

Artificial Intelligence and the Confidence Gap



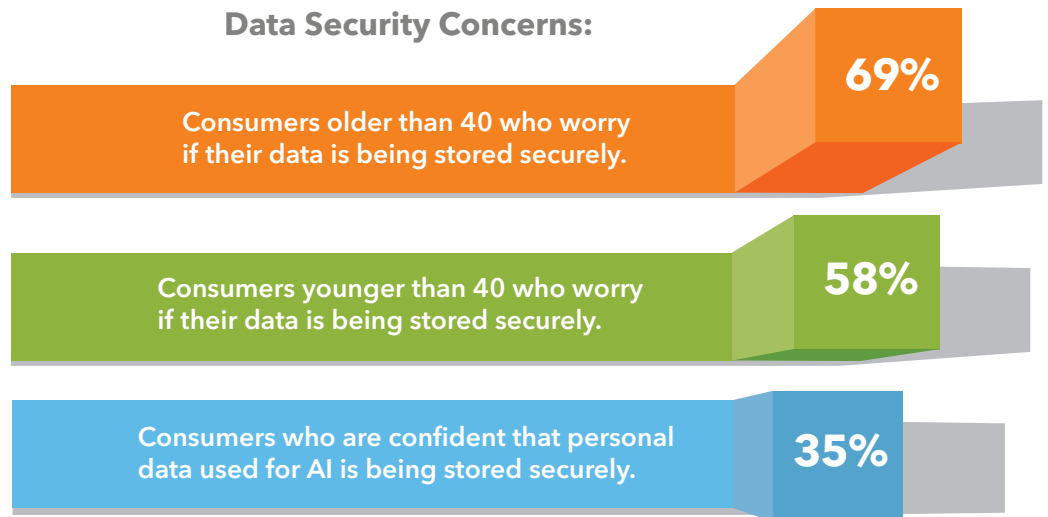
AI is intricately woven into daily life, through health care, retail, banking and a host of other industries. Yet as you'll see, the general public has some uncertainty when it comes to interacting with AI.

What gives people pause when it comes to AI?

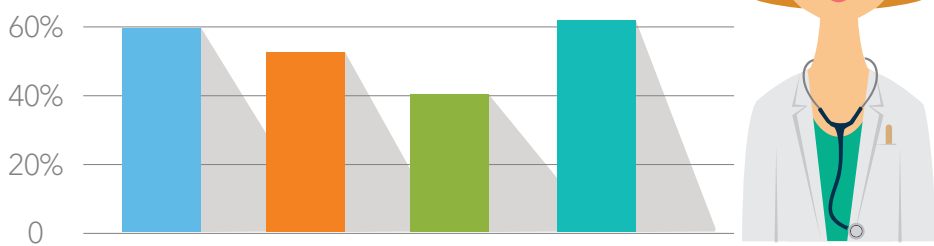
#1 Concern:
Lack of Human Interaction



Data Security Concerns:



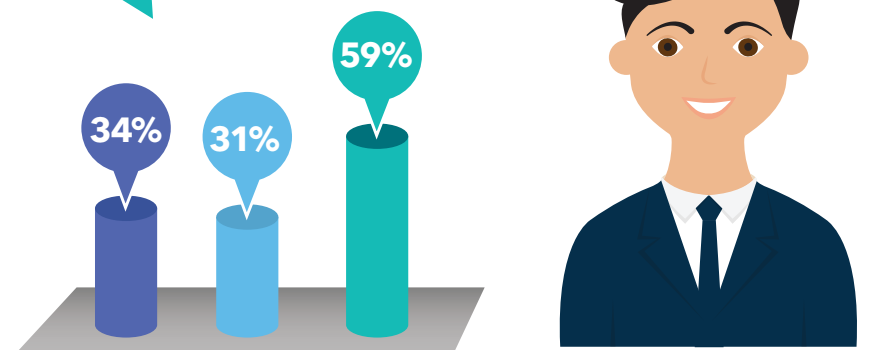
Health care



- 60%** are comfortable with doctors using AI to analyze their medical information to suggest treatment
- 52%** of consumers older than 40 are willing to experience AI-assisted surgery
- 40%** of consumers younger than 40 are willing to experience AI-assisted surgery
- 61%** would let their health care provider use data from their wearable devices to assess their lifestyle and make recommendations



