

# UNDERSTANDING AOTEAROA NEW ZEALAND: THE IPSOS AI MONITOR 2026

A 32-country Ipsos  
Global Advisor Survey

June 2026



# Global Introduction: AI, Trust and the Status QUO

Opinions about AI are not changing as fast as the technology itself.

People's attitudes haven't shifted much since a sudden movement with the earthquake that was the introduction of ChatGPT between the 2022 and 2023 waves of the Ipsos Global AI Monitor.

In many ways, AI is the story of these times. The fifth-annual study adds more nuance to the conversation.

Because trends don't happen in a vacuum. To look at advances and tensions around AI purely from a tech perspective and ignore all of the economic, geopolitical, social and environmental is to miss the pre-existing attitudes driving the new attitudes.

What hasn't changed? The tension Ipsos has long-framed between the Wonder of AI and the Worry persists. It's now almost an even number of people saying AI makes them "excited" or "nervous. In many cases, it's the same people feeling both emotions!

## **Some high level tech takeaways:**

Younger people are using AI tools at work and saving time.

Those under 35 are more than 3 times more likely than the 50-74 cohort (40% vs. 13%) to report that AI tools have actually saved them time at work in the last year

Younger people are also more likely to say that AI will replace their job in the next five years

Perhaps related to higher usage, those under 35 are also have the strongest nervousness (52%) AND excitement (56%) around AI

Men are generally more positive about AI and its benefits than women

Higher income citizens are the least nervous, the most positive and most engaged with these tools

Yet every income level feels threatened: More than one in three are concerned that AI will replace their job in the next five years

While less than half worldwide are optimistic that AI will improve their health, their market's economy and job market, younger people are more optimistic with no difference between the 18-34 and 35-49 cohorts

# 52%

People under 35 are the most likely to be nervous (52% on average across 32 countries) and excited (56%) about the potential of AI.

# Global Introduction: AI, Trust and the Status QUO

## TENSION AND TRUST

What's driving this tension? Last year's Monitor looked at the correlation of markets' nervousness and trust that governments would regulate AI responsibly. That's one component.

The U.S., is an outlier in its low-trust/high-nervousness. Data from the Ipsos U.S. Consumer Tracker shows that nearly all Americans want the government to play some sort of role including high bi-partisan agreement it should work to protect jobs. But the Trump administration's stated policy had been not to regulate AI at all. (Note: that might now be shifting to a very hands-on approach.) Uncertainty doesn't breed trust.

## THE GLOBAL TRENDS CONTEXT

Ipsos Global Trends shows a long-term decline in trust in institutions and a pervasive feeling that business leaders don't tell the truth (only 43% worldwide think they do).

## AI AND THE ENVIRONMENT

The energy and water usage of AI data centers is empirically profound. However, in every market at least two in three think the benefits outweigh the environmental costs.

This despite data from *Ipsos Global Trends* showing that a majority in every market think we are headed for an environmental disaster if we don't change our habits quickly.



# Global Introduction: AI, Trust and the Status QUO

AI usage is a relatively new habit (compared with burning fossil fuels in our vehicles, for instance) so possibly more changeable. The markets most worried about environmental collapse (such as Indonesia, Thailand, South Africa and Columbia) are even more willing to think AI progress outweighs its harms. Why?

## **STATUS QUO, or NO?**

It's easy to lump the "excited about AI" countries in Asia-Pacific and LATAM, and "nervous" countries in Europe and North America as being emerging and established economies respectively.

Through Ipsos Global Trends we see a different fissure: Markets who are protecting the status quo vs. those who look to change their status quo.

In the excited markets we see a strong correlation with the belief that AI will lead to a better economy in their markets. Yet there's much less correlation between the belief that the economy is rigged and that AI will improve the economy.

Many around the world feel that their "systems are broken," but all of this data suggests that many see tech as a short cut to fix the systems and giving them a leg up in a rapidly changing global economy.

## **The Say-Do-Gap KICKER**

All of this being said, the bottom line points to a say-do gap, likely fueled by a fear of missing out or becoming irrelevant. A strong majority around the world, including two in three of those

under 35, say that they don't always trust AI tools, but they use them anyway.

**To learn more** about consumer attitudes about AI, see the [2025](#), [2024](#), [2023](#) and [2022](#) monitors.

If you wish to learn more about what our findings mean for your business or country, please don't hesitate to get in touch.

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**Matt Carmichael,**  
SVP, Consumer Trends Thought  
Leadership, Ipsos in the US



# The Ipsos AI Monitor in numbers: Global



## 54%

say products and services using AI **has** profoundly changed their daily lives **in the past 3-5 years.**



## 66%

say products and services using AI **will** profoundly change their daily lives **in the next 3-5 years.**

## 49%



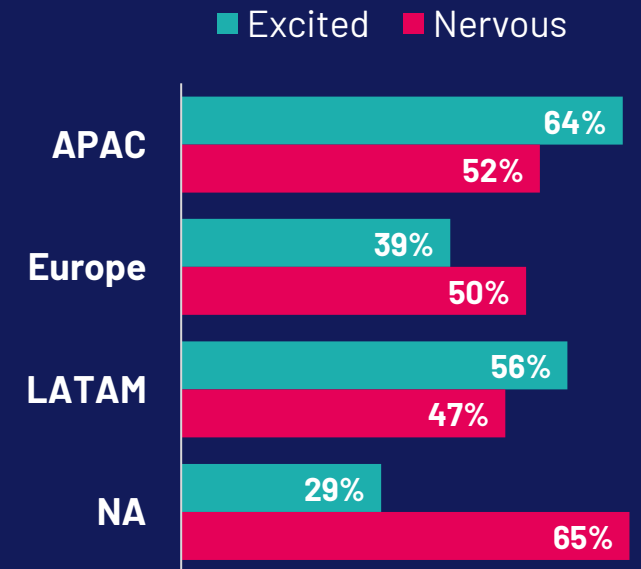
agree that the potential **benefits of AI** for society outweigh **the environmental costs.**

## 17



In 17 of the 28 countries surveyed this year and last people are **less** likely to think AI brings **more benefits than drawbacks.**

## Products and services using AI makes me....





## New Zealand : Still nervous, and now we know why

New Zealanders remain one of the most nervous populations in the world when it comes to AI and its impacts. We have a relationship best described as one of pragmatic pessimism. While our understanding of AI remains high (72% have a good understanding), our excitement about AI is fading (44% in 2025 to 40% in 2026).

There is a disconnect between our personal experiences of using AI and our societal fears. A majority of Kiwis (57%) in the workforce acknowledge that AI tools have saved them time in the last year. However, this personal productivity boost does not translate into a positive outlook for society, as a significant proportion believe that the job market (58%) and the economy (34%) will be made worse because of AI in the next 3-5 years. Concerns regarding the environmental impact of AI are more pronounced among New

Zealanders, with only 35% believing that the societal benefits of AI surpass its environmental costs compared with the global average of 49%.

New Zealanders view AI as a transformative tool in their working roles rather than a direct threat to their employment. A majority (56%) expect AI to change how they perform their jobs over the next five years and a smaller portion (23%) believe their jobs will be completely replaced by AI.

A key driver for New Zealanders' apprehension with AI use, is a lack of trust. Only 4 in 10 New Zealanders are confident that companies will protect their personal data when utilising AI, and trust in AI to be unbiased has also fallen (45% in 2023 to 40% in 2026). This lack of trust is reflected in our usage; while a majority (59%) of New Zealanders

admit to using AI tools they do not fully trust, 4 in 5 individuals double-check AI outputs, emphasising their wariness. This scepticism underpins a demand for transparency, with a majority (85%) agreeing that the use of AI in products and services should be disclosed.

Comfort with AI greatly depends on the context. New Zealanders largely accept functional applications of AI to assist with things such as online search results and order taking in restaurants. In stark contrast, there is significant discomfort towards AI handling tasks which require human insight and responsibility, such as screening job applicants, writing news articles or creating political advertising.

While New Zealanders continue to adapt to AI in their daily lives, they approach it with a healthy, growing caution.

# 65%

of New Zealanders are nervous about products and services using AI

**58%** believe AI will make the job market worse in the next 3-5 years

**85%** agree that AI use in products and services should be disclosed

**57%** of kiwi workers say AI tools have saved them time this past year

# The Ipsos AI Monitor in numbers: New Zealand



**42%**

say products and services using AI **has** profoundly changed their daily lives **in the past 3-5 years.**



**63%**

say products and services using AI **will** profoundly change their daily lives **in the next 3-5 years.**

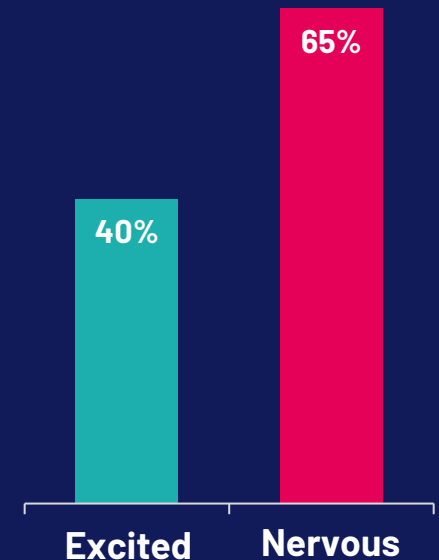
**35%**

agree that the potential **benefits of AI** for society outweigh **the environmental costs.** 50% disagree.

**46%**

in New Zealand think products and services using AI has **more benefits than drawbacks.**

## Products and services using AI makes me....



# Key findings – New Zealand



## Nervous and wary

New Zealanders remain one of the most apprehensive populations globally, with 65% feeling nervous about AI. While our understanding of AI is high (72%), our excitement is waning, dropping from 44% in 2025 to 40% in 2026. As Kiwis get more familiar with AI, they become more wary of the pitfalls.



## Good for me, bad for us

There is a stark gap between personal experience and societal outlook. While a majority of Kiwi workers (57%) say AI has saved them time, a near-identical majority (58%) believe AI will make the national job market worse. This pessimism extends to the economy, which only 20% believe AI will improve.



## AI at work: A tool for change, not replacement

A majority (56%) of those in work expect AI to change how they do their job in the next 5 years, yet very few (23%) believe AI is likely to replace their job entirely. This suggests Kiwis see AI as a tool that will change their role at work, not a direct threat to their role.



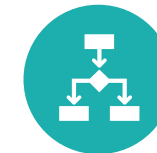
## There is a deep lack of trust

Only 39% of New Zealanders trust companies to protect their personal data when using AI, and just 40% trust the technology to be free from bias. This scepticism is seen in practice with only 21% trusting AI tools enough not to check its outputs.



## New Zealanders want AI transparency

In response to low trust, the call for transparency is almost unanimous. 85% of New Zealanders agree that products and services should have to disclose their use of AI, a figure higher than the global average.



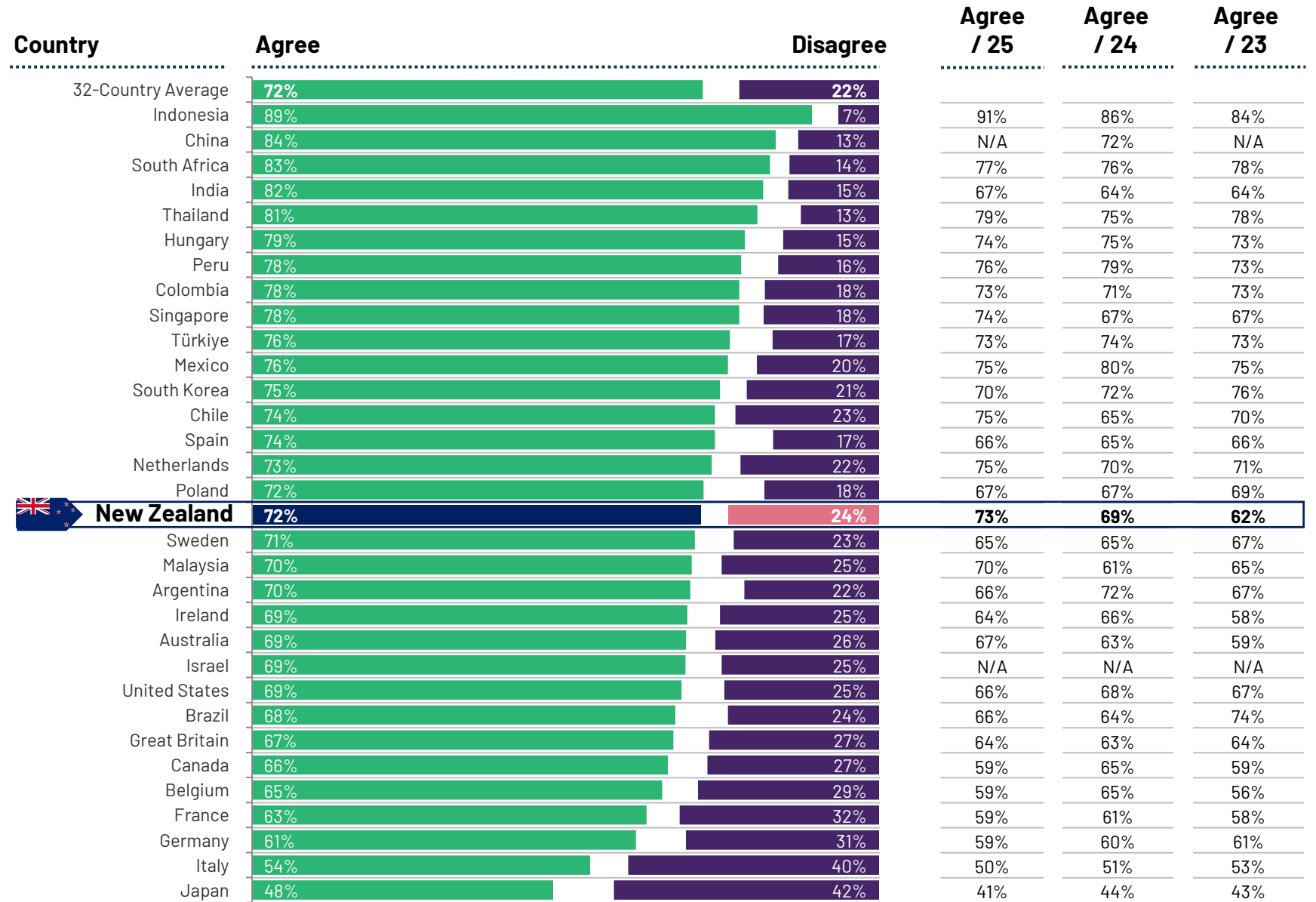
## Balancing AI adoption and personal interaction

A majority of New Zealanders are comfortable with functional AI in things like online searches (64%) or restaurant ordering (63%). However, there is deep discomfort with AI making decisions requiring nuanced understanding, such as screening job applicants (34%) or diagnosing illnesses (38%).

