PRIZMA
CENTAR ZA POSLOVNU INTELIGENCIJU

Perceptions of artificial intelligence in Croatia in 2026

Research on AI digital technologies
Overview of research findings among citizens

ALGEBRA BERNAYS SVEUČILIŠTE

SEACRAS

How are the research findings produced?

Four years of tracking citizens' attitudes towards AI, 2023–2026

Reference survey: core questions

2023 — CATI, n = 300 — Telephone interviews

2024 — F2F, n = 1.200

2025 — F2F, n = 1.472

2026 — F2F, n = 1.450

Face-to-face household interviews — nationally representative sample

Results of core questions

CAWI
n = 1.000
Online survey, detailed questionnaire

Demographic data
Sex, age and education • 2021 Census

Weighting CAWI data

Weighted CAWI results
Basis of the report

The study used two methodologies:

1. CAWI – Online panel

The method was selected based on fieldwork timing, data volume, cost and the study's aim. An online panel alone does not ensure representativeness. CAWI data were additionally weighted against the reference CATI/F2F results and standard demographic data.

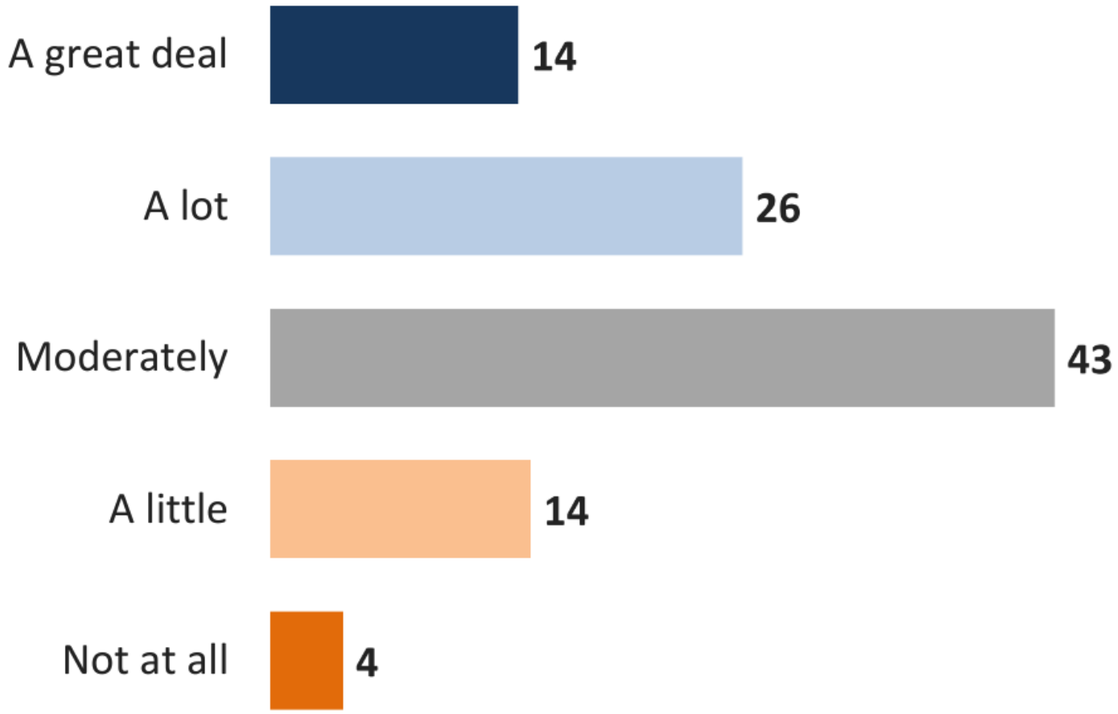
2. F2F CAPI – Face-to-face household interviews

Computer-assisted personal interviews also cover groups less accessible to online surveys. The nationally representative sample is doubly stratified by region and settlement size.

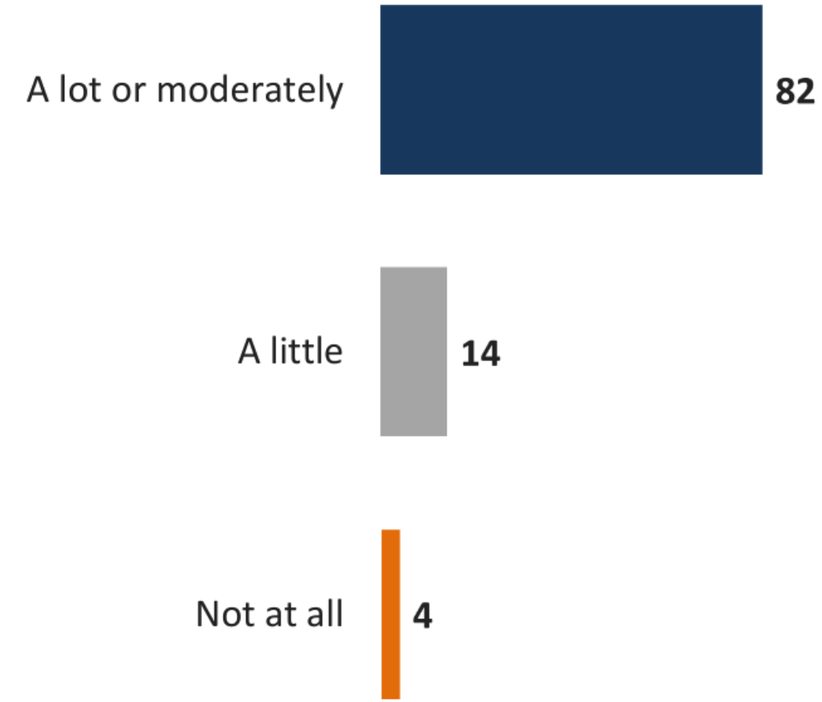
The standard error of the sample depends on sample size and response variance.
CAWI: indicative theoretical margin of error ±3.1% (n ≈ 1,000, at 95% confidence).

Exposure to information

Most people are at least moderately exposed to information about AI



82% at least moderately exposed

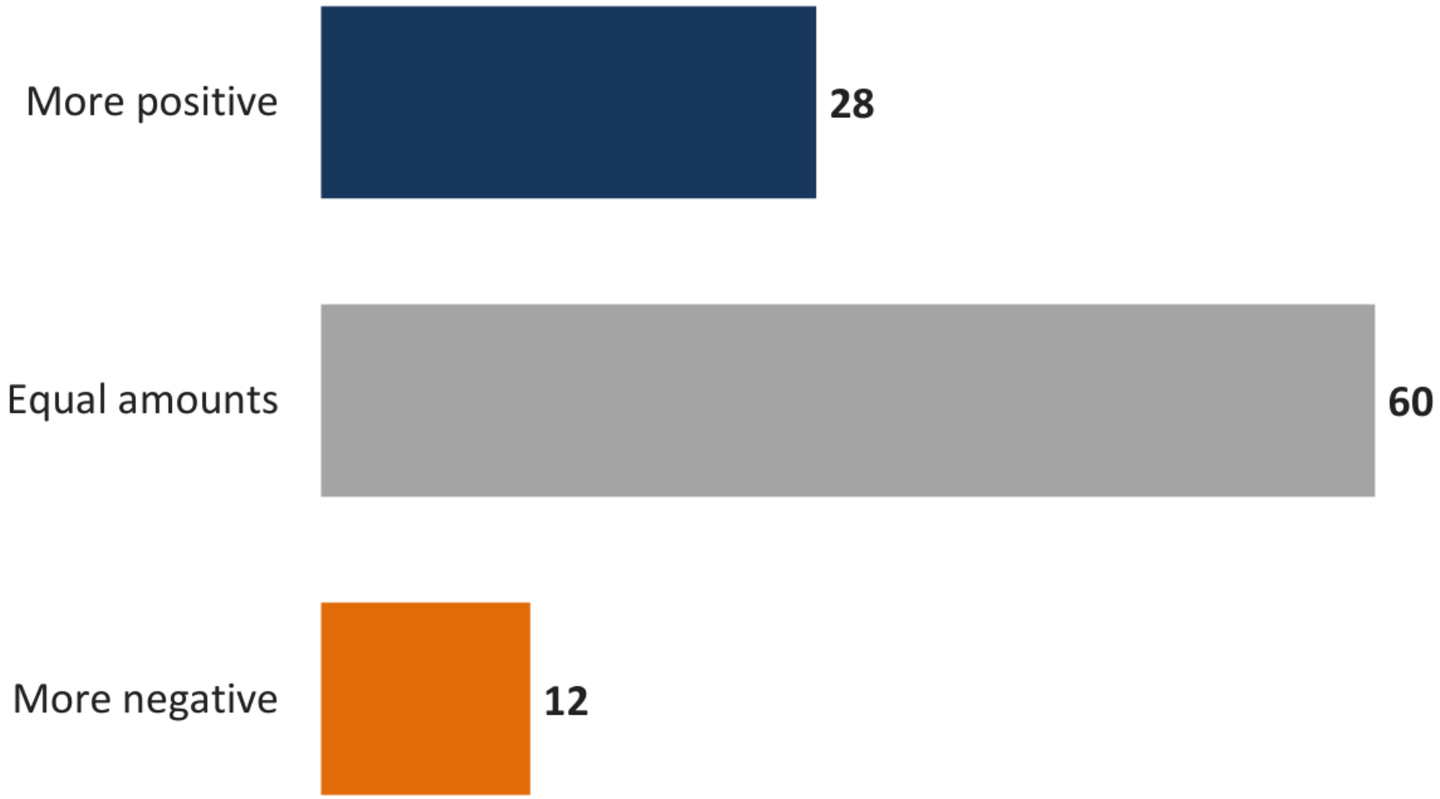


96% have at least some exposure

Question: To what extent have YOU PERSONALLY been exposed to information about artificial intelligence in the past 6 months?

All citizens · n=1002 · figures in %

Most see equal amounts of positive and negative coverage



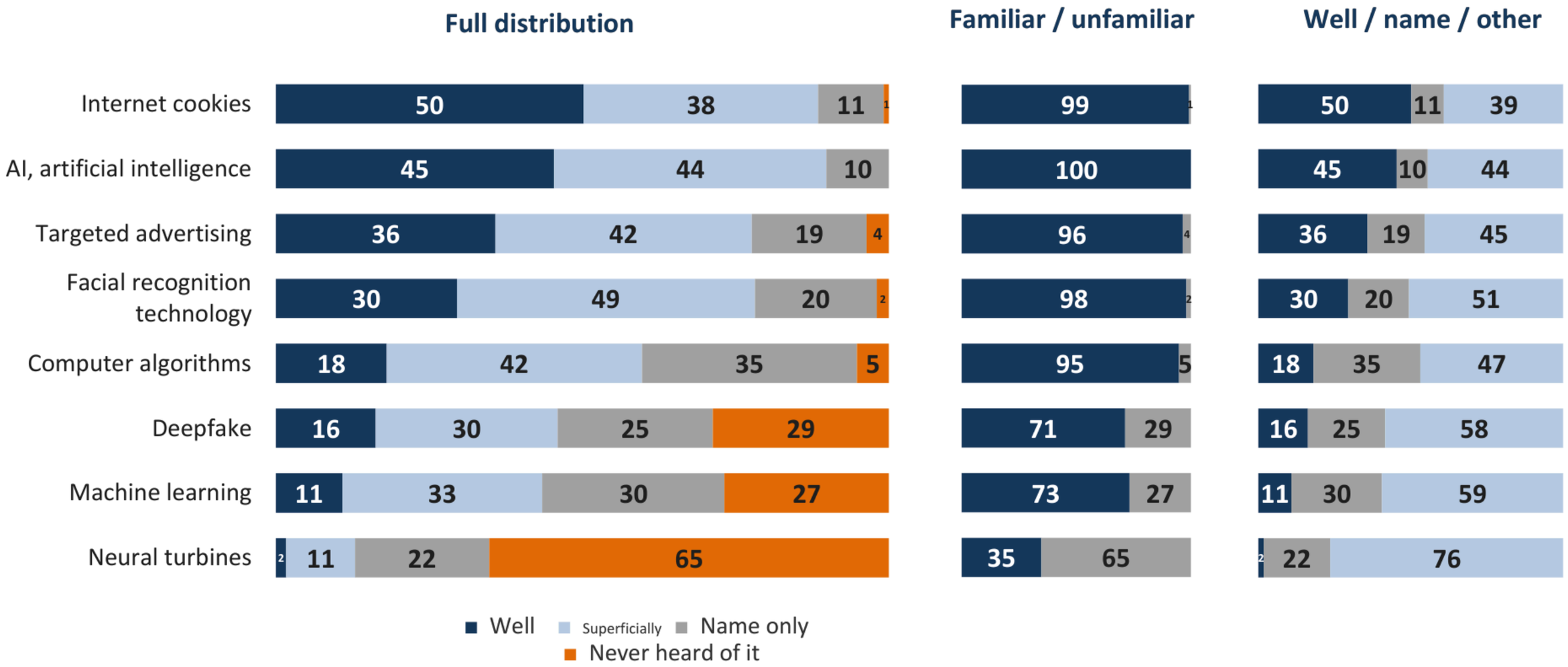
60% equal amounts of positive and negative coverage

Is there more positive or negative coverage of artificial intelligence?

Citizens exposed to information about AI · n=962 · figures in %

AI literacy

Citizens are most familiar with internet cookies and AI

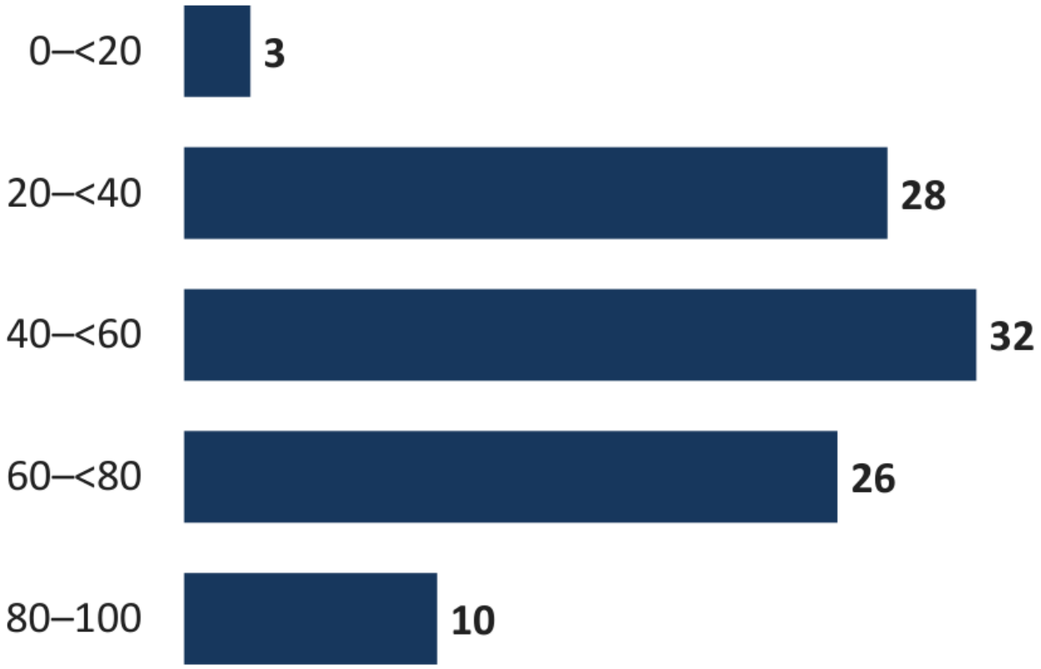


How familiar are you with the following terms?
For each term, indicate whether you know it well, have a superficial knowledge of it, know only the name, or have never heard of it.

