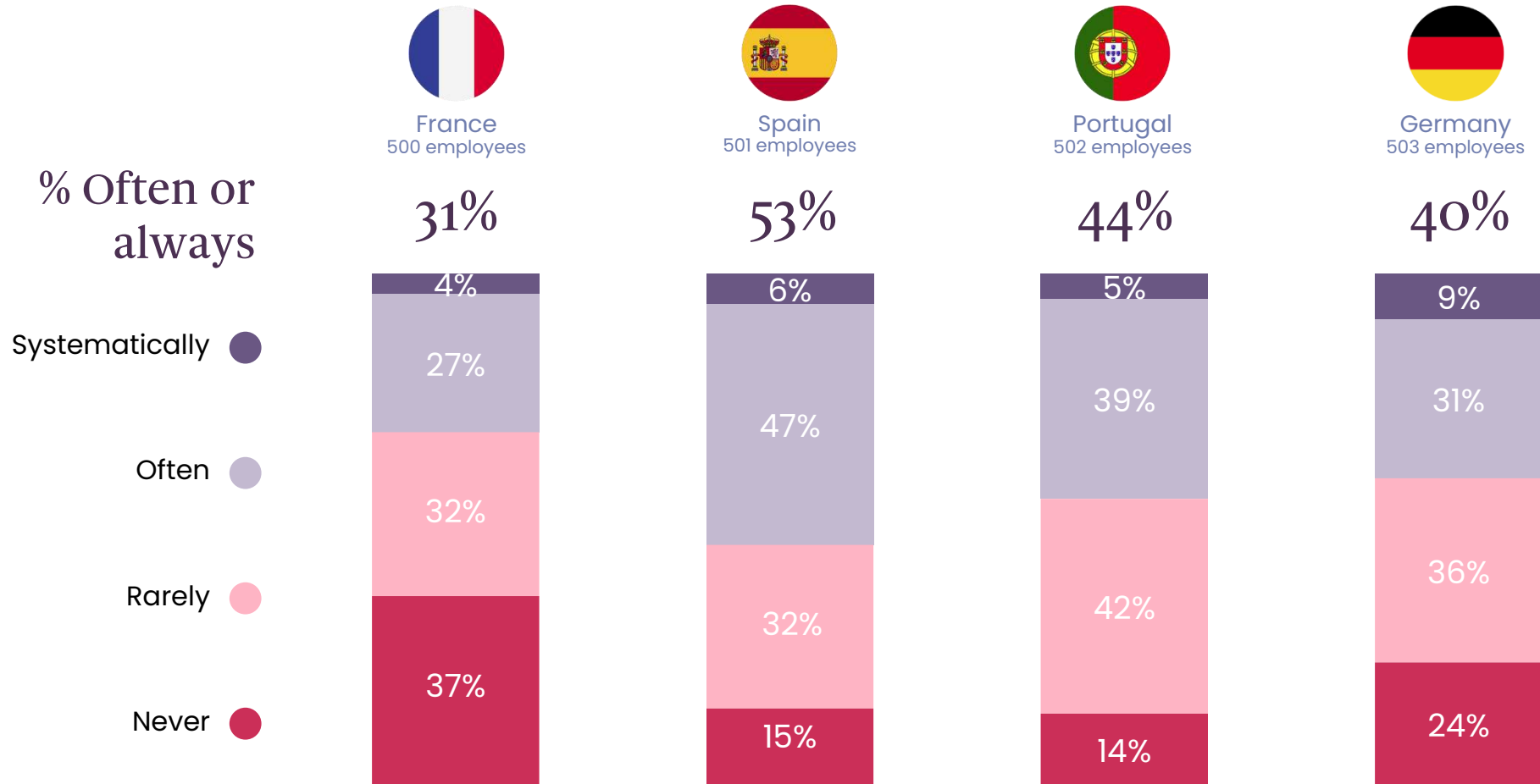
	% Integration into business practices	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Your business	43%	40%	35%	53%	44%	37%	13%	43%	48%	55%
Yourself	42%	43%	36%	46%	40%	46%	20%	41%	50%	48%
Your team	39%	37%	37%	44%	40%	37%	10%	41%	45%	42%



The consultation of AI for important decisions

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question





The consultation of AI for important decisions



France
500
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Often or systematically	31%	32%	30%	63%	30%	21%	19%	33%	27%	43%	3%
...Systematically	4%	4%	3%	7%	5%	2%	2%	3%	4%	4%	2%
...Often	27%	28%	27%	56%	25%	19%	17%	30%	23%	39%	1%
Sub-total Rarely or never	69%	68%	70%	37%	70%	79%	81%	67%	73%	57%	97%
...Rarely	32%	34%	30%	23%	26%	37%	37%	31%	33%	39%	14%
...Never	37%	34%	40%	14%	44%	42%	44%	36%	40%	18%	83%



The consultation of AI for important decisions



France
500
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Often or systematically	31%	30%	40%	39%	27%	22%	28%	46%	42%	20%
...Systematically	4%	2%	4%	7%	1%	4%	3%	6%	3%	4%
...Often	27%	28%	36%	32%	26%	18%	25%	40%	39%	16%
Sub-total Rarely or never	69%	70%	60%	61%	73%	78%	72%	54%	58%	80%
...Rarely	32%	43%	20%	23%	29%	41%	28%	28%	31%	35%
...Never	37%	27%	40%	38%	44%	37%	44%	26%	27%	45%



The consultation of AI for important decisions



Espagne
501
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Often or systematically	53%	52%	53%	76%	60%	50%	37%	55%	50%	63%	6%
...Systematically	6%	3%	8%	1%	12%	5%	3%	6%	5%	7%	1%
...Often	47%	49%	45%	75%	48%	45%	34%	49%	45%	56%	5%
Sub-total Rarely or never	47%	48%	47%	24%	40%	50%	63%	45%	50%	37%	94%
...Rarely	32%	33%	32%	20%	31%	35%	37%	32%	33%	33%	29%
...Never	15%	15%	15%	4%	9%	15%	26%	13%	17%	4%	65%



The consultation of AI for important decisions



Espagne
501
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Often or systematically	53%	59%	52%	57%	43%	48%	23%	57%	60%	46%
...Systematically	6%	5%	3%	7%	7%	3%	3%	6%	5%	5%
...Often	47%	54%	49%	50%	36%	45%	20%	51%	55%	41%
Sub-total Rarely or never	47%	41%	48%	43%	57%	52%	77%	43%	40%	54%
...Rarely	32%	23%	35%	32%	38%	39%	42%	32%	26%	31%
...Never	15%	18%	13%	11%	19%	13%	35%	11%	14%	23%



The consultation of AI for important decisions



Portugal
502
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Often or systematically	44%	48%	40%	57%	45%	46%	32%	55%	35%	51%	5%
...Systematically	5%	5%	5%	7%	9%	3%	2%	6%	4%	6%	–
...Often	39%	43%	35%	50%	36%	43%	30%	49%	31%	45%	5%
Sub-total Rarely or never	56%	52%	60%	43%	55%	54%	68%	45%	65%	49%	95%
...Rarely	42%	43%	41%	36%	46%	38%	48%	34%	48%	43%	35%
...Never	14%	9%	19%	7%	9%	16%	20%	11%	17%	6%	60%



The consultation of AI for important decisions



Portugal
502
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Often or systematically	44%	43%	34%	46%	47%	53%	38%	46%	44%	42%
...Systematically	5%	4%	6%	4%	6%	4%	5%	6%	1%	6%
...Often	39%	39%	28%	42%	41%	49%	33%	40%	43%	36%
Sub-total Rarely or never	56%	57%	66%	54%	53%	47%	62%	54%	56%	58%
...Rarely	42%	43%	49%	40%	41%	34%	44%	44%	38%	28%
...Never	14%	14%	17%	14%	12%	13%	18%	10%	18%	30%



The consultation of AI for important decisions



Allemagne
503
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Often or systematically	40%	43%	37%	55%	54%	35%	29%	48%	34%	53%	3%
...Systematically	9%	8%	9%	12%	15%	8%	3%	12%	6%	11%	1%
...Often	31%	35%	28%	43%	39%	27%	26%	36%	28%	42%	2%
Sub-total Rarely or never	60%	57%	63%	45%	46%	65%	71%	52%	66%	47%	97%
...Rarely	36%	36%	36%	29%	29%	41%	39%	34%	38%	41%	21%
...Never	24%	21%	27%	16%	17%	24%	32%	18%	28%	6%	76%



The consultation of AI for important decisions



Allemagne
503
employees

Q. When you make an important decision at work, how often do you consult artificial intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Often or systematically	40%	46%	34%	47%	32%	40%	7%	37%	56%	51%
...Systematically	9%	11%	6%	11%	7%	5%	–	7%	15%	10%
...Often	31%	35%	28%	36%	25%	35%	7%	30%	41%	41%
Sub-total Rarely or never	60%	54%	66%	53%	68%	60%	93%	63%	44%	49%
...Rarely	36%	36%	30%	34%	40%	38%	33%	41%	29%	18%
...Never	24%	18%	36%	19%	28%	22%	60%	22%	15%	31%



2

The company's
involvement in *the*
roll-out of AI

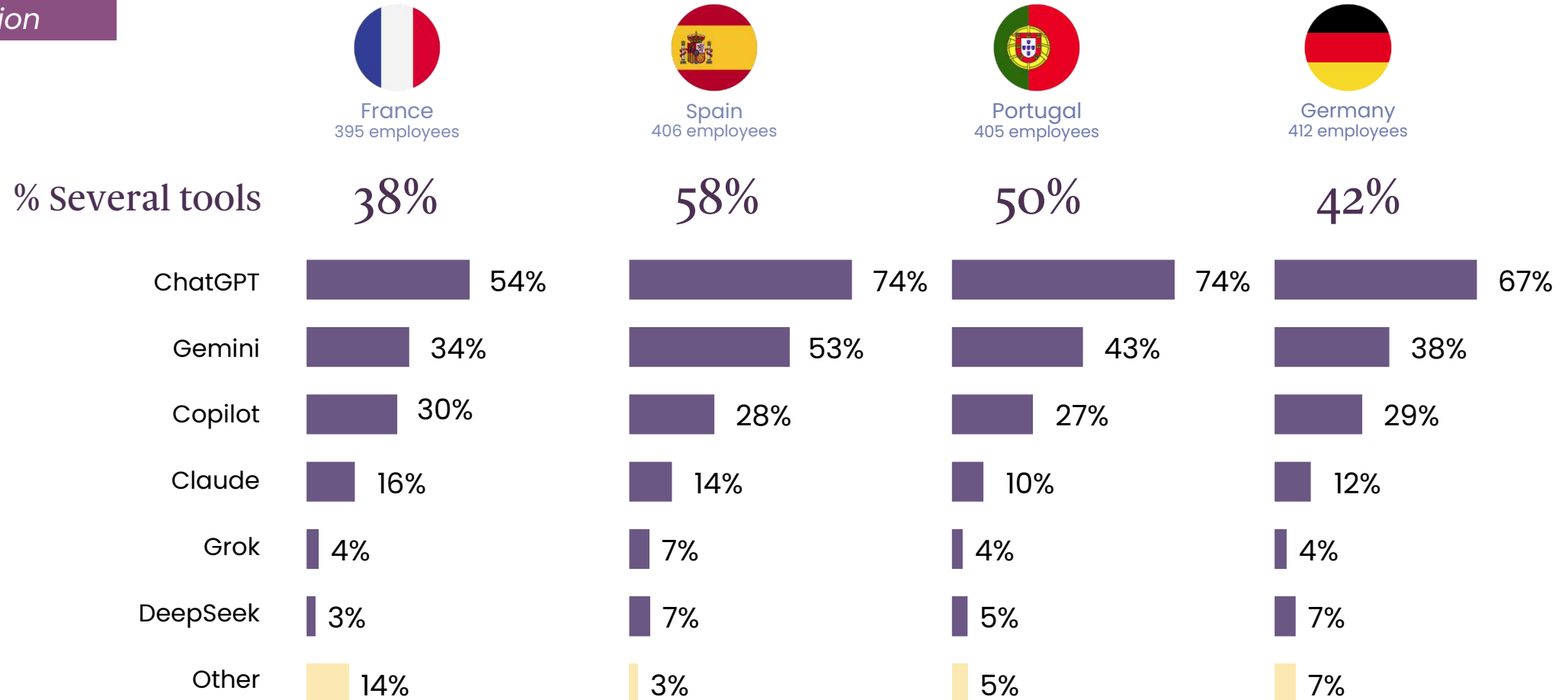


Generative AI tools made available by the company

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question





Generative AI tools made available by the company



France
395
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Several tools	38%	43%	35%	62%	45%	20%	32%	39%	37%	43%	11%
ChatGPT	54%	54%	55%	72%	62%	46%	40%	53%	56%	59%	27%
Gemini	34%	36%	31%	49%	27%	22%	38%	33%	34%	37%	13%
Copilot	30%	29%	31%	20%	33%	35%	31%	35%	23%	29%	35%
Claude	16%	21%	12%	33%	20%	7%	8%	17%	15%	19%	1%
Grok	4%	7%	2%	5%	6%	1%	5%	3%	6%	5%	1%
DeepSeek	3%	4%	3%	2%	5%	2%	4%	3%	4%	4%	–
Other	14%	16%	12%	2%	14%	16%	21%	11%	17%	10%	33%