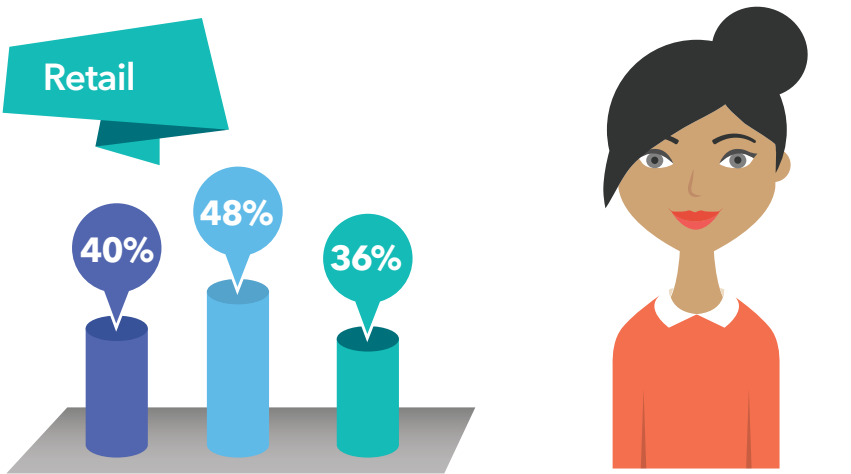
Banking



- are comfortable with banks using AI to provide financial guidance
- are comfortable with banks using AI to access credit history to make credit card recommendations
- are comfortable with banks using AI to monitor their online financial behavior to identify fraud and potential threats



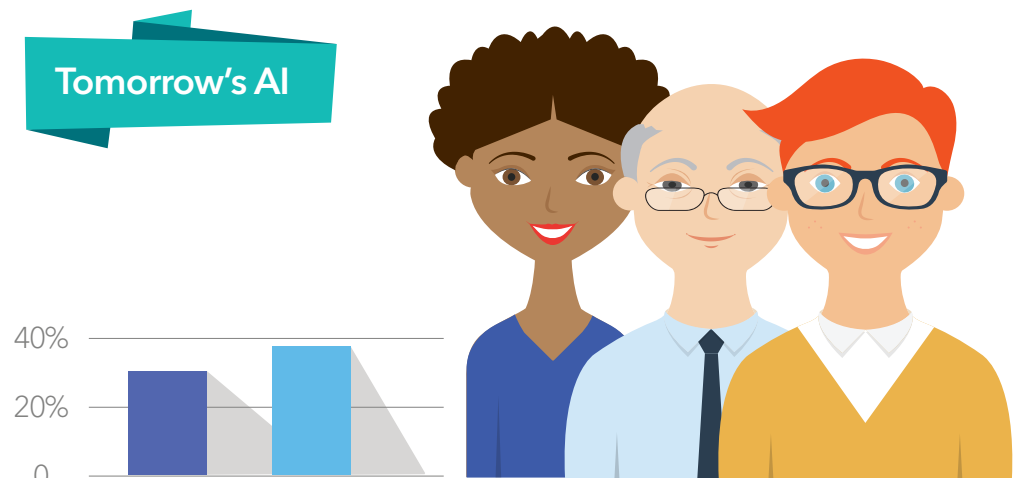
Retail



- are comfortable with stores using AI based on their physical location to send them personalized, in-store information
- are comfortable with retailers using drones to deliver purchases
- are comfortable with autonomous or cashier-free stores using AI to access payment information from their smartphones



Tomorrow's AI



- 31%** would be likely to use a self-driving car to take them to work or their children to school
- 38%** would be likely to use an AI-driven robot to help the elderly with everyday tasks



This research is based on an online survey of 500 US consumers, conducted by SAS in March 2018.

Despite the public's uncertainty in AI, there's no question about its benefits. With the right AI solutions, businesses can automate complex tasks and make faster, better decisions - and customers are rewarded with a more personalized, responsive experience.

Learn more at sas.com/ai.