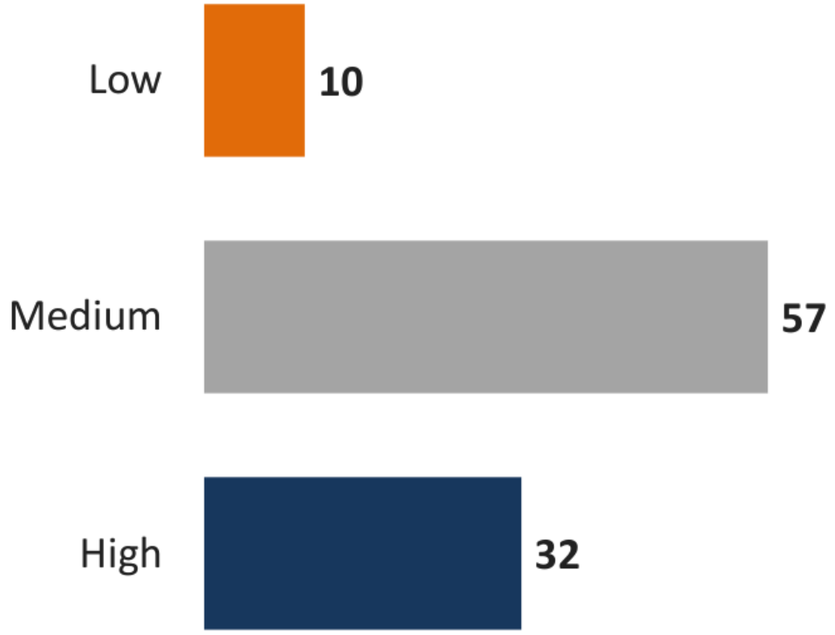
All citizens · n=1002 · figures in %

A third of citizens have a high level of AI literacy

AI literacy index (0–100)



53 average index out of 100

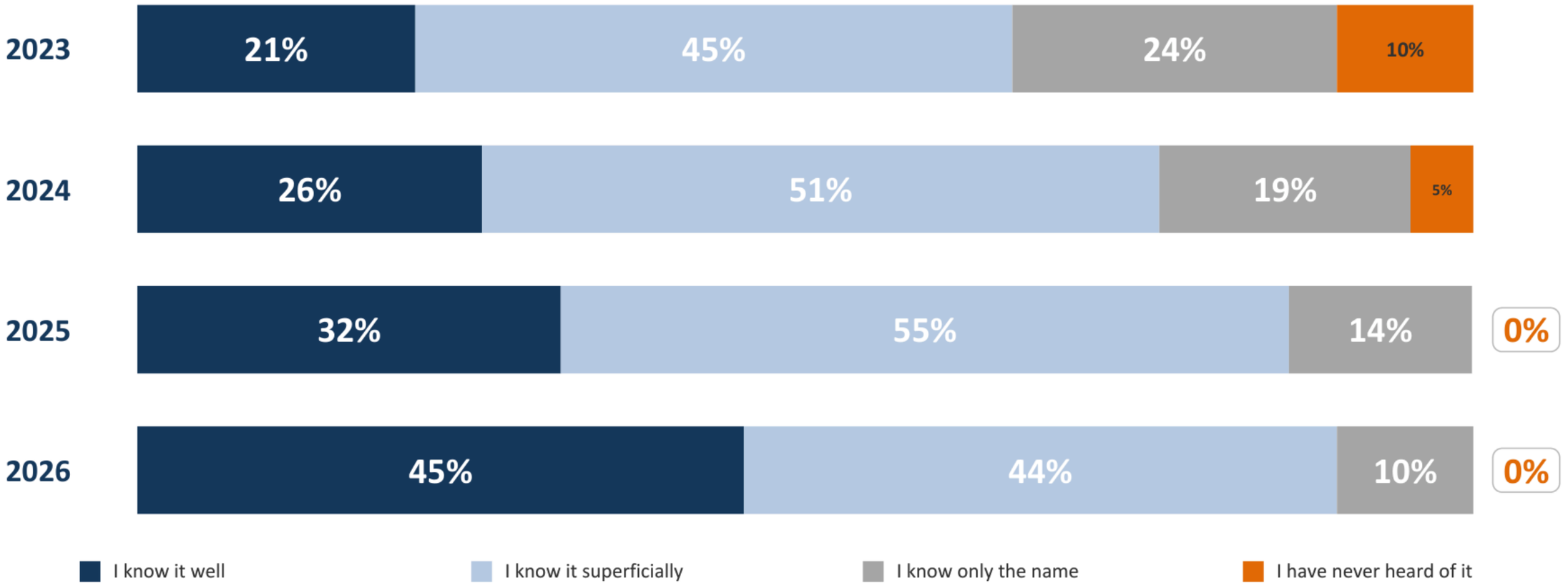


How familiar are you with the following terms?
For each term, indicate whether you know it well, have a superficial knowledge of it, know only the name, or have never heard of it.

All citizens · n=1002 · figures in %

Familiarity with AI and attitudes

In 2025 and 2026, the share of citizens who have not heard of AI is 0%



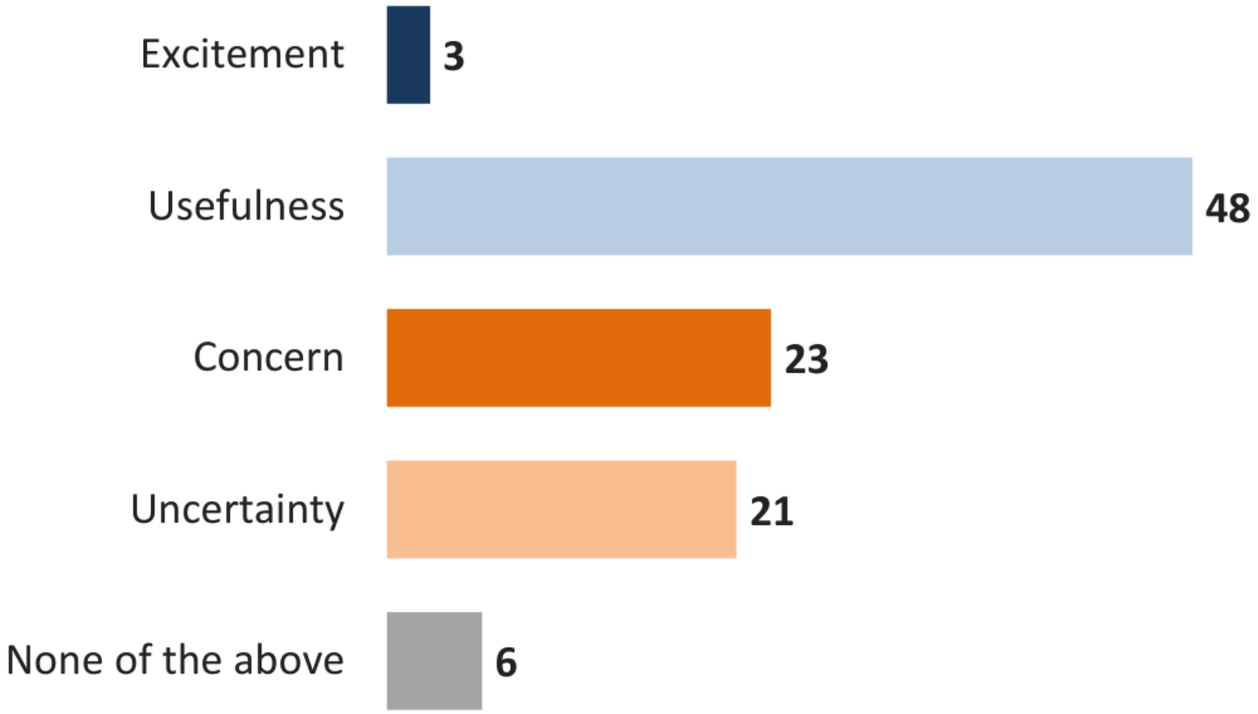
Good knowledge of AI rose from 21% in 2023 to 45% in 2026.

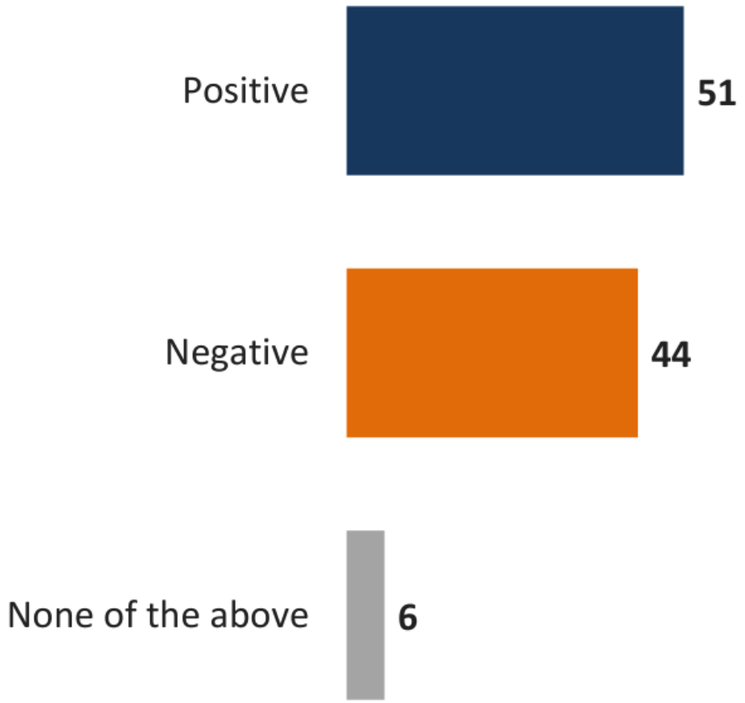
How familiar are you with AI, artificial intelligence?

The 0% labels appear separately because the corresponding segments have no width. Totals may differ from 100% due to rounding.

Usefulness is the most common association with AI

51% positive associations



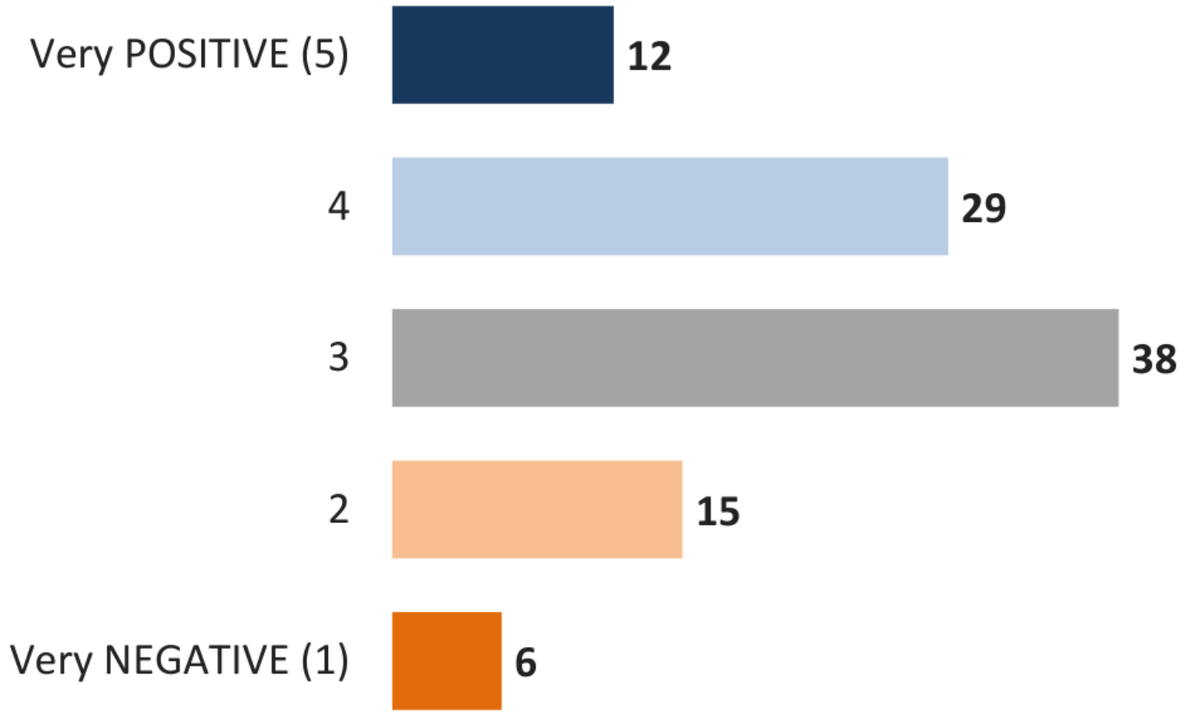


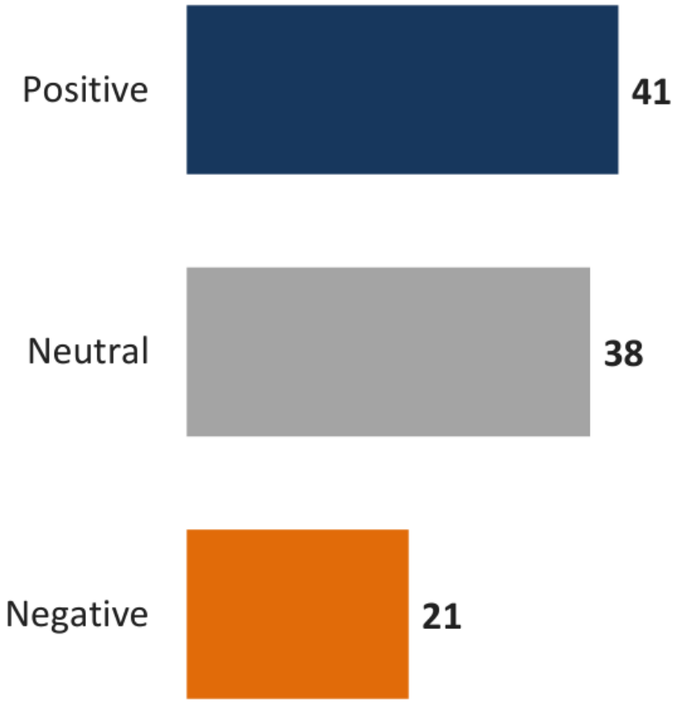
Which of these associations comes to mind when you hear the phrase ‘artificial intelligence’?

All citizens · n=1002 · figures in %

Positive attitudes towards AI are more common than negative ones

41% positive attitude (4+5)





Very POSITIVE (5) · 4 · 3 · 2 · Very NEGATIVE (1) · No answer

On a scale from 5 = very positive to 1 = very negative, how would you rate your overall attitude towards artificial intelligence?

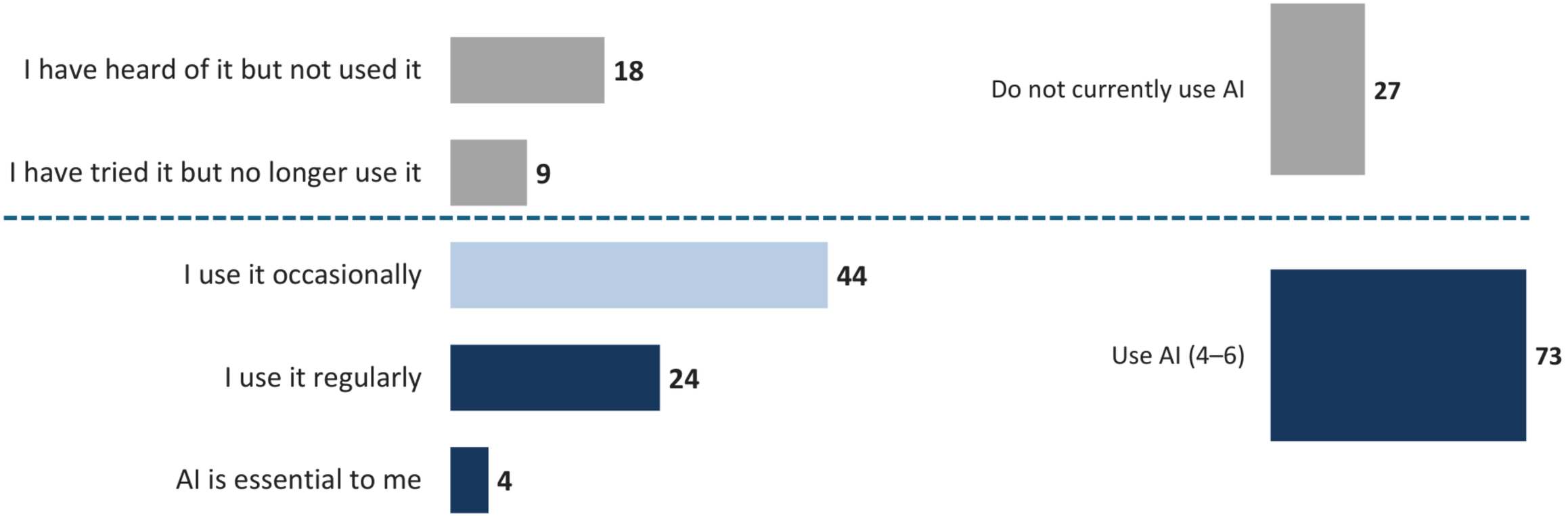
1 = Very NEGATIVE; 5 = Very POSITIVE

All citizens · n=1002 · figures in %

AI use

Almost three quarters use AI at least occasionally

73% use AI at least occasionally

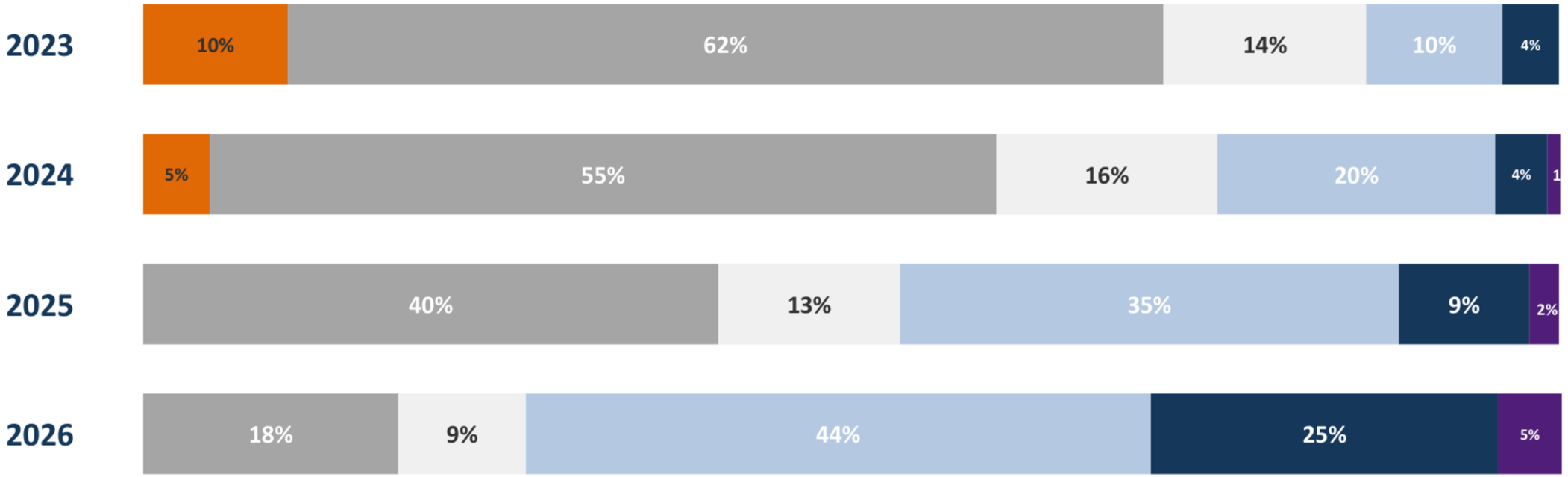


On the following scale, indicate your current use of AI, artificial intelligence.