Generative AI tools made available by the company



France
395
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Several tools	38%	43%	42%	33%	42%	35%	28%	54%	48%	30%
ChatGPT	54%	54%	70%	54%	47%	51%	69%	69%	58%	42%
Gemini	34%	36%	33%	28%	39%	34%	26%	42%	36%	31%
Copilot	30%	33%	28%	24%	45%	20%	12%	27%	30%	36%
Claude	16%	15%	10%	20%	14%	20%	19%	14%	24%	12%
Grok	4%	12%	5%	1%	–	4%	–	9%	5%	3%
DeepSeek	3%	6%	4%	3%	1%	3%	–	4%	6%	2%
Other	14%	7%	13%	10%	14%	24%	9%	9%	7%	21%

“Generative AI tools made available by the company



Espagne
406
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Several tools	58%	53%	64%	78%	61%	56%	46%	57%	59%	61%	Insufficient number of interviews
ChatGPT	74%	68%	80%	90%	79%	68%	65%	71%	77%	76%	
Gemini	53%	46%	61%	58%	55%	50%	52%	50%	56%	55%	
Copilot	28%	34%	22%	24%	23%	33%	30%	30%	26%	27%	
Claude	14%	16%	12%	23%	15%	14%	8%	19%	9%	15%	
DeepSeek	7%	6%	8%	8%	10%	6%	4%	7%	7%	7%	
Grok	7%	5%	8%	18%	4%	6%	3%	7%	7%	7%	
Other	3%	2%	4%	6%	1%	5%	1%	4%	2%	3%	



Generative AI tools made available by the company



Espagne
406
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Several tools	58%	52%	57%	61%	63%	58%	38%	62%	55%	46%
ChatGPT	74%	73%	75%	71%	80%	66%	70%	77%	64%	47%
Gemini	53%	51%	56%	47%	65%	48%	57%	54%	50%	32%
Copilot	28%	30%	34%	31%	19%	28%	22%	25%	40%	63%
Claude	14%	15%	10%	21%	9%	6%	5%	16%	13%	6%
DeepSeek	7%	3%	5%	9%	9%	5%	3%	7%	11%	4%
Grok	7%	7%	4%	8%	5%	8%	-	8%	3%	3%
Other	3%	2%	0%	3%	3%	9%	5%	3%	3%	3%



Generative AI tools made available by the company



Portugal
405
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No*
Sub-total Several tools	50%	56%	44%	57%	57%	47%	44%	49%	51%	53%	20%
ChatGPT	74%	71%	78%	82%	75%	73%	71%	73%	76%	77%	43%
Gemini	43%	46%	40%	43%	50%	44%	37%	42%	45%	45%	23%
Copilot	27%	33%	19%	19%	28%	31%	25%	30%	24%	27%	19%
Claude	10%	11%	10%	18%	15%	5%	9%	12%	9%	11%	8%
DeepSeek	5%	4%	6%	6%	11%	4%	1%	4%	6%	6%	–
Grok	4%	3%	4%	9%	4%	3%	1%	3%	4%	4%	–
Other	5%	5%	5%	4%	3%	4%	10%	4%	7%	3%	28%



Generative AI tools made available by the company



Portugal
405
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-businesses*	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Several tools	50%	49%	52%	50%	51%	48%	48%	52%	47%	39%
ChatGPT	74%	73%	80%	69%	75%	80%	85%	77%	60%	46%
Gemini	43%	40%	46%	42%	46%	44%	48%	42%	45%	34%
Copilot	27%	32%	19%	33%	18%	28%	18%	22%	49%	52%
Claude	10%	9%	10%	12%	9%	14%	5%	11%	10%	20%
DeepSeek	5%	4%	2%	9%	5%	3%	1%	6%	5%	3%
Grok	4%	1%	6%	4%	4%	5%	4%	3%	5%	2%
Other	5%	7%	2%	8%	3%	3%	4%	6%	5%	8%



Generative AI tools made available by the company



Allemagne
412
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Several tools	42%	41%	43%	42%	47%	43%	38%	49%	36%	47%	12%
ChatGPT	67%	63%	72%	74%	71%	62%	65%	67%	67%	69%	57%
Gemini	38%	38%	39%	30%	36%	39%	44%	42%	35%	40%	27%
Copilot	29%	34%	23%	25%	35%	23%	32%	34%	24%	32%	12%
Claude	12%	11%	13%	16%	14%	12%	7%	16%	7%	13%	4%
Grok	7%	8%	7%	8%	12%	7%	4%	8%	6%	8%	2%
DeepSeek	4%	6%	3%	10%	3%	3%	3%	6%	4%	5%	3%
Other	7%	7%	6%	1%	8%	11%	5%	6%	7%	5%	18%



Generative AI tools made available by the company



Allemagne
412
employees

Q. Which of the following artificial intelligence tools are made available to employees by your company?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Several tools	42%	44%	34%	40%	41%	68%	Insufficient number of interviews	40%	49%	38%
ChatGPT	67%	72%	68%	60%	69%	67%		66%	73%	49%
Gemini	38%	42%	41%	23%	44%	66%		40%	35%	47%
Copilot	29%	29%	25%	40%	21%	20%		25%	36%	40%
Claude	12%	9%	7%	11%	12%	34%		13%	10%	2%
Grok	7%	8%	5%	10%	4%	10%		8%	9%	3%
DeepSeek	4%	5%	5%	4%	3%	11%		6%	3%	1%
Other	7%	7%	4%	10%	4%	5%		6%	4%	14%



Types of AI tools implemented by the company

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question

% Yes



France
395 employees



Spain
406 employees



Portugal
405 employees



Germany
412 employees

Consumer-facing generative AI tools (Chat GPT, Claude, etc.)



AI tools specifically tailored to your line of work



Free solutions, with limited access



Premium solutions, with full access





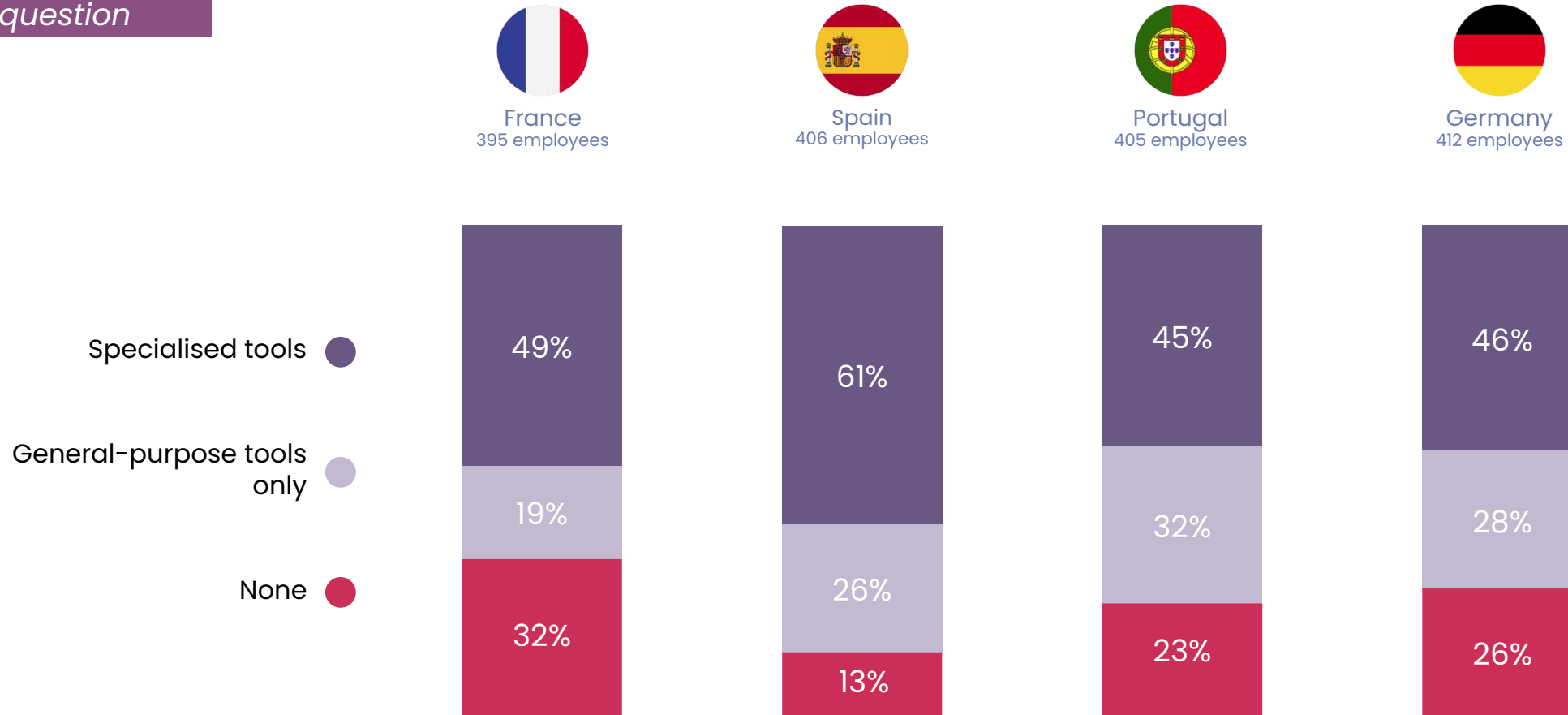
Types of AI tools implemented by the company

Summary - Specialised or general-purpose solutions

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question



Indicator derived from responses to the first two items of the question



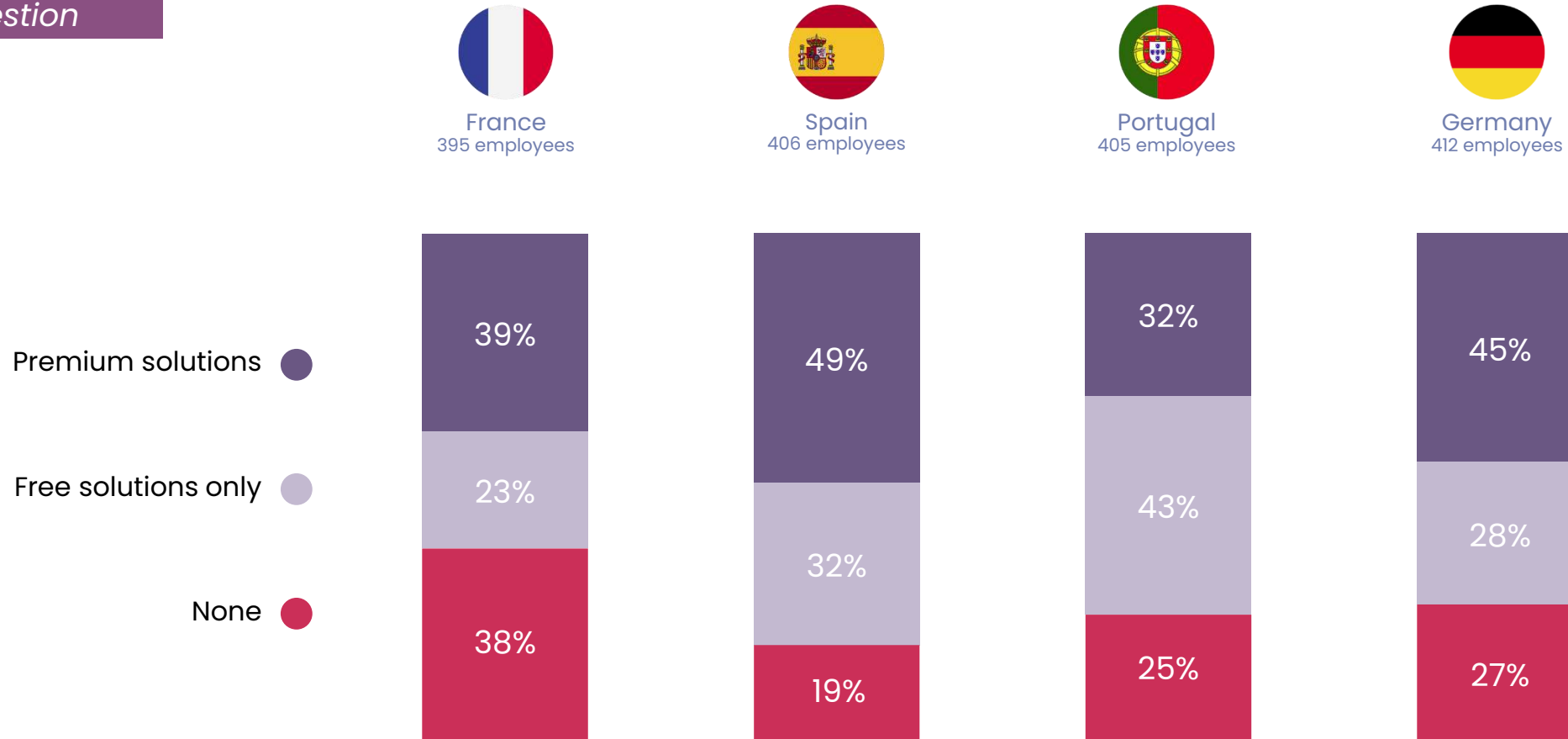
Types of AI tools implemented by the company

