



[PEER 2025 - Sonae use-case] Socio-demographic questionnaire [EN]

Auteur : PEER project **Créé le :** 21/03/2025 **Mis à jour :** 18/12/2025 **Langue :** Français

This questionnaire enables you to obtain **essential information about your participants** (gender, age, socioeconomic status and disability).

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, 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. Gender

HTML

Thank you very much for this interview! Cheer up, we are nearly at the end of the session.

I am going to ask you to fill in a final questionnaire of around ten questions.

This is a socio-demographic questionnaire that will give us a description of the panel of users we had during the study.

2. Gender

Réponse unique

Boutons radio

- Male
- Female
- I don't wish to reply

3. Age

Réponse unique

Boutons radio

- < 18 years old
- 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

4. What is your socio-professional category?

Réponse unique

Boutons radio

- Employee
- Self-employed
- Retired
- Student

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5. I usually trust AI technologies until they give me reasons not to.

HTML

For this second part, we ask you to answer the questions in relation to your general behaviour. You have to answer the different items with 'strongly disagree', 'disagree', 'neutral', 'agree' or 'strongly agree'.

If you have any questions about certain items, please do not hesitate to ask us.

6. I usually trust AI technologies until they give me reasons not to.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

7. I am willing to use AI technologies.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

8. I am willing to take advice from AI technologies.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

9. I am entertained by interacting with AI technologies.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

10. It is usually easy for me to interact with AI technologies.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

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

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

12. I think I am able to choose the best option for me from various recommendations provided by an AI technology.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree

13. I have a favorable opinion about the company that developed the AI assistant I have just tested.

Likert

Strongly disagree Disagree Neutral Agree Strongly agree