All citizens · n=1002 · figures in %

Totals may differ from 100% due to rounding.

The share of citizens using AI has risen from 14% to 73%



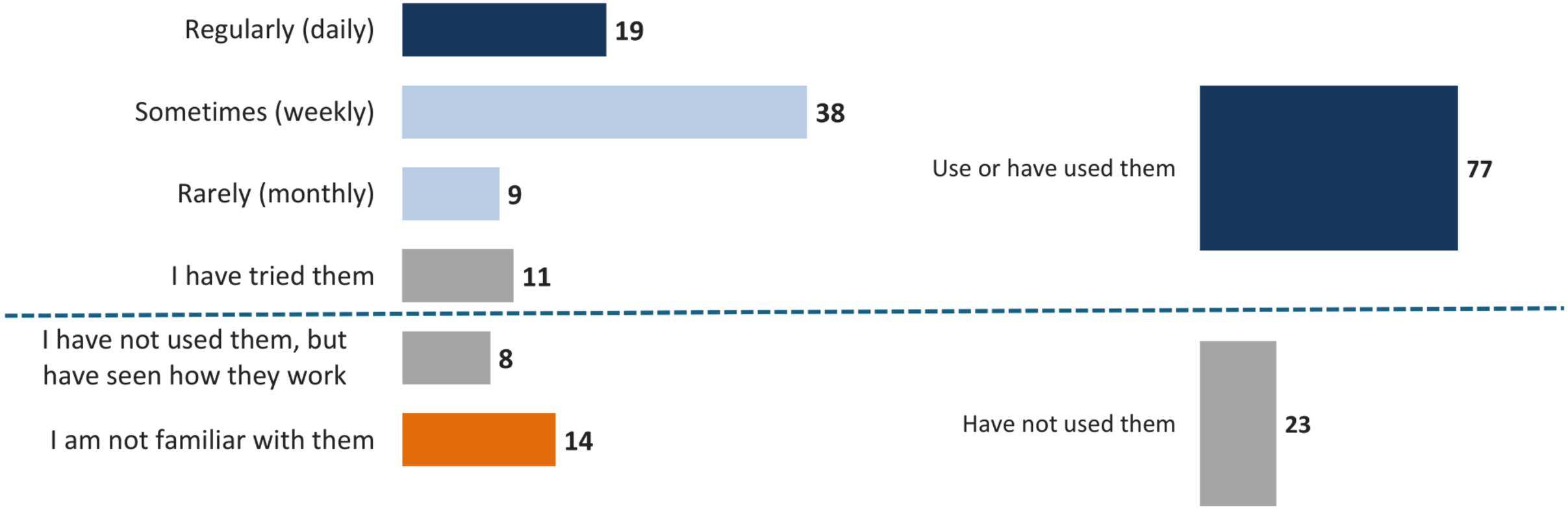
In 2026, 44% use AI occasionally, 25% regularly, and 5% say it has become essential to them.

Indicate your current level of familiarity with using AI, artificial intelligence.

Totals may differ from 100% due to rounding.

More than half use AI tools daily or weekly

58% use daily or weekly

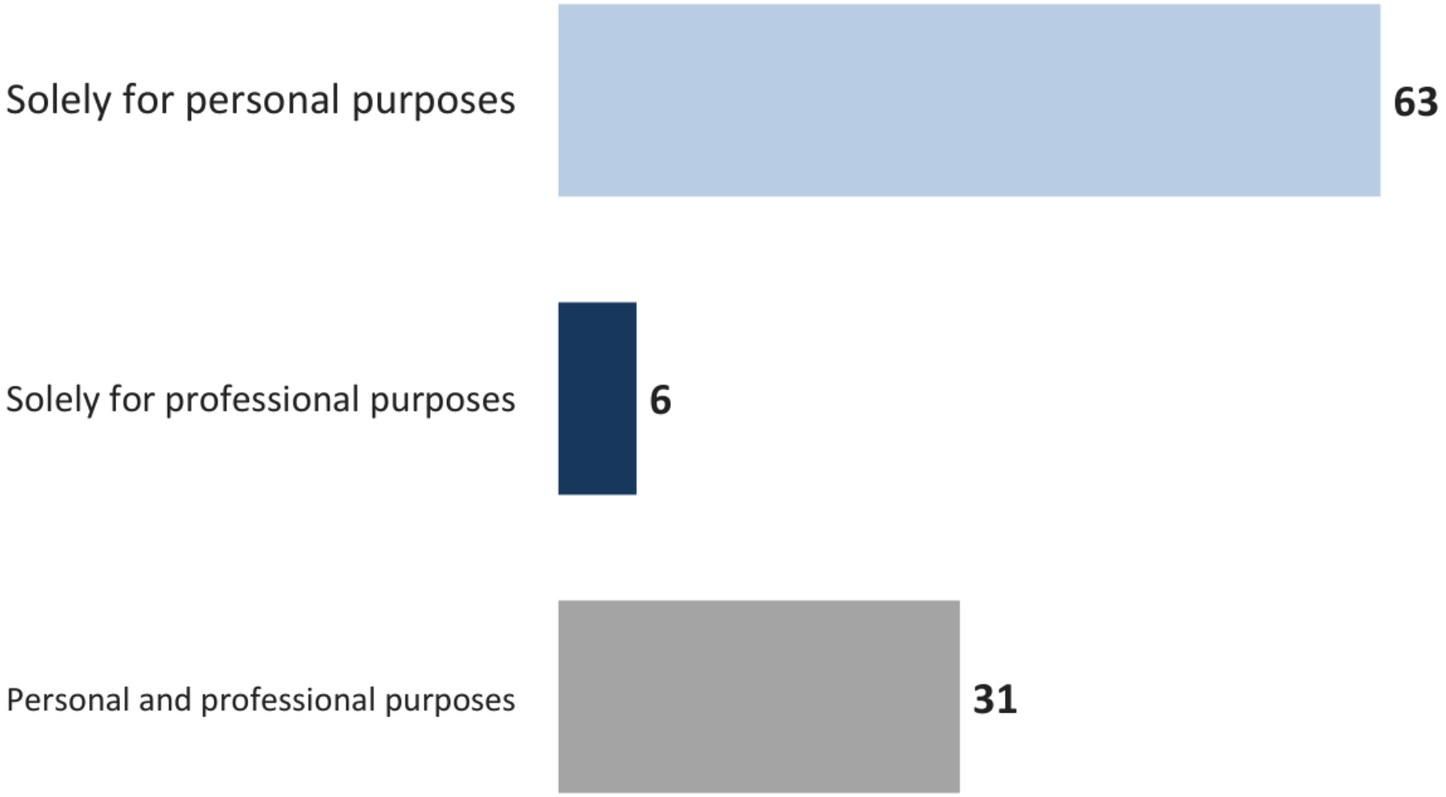


How often do you use AI tools such as ChatGPT, Gemini, Perplexity, Copilot and others?

All citizens · n=1002 · figures in %

Totals may differ from 100% due to rounding.

63% of AI users use it solely for personal purposes

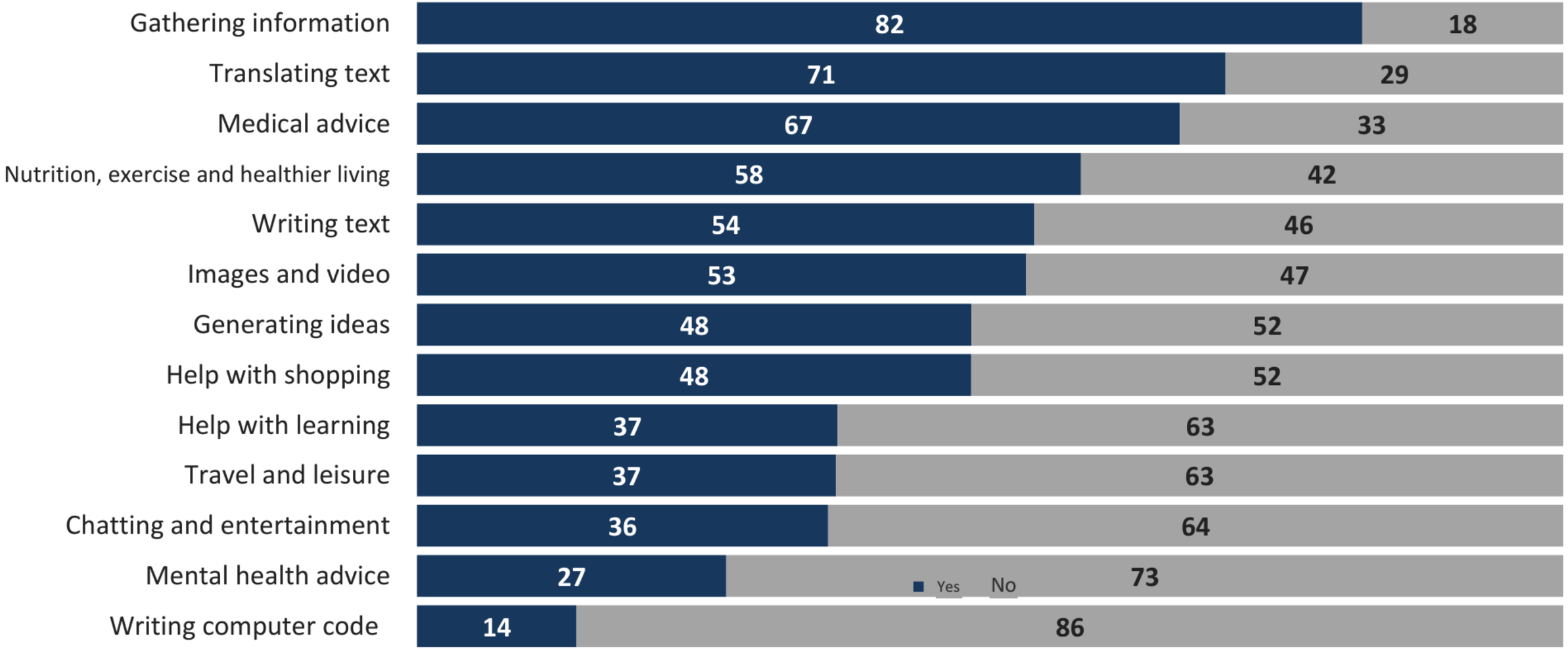


63% solely for personal purposes

Do you use AI tools for personal or professional purposes?

Those who use AI · n=774 · figures in %

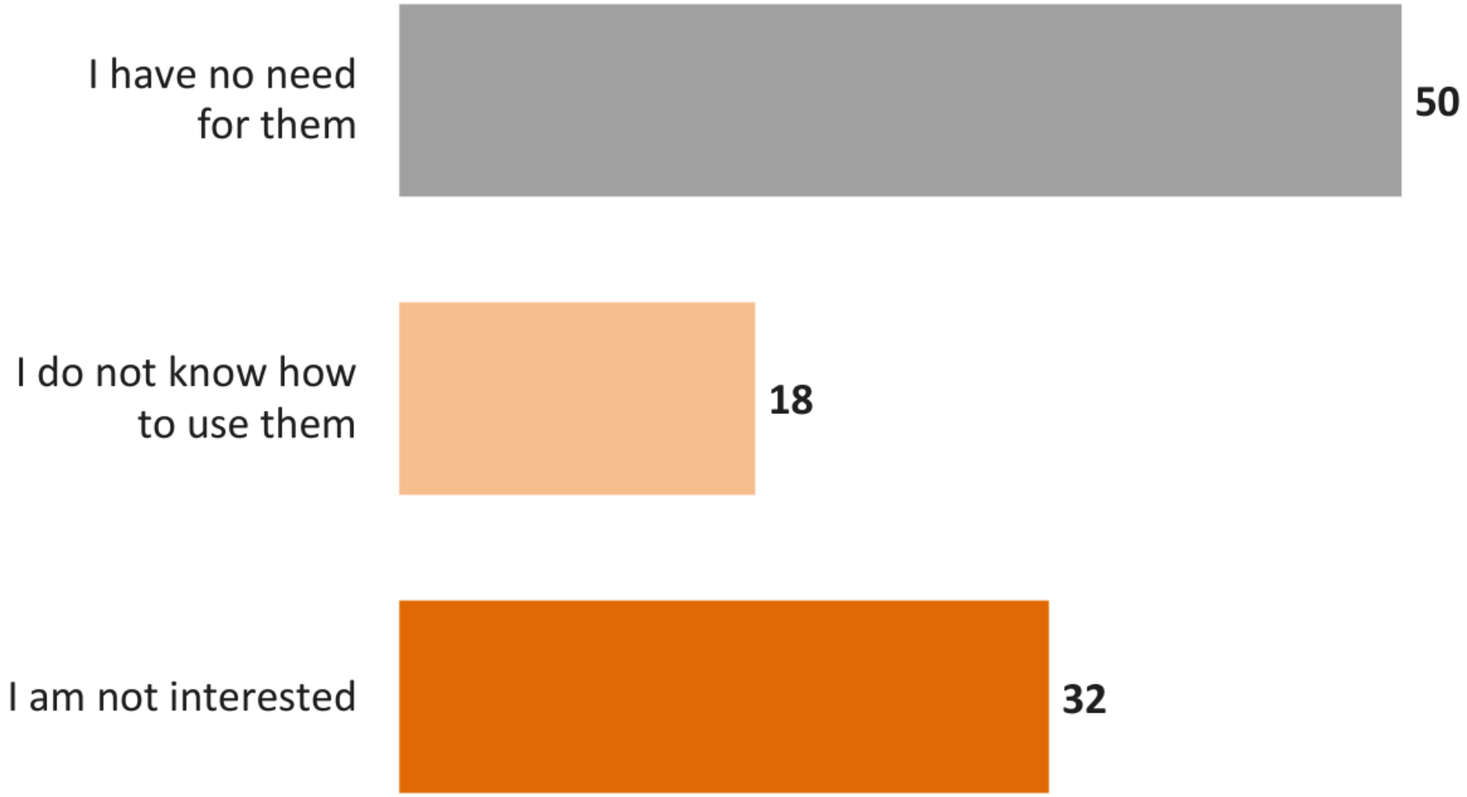
AI is most often used to gather information



Have you used AI tools for the following?

Citizens who use or have tried AI tools (AU1=1–4) · n=774 · figures in %

Half of AI non-users see no need to use it



50% respond “I have no need for them”

What is the main reason you do not use AI tools?