Summary - Premium or free solutions

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question



Indicator derived from responses to the first two items of the question



Types of AI tools implemented by the company



France
395
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked only of employees whose company has at least carried out AI trials

New question

	% Yes	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	57%	58%	56%	71%	58%	50%	51%	56%	58%	63%	22%
AI tools specifically tailored to your industry	49%	55%	44%	53%	46%	46%	53%	46%	54%	54%	23%
Free solutions, with limited access	49%	47%	50%	56%	48%	46%	46%	51%	45%	54%	21%
Premium solutions, with full access	39%	41%	36%	56%	39%	29%	33%	39%	39%	43%	12%



Types of AI tools implemented by the company



France
395
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked only of employees whose company has at least carried out AI trials

New question

	% Yes	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	57%	53%	63%	62%	46%	60%	57%	59%	58%	55%
AI tools specifically tailored to your industry	49%	42%	61%	49%	45%	52%	36%	47%	52%	53%
Free solutions, with limited access	49%	47%	58%	48%	45%	48%	39%	54%	54%	47%
Premium solutions, with full access	39%	42%	47%	36%	31%	40%	37%	41%	42%	36%

“Types of AI tools implemented by the company



Espagne
406
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked only of employees whose company has at least carried out AI trials

New question

	% Yes	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	83%	80%	86%	94%	82%	83%	76%	81%	84%	85%	45%
Free solutions, with limited access	69%	68%	70%	82%	64%	68%	68%	66%	72%	70%	47%
AI tools specifically tailored to your industry	61%	62%	59%	87%	56%	60%	51%	60%	62%	63%	28%
Premium solutions, with full access	49%	54%	43%	62%	48%	55%	35%	51%	46%	51%	–

“Types of AI tools implemented by the company



Espagne
406
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Yes	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized enterprises	Large enterprises*
Generative AI tools for the general public (Chat GPT, Claude, etc.)	83%	83%	86%	83%	78%	86%	71%	84%	84%	76%
Free solutions, with limited access	69%	72%	70%	70%	60%	77%	49%	73%	61%	57%
AI tools specifically tailored to your industry	61%	69%	60%	62%	54%	56%	31%	64%	65%	56%
Premium solutions, with full access	49%	51%	54%	55%	41%	33%	10%	54%	48%	41%

*Due to the small number of interviews, the results should be interpreted with caution



Types of AI tools implemented by the company



Portugal
405
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked only of employees whose company has at least carried out AI trials

New question

	% Yes	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	72%	76%	68%	70%	78%	72%	67%	71%	73%	75%	35%
Free solutions, with limited access	71%	78%	63%	61%	78%	74%	65%	70%	72%	74%	36%
AI tools specifically tailored to your industry	46%	52%	39%	51%	55%	44%	36%	44%	47%	47%	25%
Premium solutions, with full access	32%	34%	30%	46%	42%	23%	26%	34%	29%	33%	16%

“Types of AI tools implemented by the company



Portugal
405
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question

	% Yes	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	72%	74%	68%	69%	77%	73%	65%	75%	72%	67%
Free solutions, with limited access	71%	72%	68%	71%	72%	73%	70%	70%	73%	71%
AI tools specifically tailored to your industry	46%	42%	40%	47%	54%	43%	25%	48%	58%	62%
Premium solutions, with full access	32%	30%	23%	36%	39%	28%	17%	33%	42%	43%



Types of AI tools implemented by the company



Allemagne
412
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked only of employees whose company has at least carried out AI trials

New question

	% Yes	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	67%	67%	66%	73%	76%	63%	60%	74%	60%	73%	29%
Free solutions, with limited access	59%	55%	63%	68%	61%	53%	56%	62%	55%	63%	32%
AI tools specifically tailored to your industry	46%	48%	44%	61%	46%	40%	44%	54%	39%	52%	9%
Premium solutions, with full access	45%	49%	39%	60%	48%	46%	33%	53%	36%	51%	5%



Types of AI tools implemented by the company



Allemagne
412
employees

Q. Has your company made each of the following types of AI tools available to employees?

Question asked to employees whose companies have at least carried out tests on AI

New question

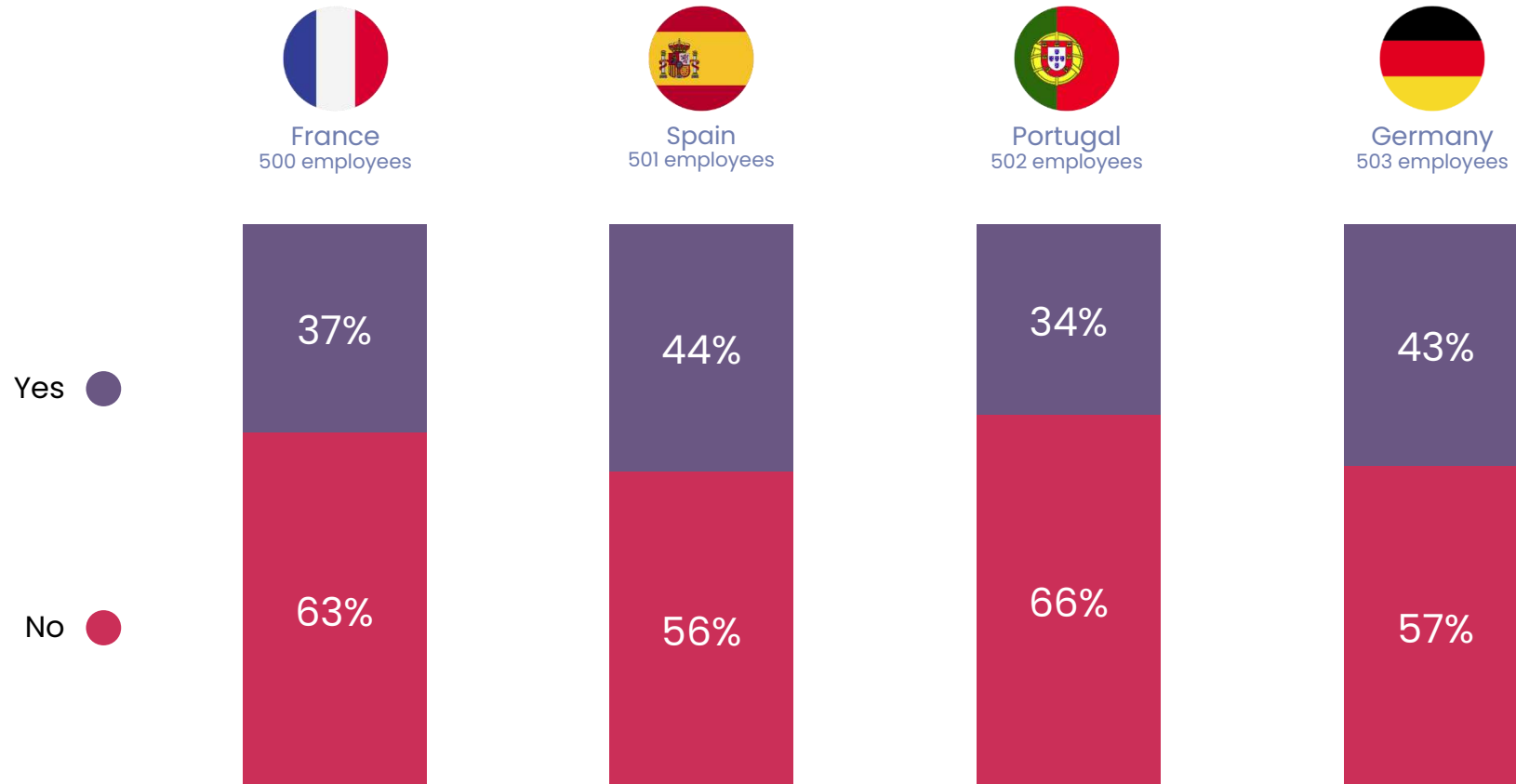
	% Yes	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Consumer-facing generative AI tools (Chat GPT, Claude, etc.)	67%	68%	66%	70%	63%	63%	Insufficient number of interviews	68%	71%	62%
Free solutions with limited access	59%	59%	52%	58%	62%	60%		58%	63%	60%
AI tools specifically tailored to your industry	46%	51%	45%	49%	38%	48%		44%	53%	52%
Premium solutions, with full access	45%	51%	34%	54%	33%	38%		43%	50%	47%

*Due to the small number of interviews, the results should be interpreted with caution

“ The company’s implementation of training on AI tools

Q. Has your company introduced training on Artificial Intelligence tools?

New question





The company's implementation of training on AI tools

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yes	37%	46%	28%	38%	27%	39%	41%	44%	26%	83%	75%
No	63%	54%	72%	62%	73%	61%	59%	56%	74%	34%	54%



The company’s implementation of training on AI tools

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Yes	37%	35%	42%	37%	40%	30%	11%	32%	47%	43%
No	63%	65%	58%	63%	60%	70%	89%	68%	53%	57%

**Due to the small number of interviews, the results should be interpreted with caution*



The company's implementation of training on AI tools



Espagne
501
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yes	44%	47%	41%	62%	49%	43%	33%	47%	42%	52%	8%
No	56%	53%	59%	38%	51%	57%	67%	53%	58%	48%	92%

“The company’s implementation of training on AI tools



Espagne
501
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized enterprises	Large enterprises*
Yes	44%	53%	33%	52%	34%	47%	13%	46%	63%	61%
No	56%	47%	67%	48%	66%	53%	87%	54%	37%	39%



The company's implementation of training on AI tools



Portugal
502
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yes	34%	38%	29%	31%	37%	34%	31%	36%	31%	39%	7%
No	66%	62%	71%	69%	63%	66%	69%	64%	69%	61%	93%



The company’s implementation of training on AI tools



Portugal
502
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Yes	34%	30%	30%	38%	36%	36%	16%	36%	44%	44%
No	66%	70%	70%	62%	64%	64%	84%	64%	56%	56%



The company’s implementation of training on AI tools



Allemagne
503
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Yes	43%	48%	37%	63%	43%	40%	36%	50%	37%	55%	5%
No	57%	52%	63%	37%	57%	60%	64%	50%	63%	45%	95%