How much do you agree or disagree with the following?

**I have a good understanding of what artificial intelligence is**

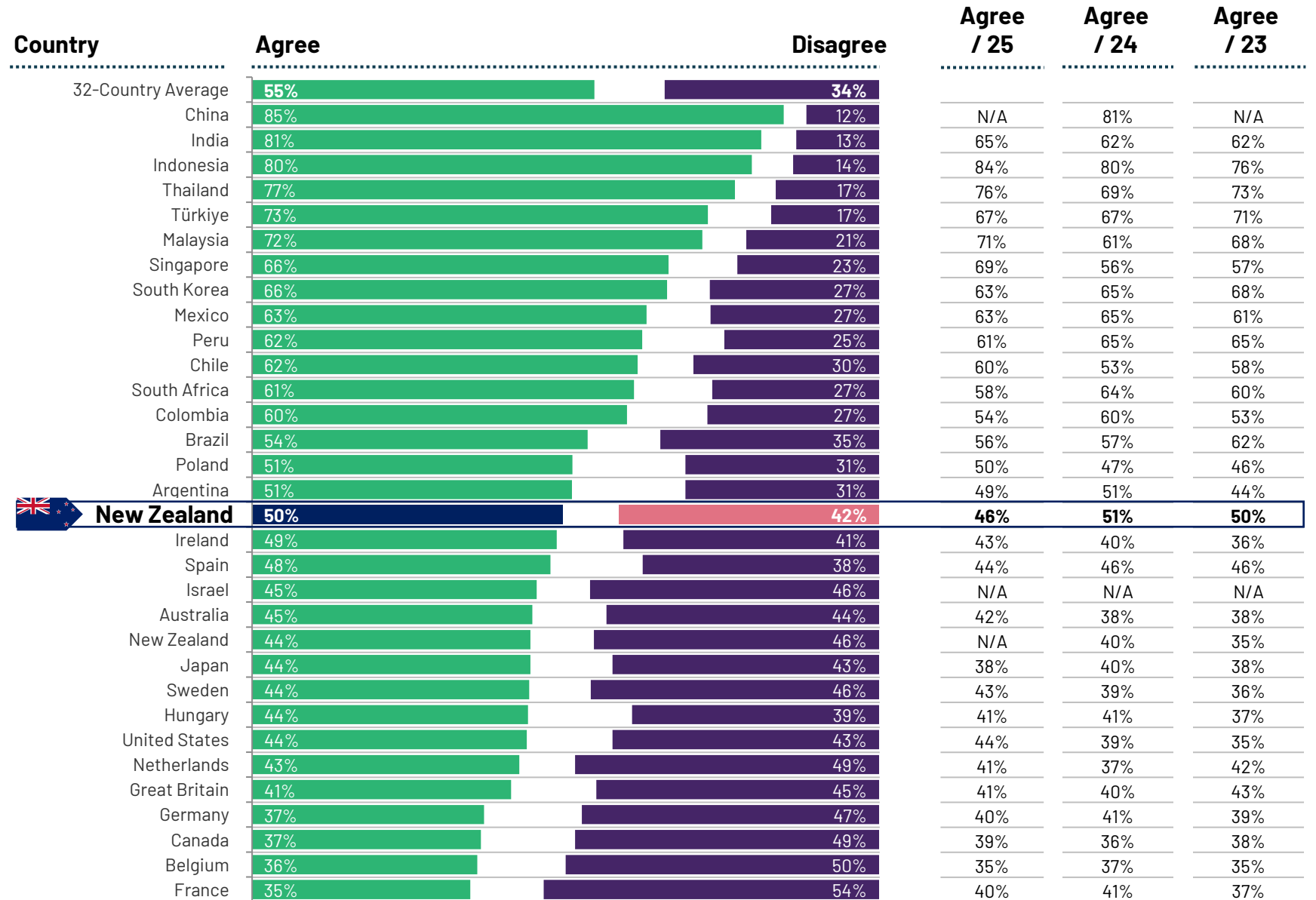
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I know which types of products and services use artificial intelligence**

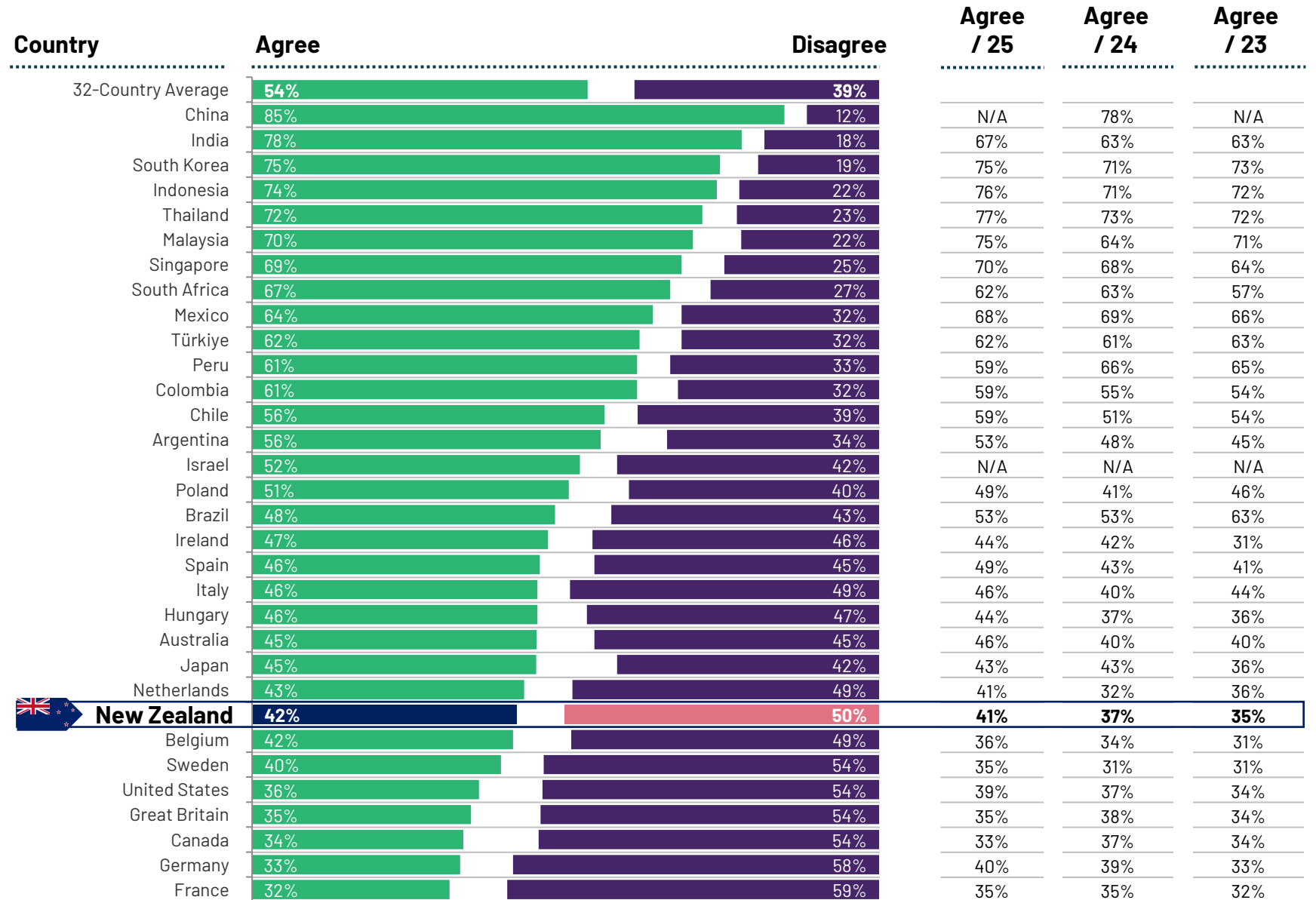
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years**

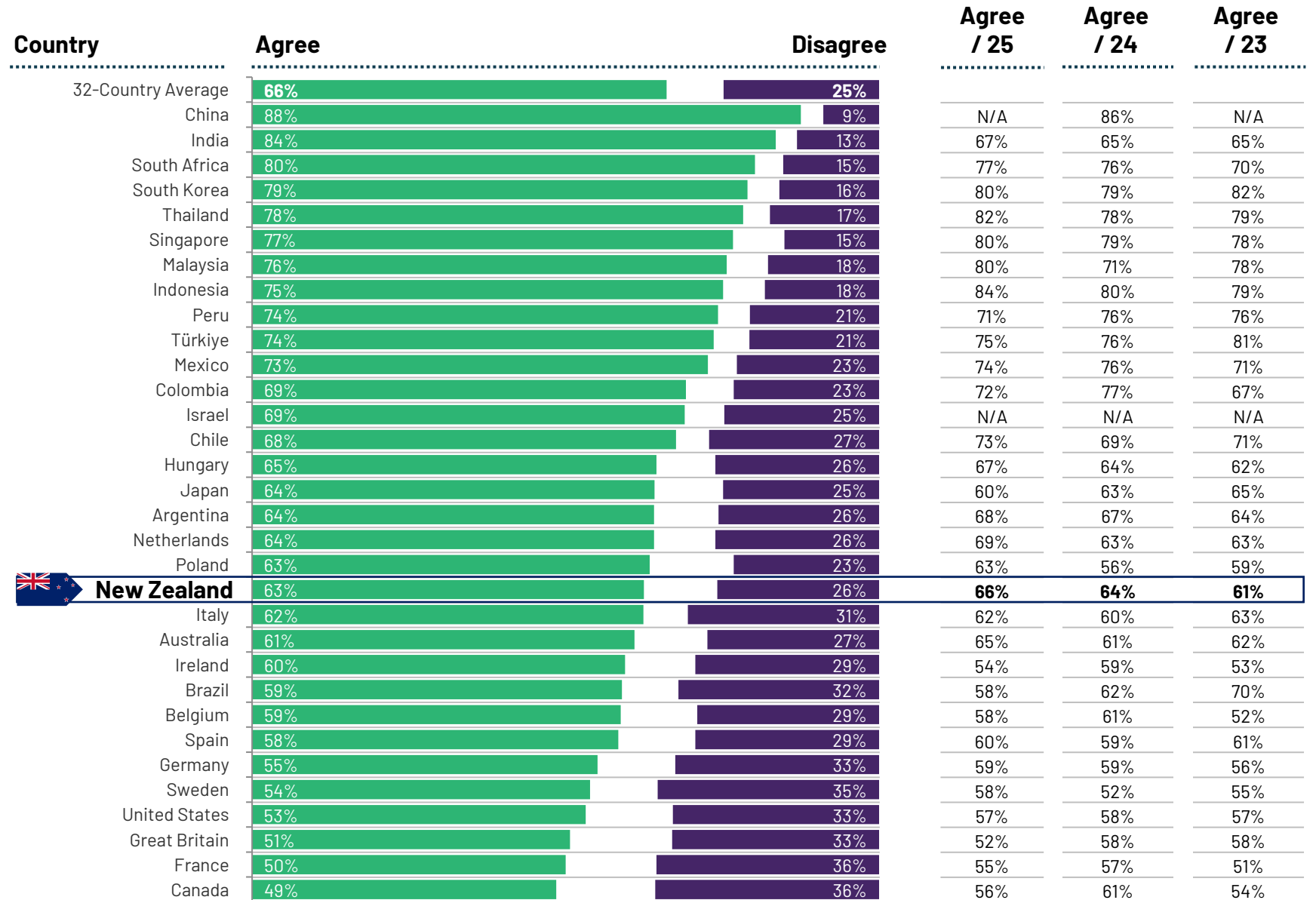
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years**