Those who do not use AI · n=161 · figures in %

Most users are not interested in paying for AI tools



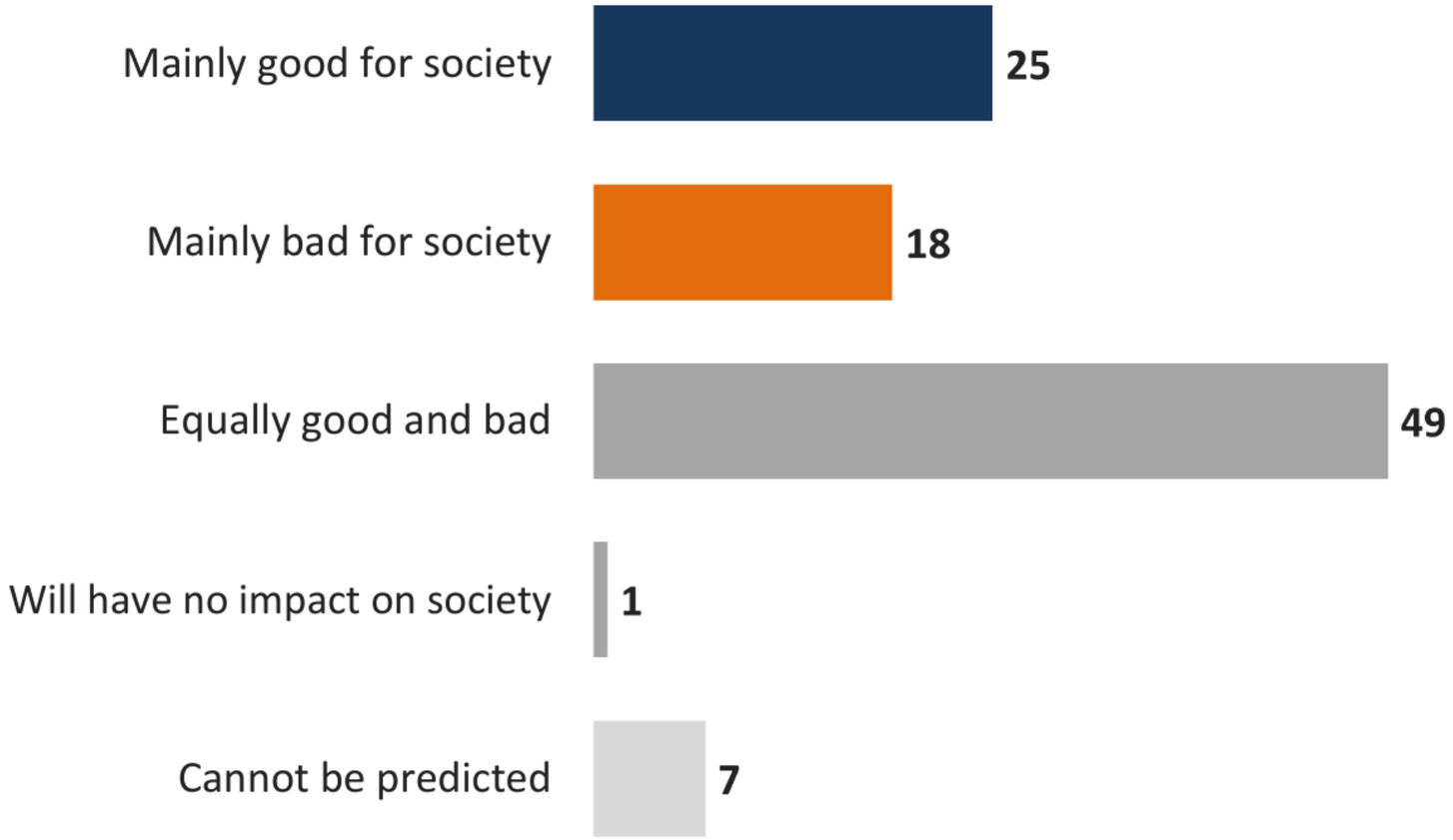
58% are not interested in paying

AI has free options, but there are also paid options that give access to advanced features. Do you:

Citizens who use AI at least occasionally (DP3=4–6) · n=732 · figures in %

AI’s impact on society and the individual

Half expect both good and bad, and optimists outnumber pessimists

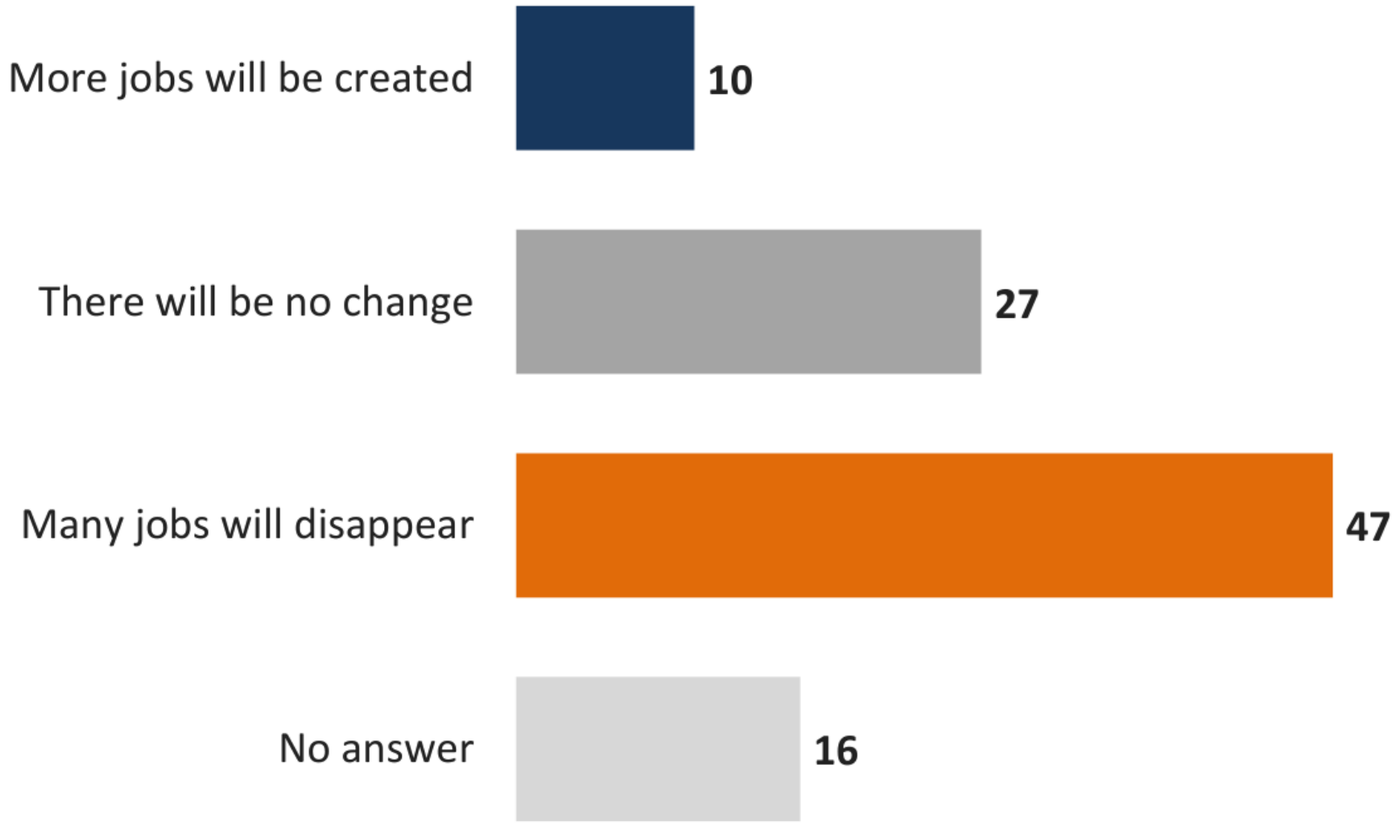


49% equally good and bad for society

In the long term, artificial intelligence will be:

All citizens · n=1002 · figures in %

Almost half expect many jobs to disappear

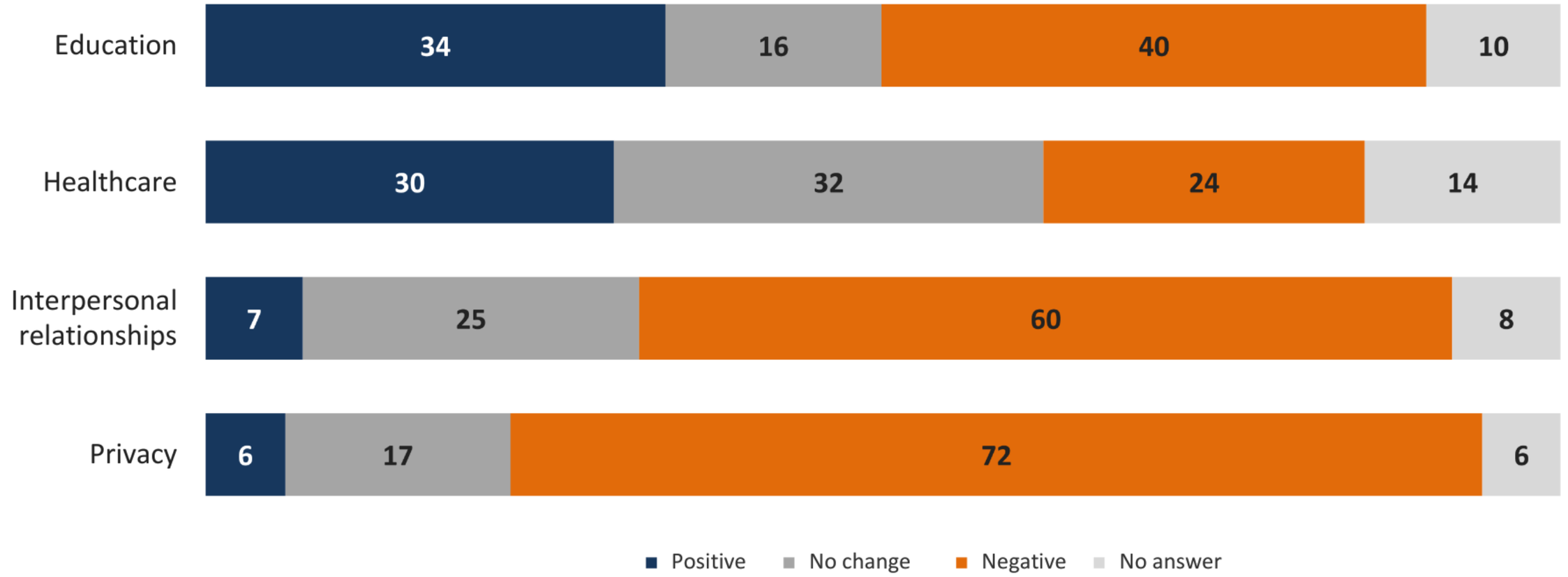


47% expect many jobs to disappear

What do you think will happen in Croatia over the next 5–10 years as a result of artificial intelligence?

All citizens · n=1002 · figures in %

The greatest negative impact is expected on privacy



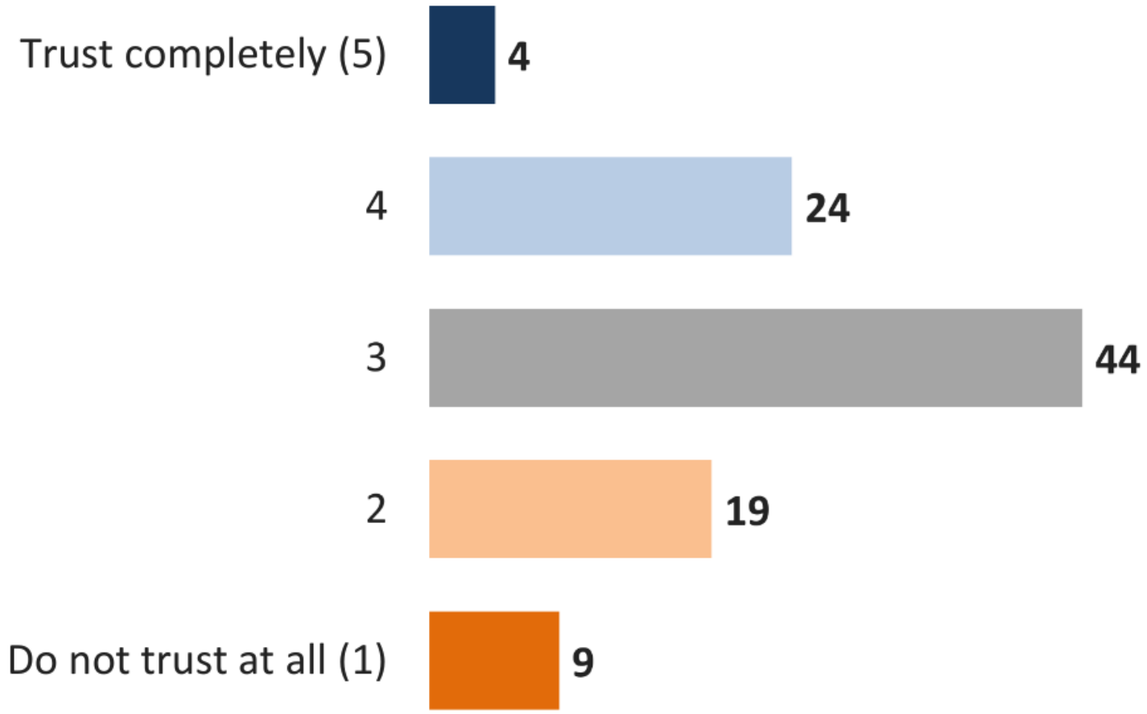
How do you think AI will affect healthcare?
How do you think AI will affect interpersonal relationships?
How do you think AI will affect privacy?
How will AI affect education?

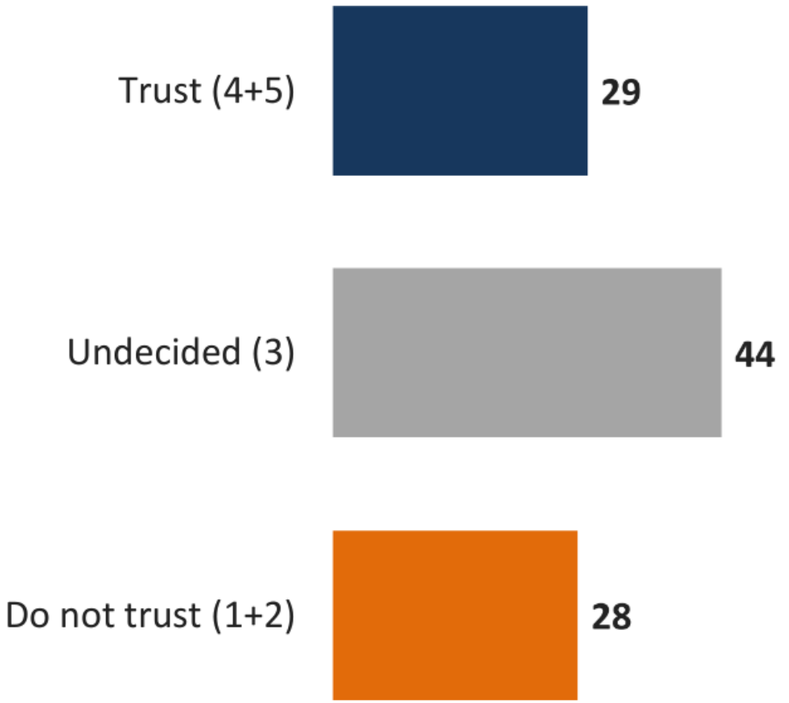
All citizens · n=1002 · figures in %

Trust in AI

Trust and distrust in AI are almost equal

29% trust AI systems (4+5)





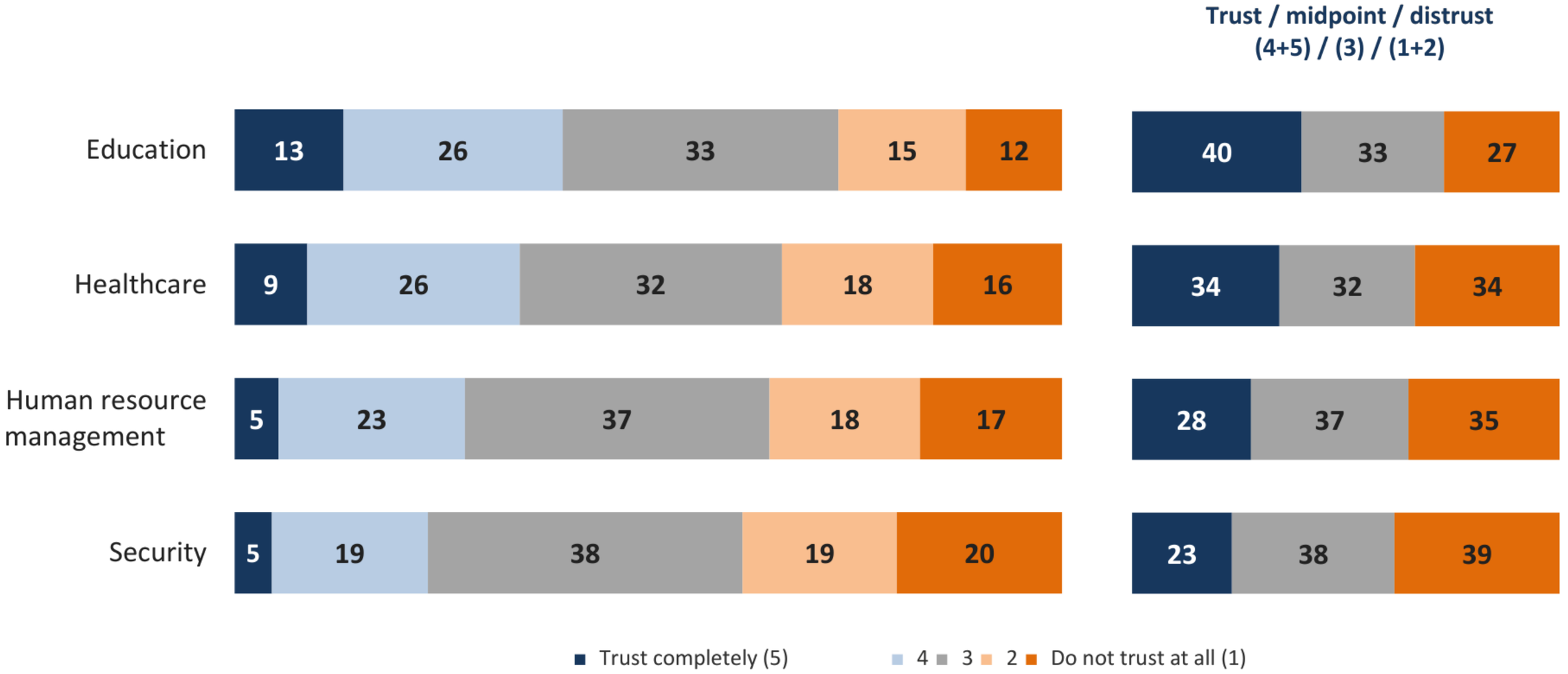
Trust completely (5) 4 3 2 Do not trust at all (1) No answer

To what extent do you trust the use of AI systems?