The company's implementation of training on AI tools



Allemagne
503
employees

Q. Has your company introduced training on Artificial Intelligence tools?

New question

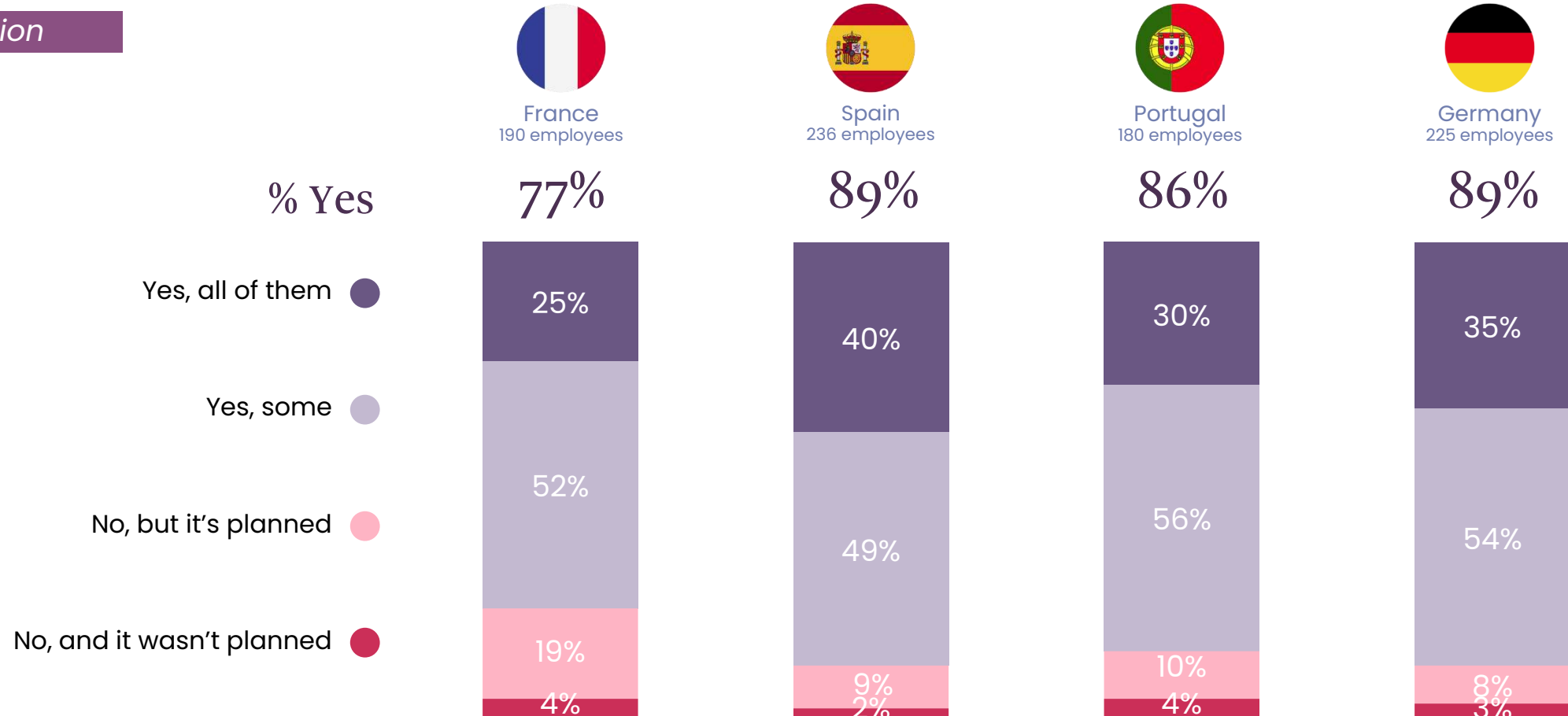
	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Yes	43%	47%	34%	53%	33%	46%	5%	39%	57%	66%
No	57%	53%	66%	47%	67%	54%	95%	61%	43%	34%

” Participation in the AI tools training programmes organised

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question





Participation in the AI tools training programmes organised



France
190
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	GENDER		AGE			STATUS		USES AI	
		Male	Female	Under 40	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes or planned	96%	94%	98%	99%	96%	92%	95%	97%	98%	75%
Sub-total Yes	77%	73%	81%	85%	79%	62%	76%	77%	81%	37%
...Yes, all of them	25%	20%	32%	29%	27%	16%	24%	26%	26%	13%
...Yes, some	52%	53%	49%	56%	52%	46%	52%	51%	55%	24%
Sub-total No	23%	27%	19%	15%	21%	38%	24%	23%	19%	63%
...No, but it's planned	19%	21%	17%	14%	17%	30%	19%	20%	17%	38%
...No, and there are no plans to do so	4%	6%	2%	1%	4%	8%	5%	3%	2%	25%



Participation in the AI tools training programmes organised



France
190
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction*	Trade*	Business services*	Retail*	Public administration*	Micro-businesses	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes or planned	96%	94%	97%	98%	92%	96%	Insufficient number of interviews	90%	99%	95%
Sub-total Yes	77%	72%	80%	74%	72%	84%		73%	85%	69%
...Yes, all of them	25%	17%	46%	21%	22%	22%		30%	18%	26%
...Yes, some	52%	55%	34%	53%	50%	62%		43%	67%	43%
Sub-total No	23%	28%	20%	26%	28%	16%		27%	15%	31%
...No, but it's planned	19%	22%	17%	24%	20%	12%	Insufficient number of interviews	17%	14%	26%
...No, and there are no plans to do so	4%	6%	3%	2%	8%	4%		10%	1%	5%



Participation in the AI tools training programmes organised



Espagne
236
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29*	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes or planned	98%	98%	99%	100%	97%	98%	98%	97%	100%	99%	Insufficient number of interviews
Sub-total Yes	89%	91%	88%	97%	87%	86%	89%	90%	89%	90%	
...Yes, all of them	40%	37%	45%	25%	43%	45%	44%	41%	39%	40%	
...Yes, some	49%	54%	43%	72%	44%	41%	45%	49%	50%	50%	
Sub-total No	11%	9%	12%	3%	13%	14%	11%	10%	11%	10%	
...No, but it's planned	9%	7%	11%	3%	10%	12%	9%	7%	11%	9%	Insufficient number of interviews
...No, and there are no plans to do so	2%	2%	1%	–	3%	2%	2%	3%	–	1%	



Participation in the AI tools training programmes organised



Espagne
236
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction*	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes or planned	98%	99%	Insufficient number of interviews	96%	100%	Insufficient number of interviews		99%	96%	Insufficient number of interviews
Sub-total Yes	89%	90%		86%	93%			90%	89%	
...Yes, all of them	40%	44%		39%	41%			42%	35%	
...Yes, some	49%	46%		47%	52%			48%	54%	
Sub-total No	11%	10%		14%	7%			10%	11%	
...No, but it's planned	9%	9%		10%	7%			9%	7%	
...No, and there are no plans to do so	2%	1%		4%	-			1%	4%	



Participation in the AI tools training programmes organised



Portugal
180
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	GENDER		AGE			STATUS		USES AI	
		Male	Female	Under 40	40–49	50 and over*	CSP+	CSP–	Yes	No
Sub-total Yes or planned	96%	97%	95%	98%	91%	100%	99%	93%	96%	Insufficient number of interviews
Sub-total Yes	86%	89%	82%	89%	84%	83%	87%	84%	86%	
...Yes, all of them	30%	34%	25%	33%	33%	17%	31%	29%	30%	
...Yes, some	56%	55%	57%	56%	51%	66%	56%	55%	56%	
Sub-total No	14%	11%	18%	11%	16%	17%	13%	16%	14%	
...No, but it's planned	10%	8%	13%	9%	7%	17%	12%	9%	10%	Insufficient number of interviews
...No, and there are no plans to do so	4%	3%	5%	2%	9%	–	1%	7%	4%	



Participation in the AI tools training programmes organised



Portugal
180
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction*	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes or planned	96%	94%	Insufficient number of interviews	97%	92%	Insufficient number of interviews	Insufficient number of interviews	95%	97%	Insufficient number of interviews
Sub-total Yes	86%	84%		90%	80%			86%	87%	
...Yes, all of them	30%	39%		31%	24%			27%	35%	
...Yes, some	56%	45%		59%	56%			59%	52%	
Sub-total No	14%	16%		10%	20%			14%	13%	
...No, but it's planned	10%	10%		7%	12%			9%	10%	
...No, and there are no plans to do so	4%	6%		3%	8%			5%	3%	



Participation in the AI tools training programmes organised



Allemagne
225
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29*	30–39	40–49	50 and over*	CSP+	CSP–	Yes	No
Sub-total Yes or planned	97%	98%	96%	96%	98%	97%	97%	99%	94%	98%	Insufficient number of interviews
Sub-total Yes	89%	89%	89%	90%	93%	90%	84%	92%	84%	90%	
...Yes, all of them	35%	34%	36%	19%	38%	34%	45%	35%	33%	35%	
...Yes, some	54%	55%	53%	71%	55%	56%	39%	57%	51%	55%	
Sub-total No	11%	11%	11%	10%	7%	10%	16%	8%	16%	10%	
...No, but it's planned	8%	9%	7%	6%	5%	7%	13%	7%	10%	8%	Insufficient number of interviews
...No, and there are no plans to do so	3%	2%	4%	4%	2%	3%	3%	1%	6%	2%	



Participation in the AI tools training programmes organised



Allemagne
225
employees

Q. Have you taken part in the training courses on AI tools organised by your company?

Question asked only of employees whose company offers training on AI

New question

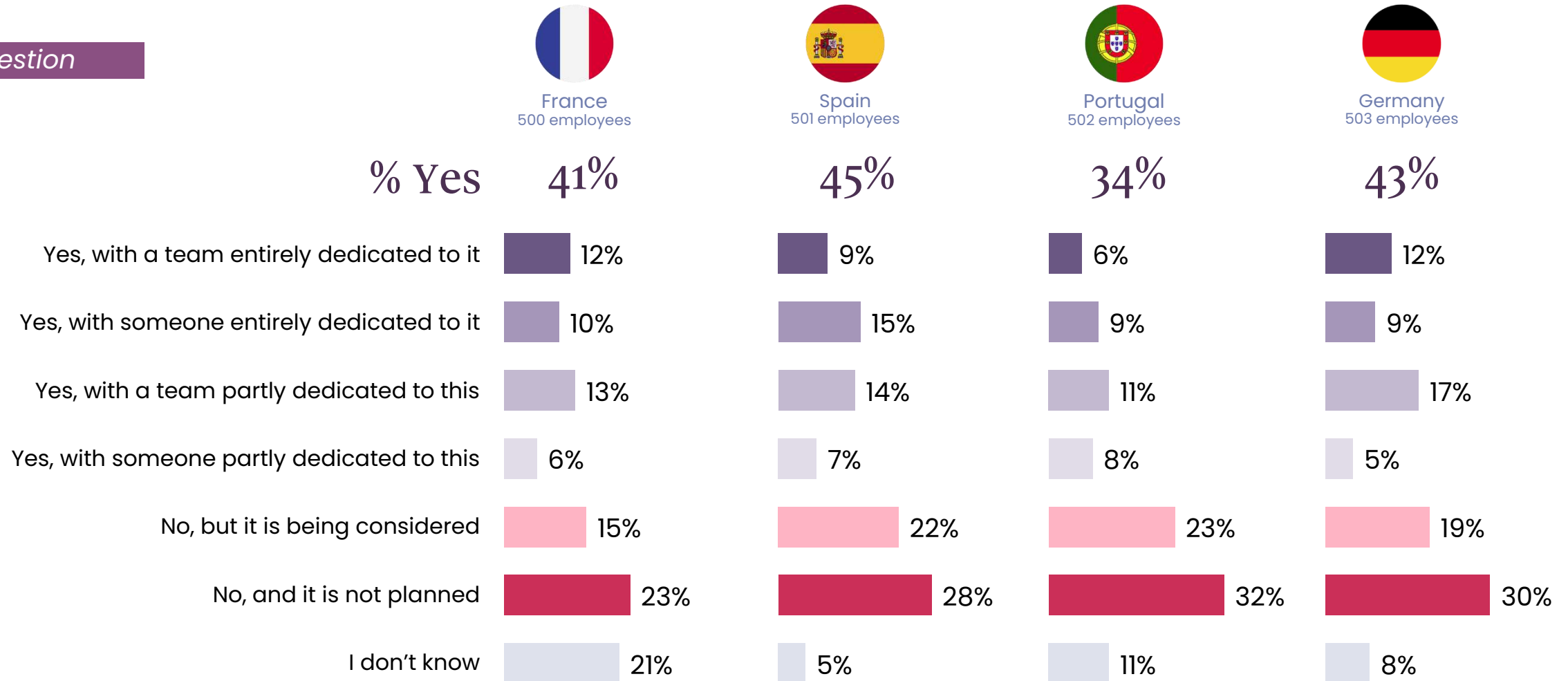
	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction*	Trade*	Business services	Retail*	Public administration*	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes or planned	97%	99%	96%	96%	98%	92%	Insufficient number of interviews	98%	97%	93%
Sub-total Yes	89%	93%	84%	91%	86%	81%		89%	92%	77%
...Yes, all of them	35%	34%	36%	34%	37%	31%		32%	40%	31%
...Yes, some	54%	59%	48%	57%	49%	50%		57%	52%	46%
Sub-total No	11%	7%	16%	9%	14%	19%		11%	8%	23%
...No, but it's planned	8%	6%	12%	5%	12%	11%		9%	5%	16%
...No, and there are no plans to do so	3%	1%	4%	4%	2%	8%		2%	3%	7%



The creation of a role dedicated to the roll-out of AI

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question





The creation of a role dedicated to the roll-out of AI



France
500
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Yes	41%	42%	41%	54%	38%	40%	38%	46%	35%	53%	15%
...Yes, with a team entirely dedicated to it	12%	12%	12%	21%	11%	8%	12%	13%	11%	16%	3%
...Yes, with someone entirely dedicated to it	10%	12%	9%	20%	8%	11%	6%	12%	8%	13%	4%
...Yes, with a team partly dedicated to it	13%	13%	12%	10%	12%	14%	13%	14%	11%	16%	5%
...Yes, with someone partly dedicated to it	6%	5%	8%	3%	7%	7%	7%	7%	5%	8%	3%
No, but it is being considered	15%	17%	13%	22%	11%	14%	12%	15%	13%	15%	12%
No, and it is not planned	23%	21%	25%	14%	26%	26%	24%	20%	28%	16%	40%



The creation of a role dedicated to the roll-out of AI



France
500
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created in your organisation?