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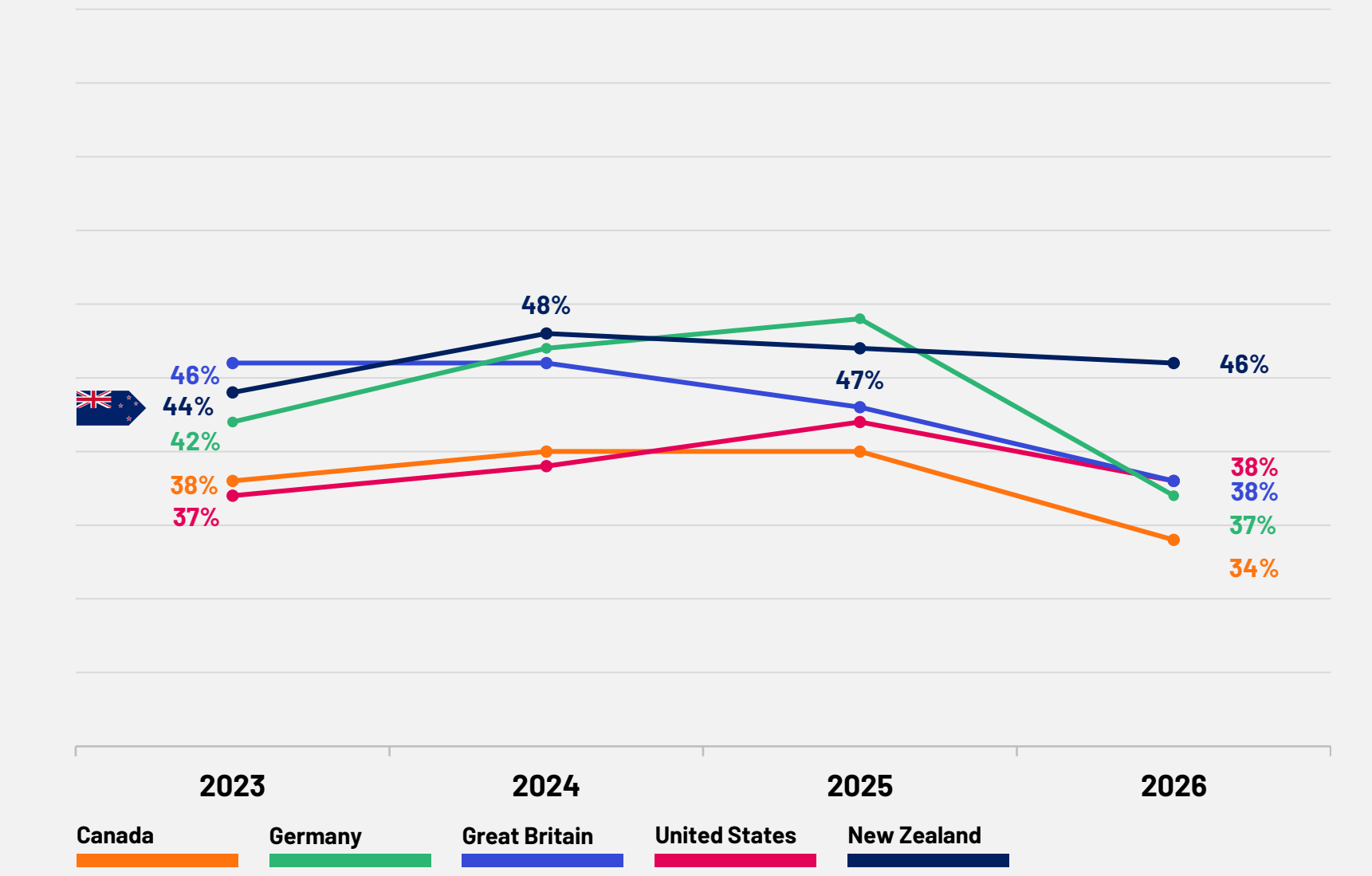
# Is AI struggling to deliver on people's expectations for the technology?

How much do you agree or disagree with the following?

**Products and services using artificial intelligence have more benefits than drawbacks**

% agree

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



Many countries have seen a decline in the proportion excited for AI products and services than 12 months ago.

How much do you agree or disagree with the following?

**Products and services using artificial intelligence make me excited**

Net agree change between 2025 and 2026

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



**New Zealand**

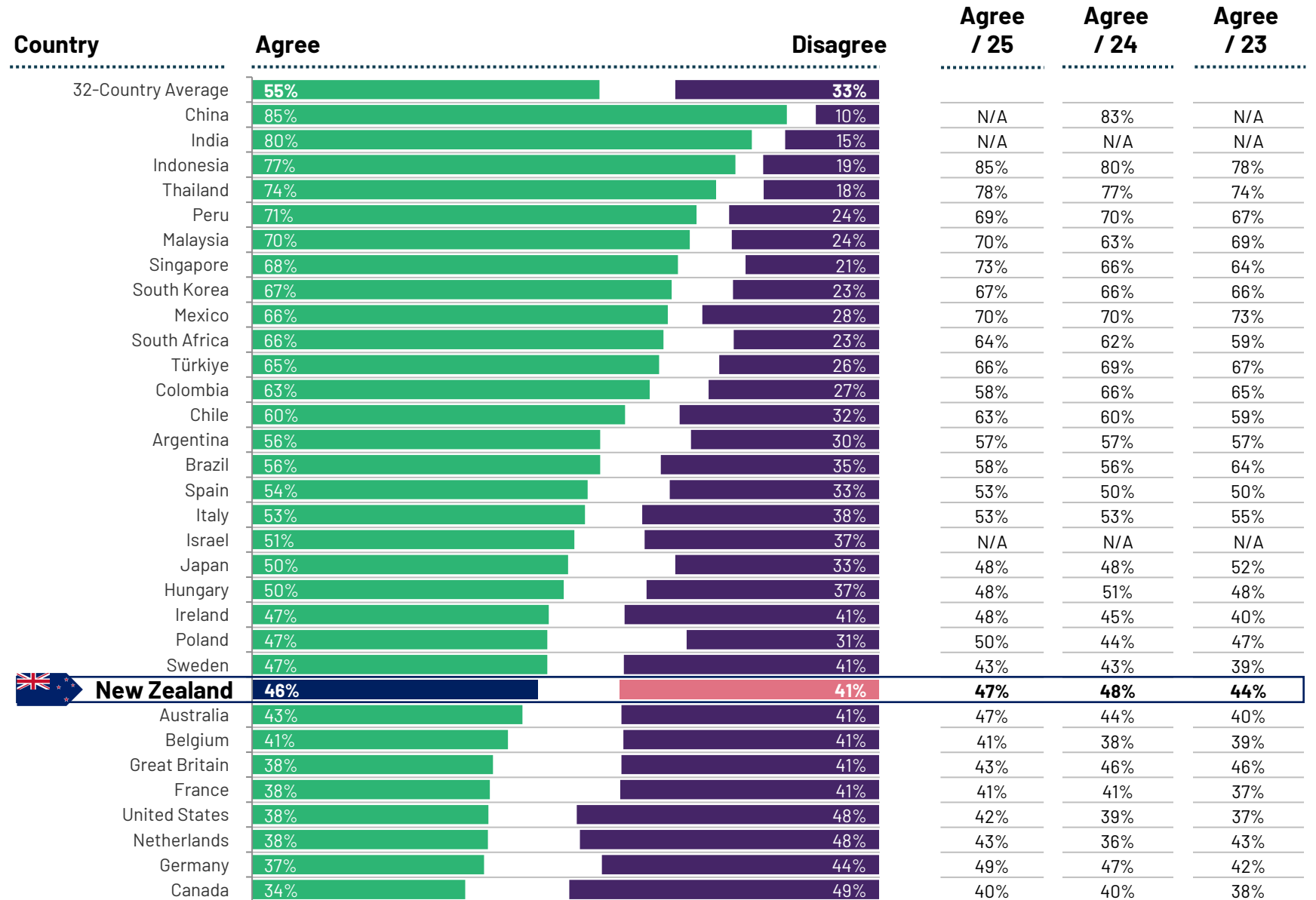


**Less excited in 2026**

How much do you agree or disagree with the following?

**Products and services using artificial intelligence have more benefits than drawbacks**

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.

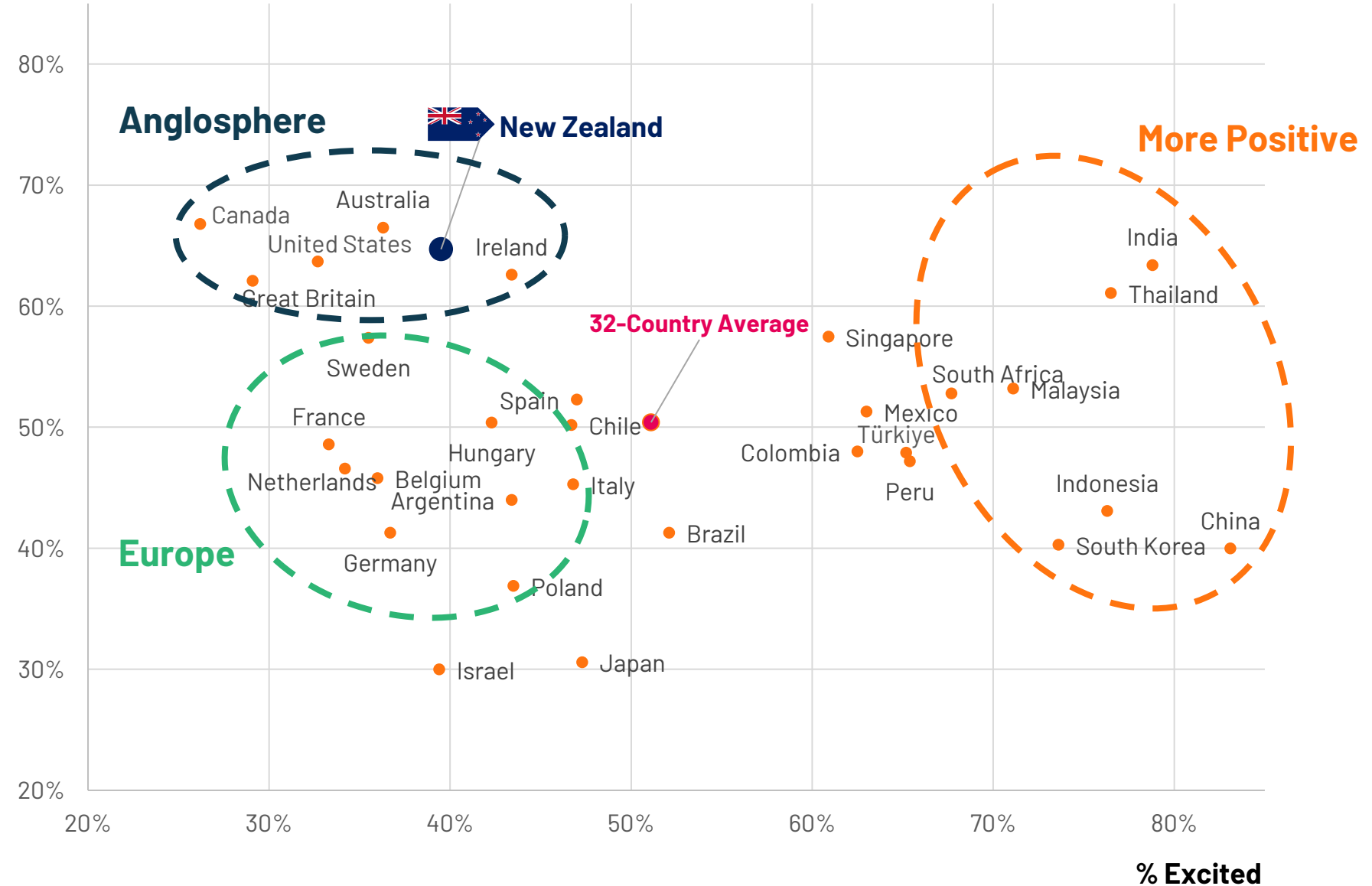


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **Products and services using artificial intelligence make me excited**

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.

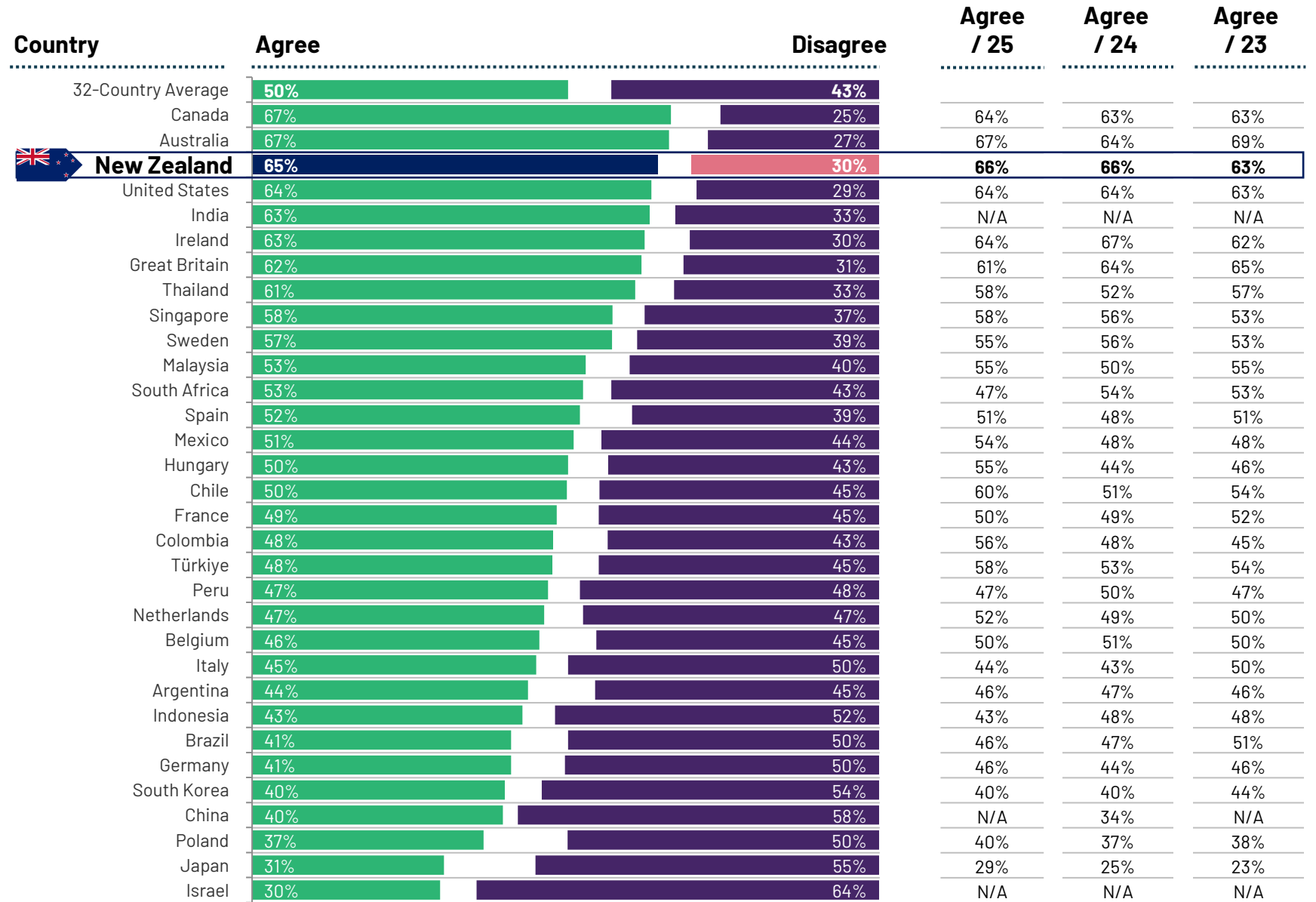
**% Nervous**



How much do you agree or disagree with the following?