1 = Do not trust at all; 5 = Trust completely

All citizens · n=1002 · figures in %

AI in education attracts the most trust

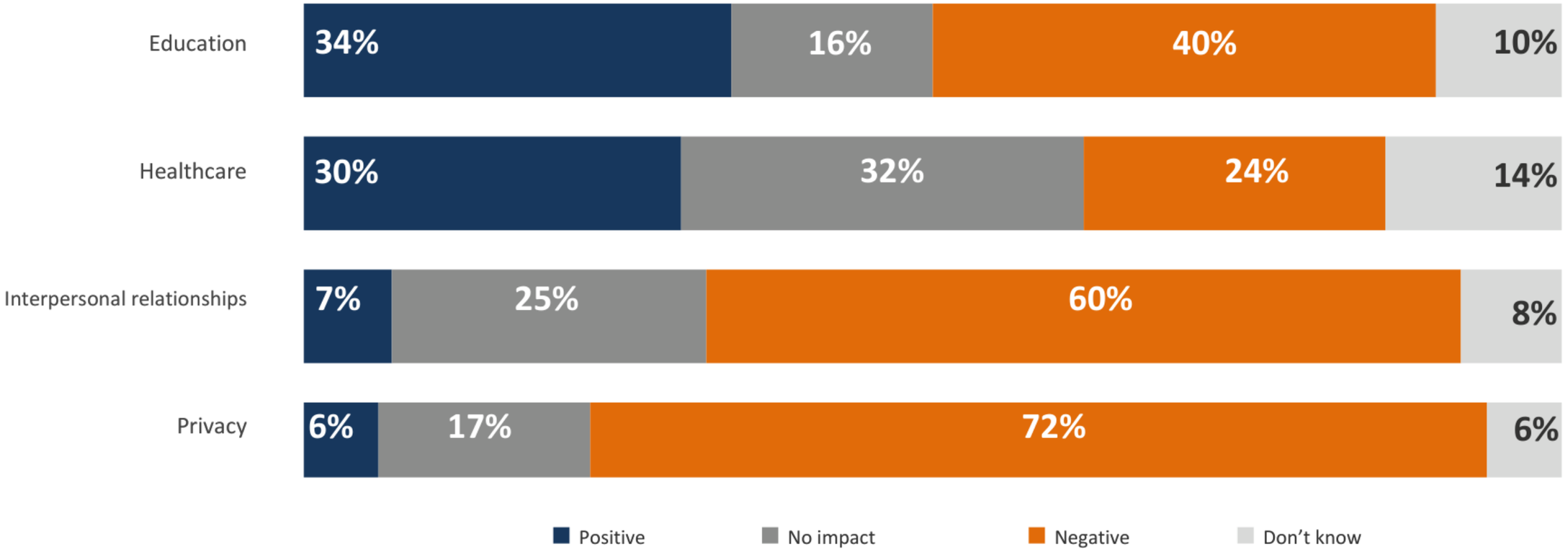


To what extent do you trust AI systems in the following areas?

1 = Do not trust at all; 5 = Trust completely

All citizens · n=1002 · figures in %

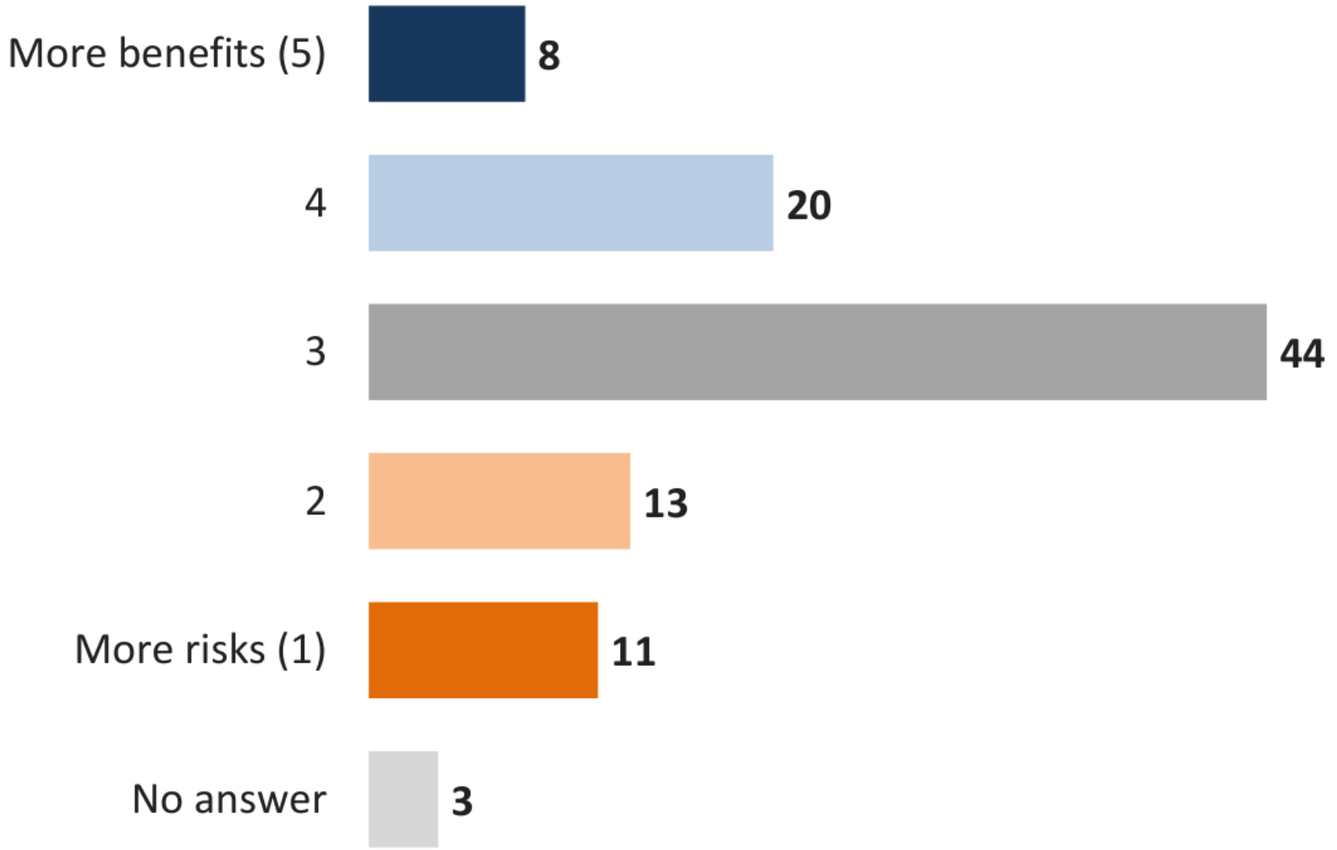
Healthcare is the only area where positive expectations outweigh negative ones



A negative impact is most often expected on privacy (72%) and interpersonal relationships (60%).

How do you think AI will affect the following areas?

28% see more benefits from AI, while 24% see more risks



44% select the midpoint of the scale (3)

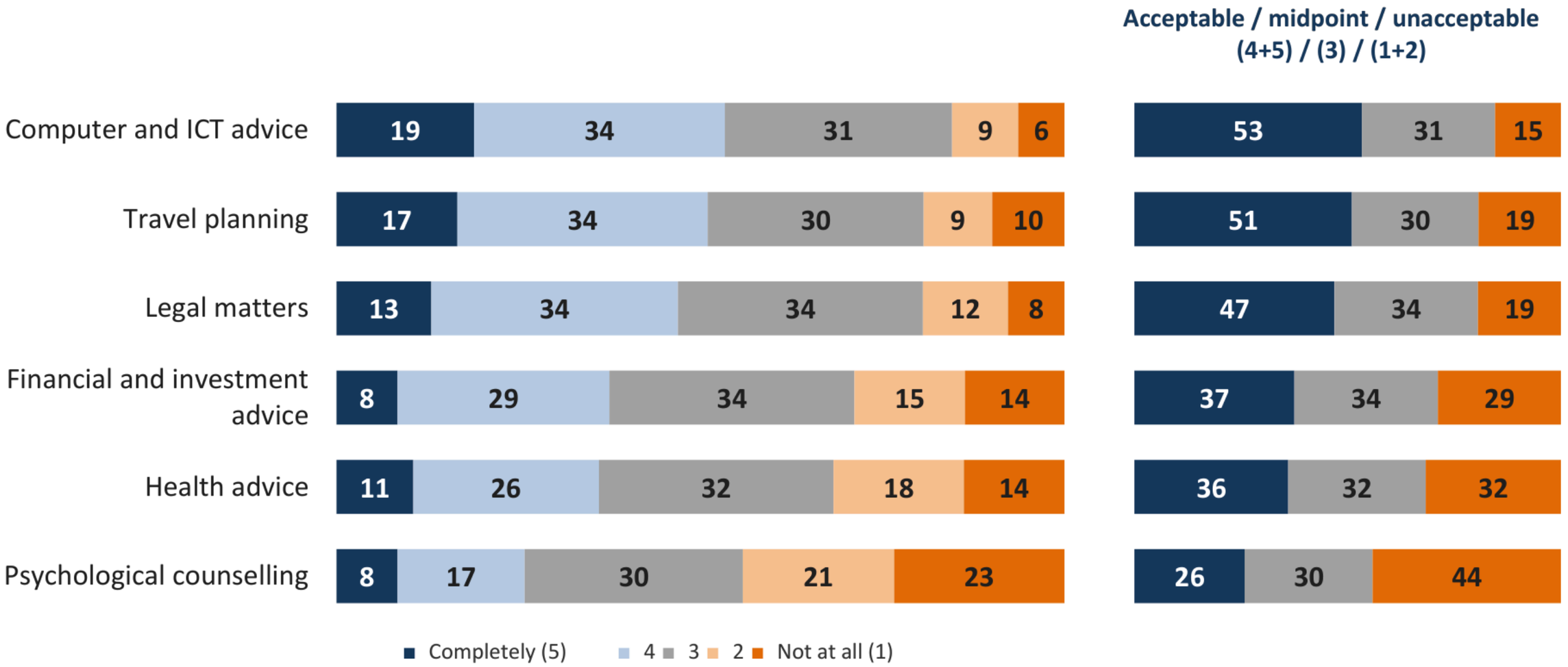


Views on the balance between the benefits and risks of using artificial intelligence in business

1 = More risks; 5 = More benefits

All citizens · n=1002 · figures in %

AI advice is most acceptable for ICT and travel

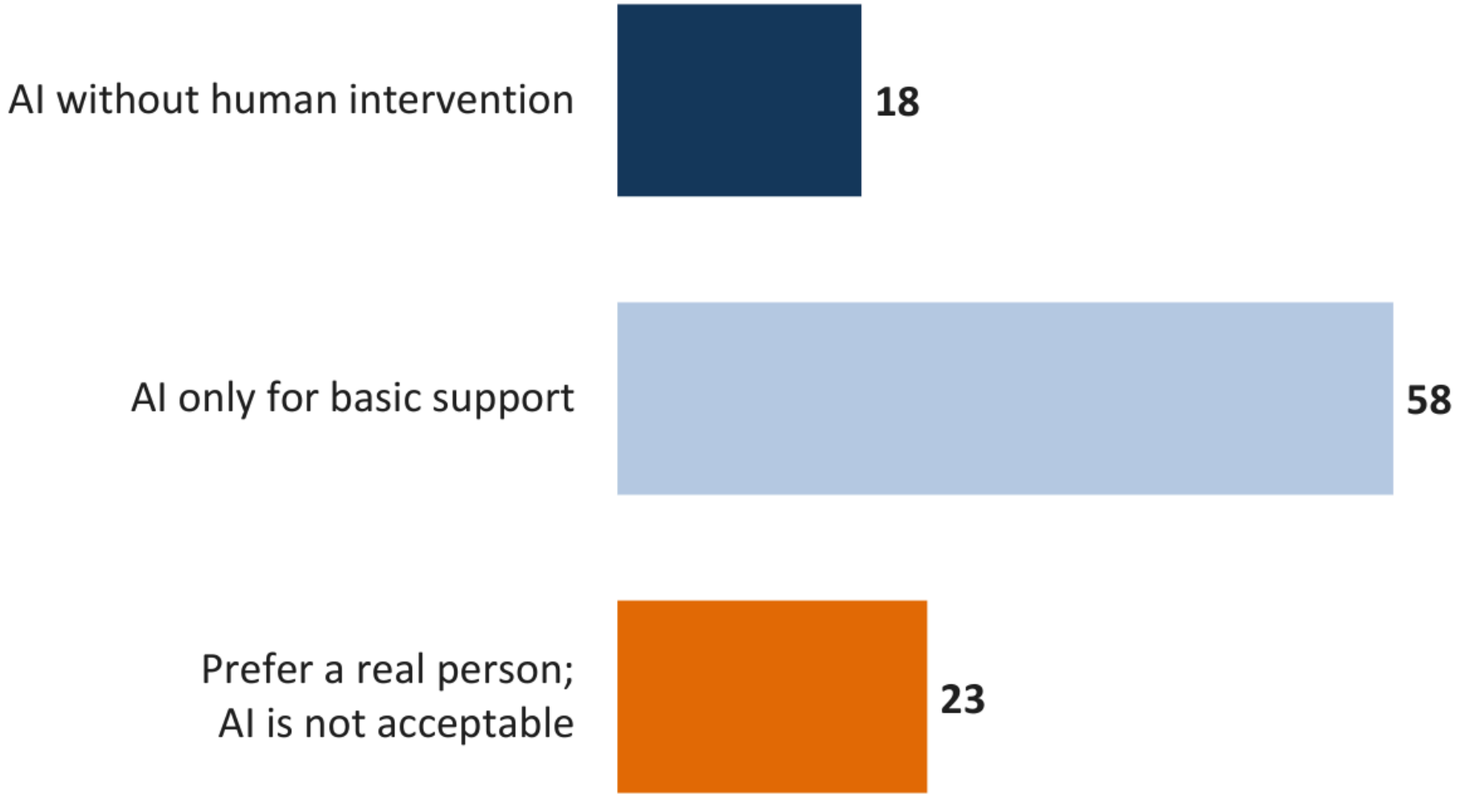


AI can now offer advice in various situations and across a range of areas. For each area below, indicate how acceptable you would find advice from AI.