New question	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	41%	38%	58%	46%	41%	30%	22%	41%	50%	45%
...Yes, with a team entirely dedicated to it	12%	11%	13%	11%	16%	10%	7%	8%	10%	17%
...Yes, with someone entirely dedicated to it	10%	8%	15%	16%	12%	3%	2%	11%	19%	9%
...Yes, with a team partly dedicated to it	13%	13%	21%	13%	9%	10%	6%	17%	13%	13%
...Yes, with someone partly dedicated to it	6%	6%	9%	6%	4%	7%	7%	5%	8%	6%
No, but it is being considered	15%	14%	13%	12%	16%	17%	13%	27%	17%	9%
No, and it is not planned	23%	28%	22%	18%	20%	28%	52%	21%	17%	15%



The creation of a role dedicated to the roll-out of AI



Espagne
501
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Yes	45%	50%	41%	61%	53%	47%	31%	46%	45%	55%	6%
...Yes, with a team entirely dedicated to it	9%	8%	10%	8%	11%	11%	6%	9%	8%	11%	-
...Yes, with someone entirely dedicated to it	15%	19%	12%	24%	20%	11%	11%	16%	14%	18%	2%
...Yes, with a team partly dedicated to it	14%	18%	10%	21%	17%	15%	8%	16%	13%	17%	3%
...Yes, with someone partly dedicated to it	7%	5%	9%	8%	5%	10%	6%	5%	10%	9%	1%
No, but it is being considered	22%	25%	19%	17%	22%	18%	29%	26%	19%	22%	21%
No, and it is not planned	28%	21%	35%	21%	23%	29%	34%	24%	31%	21%	58%



The creation of a role dedicated to the roll-out of AI



Espagne
501
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	45%	50%	40%	53%	37%	44%	18%	50%	55%	35%
...Yes, with a team entirely dedicated to it	9%	10%	7%	12%	6%	5%	3%	8%	21%	11%
...Yes, with someone entirely dedicated to it	15%	19%	13%	19%	9%	14%	6%	18%	9%	11%
...Yes, with a team partly dedicated to it	14%	14%	14%	18%	13%	9%	4%	16%	18%	9%
...Yes, with someone partly dedicated to it	7%	7%	6%	4%	9%	16%	5%	8%	7%	4%
No, but it is being considered	22%	31%	22%	15%	18%	28%	12%	24%	18%	30%
No, and it is not planned	28%	15%	31%	28%	40%	25%	64%	23%	17%	18%



The creation of a role dedicated to the roll-out of AI



Portugal
502
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes	34%	42%	27%	42%	46%	31%	24%	38%	31%	39%	12%
...Yes, with a team entirely dedicated to it	6%	7%	5%	8%	9%	5%	4%	8%	5%	7%	1%
...Yes, with someone entirely dedicated to it	9%	11%	7%	10%	9%	8%	8%	10%	7%	10%	–
...Yes, with a team partly dedicated to it	11%	15%	8%	10%	15%	11%	9%	10%	12%	13%	3%
...Yes, with someone partly dedicated to it	8%	9%	7%	14%	13%	7%	3%	10%	7%	9%	8%
No, but it is being considered	23%	25%	21%	22%	18%	26%	23%	26%	21%	24%	16%
No, and it is not planned	32%	25%	39%	30%	29%	30%	39%	25%	37%	29%	47%



The creation of a role dedicated to the roll-out of AI



Portugal
502
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	34%	28%	32%	36%	41%	36%	15%	38%	40%	46%
...Yes, with a team entirely dedicated to it	6%	1%	4%	12%	8%	6%	-	6%	11%	16%
...Yes, with someone entirely dedicated to it	9%	11%	10%	5%	7%	9%	6%	10%	5%	7%
...Yes, with a team partly dedicated to it	11%	7%	12%	11%	17%	11%	4%	12%	14%	21%
...Yes, with someone partly dedicated to it	8%	9%	6%	8%	9%	10%	5%	10%	10%	2%
No, but it is being considered	23%	28%	20%	25%	19%	17%	17%	27%	21%	10%
No, and it is not planned	32%	38%	36%	29%	24%	31%	58%	26%	23%	25%



The creation of a role dedicated to the roll-out of AI



Allemagne
503
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Yes	43%	45%	41%	68%	41%	40%	37%	50%	38%	56%	8%
...Yes, with a team entirely dedicated to it	12%	10%	13%	16%	14%	9%	10%	16%	8%	15%	1%
...Yes, with someone entirely dedicated to it	9%	12%	7%	19%	7%	6%	10%	11%	8%	13%	1%
...Yes, with a team partly dedicated to it	17%	18%	15%	19%	14%	21%	15%	18%	16%	21%	5%
...Yes, with someone partly dedicated to it	5%	5%	6%	14%	6%	4%	2%	5%	6%	7%	1%
No, but it is being considered	19%	20%	18%	9%	25%	18%	20%	19%	19%	18%	20%
No, and it is not planned	30%	27%	33%	16%	27%	38%	32%	25%	34%	20%	59%



The creation of a role dedicated to the roll-out of AI



Allemagne
503
employees

Q. Has a role dedicated to the deployment and management of Artificial Intelligence been created within your organisation?

New question

	% Total	INDUSTRY SECTOR					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	43%	49%	30%	53%	36%	46%	7%	40%	60%	57%
...Yes, with a team entirely dedicated to it	12%	18%	7%	13%	5%	17%	2%	8%	20%	21%
...Yes, with someone entirely dedicated to it	9%	7%	6%	9%	15%	9%	–	11%	10%	12%
...Yes, with a team partly dedicated to it	17%	19%	12%	25%	13%	6%	–	16%	24%	20%
...Yes, with someone partly dedicated to it	5%	5%	5%	6%	3%	14%	5%	5%	6%	4%
No, but it is being considered	19%	17%	30%	15%	17%	21%	9%	23%	12%	16%
No, and it is not planned	30%	27%	34%	24%	37%	27%	70%	32%	18%	11%

“ AI budget evolution between 2025 and 2026

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question



France
500 employees



Spain
501 employees



Portugal
502 employees



Germany
503 employees

% Increase / Decrease

28% 3%

41% 4%

26% 3%

33% 5%

A sharp increase



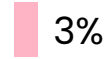
A slight increase



Remained stable



A slight decrease



A sharp decrease



There is no dedicated budget



Don't know





AI budget evolution between 2025 and 2026



France
500
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Increase	28%	28%	28%	32%	35%	23%	23%	28%	27%	36%	8%
...A sharp increase	9%	9%	9%	12%	14%	6%	6%	10%	8%	12%	2%
...A slight increase	19%	19%	19%	20%	21%	17%	17%	18%	19%	24%	6%
Stability	18%	22%	15%	35%	11%	15%	15%	20%	17%	23%	7%
Sub-total Decrease	3%	3%	3%	4%	4%	1%	5%	3%	3%	4%	1%
...A slight decrease	2%	2%	2%	3%	3%	–	3%	2%	2%	3%	1%
...A sharp decrease	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	–
There is no dedicated budget	23%	22%	23%	10%	29%	26%	23%	19%	28%	16%	38%



AI budget evolution between 2025 and 2026



France
500
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Increase	28%	23%	30%	27%	32%	28%	10%	28%	34%	31%
...A sharp increase	9%	6%	8%	10%	12%	10%	5%	11%	7%	11%
...A slight increase	19%	17%	22%	17%	20%	18%	5%	17%	27%	20%
Stability	18%	24%	30%	22%	12%	7%	16%	26%	23%	13%
Sub-total Decrease	3%	4%	1%	2%	4%	4%	-	4%	7%	2%
...A slight decrease	2%	3%	1%	1%	2%	3%	-	3%	5%	1%
...A sharp decrease	1%	1%	-	1%	2%	1%	-	1%	2%	1%
There is no dedicated budget	23%	23%	21%	17%	23%	28%	54%	27%	14%	13%



AI budget evolution between 2025 and 2026



Espagne
501
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Increase	41%	44%	38%	50%	49%	37%	32%	45%	37%	48%	9%
...A sharp increase	10%	10%	10%	9%	14%	10%	5%	10%	9%	12%	–
...A slight increase	31%	34%	28%	41%	35%	27%	27%	35%	28%	36%	9%
Stability	22%	24%	20%	28%	25%	19%	21%	24%	21%	25%	8%
Sub-total Decrease	4%	4%	5%	7%	4%	5%	3%	4%	5%	5%	2%
...A slight decrease	3%	3%	4%	6%	4%	3%	2%	3%	4%	4%	–
...A sharp decrease	1%	1%	1%	1%	–	2%	1%	1%	1%	1%	2%
There is no dedicated budget	24%	19%	29%	11%	14%	29%	33%	19%	28%	17%	56%



AI budget evolution between 2025 and 2026



Espagne
501
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Increase	41%	49%	38%	42%	34%	36%	13%	44%	50%	42%
...A sharp increase	10%	10%	6%	9%	11%	11%	3%	10%	14%	8%
...A slight increase	31%	39%	32%	33%	23%	25%	10%	34%	36%	34%
Stability	22%	17%	21%	26%	22%	29%	16%	25%	18%	14%
Sub-total Decrease	4%	7%	2%	2%	5%	8%	3%	5%	5%	4%
...A slight decrease	3%	6%	1%	1%	4%	7%	2%	4%	4%	2%
...A sharp decrease	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
There is no dedicated budget	24%	20%	27%	24%	27%	17%	58%	20%	11%	15%



AI budget evolution between 2025 and 2026



Portugal
502
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Increase	26%	30%	21%	21%	28%	31%	20%	31%	22%	29%	8%
...A sharp increase	7%	8%	5%	7%	9%	8%	3%	8%	6%	8%	2%
...A slight increase	19%	22%	16%	14%	19%	23%	17%	23%	16%	21%	6%
Stability	22%	28%	17%	40%	26%	17%	17%	24%	20%	25%	8%
Sub-total Decrease	3%	4%	2%	6%	6%	1%	2%	4%	3%	4%	–
...A slight decrease	3%	4%	1%	4%	5%	1%	2%	4%	2%	3%	–
...A sharp decrease	<1%	–	1%	2%	1%	–	–	–	1%	1%	–
There is no dedicated budget	34%	27%	41%	24%	25%	36%	44%	30%	37%	29%	60%



AI budget evolution between 2025 and 2026



Portugal
502
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Increase	26%	27%	22%	30%	21%	29%	14%	27%	33%	34%
...A sharp increase	7%	6%	7%	11%	3%	6%	3%	6%	12%	11%
...A slight increase	19%	21%	15%	19%	18%	23%	11%	21%	21%	23%
Stability	22%	20%	21%	20%	27%	26%	17%	28%	14%	10%
Sub-total Decrease	3%	3%	4%	1%	7%	1%	3%	3%	3%	2%
...A slight decrease	3%	2%	4%	1%	6%	1%	1%	3%	3%	2%
...A sharp decrease	<1%	1%	–	–	1%	–	2%	–	–	–
There is no dedicated budget	34%	42%	39%	31%	26%	27%	55%	32%	17%	25%



AI budget evolution between 2025 and 2026



Allemagne
503
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Increase	33%	38%	27%	39%	41%	29%	27%	41%	26%	42%	5%
A sharp increase	12%	12%	11%	14%	17%	8%	9%	12%	11%	14%	4%
A slight increase	21%	26%	16%	25%	24%	21%	18%	29%	15%	28%	1%
Stability	20%	19%	22%	26%	17%	17%	21%	20%	20%	23%	11%
Sub-total Decrease	5%	5%	6%	13%	5%	7%	3%	8%	4%	8%	1%
A slight decrease	4%	4%	5%	9%	4%	6%	2%	5%	4%	6%	1%
A sharp decrease	1%	1%	1%	4%	1%	1%	1%	3%	–	2%	–
There is no dedicated budget	24%	24%	24%	13%	24%	28%	26%	18%	29%	14%	53%



