



[PEER 2026 - Sonae use-case] Socio-demographic questionnaire [EN]

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This questionnaire enables you to obtain **essential information about your participants** (gender, age, socio-professional category).

The various criteria assessed by this questionnaire are traditional population segmentation criteria. If you are targeting a specific population, these indicators will tell you whether your participants correspond to your target sample.

This information will also enable you to check that your sample is representative of the overall population.

This questionnaire also enables you to **measure mitigation variable** (trust propensity, willingness to accept the use of AI technologies, propensity to anthropomorphise AI technologies, motivation, effort expectancy, AI literacy, reputation of the company).

These variables allow to control potential biases and confounding factors, i.e. variables that may unintentionally cause systematic errors or distortions and could lead to inaccurate results or non-representative results. Ignoring them could lead to biased outcomes and diminish the impact of the AIA index.

If you want to study different groups of participants, the socio-demographic data will enable you to create your different conditions.

SOCIO-DEMOGRAPHIC QUESTIONNAIRE

1. question1

HTML

Thank you very much for this interview! Hang in there, we are almost at the end of the session.

I will now ask you to complete one last questionnaire of about ten questions.

This is a socio-demographic questionnaire that will allow us to describe the panel of users who participated in the study.

2. You are:

Réponse unique

Boutons radio

- ☐ A man
- ☐ A woman
- ☐ I prefer not to answer

3. What is your age group?

Réponse unique

Boutons radio

- ☐ Under 18
- ☐ 18 - 29 years old
- ☐ 30 - 39 years old
- ☐ 40 - 49 years old
- ☐ 50 - 59 years old
- ☐ 60 - 69 years old
- ☐ 70 - 79 years old
- ☐ 80 years old and over

4. What is your socio-professional category?

Réponse unique

Boutons radio

- ☐ Employee
- ☐ Self-employed, freelancer, liberal profession
- ☐ Retired
- ☐ Student

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5. I tend to trust AI technologies until they give me a reason not to.

HTML

For this second part, please answer the questions based on your general habits.

You should respond to the following items with "strongly disagree", "disagree", "somewhat disagree", "neutral", "somewhat agree", "agree", or "strongly agree".

If you have any questions about certain items, please feel free to ask us.

6. I am willing to use AI technologies.

Likert

Strongly
disagree

Disagree

Somewhat
disagree

Neutral

Somewhat
agree

Agree

Strongly
agree

7. I am willing to follow advice given by AI technologies.

Likert

Strongly
disagree

Disagree

Somewhat
disagree

Neutral

Somewhat
agree

Agree

Strongly
agree

8. It is generally easy for me to interact with AI technologies.

Likert

Strongly
disagree

Disagree

Somewhat
disagree

Neutral

Somewhat
agree

Agree

Strongly
agree

9. Interacting with AI technologies is entertaining for me.

Likert

Strongly
disagree

Disagree

Somewhat
disagree

Neutral

Somewhat
agree

Agree

Strongly
agree

10. I believe I am able to evaluate the capabilities and limitations of an AI technology after using it.

Likert

Strongly
disagree

Disagree

Somewhat
disagree

Neutral

Somewhat
agree

Agree

Strongly
agree

11. I believe I am able to choose the best option for me among those proposed by an AI technology.

Likert

Strongly disagree

Disagree

Somewhat disagree

Neutral

Somewhat agree

Agree

Strongly agree

12. I tend to attribute human characteristics to AI technologies (e.g., intentions, emotions, free will, a mind, or consciousness).

Likert

Strongly disagree

Disagree

Somewhat disagree

Neutral

Somewhat agree

Agree

Strongly agree

13. I tend to trust AI technologies until they give me a reason not to.

Likert

Strongly disagree

Disagree

Somewhat disagree

Neutral

Somewhat agree

Agree

Strongly agree

14. I have a favorable opinion of the company that developed the system I just tested.

Likert

Strongly disagree

Disagree

Somewhat disagree

Neutral

Somewhat agree

Agree

Strongly agree