1 = Not at all; 5 = Completely

All citizens · n=1002 · figures in %

Most accept AI only for basic customer support

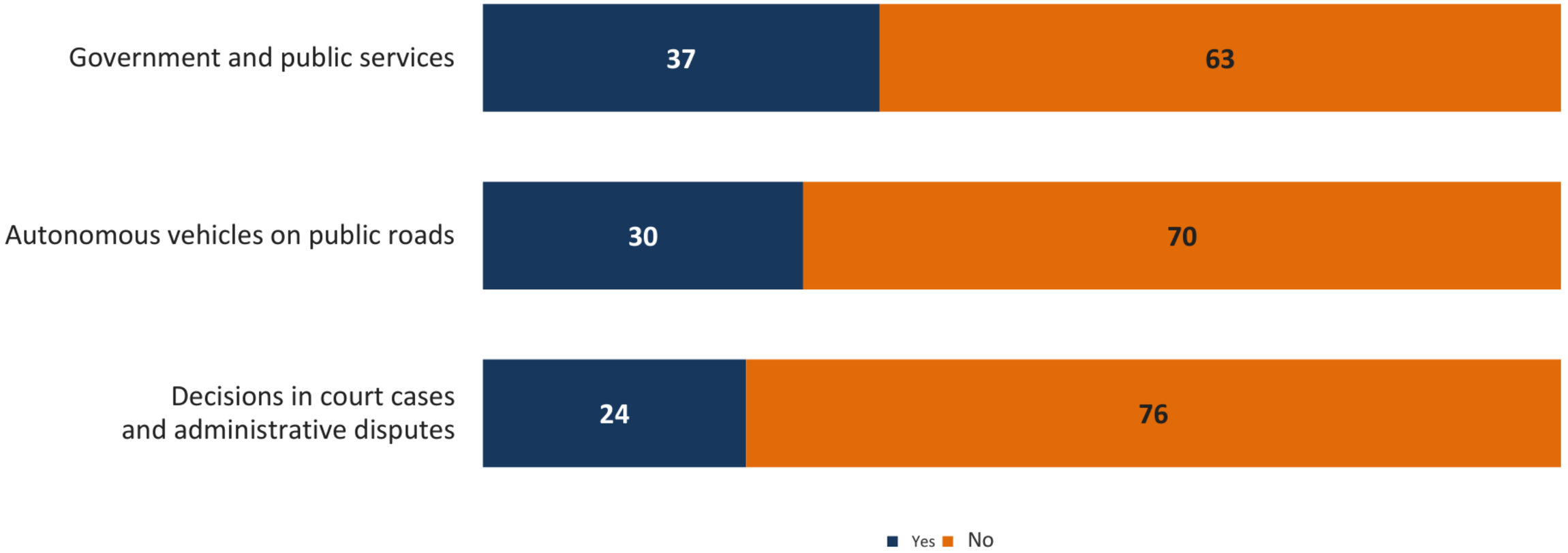


58% AI only for basic customer support

The use of artificial intelligence (AI) to provide customer support for a product/service you use:

All citizens · n=1002 · figures in %

Most find the listed public applications of AI unacceptable

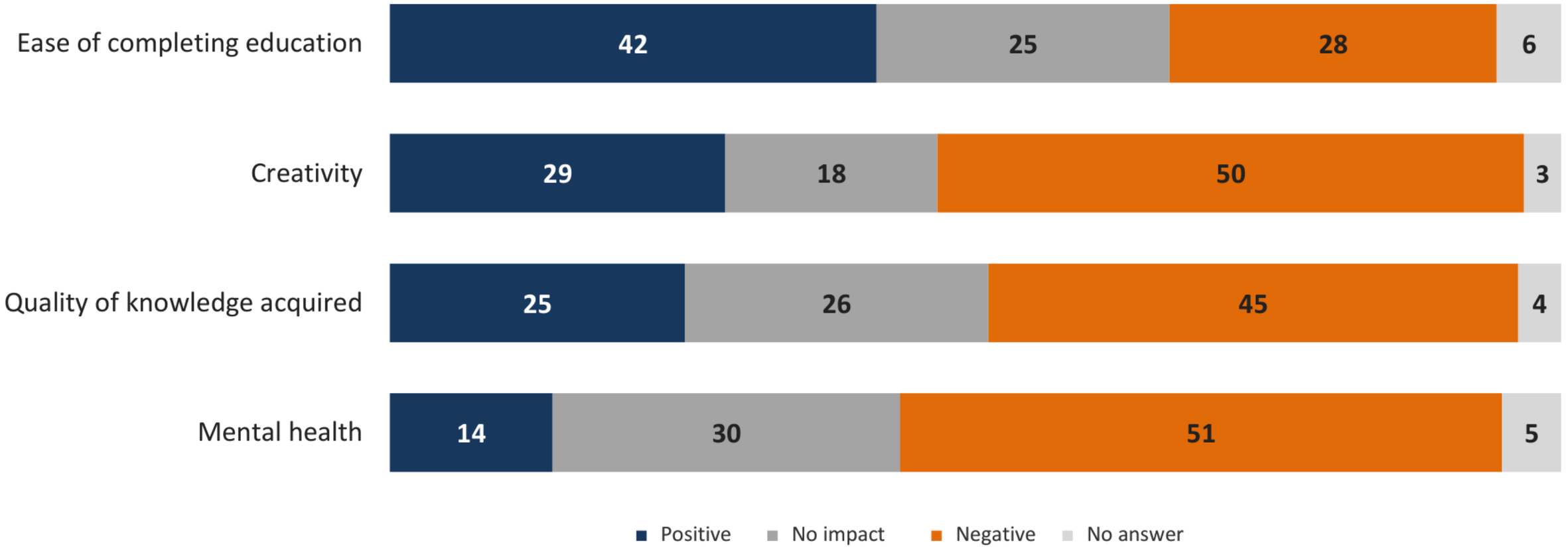


Do you find the use of AI acceptable in:

All citizens · n=1002 · figures in %

Perceived benefits and risks

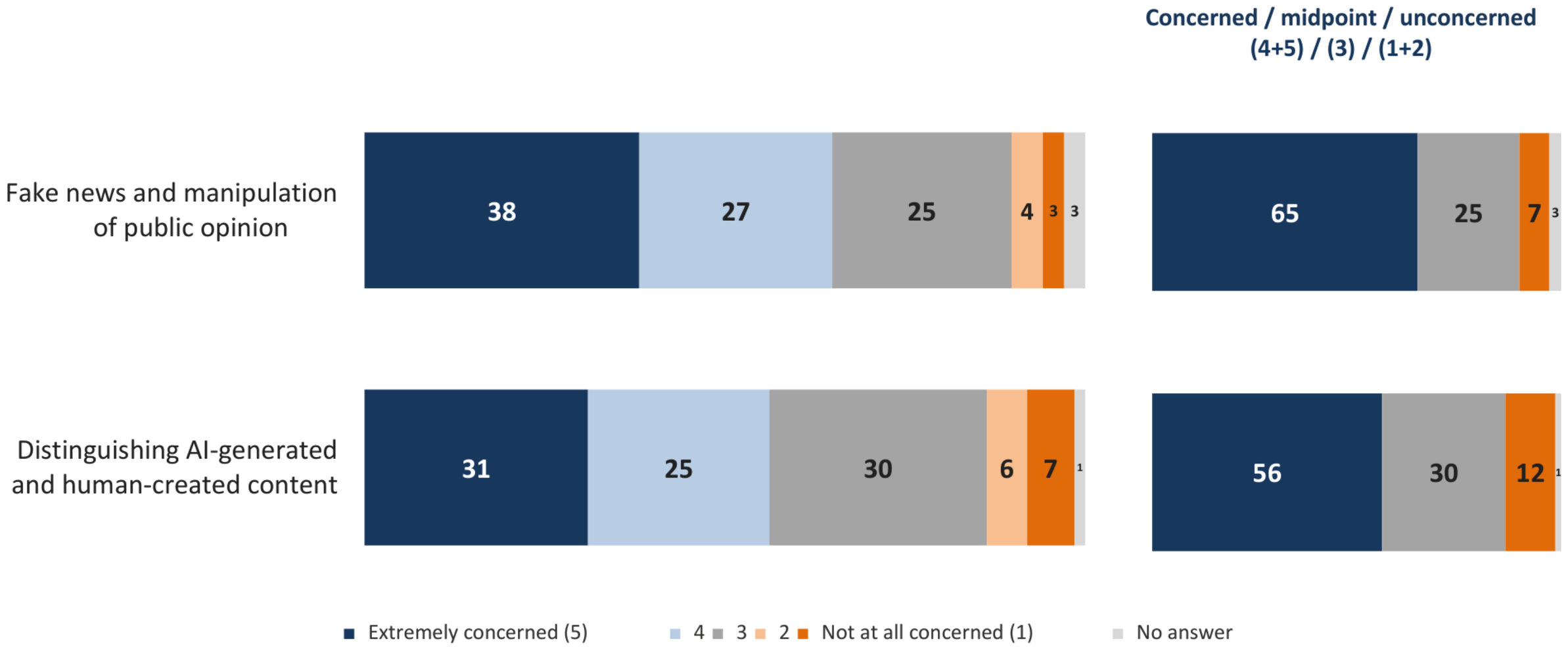
Citizens expect AI to make education easier, but also have negative effects



Assess how AI in education will affect pupils and students. Using AI will have an impact on:

All citizens · n=1002 · figures in %

Public opinion manipulation causes more concern than distinguishing AI-generated content

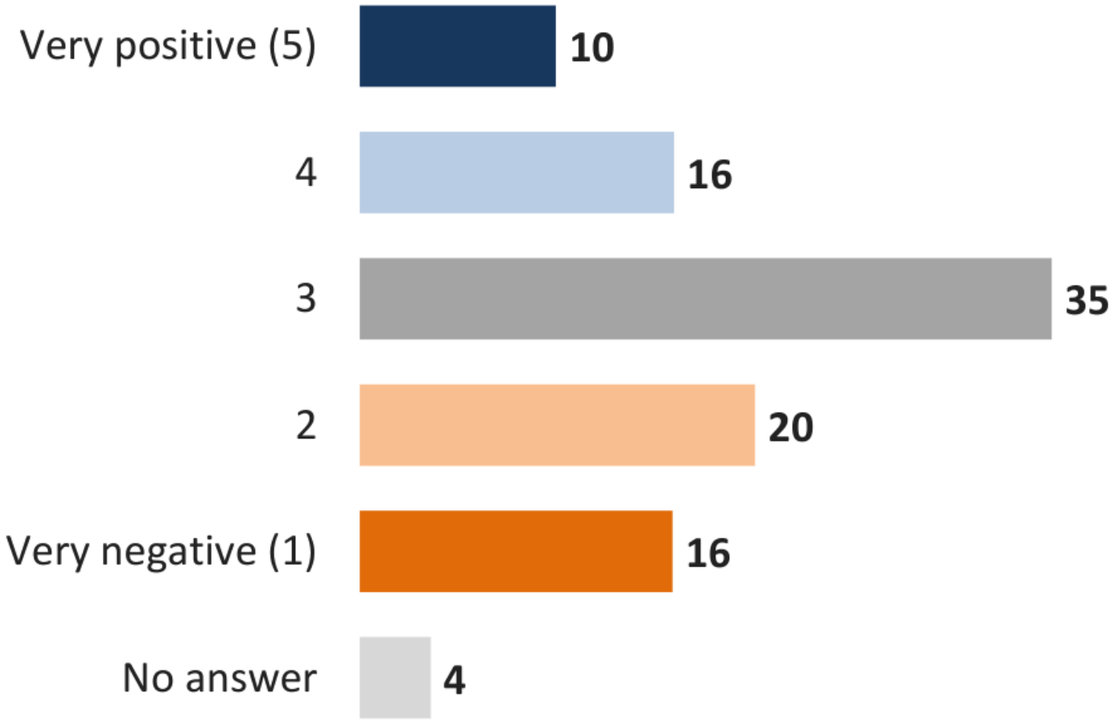


How concerned are you that you will be unable to distinguish AI-generated content from content created by humans?
How concerned are you that AI will influence public opinion through fake news, disinformation and malicious manipulation?

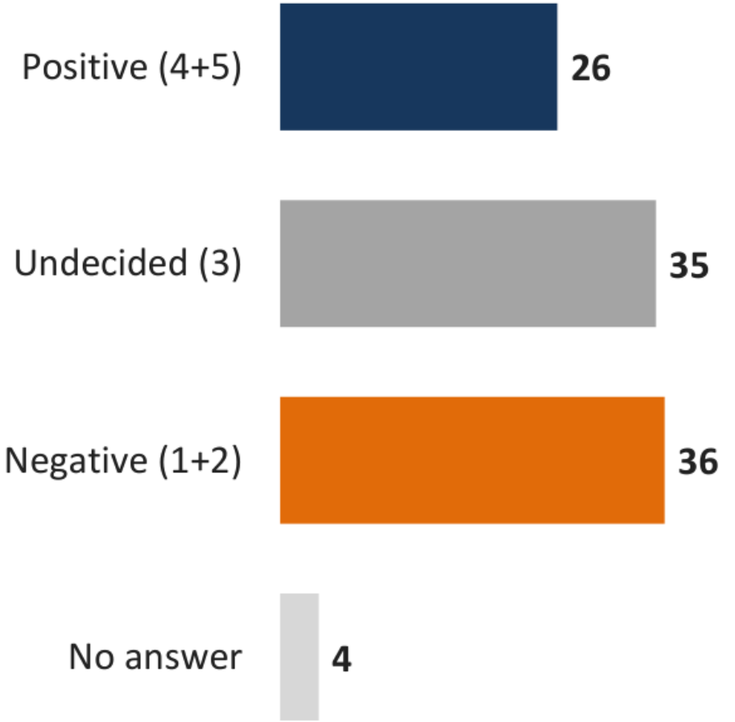
1 = Not at all concerned; 5 = Extremely concerned

All citizens · n=1002 · figures in %

Negative expectations for mental health predominate



36% expect a negative impact (1+2)

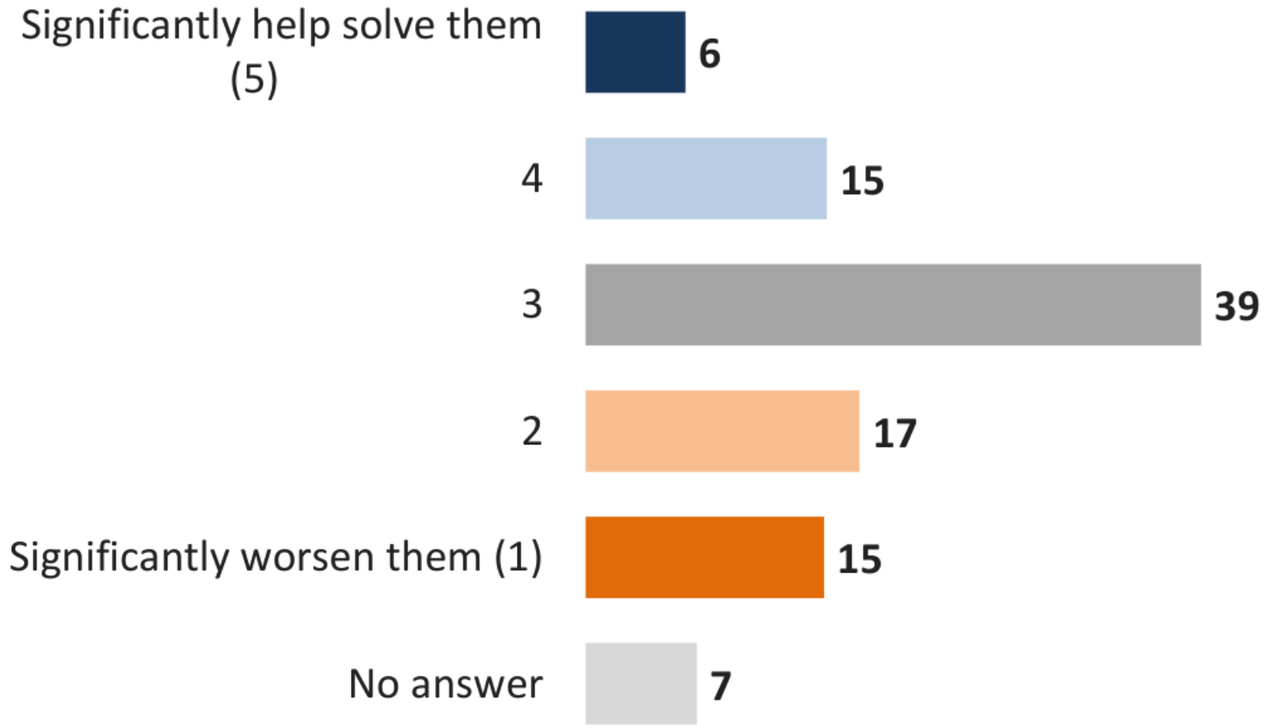


How do you think using AI tools (e.g. chatbots) will affect people's mental health?