AI budget evolution between 2025 and 2026



Allemagne
503
employees

Q. How did the budget allocated to the roll-out of AI evolve in your company between 2025 and 2026? It saw...

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Increase	33%	35%	28%	36%	32%	25%	12%	30%	43%	45%
...A sharp increase	12%	10%	11%	13%	14%	5%	7%	10%	14%	22%
...A slight increase	21%	25%	17%	23%	18%	20%	5%	20%	29%	23%
Stability	20%	21%	18%	21%	17%	29%	2%	23%	18%	22%
Sub-total Decrease	5%	4%	7%	8%	2%	15%	3%	4%	11%	3%
...A slight decrease	4%	3%	4%	6%	2%	13%	3%	3%	8%	3%
...A sharp decrease	1%	1%	3%	2%	–	2%	–	1%	3%	–
There is no specific budget allocated	24%	23%	31%	19%	29%	13%	57%	27%	10%	12%

The *benefits* of AI



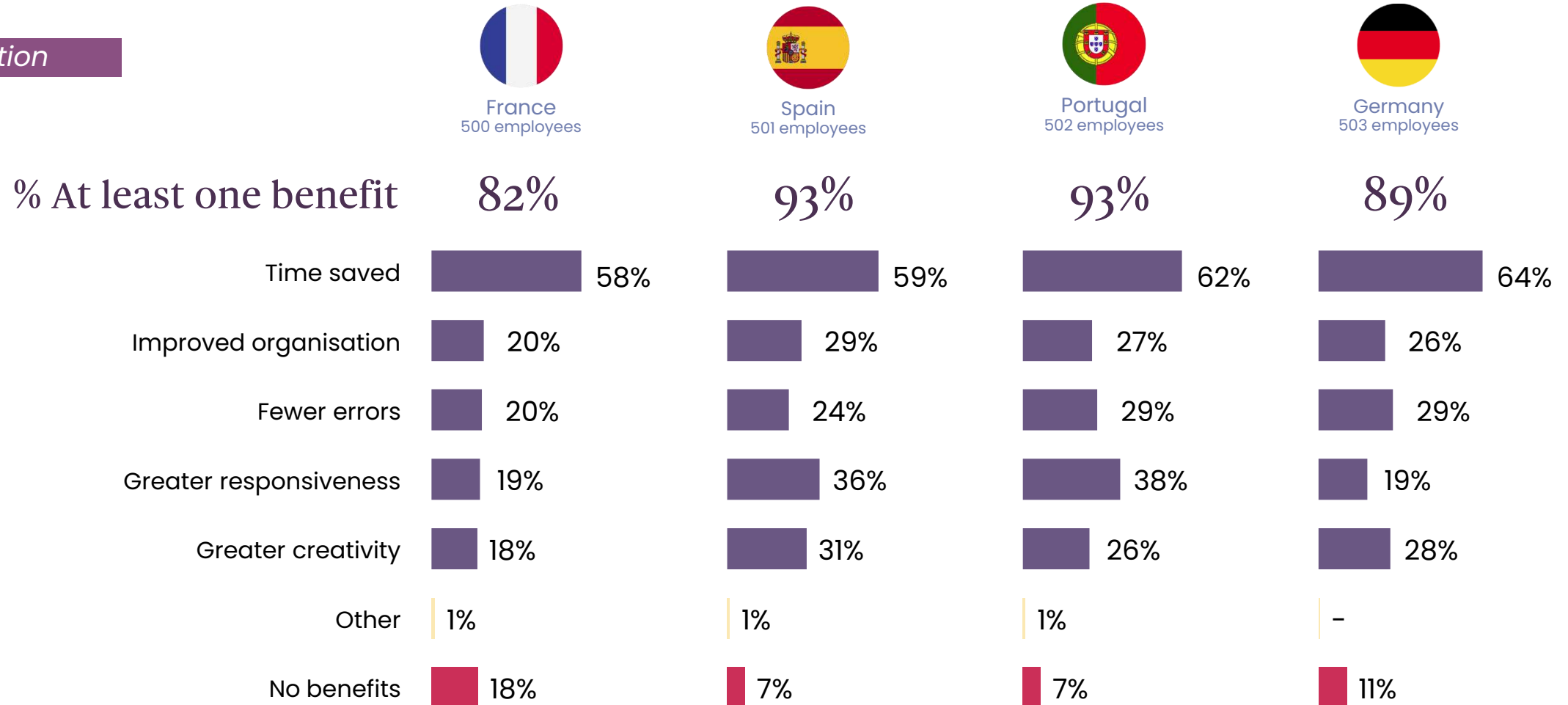


The main benefits of AI tools in the workplace

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question





The main benefits of AI tools in the workplace



France
500
employees

Q. In your own experience, what are the main benefits of artificial intelligence tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total At least one benefit	82%	83%	80%	95%	77%	80%	78%	85%	78%	94%	53%
Time saved	58%	61%	56%	56%	60%	55%	63%	60%	56%	67%	37%
Improved organisation	20%	21%	20%	27%	21%	21%	14%	22%	18%	24%	11%
Fewer errors	20%	21%	18%	27%	21%	16%	17%	19%	20%	23%	12%
Greater responsiveness	19%	22%	16%	24%	22%	19%	12%	19%	18%	23%	9%
Greater creativity	18%	20%	16%	24%	17%	17%	15%	19%	17%	22%	7%
Other	1%	3%	–	–	–	2%	3%	2%	–	1%	3%
No profit	18%	17%	20%	5%	23%	20%	22%	15%	22%	6%	47%



The main benefits of AI tools in the workplace



France
500
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total At least one benefit	82%	80%	85%	86%	83%	75%	75%	85%	91%	78%
Time saved	58%	65%	46%	58%	67%	53%	51%	55%	66%	59%
Improved organisation	20%	15%	22%	25%	21%	19%	14%	19%	21%	23%
Fewer errors	20%	24%	22%	19%	20%	14%	21%	25%	21%	16%
Greater responsiveness	19%	15%	25%	17%	18%	22%	15%	22%	26%	15%
Greater creativity	18%	12%	26%	19%	17%	18%	16%	18%	25%	14%
Other	1%	2%	3%	2%	1%	–	–	1%	1%	3%
No profit	18%	20%	15%	14%	17%	25%	25%	15%	9%	22%



The main benefits of AI tools in the workplace



Espagne
501
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total At least one profit	93%	93%	93%	100%	98%	91%	88%	94%	92%	97%	73%
Time saved	59%	61%	57%	61%	56%	65%	55%	67%	53%	62%	49%
Greater responsiveness	36%	37%	34%	44%	34%	32%	36%	37%	35%	37%	28%
Greater creativity	31%	29%	34%	43%	42%	27%	22%	34%	29%	37%	8%
Improved organisation	29%	29%	28%	39%	27%	30%	23%	29%	28%	32%	14%
Fewer errors	24%	24%	23%	25%	17%	25%	27%	26%	21%	25%	17%
Other	1%	2%	1%	4%	–	1%	2%	–	2%	2%	1%
No profit	7%	7%	7%	–	2%	9%	12%	6%	8%	3%	27%



The main benefits of AI tools in the workplace



Espagne
501
employees

Q. In your own experience, what are the main benefits of artificial intelligence tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total At least one profit	93%	94%	94%	94%	90%	94%	90%	93%	96%	93%
Time saved	59%	65%	62%	63%	48%	58%	57%	59%	65%	64%
Greater responsiveness	36%	38%	45%	36%	29%	31%	24%	37%	39%	36%
Greater creativity	31%	36%	28%	30%	30%	36%	18%	36%	20%	27%
Improved organisation	29%	33%	32%	26%	25%	28%	14%	31%	31%	22%
Fewer errors	24%	20%	23%	23%	28%	24%	19%	23%	30%	25%
Other	1%	–	–	2%	3%	1%	3%	1%	–	3%
No profit	7%	6%	6%	6%	10%	6%	10%	7%	4%	7%



The main benefits of AI tools in the workplace



Portugal
502
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total At least one profit	93%	93%	92%	99%	97%	91%	87%	94%	91%	97%	68%
Time saved	62%	64%	60%	61%	64%	63%	59%	70%	55%	66%	41%
Greater responsiveness	38%	43%	34%	33%	45%	40%	33%	29%	25%	41%	24%
Fewer errors	29%	32%	27%	40%	27%	28%	28%	30%	29%	30%	24%
Improved organisation	27%	25%	28%	37%	29%	23%	25%	39%	38%	27%	27%
Greater creativity	26%	26%	26%	23%	30%	26%	25%	25%	26%	30%	5%
Other	1%	–	1%	–	–	1%	1%	–	1%	–	3%
No profit	7%	7%	8%	1%	3%	9%	13%	6%	9%	3%	32%



The main benefits of AI tools in the workplace



Portugal
502
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total At least one profit	93%	88%	90%	96%	96%	95%	89%	94%	91%	91%
Time saved	62%	61%	58%	72%	53%	66%	63%	60%	67%	68%
Greater responsiveness	38%	43%	29%	38%	42%	35%	31%	39%	42%	51%
Fewer errors	29%	30%	29%	29%	29%	28%	29%	29%	28%	35%
Improved organisation	27%	24%	24%	28%	32%	27%	13%	31%	31%	23%
Greater creativity	26%	27%	21%	24%	25%	36%	23%	29%	22%	15%
Other	1%	–	–	2%	1%	–	–	1%	1%	–
No profit	7%	12%	10%	4%	4%	5%	11%	6%	9%	9%



The main benefits of AI tools in the workplace



Allemagne
503
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total At least one profit	89%	90%	88%	97%	94%	90%	81%	92%	87%	97%	65%
Time saved	64%	67%	59%	53%	72%	65%	62%	66%	62%	69%	48%
Fewer errors	29%	31%	27%	33%	29%	26%	30%	33%	26%	33%	18%
Greater creativity	28%	28%	28%	33%	31%	28%	24%	29%	27%	32%	15%
Improved organisation	26%	27%	26%	25%	33%	22%	26%	31%	23%	31%	12%
Greater responsiveness	19%	20%	18%	15%	15%	25%	20%	25%	14%	22%	12%
No profit	11%	10%	12%	3%	6%	10%	19%	8%	13%	3%	35%



The main benefits of AI tools in the workplace



Allemagne
503
employees

Q. Based on your own experience, what are the main benefits of AI tools in the workplace?

Multiple answers possible – Total exceeds 100%

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total At least one profit	89%	96%	87%	91%	81%	84%	64%	90%	93%	95%
Time saved	64%	66%	68%	67%	57%	56%	42%	64%	67%	73%
Fewer errors	29%	31%	28%	27%	29%	32%	12%	29%	32%	36%
Greater creativity	28%	31%	27%	31%	23%	20%	27%	25%	35%	26%
Improved organisation	26%	27%	31%	29%	18%	33%	19%	25%	30%	28%
Greater responsiveness	19%	22%	23%	19%	17%	8%	4%	17%	30%	17%
No profit	11%	4%	13%	9%	19%	16%	36%	10%	7%	5%

Weekly time savings thanks to AI tools

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question



France
500 employees



Spain
501 employees



Portugal
502 employees



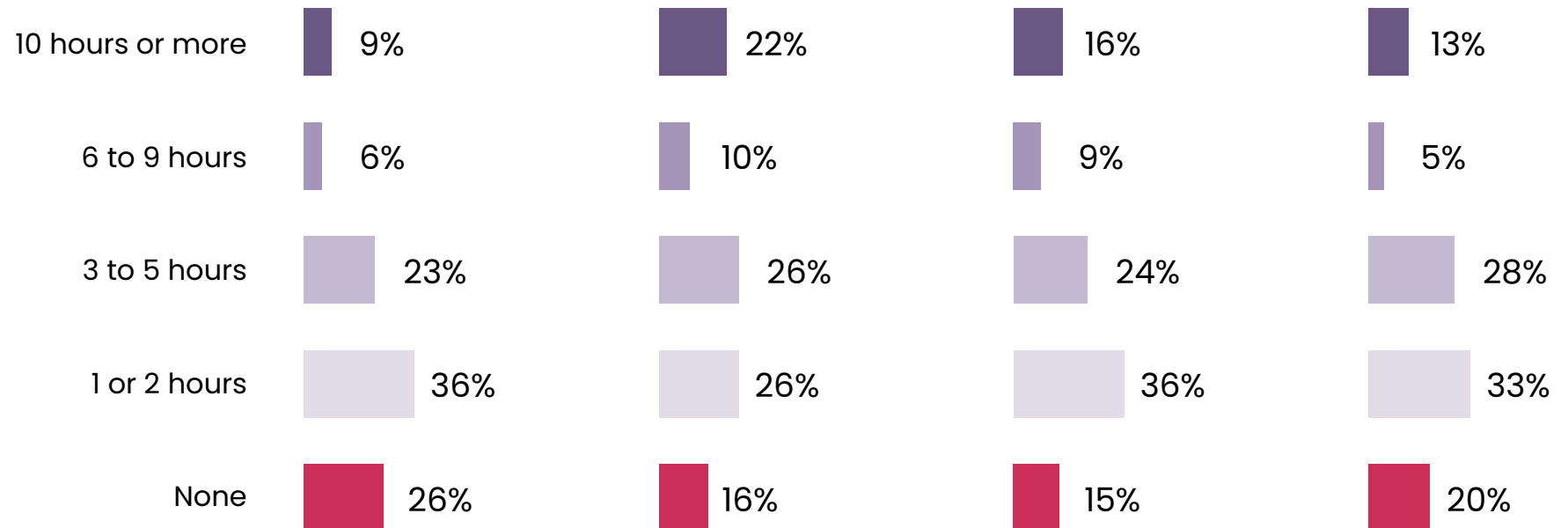
Germany
503 employees

On average per week 3 hours

6 hours

5 hours

4 hours





Weekly time savings thanks to AI tools



France
500
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Average time saved per week	3 hrs	4 hrs	4 hrs	5 hrs	3 hrs	3hrs	3 hrs	4 hrs	3 hrs	5 hrs	–
10 hours or more	9%	13%	6%	13%	9%	11%	5%	10%	8%	13%	–
6 to 9 hours	6%	9%	3%	15%	3%	2%	6%	7%	4%	8%	–
3 to 5 hours	23%	22%	24%	36%	19%	18%	23%	23%	24%	31%	4%
1 or 2 hours	36%	31%	40%	25%	44%	37%	36%	37%	34%	41%	24%
None	26%	25%	27%	11%	26%	32%	30%	22%	31%	7%	72%



