Expleo AI Pulse Methodology - English

The Expleo AI Pulse is a monthly survey tracing the sentiment towards the use and benefits of AI in business. In addition to providing opinion-based data, The Expleo AI Pulse also provides a monthly index score to track the overall sentiment towards AI-led technology in business, scored from 0 (very worried) to 100 (very confident).

Sample

Data is collected from a sample of 800 working-age adults in France (200), Germany (200), Ireland (200) and the UK (200). Respondents hold a management or leadership role in companies of greater than ten employees, across all types of function and industry. Samples may vary month to month.

Fieldwork Dates & Frequency

Surveys are conducted monthly over a period of seven days, between the first and fifteenth day of each month. First data collection took place in August 2025.

The Expleo AI Pulse Index

The Expleo AI Pulse index score is calculated based on the responses to four key sentiment questions, each answered on a Likert scale ranging from strongly agree to strongly disagree:

   a) *I am worried about how AI is transforming my organisation*
   b) *I am excited about the opportunities AI brings to my organisation*
   c) *I am confident in my organisation's ability to successfully use AI*
   d) *I trust my organisation to use AI ethically*

Responses to each statement are assigned a score from one to five, with five being awarded for 'strongly agree' and one for 'strongly disagree' (please note: scores are reversed for statement 'a'). Scores are consolidated with an equal weighting to give a total score from a total out of 20. The overall index score is then calculated as the mean across the full sample.

The Expleo AI Pulse provides index scoring on a country-by-country basis and for the complete sample.

Survey management

The Expleo AI Pulse is conducted by Opinium on behalf of Expleo. The sample is interviewed via an online tool, with respondents required to answer five questions. Questions are answered on a Likert scale (e.g. on a scale of one to five, how much do you agree with this statement) or agree/disagree basis.

For more details about our research partner, please visit:

https://www.opinium.com/eu/home/