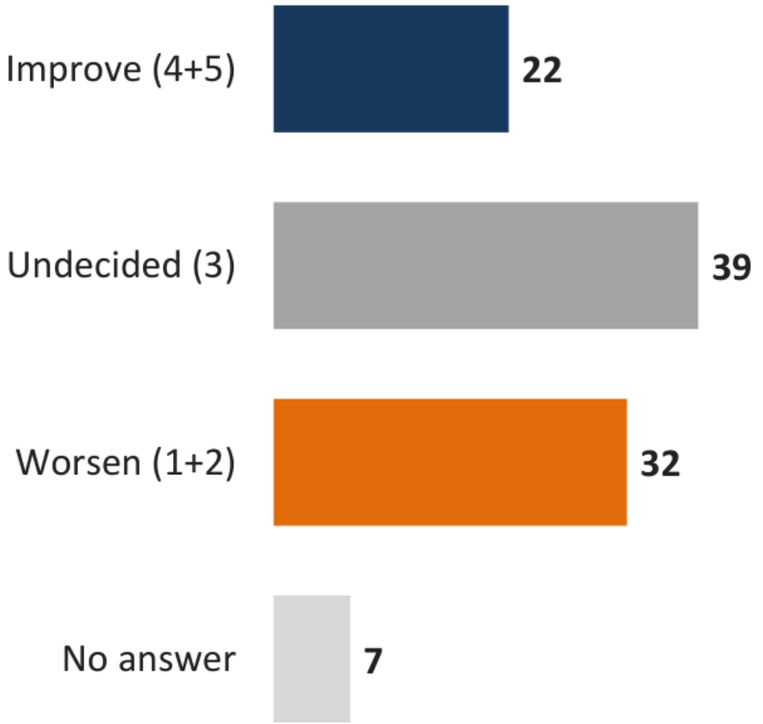
1 = Very negative; 5 = Very positive

All citizens · n=1002 · figures in %

More citizens expect environmental problems to worsen



32% expect problems to worsen (1+2)

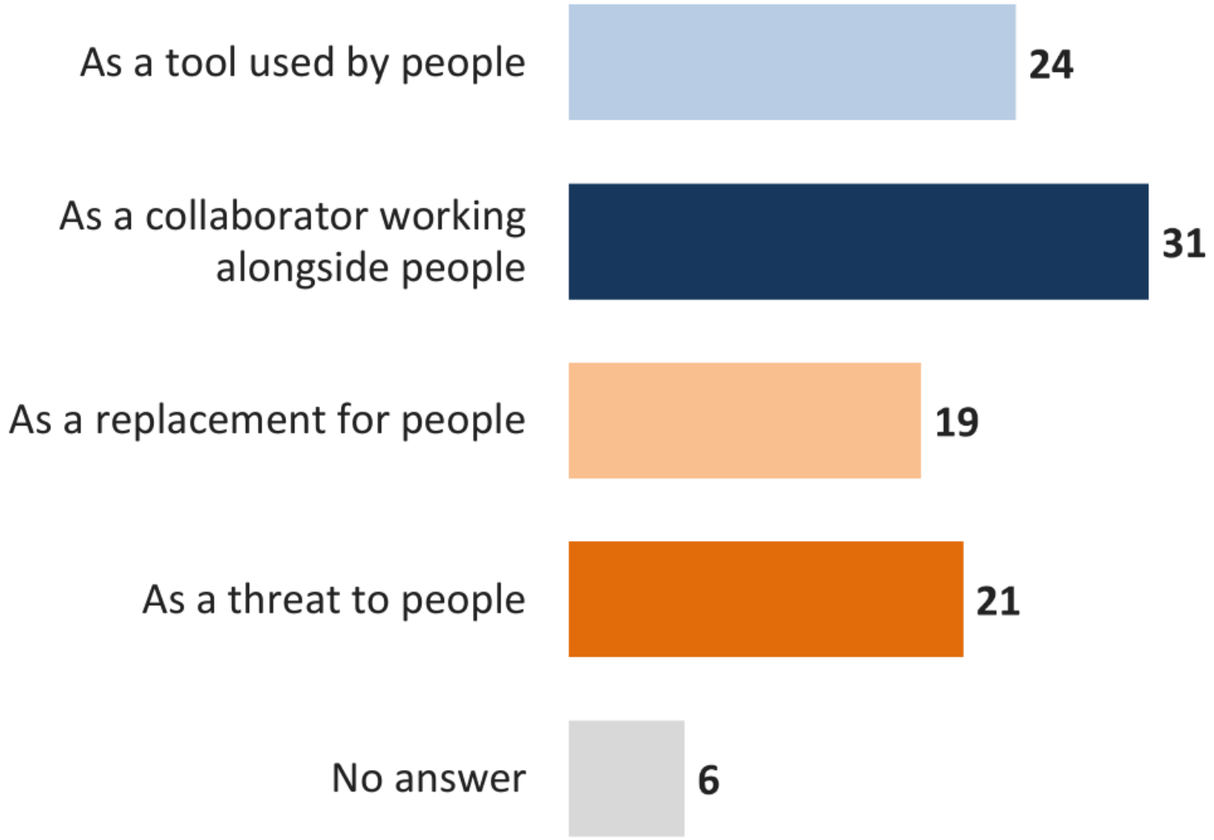


Do you think AI development will do more to help solve environmental problems or worsen them (through energy and resource consumption)?

1 = Significantly worsen them; 5 = Significantly help solve them

All citizens · n=1002 · figures in %

AI in ten years' time is most often envisaged as a collaborator

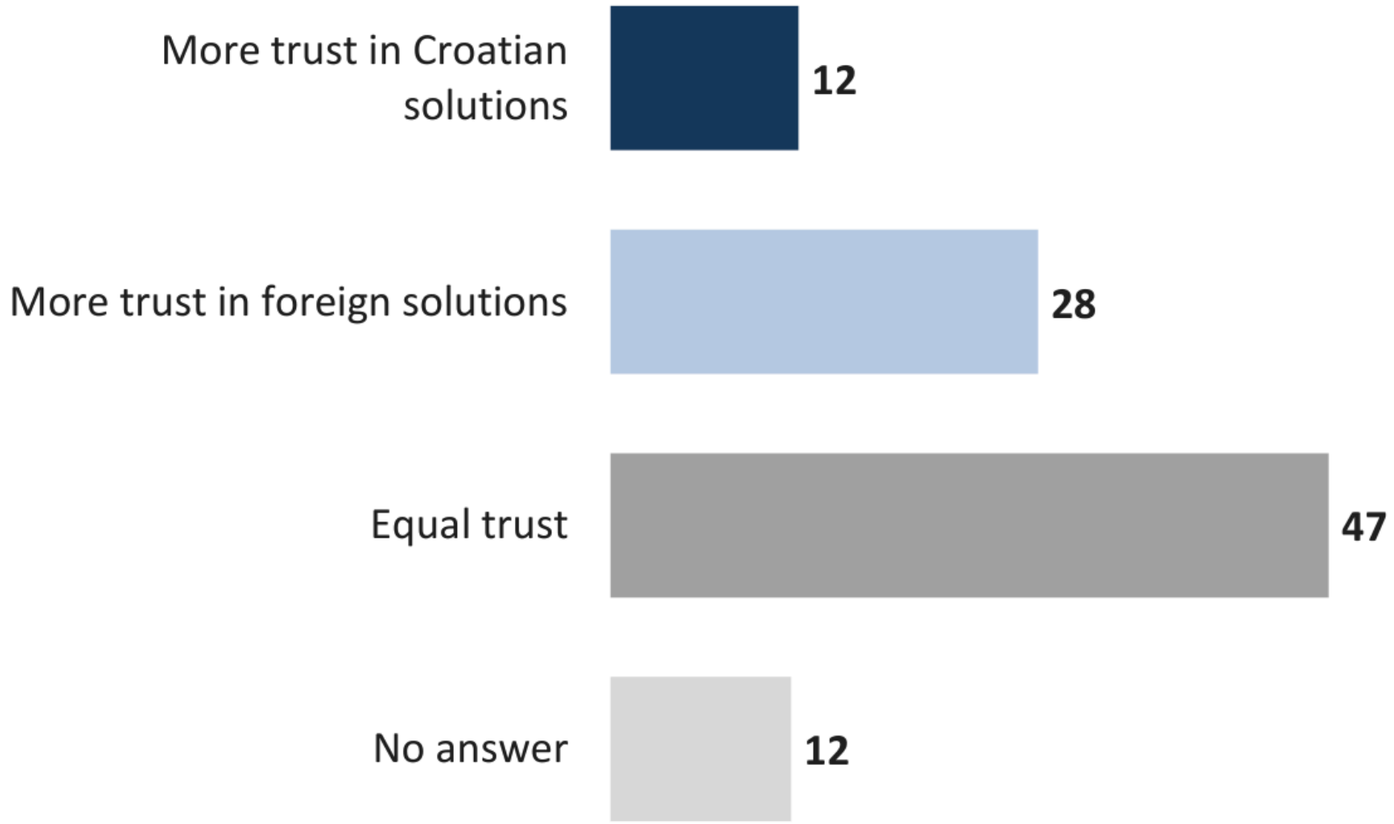


31% see AI as a collaborator

How do you envisage AI in 10 years' time?

All citizens · n=1002 · figures in %

Equal trust in domestic and foreign AI solutions is most common

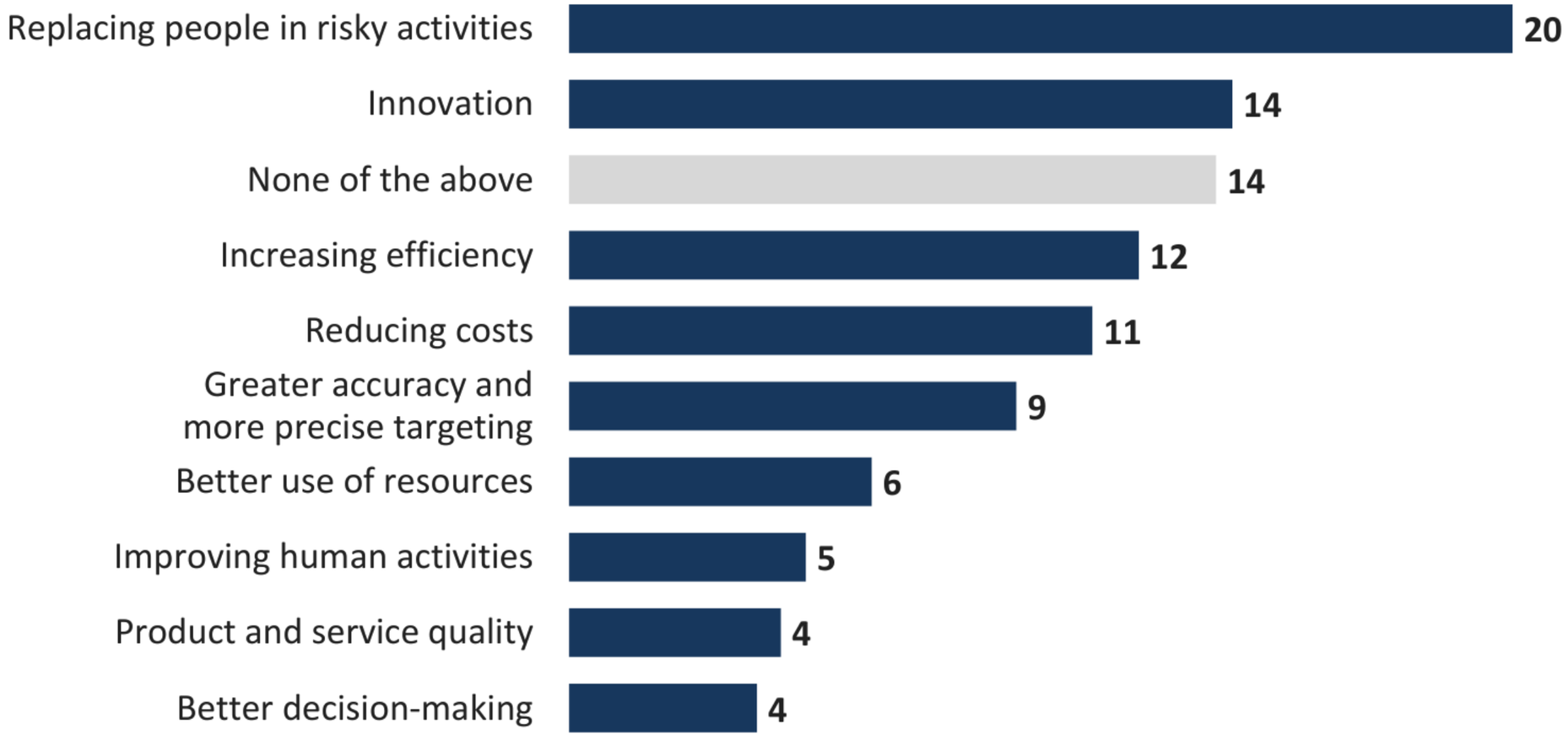


47% equal trust

To what extent do you have more trust in AI solutions developed in Croatia, and to what extent in those developed abroad?

All citizens · n=1002 · figures in %

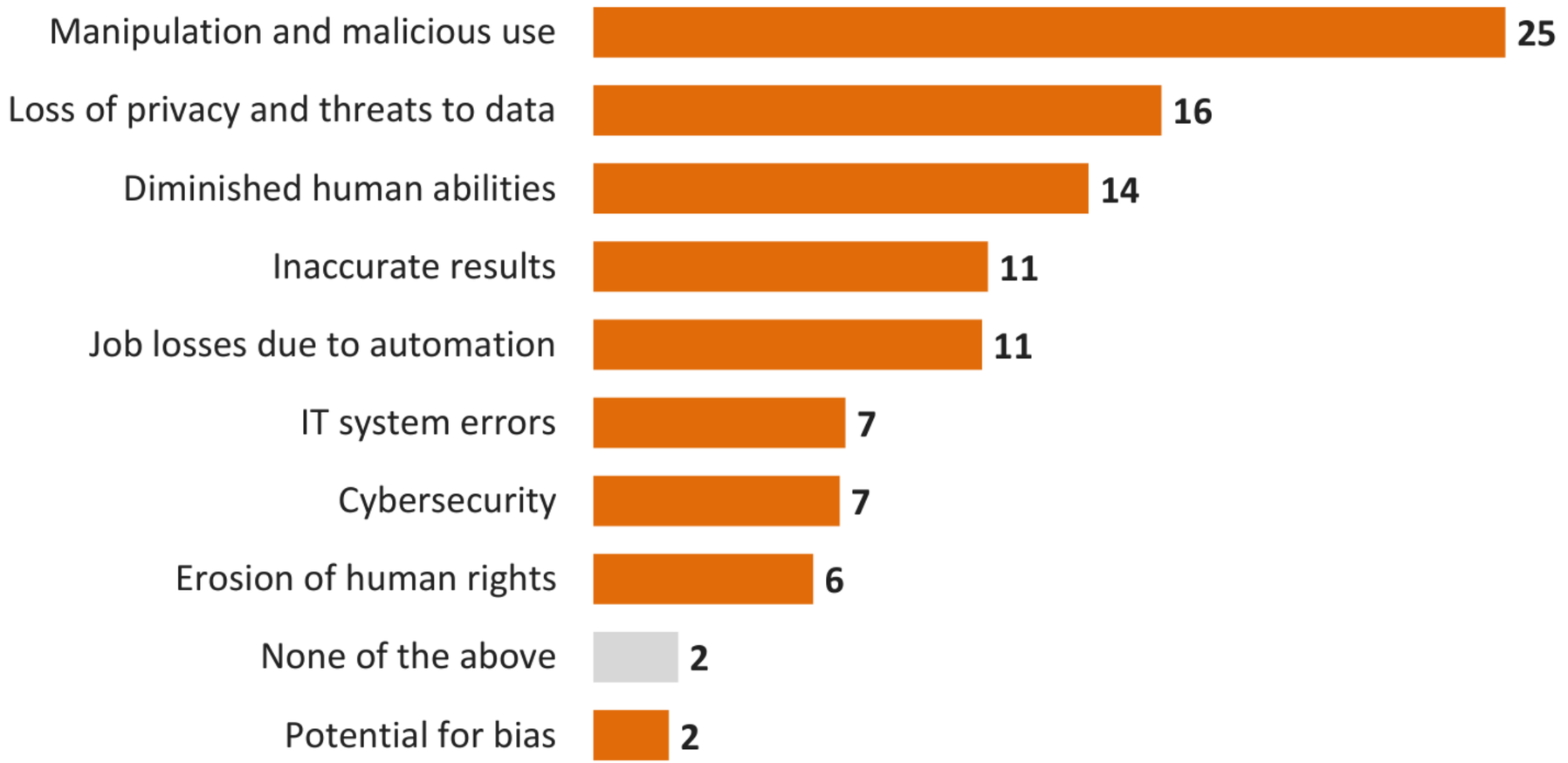
Replacing people in risky activities is the greatest benefit



Consider the overall impact of artificial intelligence (AI) on our lives in the near future.
What is AI's greatest benefit, i.e. where will its POSITIVE impact be most evident?