**Products and services using artificial intelligence make me nervous**

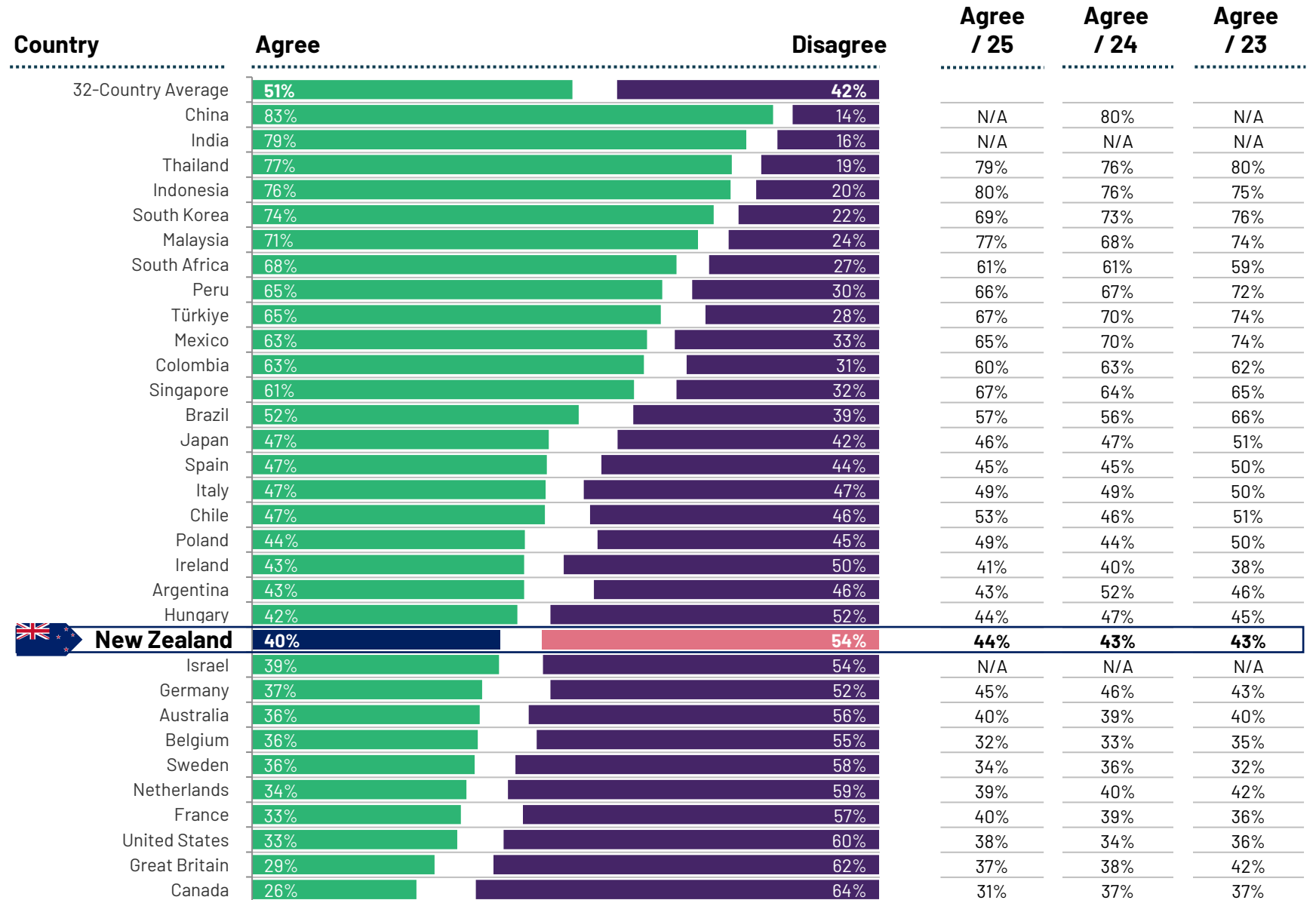
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How much do you agree or disagree with the following?

**Products and services using artificial intelligence make me excited**

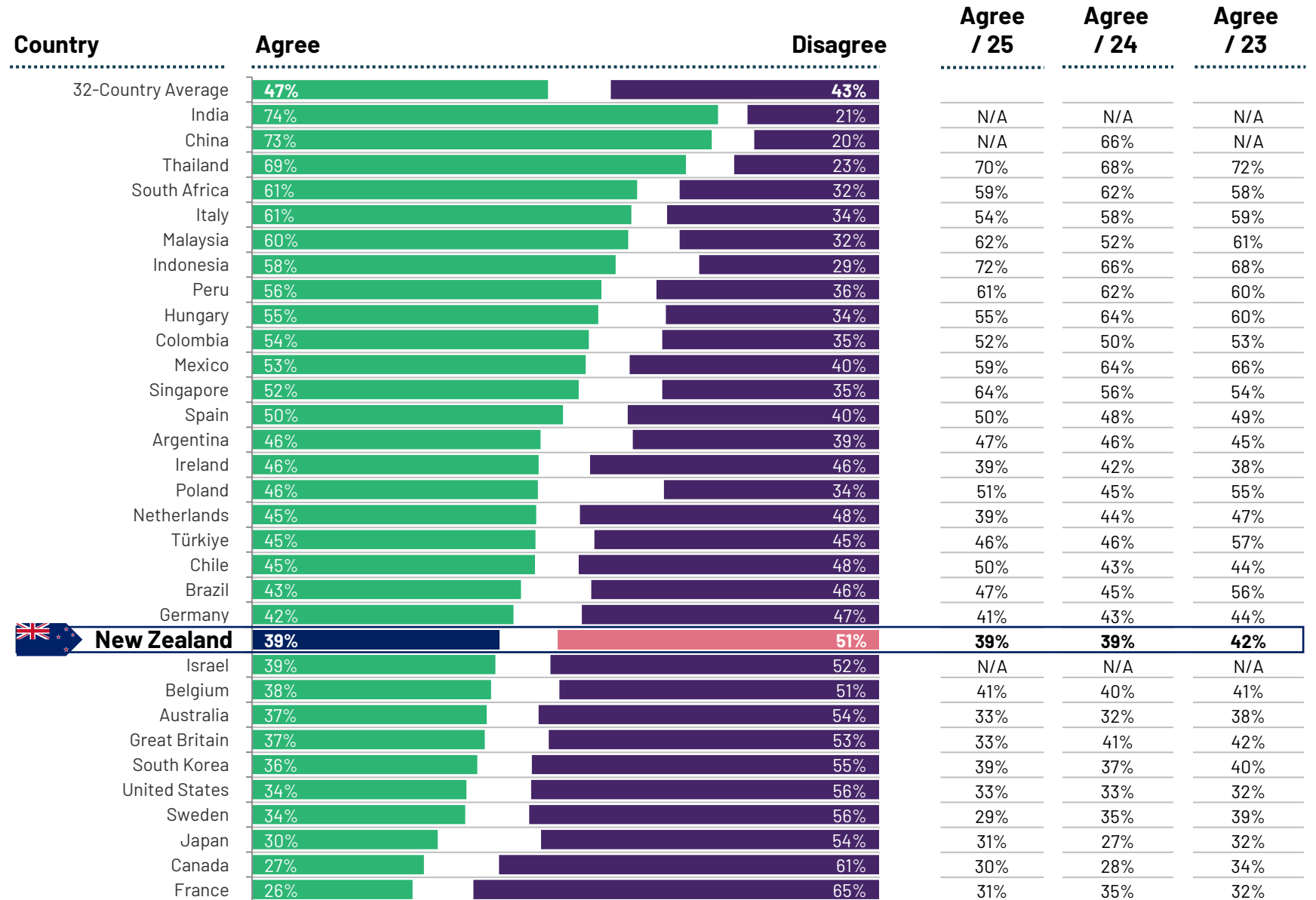
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I trust that companies that use artificial intelligence will protect my personal data**

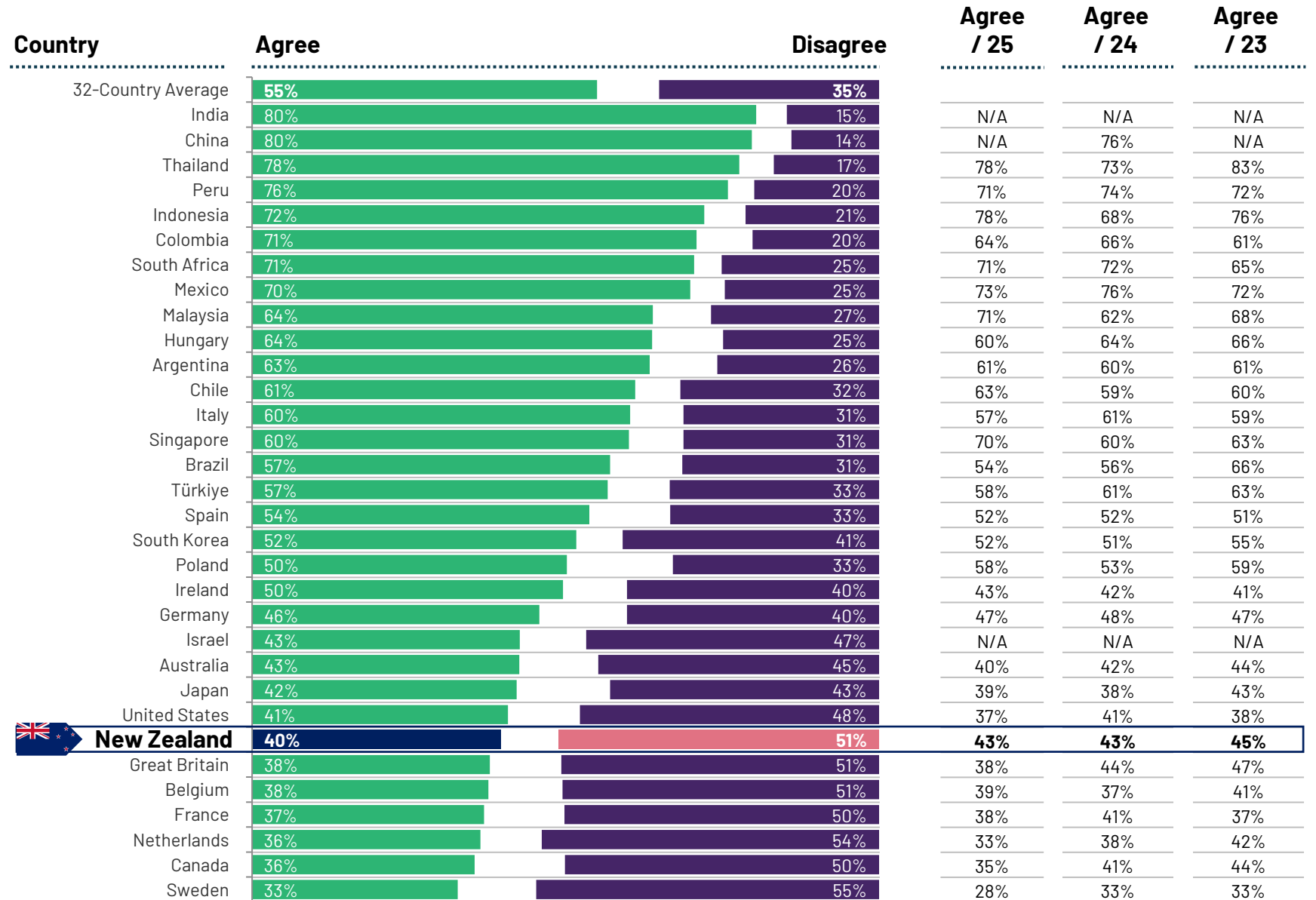
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I trust artificial intelligence to not discriminate or show bias towards any group of people**