Weekly time savings thanks to AI tools



France
500
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Average time saved per week	3 hrs	5 hrs	5hrs	3 hrs	3 hrs	2 hrs	2 hrs	5 hrs	5 hrs	3 hrs
10 hours or more	9%	17%	15%	8%	6%	4%	2%	15%	17%	6%
6 to 9 hours	6%	10%	2%	8%	4%	4%	–	6%	7%	8%
3 to 5 hours	23%	19%	35%	21%	21%	23%	27%	28%	28%	17%
1 or 2 hours	36%	27%	29%	39%	45%	37%	39%	28%	35%	38%
None	26%	27%	18%	25%	24%	33%	32%	24%	14%	32%



Weekly time savings thanks to AI tools



Espagne
501
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Average time saved per week	6 hrs	6 hrs	6 hrs	8 hrs	7 hrs	5 hrs	5 hrs	6 hrs	6 hrs	7 hrs	1 hr
10 hours or more	22%	24%	19%	28%	27%	21%	16%	22%	22%	27%	0%
6 to 9 hours	10%	14%	7%	13%	12%	9%	9%	11%	10%	13%	1%
3 to 5 hours	26%	24%	28%	38%	29%	24%	20%	26%	27%	29%	14%
1 or 2 hours	26%	21%	30%	19%	25%	24%	31%	26%	25%	28%	15%
None	16%	16%	15%	2%	7%	21%	24%	15%	16%	4%	70%

Weekly time savings thanks to AI tools



Espagne
501
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Average time saved per week	6 hrs	6 hrs	6 hrs	6 hrs	5 hrs	5 hrs	3 hrs	6 hrs	6 hrs	7 hrs
10 hours or more	22%	20%	22%	25%	22%	19%	9%	25%	21%	13%
6 to 9 hours	10%	14%	6%	13%	7%	11%	1%	11%	18%	8%
3 to 5 hours	26%	24%	34%	24%	26%	24%	17%	27%	26%	34%
1 or 2 hours	26%	27%	21%	27%	24%	28%	38%	24%	22%	17%
None	16%	15%	17%	11%	21%	18%	35%	12%	14%	28%



Weekly time savings thanks to AI tools



Portugal
502
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Average time saved per week	5 hrs	6 hrs	4 hrs	5 hrs	7 hrs	4 hrs	4 hrs	5 hrs	4 hrs	5 hrs	1 hr
10 hours or more	16%	18%	13%	13%	24%	13%	14%	19%	13%	19%	–
6 to 9 hours	9%	14%	4%	11%	9%	9%	6%	10%	8%	10%	1%
3 to 5 hours	24%	27%	22%	35%	21%	25%	20%	31%	19%	25%	20%
1 or 2 hours	36%	31%	41%	37%	38%	34%	38%	31%	41%	41%	12%
None	15%	10%	20%	5%	9%	18%	22%	10%	19%	6%	66%



Weekly time savings thanks to AI tools



Portugal
502
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Average time saved per week	5 hrs	4 hrs	5 hrs	5 hrs	5 hrs	5 hrs	3 hrs	5 hrs	5 hrs	3 hrs
10 hours or more	16%	13%	16%	15%	20%	16%	8%	18%	19%	10%
6 to 9 hours	9%	16%	6%	9%	3%	3%	5%	10%	7%	7%
3 to 5 hours	24%	20%	19%	29%	27%	29%	20%	26%	20%	32%
1 or 2 hours	36%	31%	45%	35%	37%	40%	53%	31%	37%	26%
None	15%	21%	14%	13%	12%	12%	14%	14%	17%	25%



Weekly time savings thanks to AI tools



Allemagne
503
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Average time saved per week	4 hrs	5 hrs	4 hrs	7 hrs	5 hrs	4 hrs	3 hrs	6 hrs	3 hrs	5 hrs	1 hr
10 hours or more	13%	14%	11%	25%	17%	11%	6%	19%	8%	17%	1%
6 to 9 hours	5%	7%	3%	9%	5%	4%	4%	8%	3%	7%	–
3 to 5 hours	28%	29%	27%	33%	30%	34%	21%	29%	28%	35%	9%
1 or 2 hours	33%	32%	35%	25%	32%	34%	38%	32%	35%	38%	21%
None	20%	17%	24%	7%	16%	17%	31%	13%	27%	4%	69%



Weekly time savings thanks to AI tools



Allemagne
503
employees

Q. On average, how much time do AI tools save you in your work each week?

Open-ended numerical question – Spontaneous responses

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro-enterprises*	SMEs	Mid-sized companies	Large enterprises
Average time saved per week	4 hrs	5 hrs	5 hrs	5 hrs	3 hrs	5 hrs	2 hrs	4 hrs	5 hrs	3 hrs
10 hours or more	13%	11%	13%	19%	8%	11%	4%	13%	18%	5%
6 to 9 hours	5%	6%	3%	6%	2%	13%	–	4%	8%	8%
3 to 5 hours	28%	28%	27%	27%	29%	31%	17%	29%	29%	35%
1 or 2 hours	33%	38%	31%	30%	34%	31%	26%	34%	34%	34%
None	20%	16%	26%	17%	27%	14%	53%	20%	12%	18%

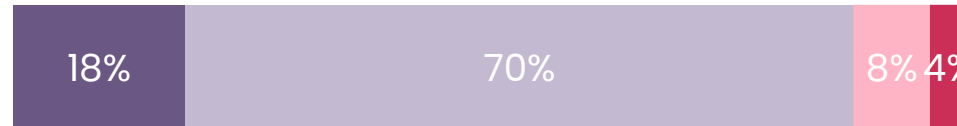
*Due to the small number of interviews, the results should be interpreted with caution



The impact of AI tools on business performance

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question

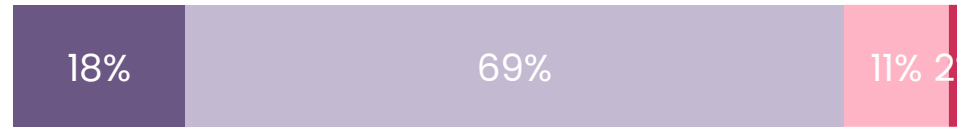


Positive
impact

88%

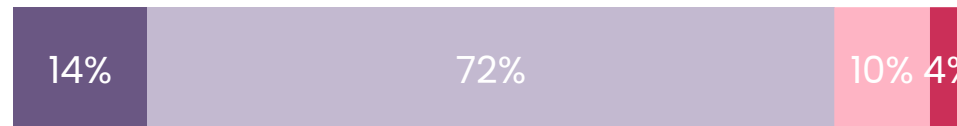
Negative
impact

12%



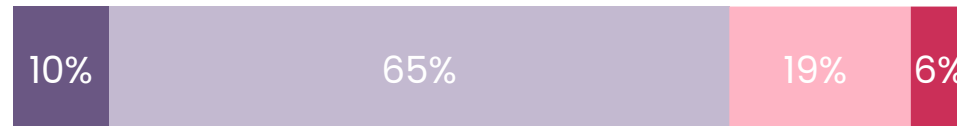
87%

13%



86%

14%



75%

25%

● A very positive ● A rather positive ● A rather negative ● An impact very negative



The impact of AI tools on business performance



France
500
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive impact	75%	76%	75%	92%	71%	71%	69%	76%	73%	88%	43%
...A very positive impact	10%	11%	10%	19%	13%	6%	4%	9%	12%	14%	1%
...A fairly positive impact	65%	65%	65%	73%	58%	65%	65%	67%	61%	74%	42%
Sub-total Negative impact	25%	24%	25%	8%	29%	29%	31%	24%	27%	12%	57%
...A rather negative impact	19%	19%	18%	6%	21%	19%	26%	18%	20%	9%	42%
...A very negative impact	6%	5%	7%	2%	8%	10%	5%	6%	7%	3%	15%



The impact of AI tools on business performance



France
500
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Positive impact	75%	80%	77%	74%	76%	68%	61%	79%	85%	74%
...A very positive impact	10%	10%	20%	7%	7%	9%	8%	15%	14%	7%
...A fairly positive impact	65%	70%	57%	67%	69%	59%	53%	64%	71%	67%
Sub-total Negative impact	25%	20%	23%	26%	24%	32%	39%	21%	15%	26%
...A rather negative impact	19%	15%	17%	21%	17%	23%	27%	16%	12%	20%
...A very negative impact	6%	5%	6%	5%	7%	9%	12%	5%	3%	6%



The impact of AI tools on business performance



Espagne
501
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Positive impact	87%	87%	86%	97%	93%	82%	80%	87%	86%	91%	65%
...A very positive impact	18%	18%	18%	26%	24%	15%	12%	20%	16%	21%	4%
...A fairly positive impact	69%	69%	68%	71%	69%	67%	68%	67%	70%	70%	61%
Sub-total Negative impact	13%	13%	14%	3%	7%	18%	20%	13%	14%	9%	35%
...A rather negative impact	11%	11%	11%	1%	6%	16%	15%	11%	11%	7%	29%
...A very negative impact	2%	2%	3%	2%	1%	2%	5%	2%	3%	2%	6%



The impact of AI tools on business performance



Espagne
501
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- enterprises*	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Positive impact	87%	87%	93%	85%	86%	86%	81%	88%	88%	85%
...A very positive impact	18%	23%	16%	21%	16%	7%	9%	20%	18%	13%
...A fairly positive impact	69%	64%	77%	64%	70%	79%	72%	68%	70%	72%
Sub-total Negative impact	13%	13%	7%	15%	14%	14%	19%	12%	12%	15%
...A rather negative impact	11%	13%	7%	14%	8%	10%	16%	10%	11%	8%
...A very negative impact	2%	-	-	1%	6%	4%	3%	2%	1%	7%



The impact of AI tools on business performance



Portugal
502
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Positive impact	88%	91%	84%	95%	92%	84%	84%	90%	86%	93%	57%
...A very positive impact	18%	19%	16%	24%	14%	19%	14%	17%	18%	18%	14%
...A fairly positive impact	70%	72%	68%	71%	78%	65%	70%	73%	68%	75%	43%
Sub-total Negative impact	12%	9%	16%	5%	8%	16%	16%	10%	14%	7%	43%
...A rather negative impact	8%	6%	10%	4%	5%	10%	10%	7%	9%	6%	21%
...A very negative impact	4%	3%	6%	1%	3%	6%	6%	3%	5%	1%	22%



The impact of AI tools on business performance



Portugal
502
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Positive impact	88%	83%	88%	87%	92%	92%	83%	88%	91%	83%
...A very positive impact	18%	21%	14%	15%	16%	22%	14%	17%	22%	19%
...A fairly positive impact	70%	62%	74%	72%	76%	70%	69%	71%	69%	64%
Sub-total Negative impact	12%	17%	12%	13%	8%	8%	17%	12%	9%	17%
...A rather negative impact	8%	7%	9%	11%	6%	5%	8%	9%	6%	6%
...A very negative impact	4%	10%	3%	2%	2%	3%	9%	3%	3%	11%