All citizens · n=1002 · figures in %

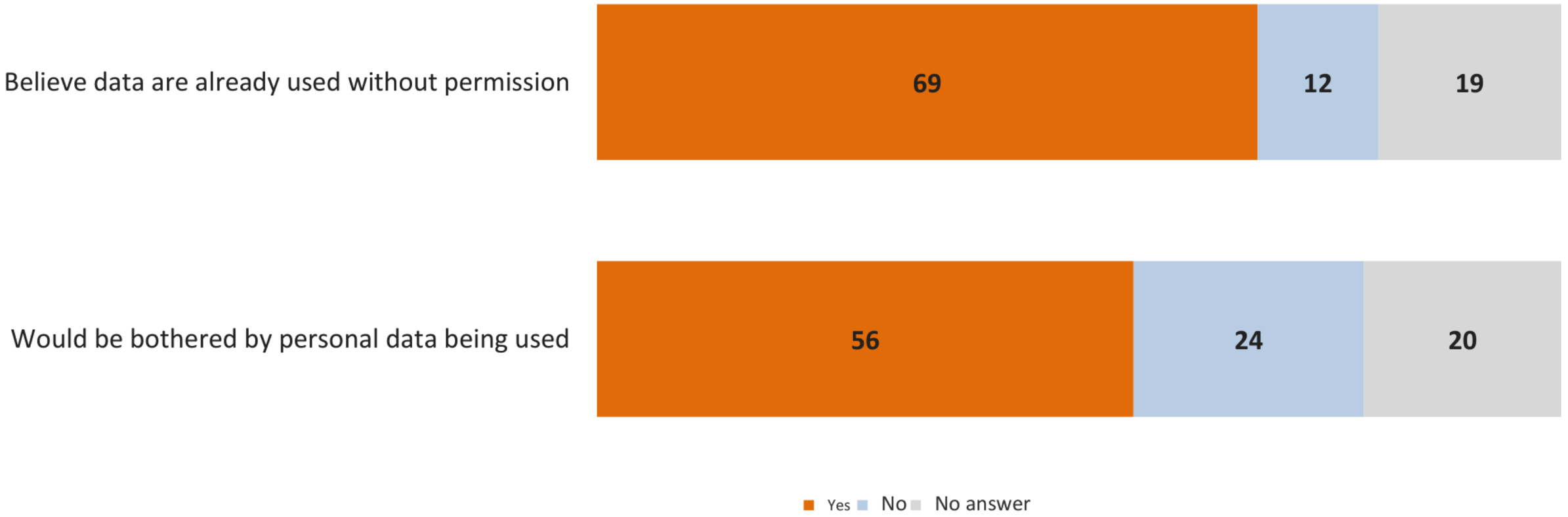
Manipulation and malicious use are the greatest risk



What is the greatest risk of artificial intelligence (AI), i.e. where will its NEGATIVE impact be most evident?

All citizens · n=1002 · figures in %

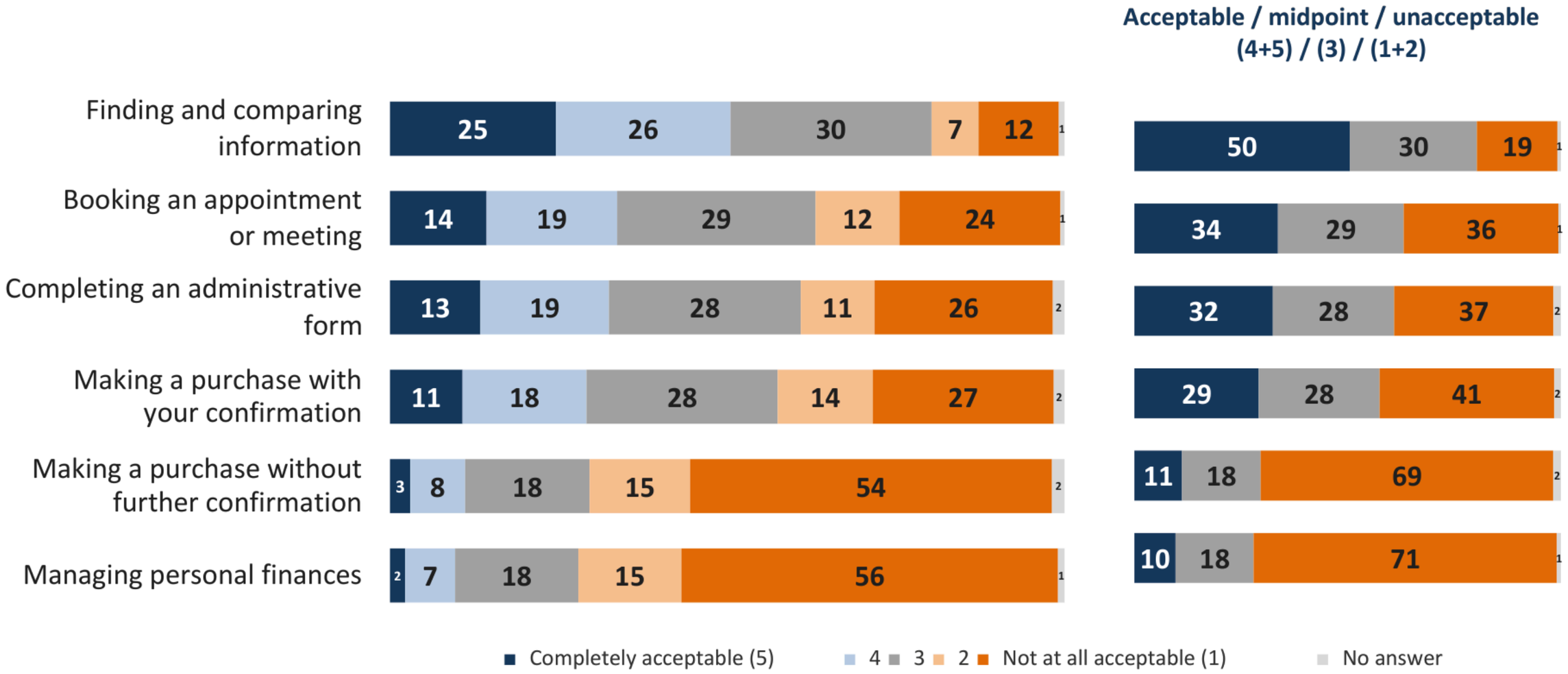
Most suspect AI already uses their data without permission



Would it bother you if your personal data were used to train an AI system, provided that everything was anonymised at the end, i.e. the link to you personally was removed?
Do you believe your personal data are already being used to train AI systems without your explicit permission?

All citizens · n=1002 · figures in %

Citizens accept AI assistance but retain control

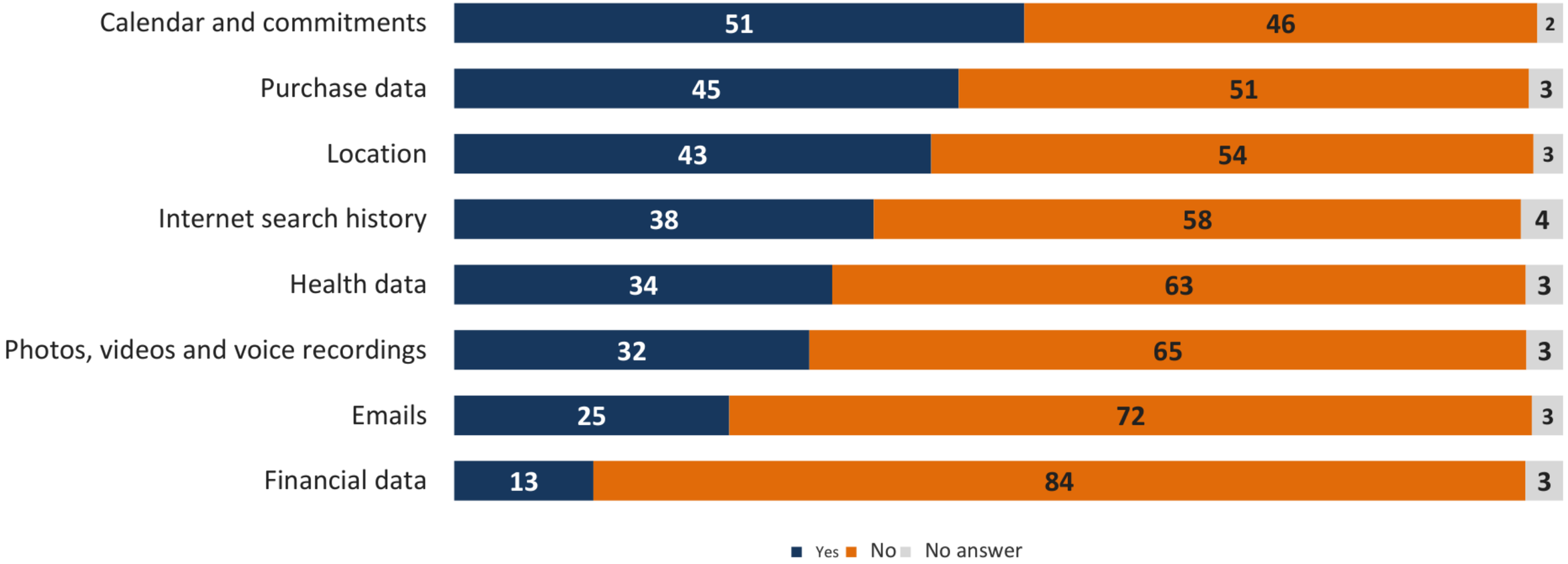


How acceptable would you find it for an AI tool to perform the following tasks on your behalf?

1 = Not at all acceptable; 5 = Completely acceptable

All citizens · n=1002 · figures in %

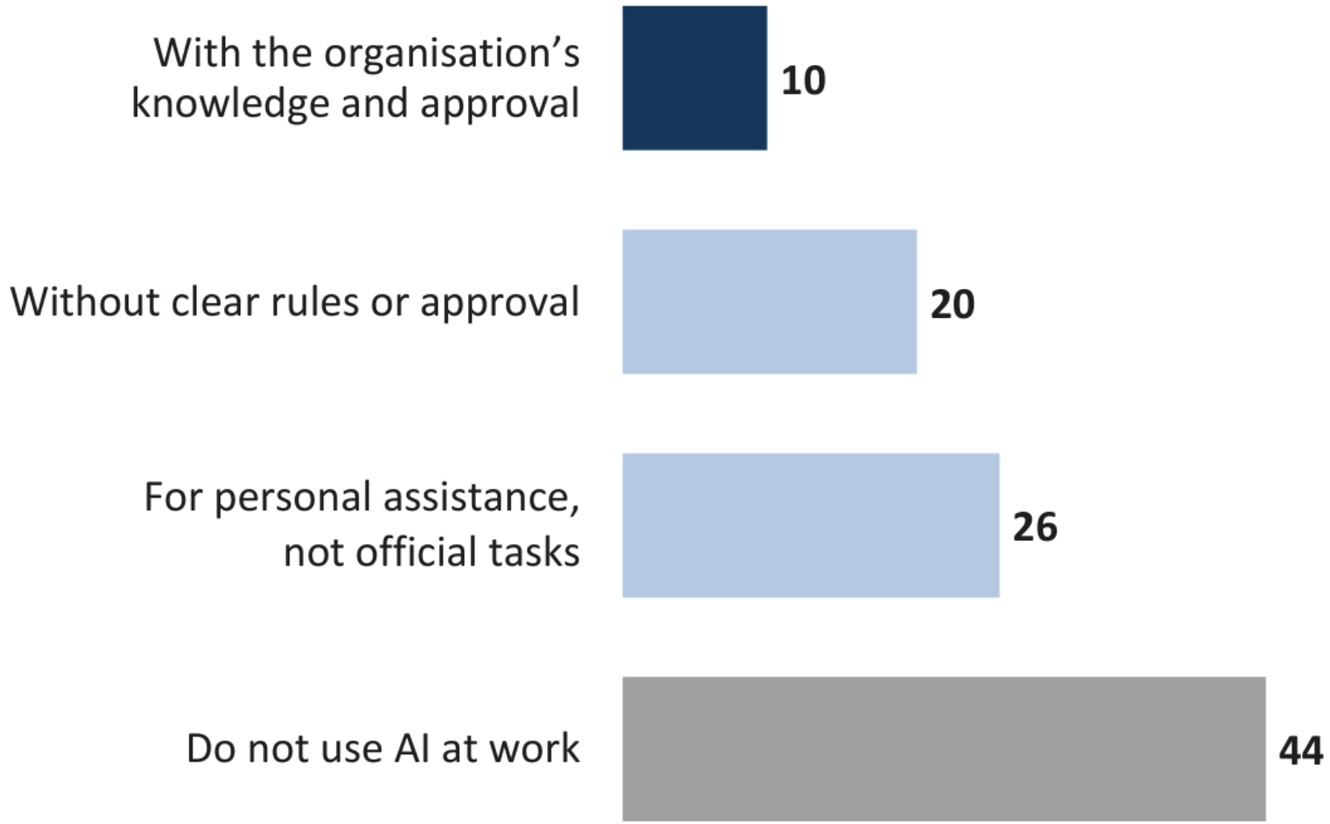
Calendar access is most acceptable, financial data least



Would you allow an AI tool to access the following data if it enabled a better service?

All citizens · n=1002 · figures in %

56% of employees and self-employed people use AI at work

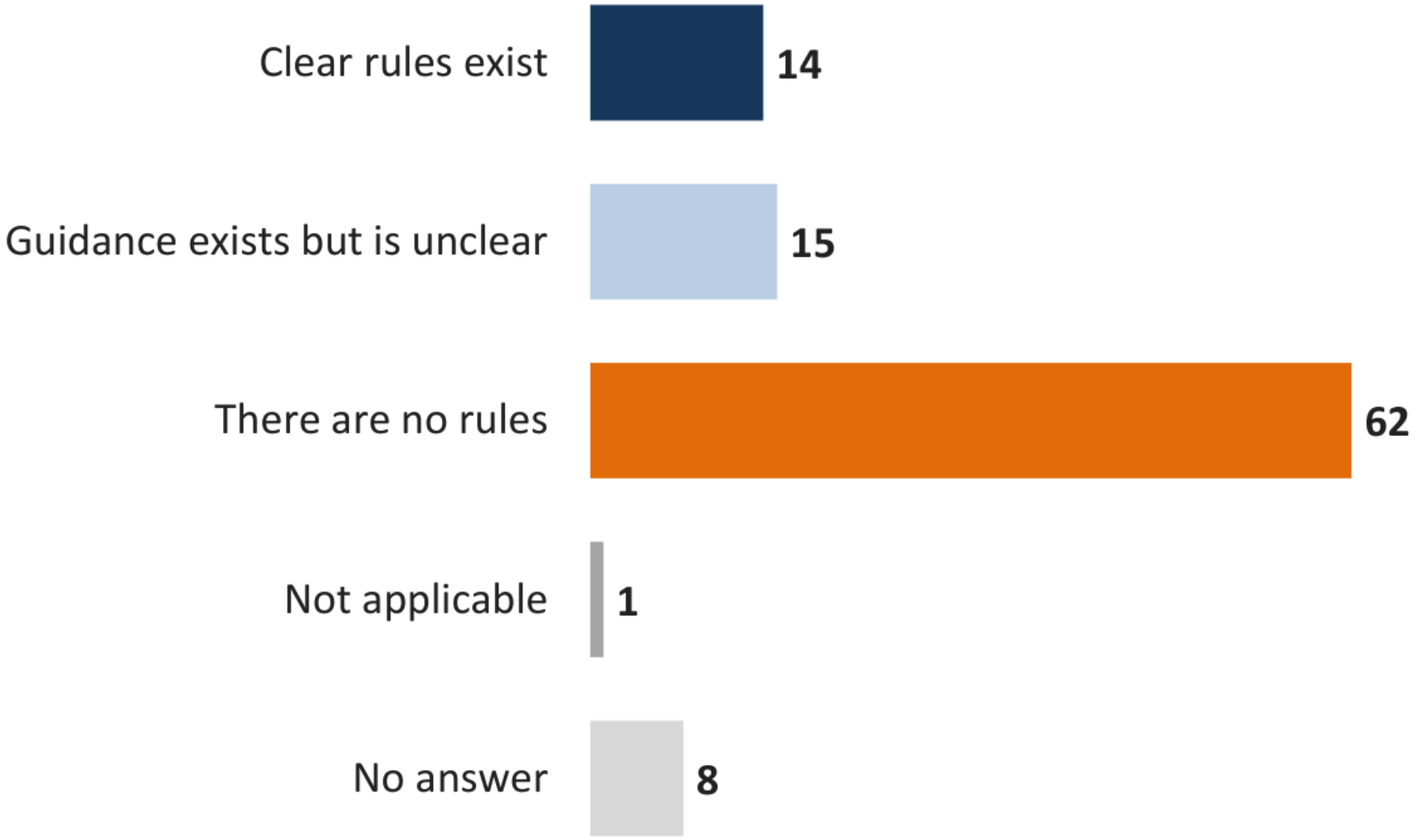


56% use AI at work

Do you use AI tools in your work?

Public/private sector employees and self-employed people (D4=1, 2, 8) · n=524 · figures in %

62% of AI users at work report that there are no rules



62% report that there are no rules

Does your organisation have rules or guidance on using AI tools?

AI users at work · n=292 · figures in %

PRIZMA
CENTAR ZA POSLOVNU INTELIGENCIJU

Perceptions of artificial intelligence in Croatia in 2026

Research on AI digital technologies
Overview of research findings among citizens

ALGEBRA BERNAYS SVEUČILIŠTE

SEACRAS