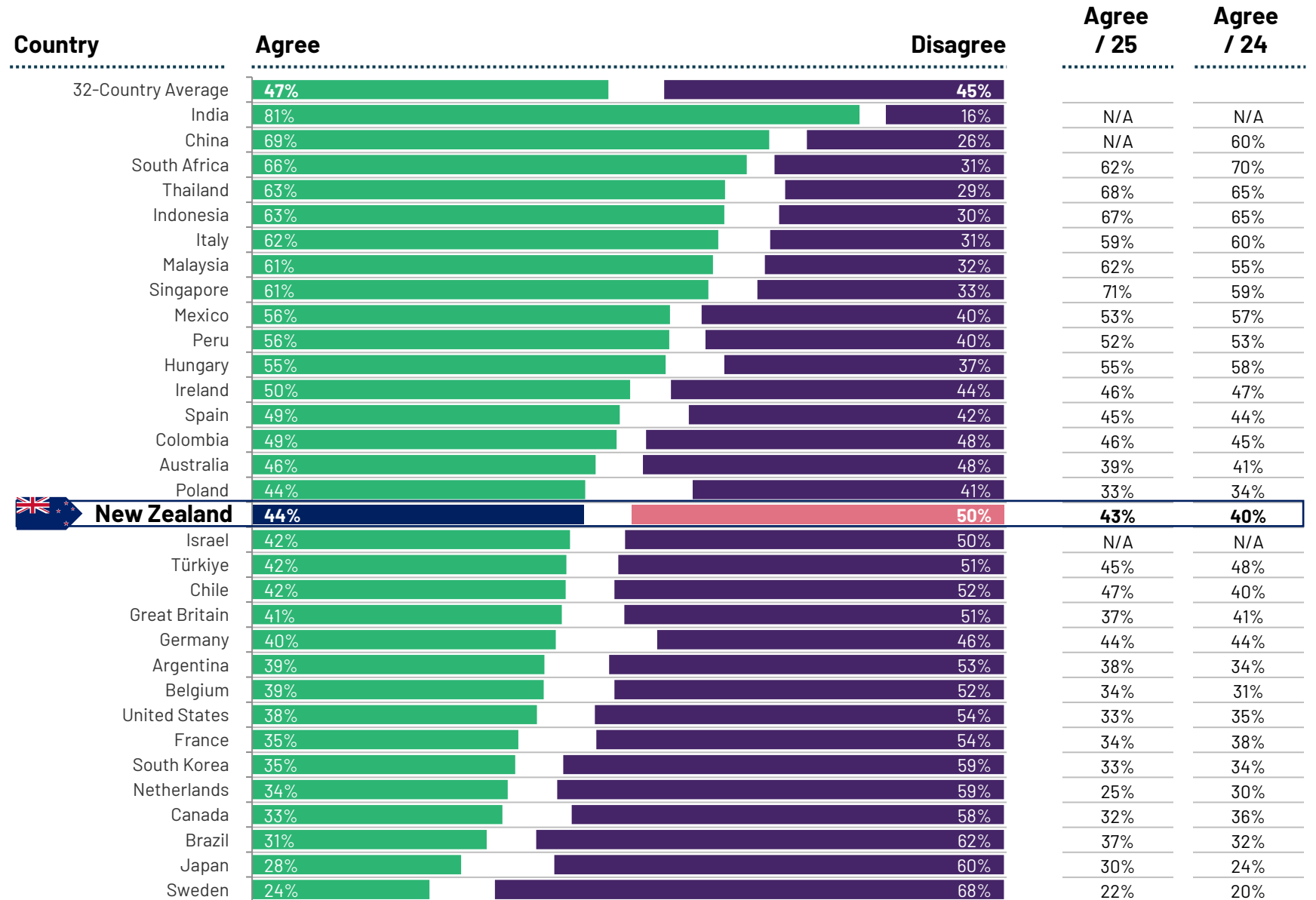
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I trust people not to discriminate or show bias towards any group of people**

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**Products and services using artificial intelligence should have to disclose that use**

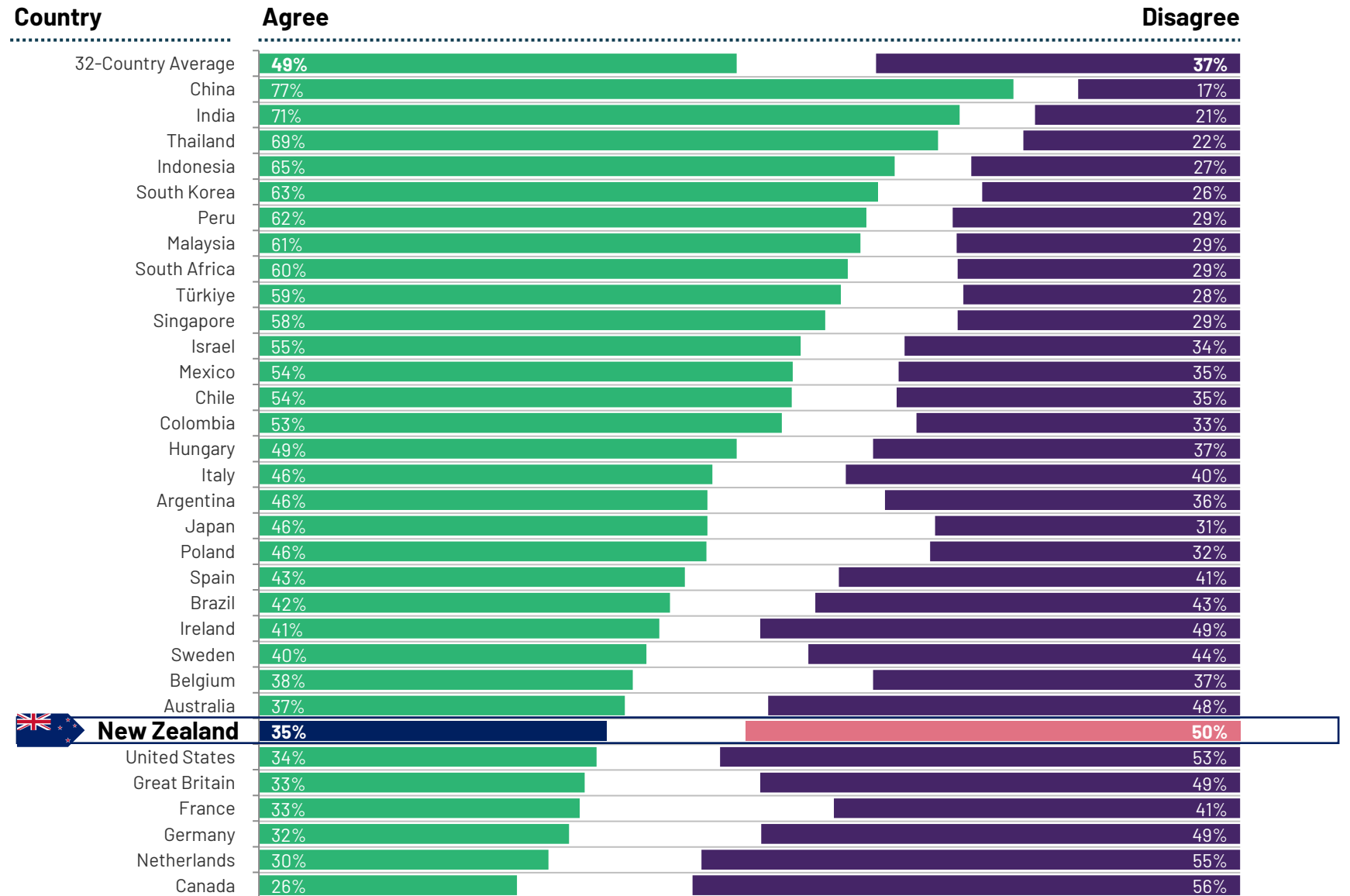
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**The potential benefits of AI for society outweigh the environmental costs**

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**AI tools have saved me time at work in the last year\***

\*Only asked to those currently in work

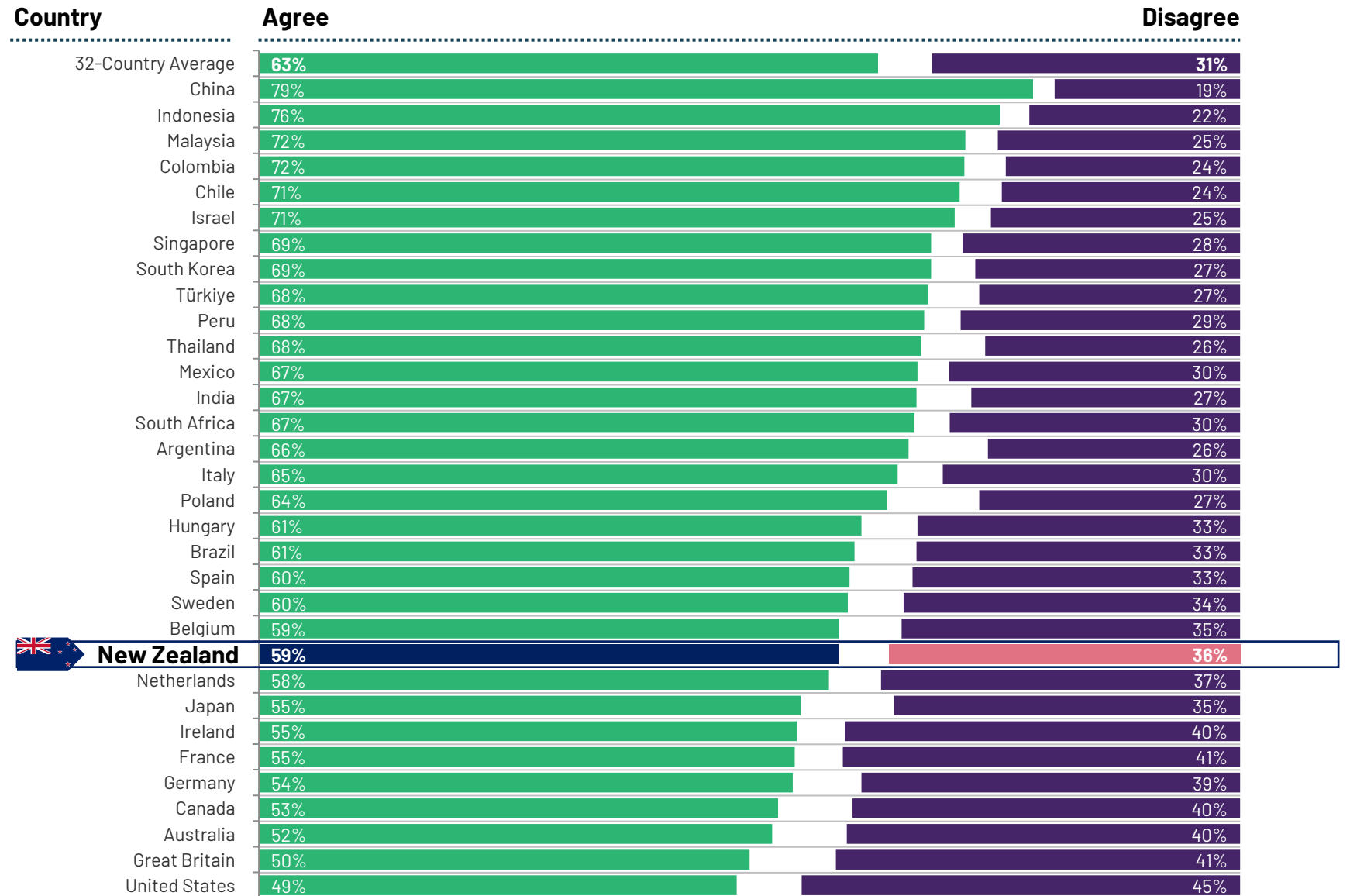
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I don't always trust AI tools, but I use them anyway**