The impact of AI tools on business performance



Allemagne
503
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Positive impact	86%	88%	85%	92%	89%	87%	82%	90%	83%	94%	64%
...A very positive impact	14%	16%	12%	26%	20%	7%	10%	20%	9%	18%	2%
...A rather positive impact	72%	72%	73%	66%	69%	80%	72%	70%	74%	76%	62%
Sub-total Negative impact	14%	12%	15%	8%	11%	13%	18%	10%	17%	6%	36%
...A rather negative impact	10%	8%	12%	5%	10%	7%	13%	7%	12%	5%	24%
...A very negative impact	4%	4%	3%	3%	1%	6%	5%	3%	5%	1%	12%



The impact of AI tools on business performance



Allemagne
503
employees

Q. In your opinion, do AI tools have a positive or negative impact on your company's financial results today?

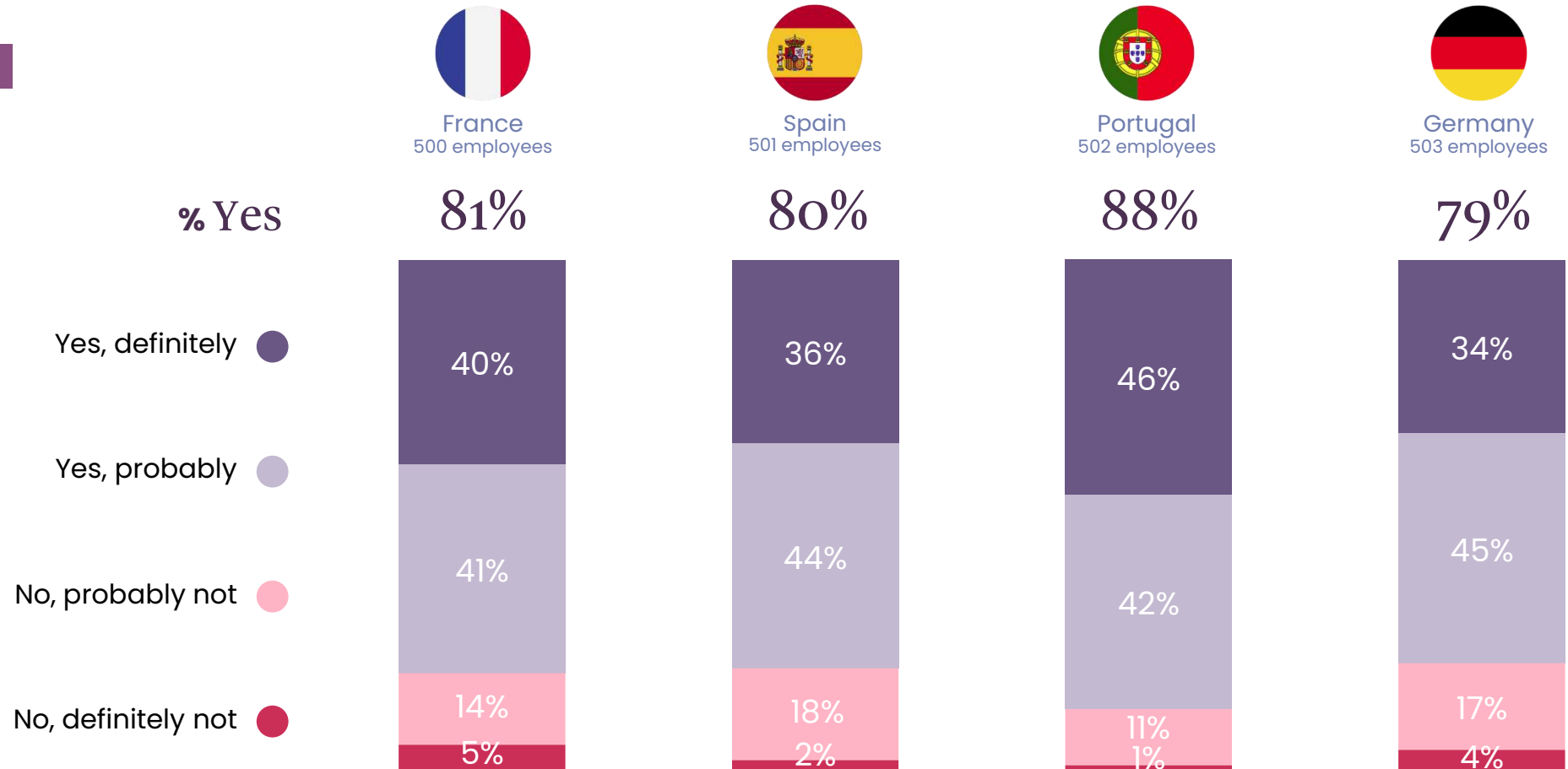
New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration*	Micro- enterprises*	SMEs	Mid-sized companies	Large enterprises
Sub-total Positive impact	86%	93%	87%	88%	79%	80%	63%	87%	90%	90%
...A very positive impact	14%	13%	13%	14%	14%	21%	7%	11%	20%	23%
...A fairly positive impact	72%	80%	74%	74%	65%	59%	56%	76%	70%	67%
Sub-total Negative impact	14%	7%	13%	12%	21%	20%	37%	13%	10%	10%
...A rather negative impact	10%	6%	8%	8%	16%	15%	27%	9%	8%	10%
...A very negative impact	4%	1%	5%	4%	5%	5%	10%	4%	2%	-

” Performance levels without AI tools

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question





Performance levels without AI tools



France
500
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes	81%	82%	81%	81%	87%	82%	76%	78%	85%	83%	75%
...Yes, definitely	40%	36%	44%	32%	50%	43%	34%	36%	46%	34%	54%
...Yes, probably	41%	46%	37%	49%	37%	39%	42%	42%	39%	49%	21%
Sub-total No	19%	18%	19%	19%	13%	18%	24%	22%	15%	17%	25%
...No, probably not	14%	12%	16%	18%	8%	14%	17%	16%	12%	15%	13%
...No, definitely not	5%	6%	3%	1%	5%	4%	7%	6%	3%	2%	12%



Performance levels without AI tools



France
500
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	81%	73%	78%	82%	86%	86%	81%	79%	83%	81%
...Yes, definitely	40%	43%	30%	32%	39%	54%	42%	37%	36%	43%
...Yes, probably	41%	30%	48%	50%	47%	32%	39%	42%	47%	38%
Sub-total No	19%	27%	22%	18%	14%	14%	19%	21%	17%	19%
...No, probably not	14%	22%	17%	12%	13%	8%	14%	16%	14%	13%
...No, definitely not	5%	5%	5%	6%	1%	6%	5%	5%	3%	6%



Performance levels without AI tools



Espagne
501
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes	80%	78%	83%	85%	81%	78%	79%	78%	82%	79%	81%
...Yes, definitely	36%	33%	39%	21%	37%	35%	43%	35%	37%	31%	57%
...Yes, probably	44%	45%	44%	64%	44%	43%	36%	43%	45%	48%	24%
Sub-total No	20%	22%	17%	15%	19%	22%	21%	22%	18%	21%	19%
...No, probably not	18%	20%	16%	15%	16%	19%	20%	21%	15%	20%	11%
...No, definitely not	2%	2%	1%	–	3%	3%	1%	1%	3%	1%	8%

” Performance levels without AI tools



Espagne
501
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	80%	73%	82%	89%	77%	74%	82%	80%	80%	76%
...Yes, definitely	36%	30%	38%	41%	41%	20%	47%	33%	35%	44%
...Yes, probably	44%	43%	44%	48%	36%	54%	35%	47%	45%	32%
Sub-total No	20%	27%	18%	11%	23%	26%	18%	20%	20%	24%
...No, probably not	18%	24%	16%	11%	20%	25%	16%	18%	19%	19%
...No, definitely not	2%	3%	2%	–	3%	1%	2%	2%	1%	5%

*Due to the small number of interviews, the results should be interpreted with caution



Performance levels without AI tools



Portugal
502
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18–29	30–39	40–49	50 and over	CSP+	CSP–	Yes	No
Sub-total Yes	88%	85%	91%	83%	93%	89%	86%	85%	92%	88%	87%
...Yes, definitely	46%	40%	52%	43%	47%	47%	46%	42%	50%	42%	68%
...Yes, probably	42%	45%	39%	40%	46%	42%	40%	43%	42%	46%	19%
Sub-total No	12%	15%	9%	17%	7%	11%	14%	15%	8%	12%	13%
...No, probably not	11%	13%	8%	15%	7%	9%	13%	14%	7%	11%	9%
...No, definitely not	1%	2%	1%	2%	–	2%	1%	1%	1%	1%	4%



Performance levels without AI tools



Portugal
502
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro-businesses	SMEs	Mid-sized enterprises	Large enterprises*
Sub-total Yes	88%	89%	94%	85%	90%	81%	90%	89%	84%	88%
...Yes, definitely	46%	49%	46%	52%	40%	37%	51%	43%	49%	56%
...Yes, probably	42%	40%	48%	33%	50%	44%	39%	46%	35%	32%
Sub-total No	12%	11%	6%	15%	10%	19%	10%	11%	16%	12%
...No, probably not	11%	8%	6%	14%	10%	16%	9%	10%	14%	9%
...No, definitely not	1%	3%	–	1%	–	3%	1%	1%	2%	3%



Performance levels without AI tools



Allemagne
503
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	GENDER		AGE				STATUS		USES AI	
		Male	Female	18-29	30-39	40-49	50 and over	CSP+	CSP-	Yes	No
Sub-total Yes	79%	77%	81%	79%	79%	77%	80%	75%	82%	79%	78%
...Yes, definitely	34%	32%	36%	31%	32%	29%	41%	31%	37%	28%	53%
...Yes, probably	45%	45%	45%	48%	47%	48%	39%	44%	45%	51%	25%
Sub-total No	21%	23%	19%	21%	21%	23%	20%	25%	18%	21%	22%
...No, probably not	17%	18%	16%	16%	18%	18%	16%	21%	13%	19%	11%
...No, definitely not	4%	5%	3%	5%	3%	5%	4%	4%	5%	2%	11%



Performance levels without AI tools



Allemagne
503
employees

Q. If you no longer had access to AI tools, would you be able to carry out your work to the same standard?

New question

	% Total	INDUSTRY					COMPANY SIZE			
		Agriculture, manufacturing, construction	Trade	Business services	Retail	Public administration	Micro- businesses*	SMEs	Mid-sized companies	Large enterprises
Sub-total Yes	79%	74%	77%	83%	82%	74%	68%	78%	82%	86%
...Yes, definitely	34%	28%	41%	37%	36%	26%	36%	34%	35%	34%
...Yes, probably	45%	46%	36%	46%	46%	48%	32%	44%	47%	52%
Sub-total No	21%	26%	23%	17%	18%	26%	32%	22%	18%	14%
...No, probably not	17%	21%	15%	16%	13%	24%	24%	18%	16%	10%
...No, definitely not	4%	5%	8%	1%	5%	2%	8%	4%	2%	4%

opinionway

PARIS • BORDEAUX • VARSOVIE • CASABLANCA • ABIDJAN

Fondé en 2000 sur cette idée radicalement innovante pour l'époque, OpinionWay a été précurseur dans le renouvellement des pratiques de la profession des études marketing et d'opinion.

Forte d'une croissance continue depuis sa création, l'entreprise n'a eu de cesse de s'ouvrir vers de nouveaux horizons pour mieux adresser toutes les problématiques marketing et sociétales, en intégrant à ses méthodologies le Social Média Intelligence, l'exploitation de la smart data, les dynamiques créatives de co-construction, les approches communautaires et le storytelling.

Aujourd'hui OpinionWay poursuit sa dynamique de croissance en s'implantant géographiquement sur des zones à fort potentiel que sont l'Europe de l'Est et l'Afrique.

Enable today, shape tomorrow

C'est la mission qui anime les collaborateurs d'OpinionWay et qui fonde la relation qu'ils tissent avec leurs clients.

Le plaisir ressenti à apporter les réponses aux questions qu'ils se posent, à réduire l'incertitude sur les décisions à prendre, à tracker les insights pertinents et à co-construire les solutions d'avenir, nourrit tous les projets sur lesquels ils interviennent.

Cet enthousiasme associé à un véritable goût pour l'innovation et la transmission expliquent que nos clients expriment une haute satisfaction après chaque collaboration – 8,9/10, et un fort taux de recommandation – 3,88/4.

Le plaisir, l'engagement et la stimulation intellectuelle sont les trois mantras de nos interventions.

Restons *connectés* !



Recevez chaque semaine nos derniers résultats d'études dans votre boîte mail en vous abonnant à notre newsletter !

Je m'abonne

Your contact at OpinionWay

Frédéric Micheau

Deputy Managing Director
Head of the Opinion Division

Tel: 01 81 81 83 00
fmicheau@opinion-way.com

esomar

Corporate 2026