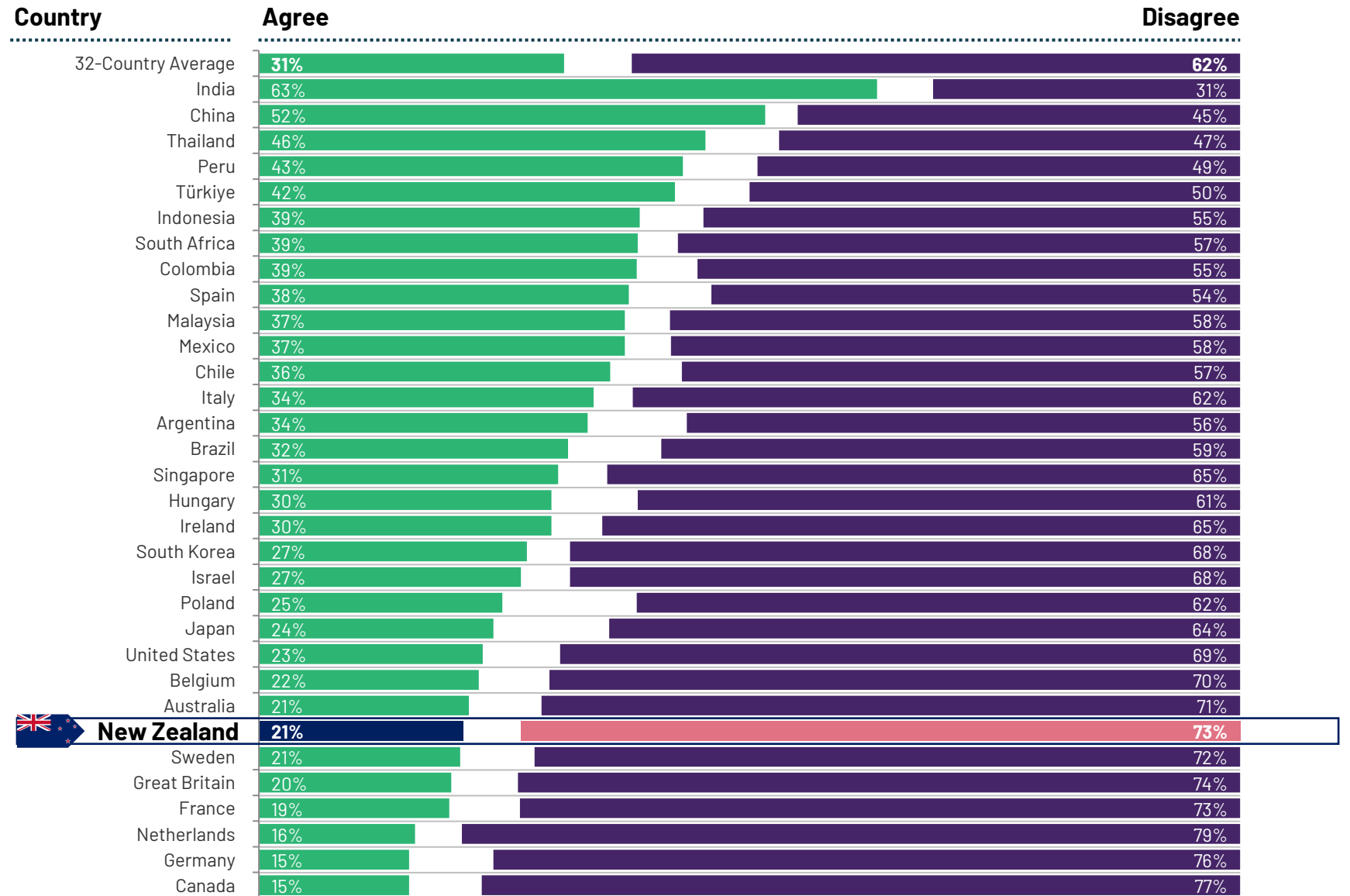
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

**I trust AI tools, so I don't check their work**

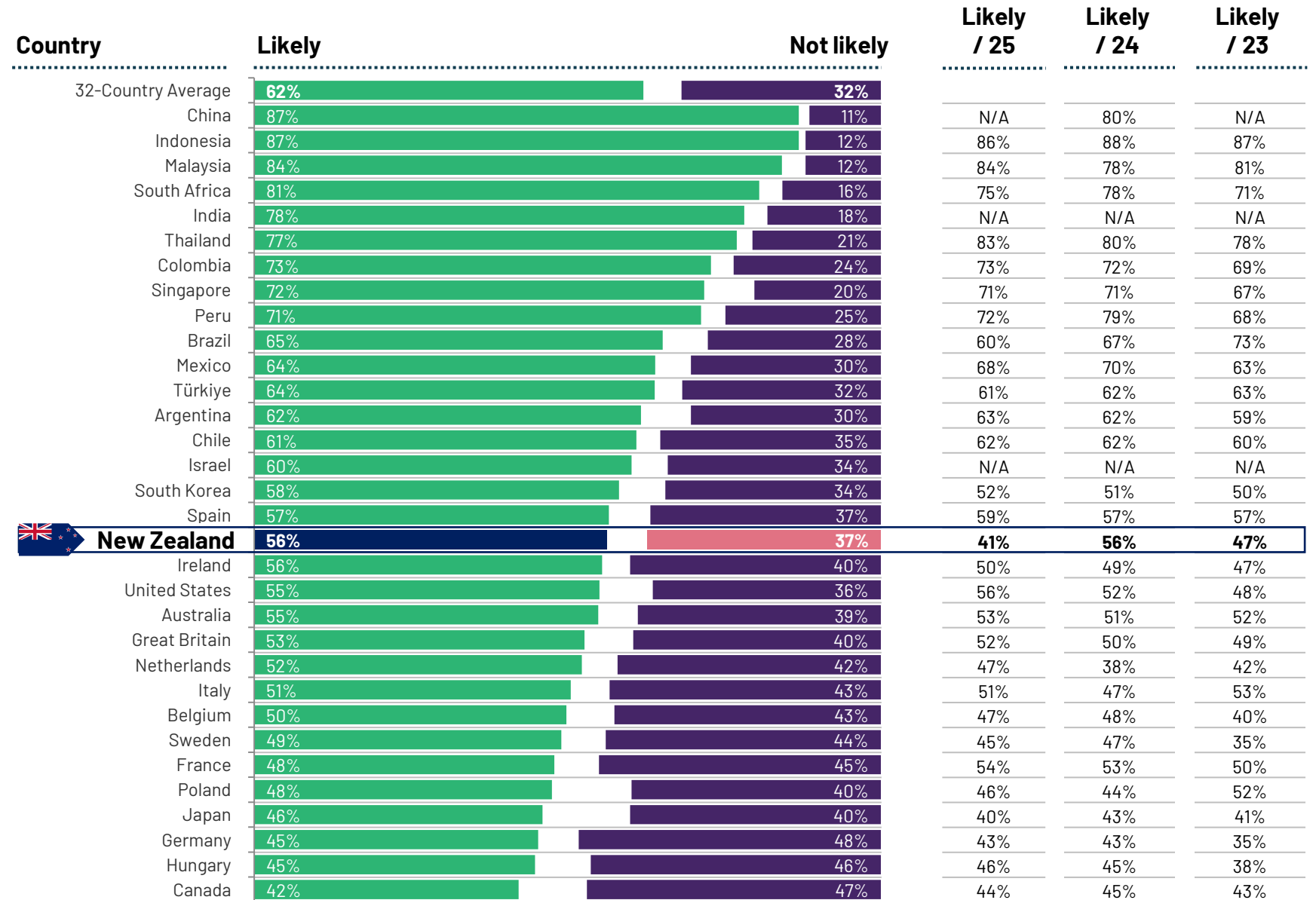
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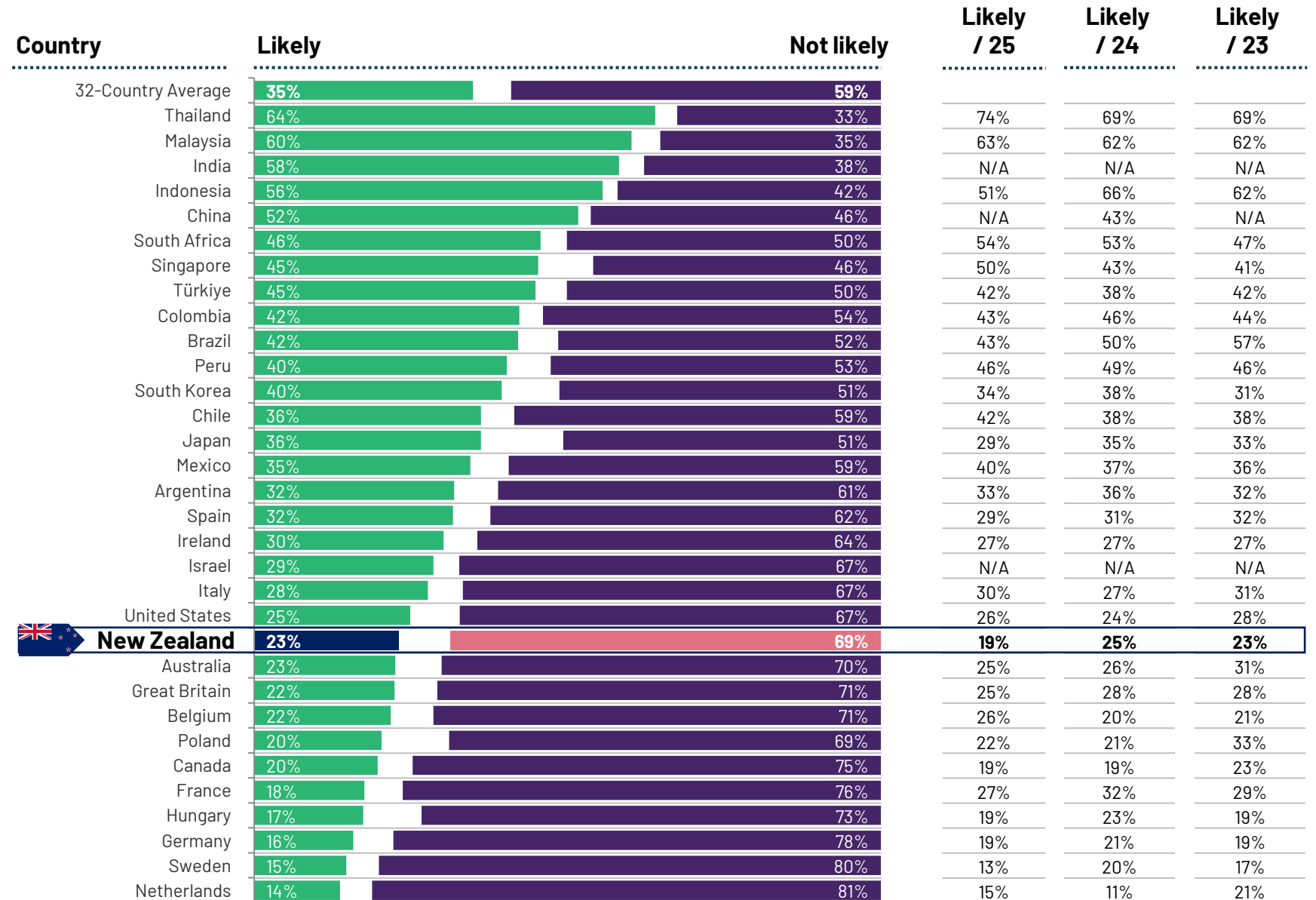
How likely, if at all, do you think it is that AI will change how you do your current job in the next 5 years?\*

\*Only asked to those currently in work

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



And how likely, if at all, do you think it is that **AI** will replace your current job in the next 5 years?

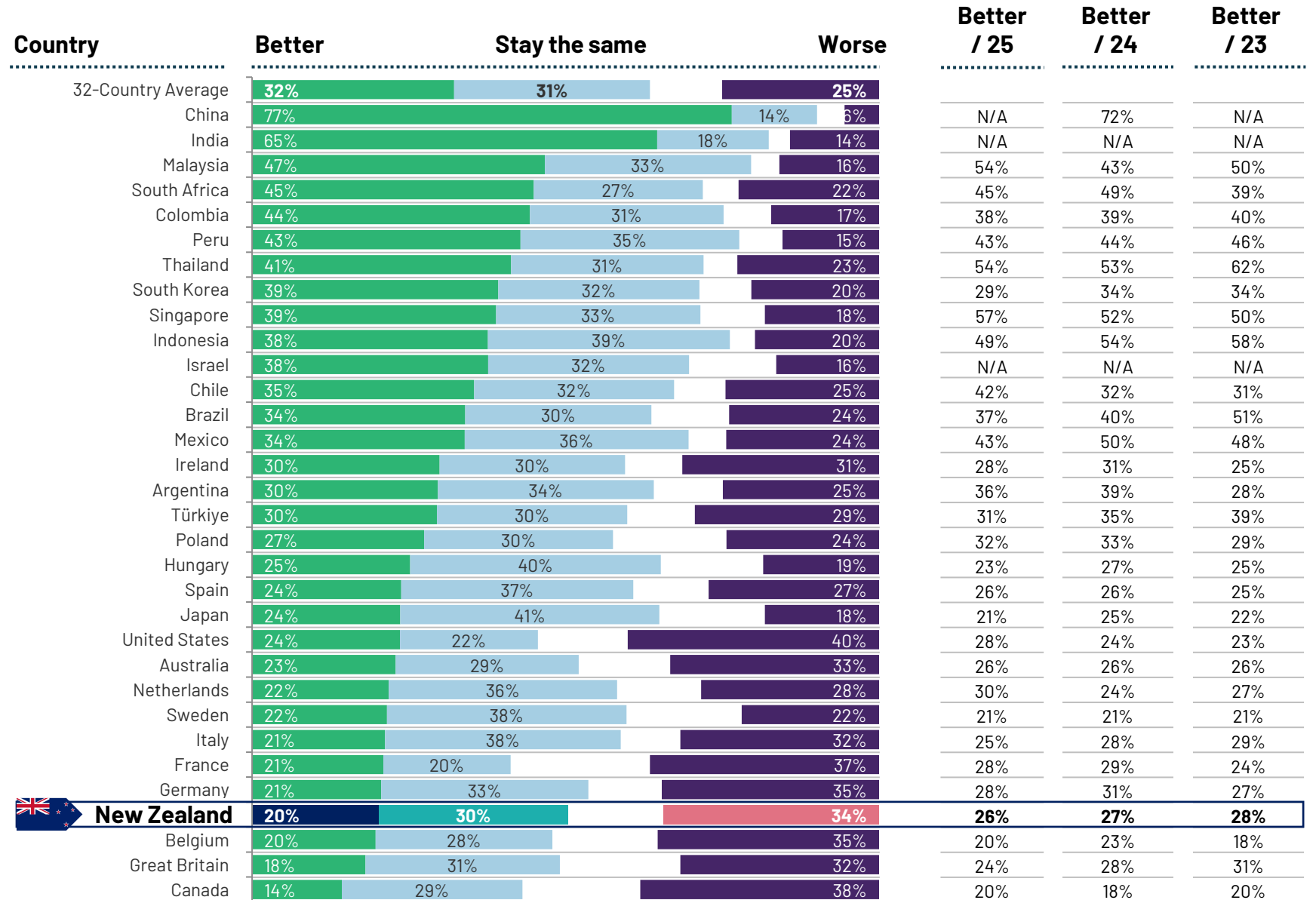


Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.

Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**The economy in my country**

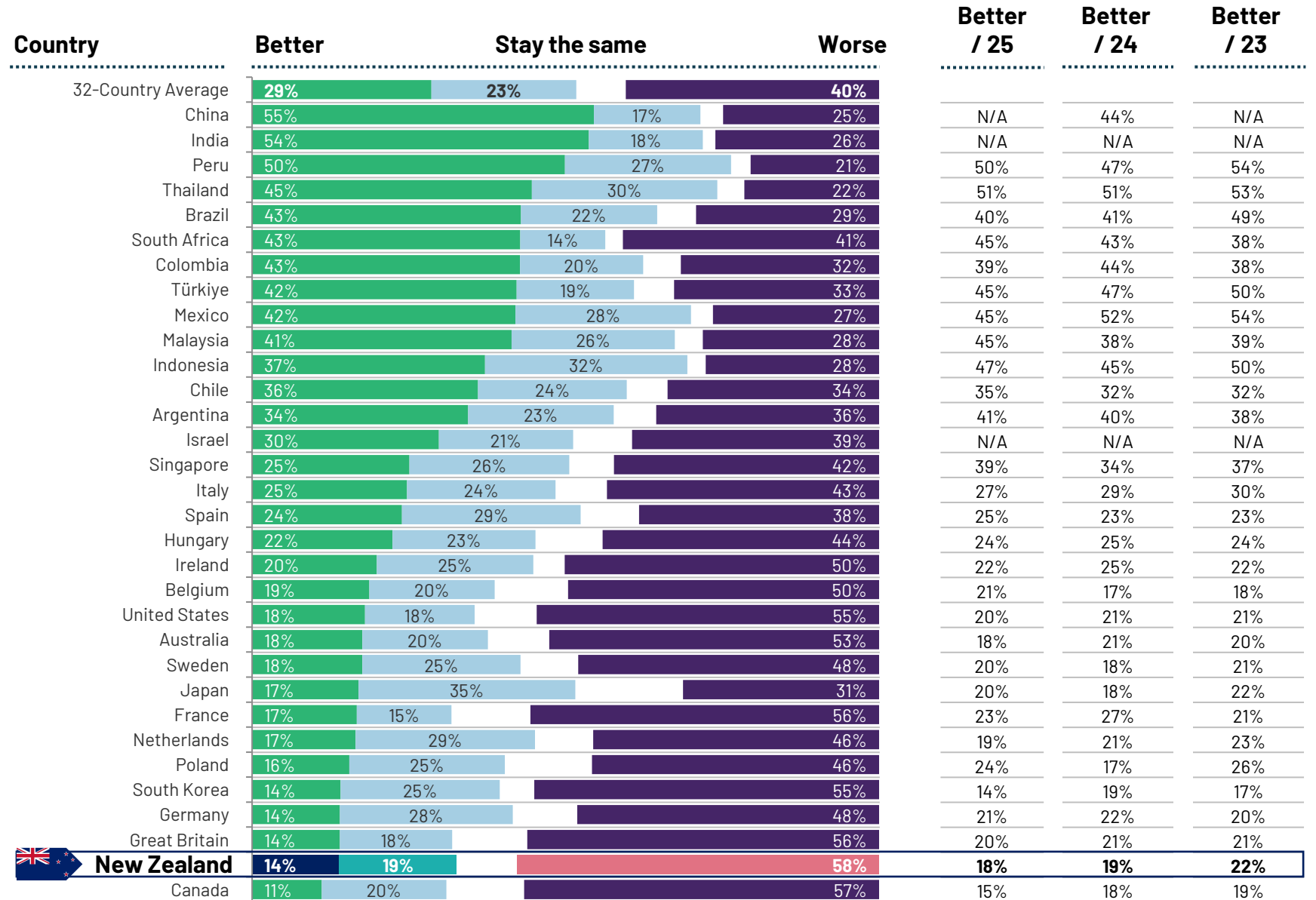
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

### The job market

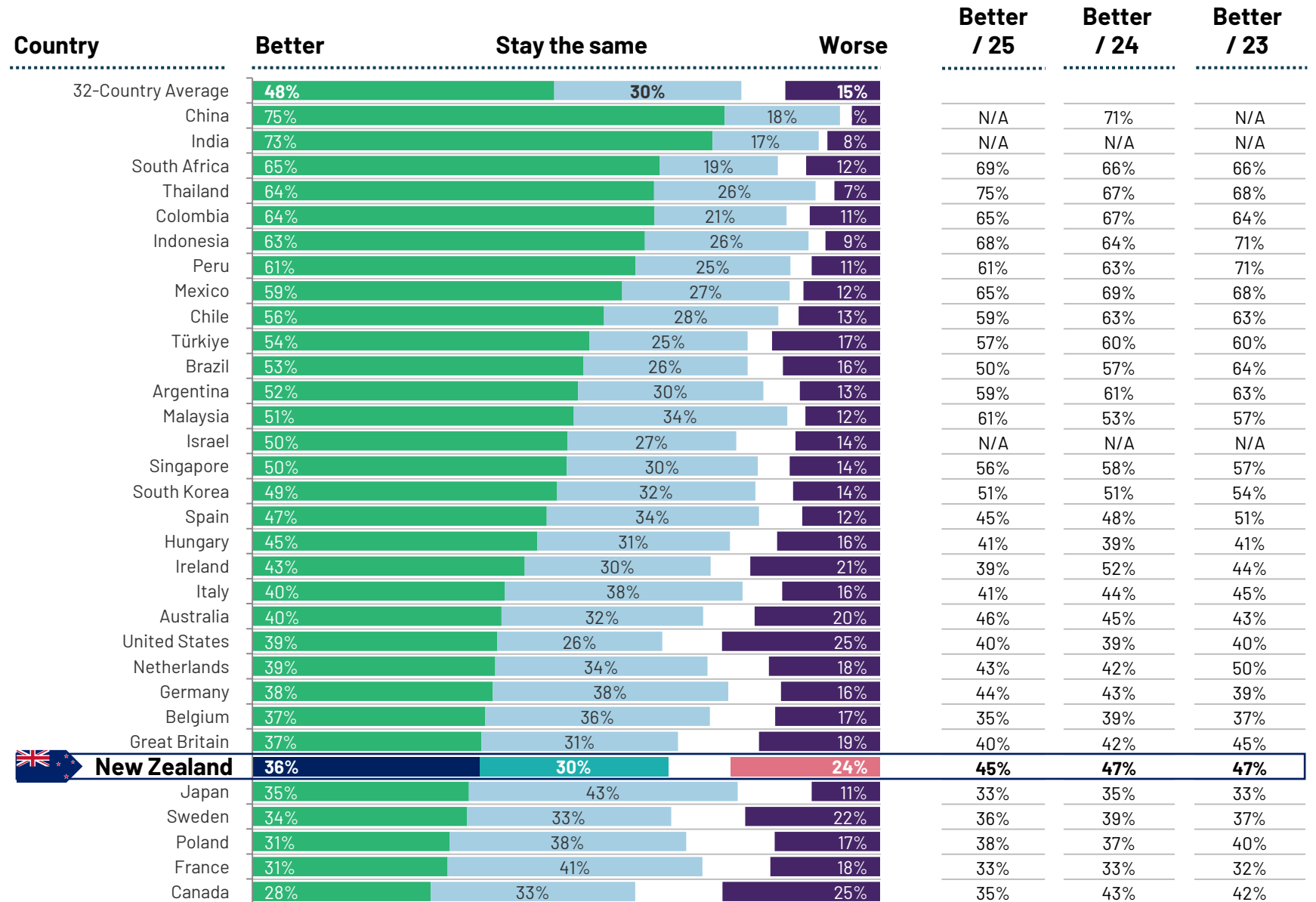
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**My entertainment options (television/video content, movies, music, books)**

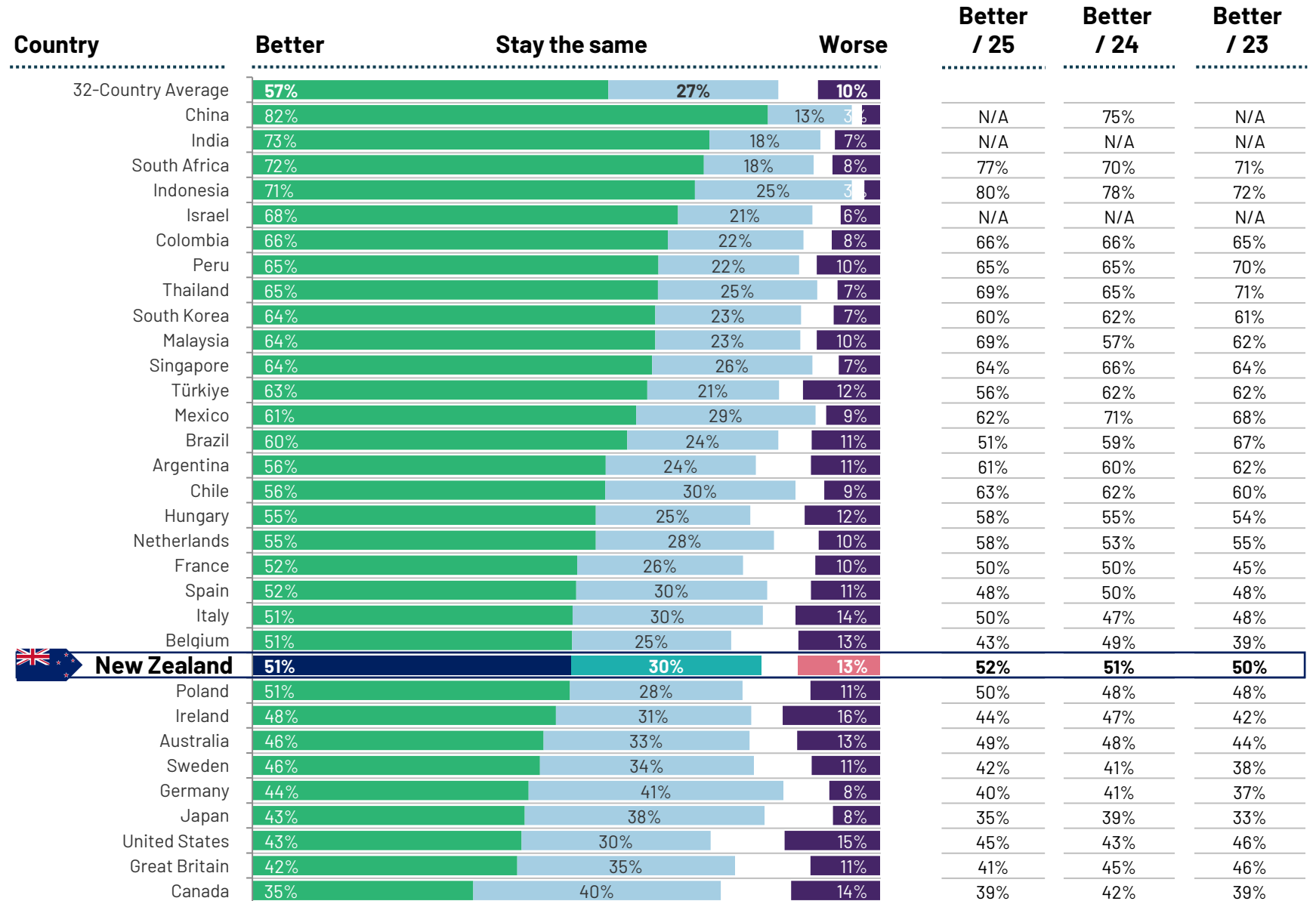
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**The amount of time it takes me to get things done**

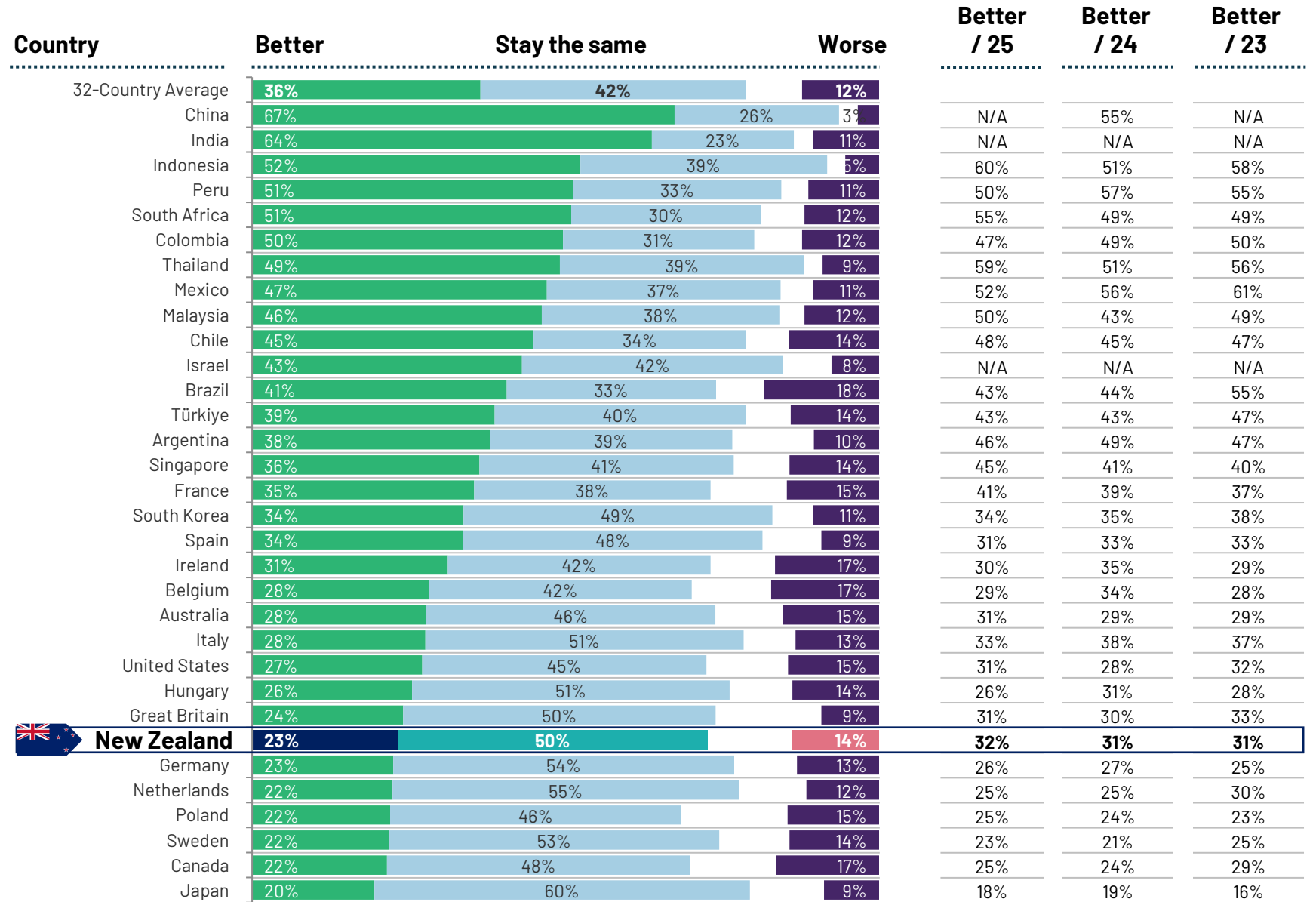
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

### My health

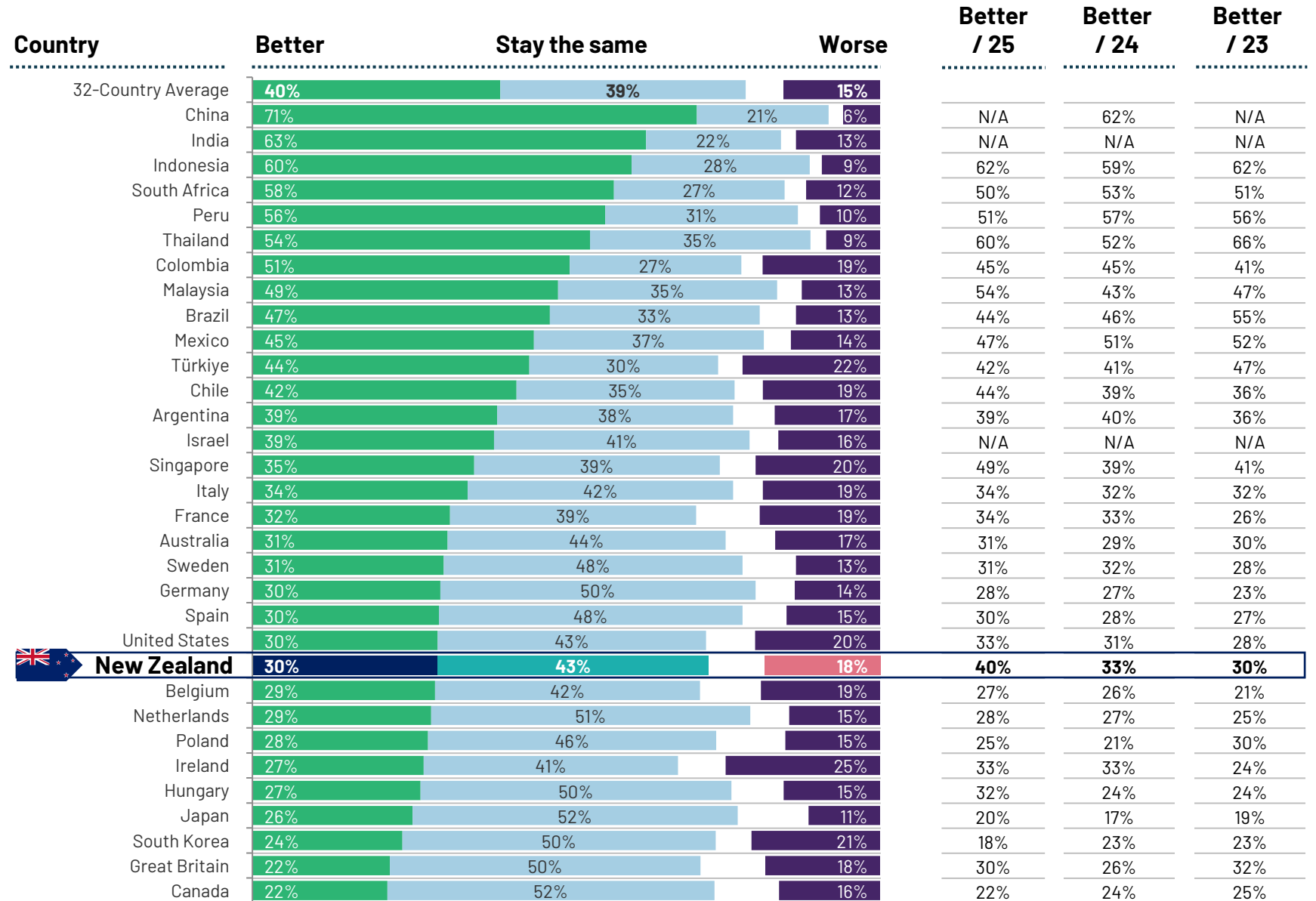
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**My job**

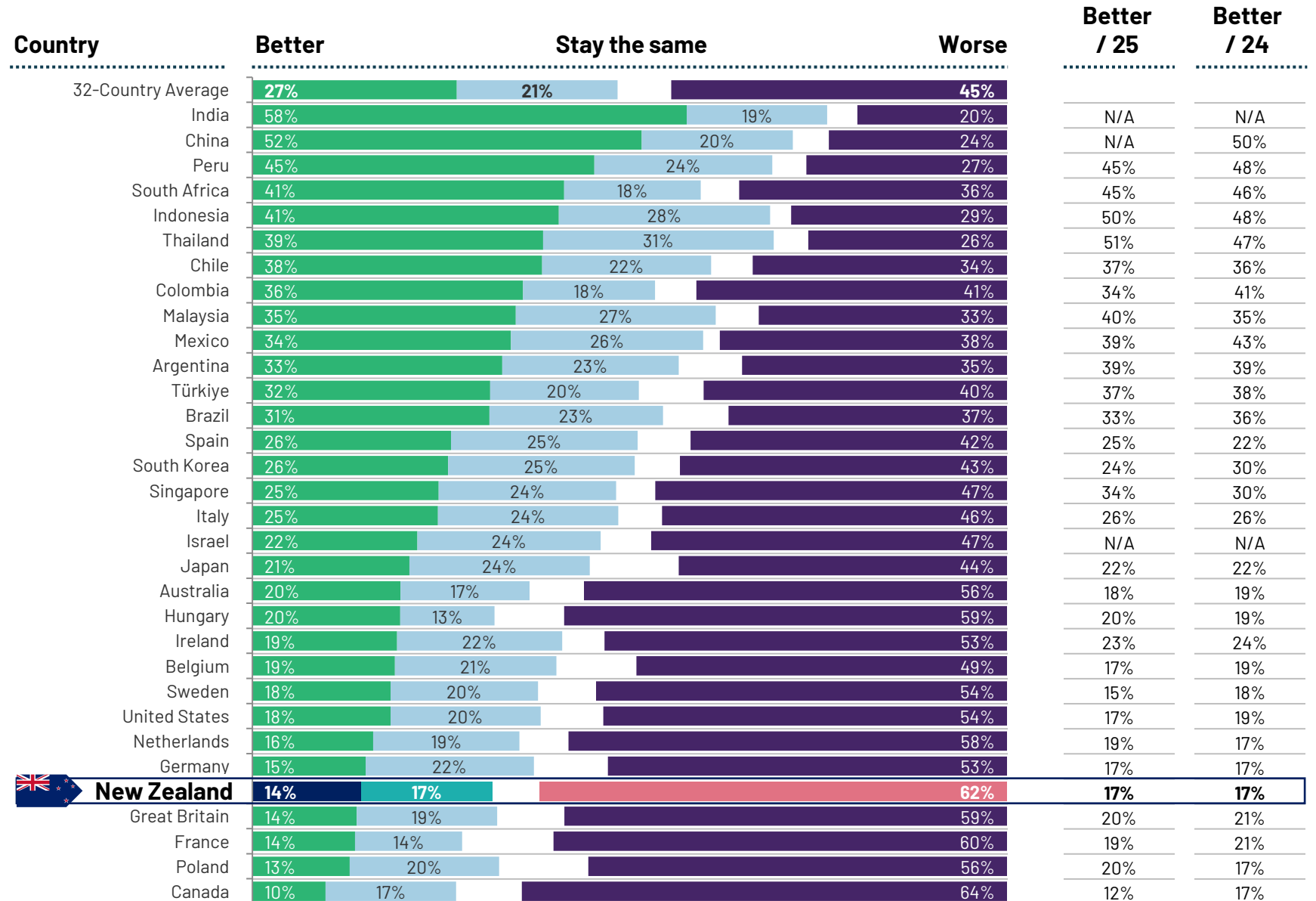
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**The amount of disinformation on the internet**

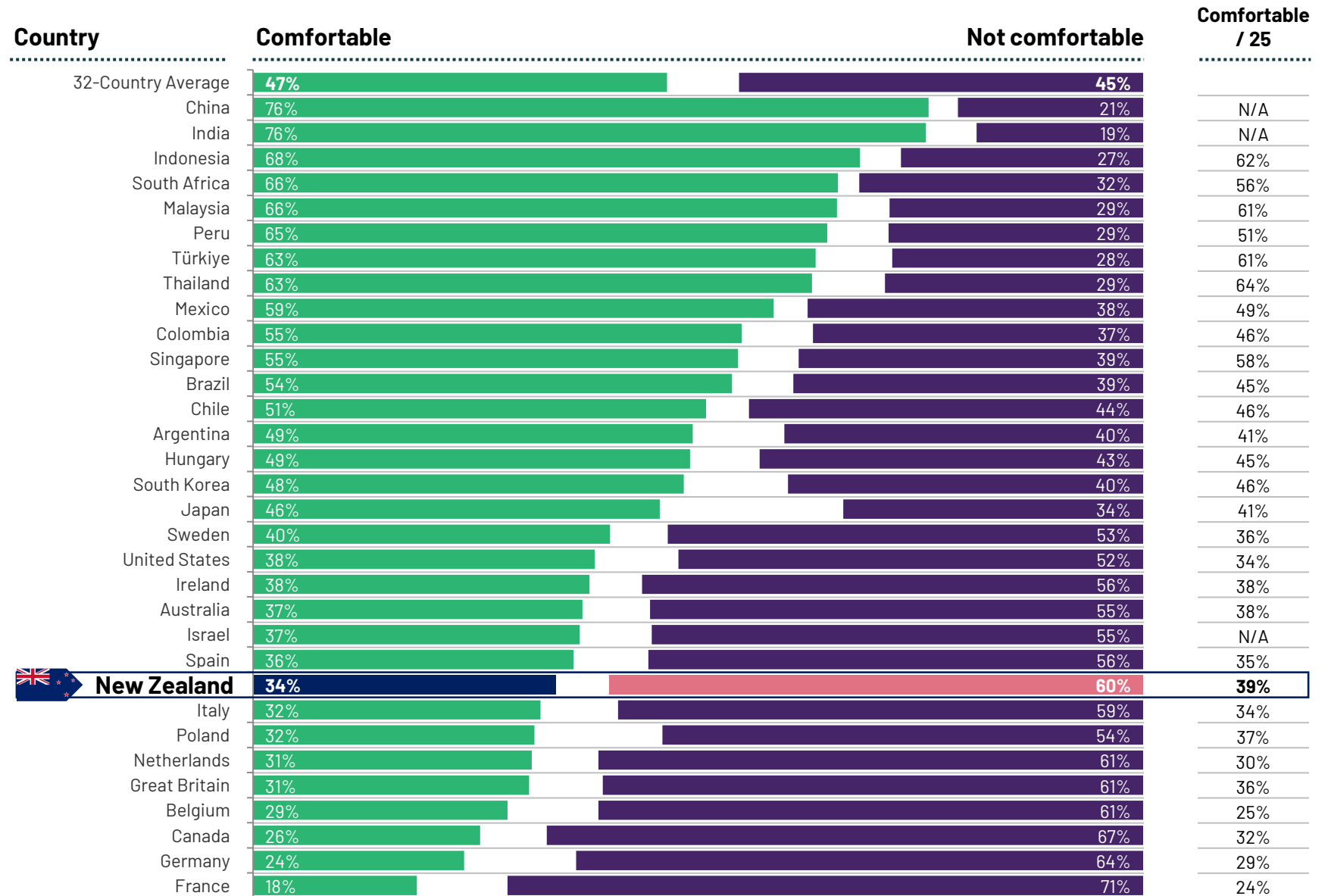
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

**Screening job applicants**

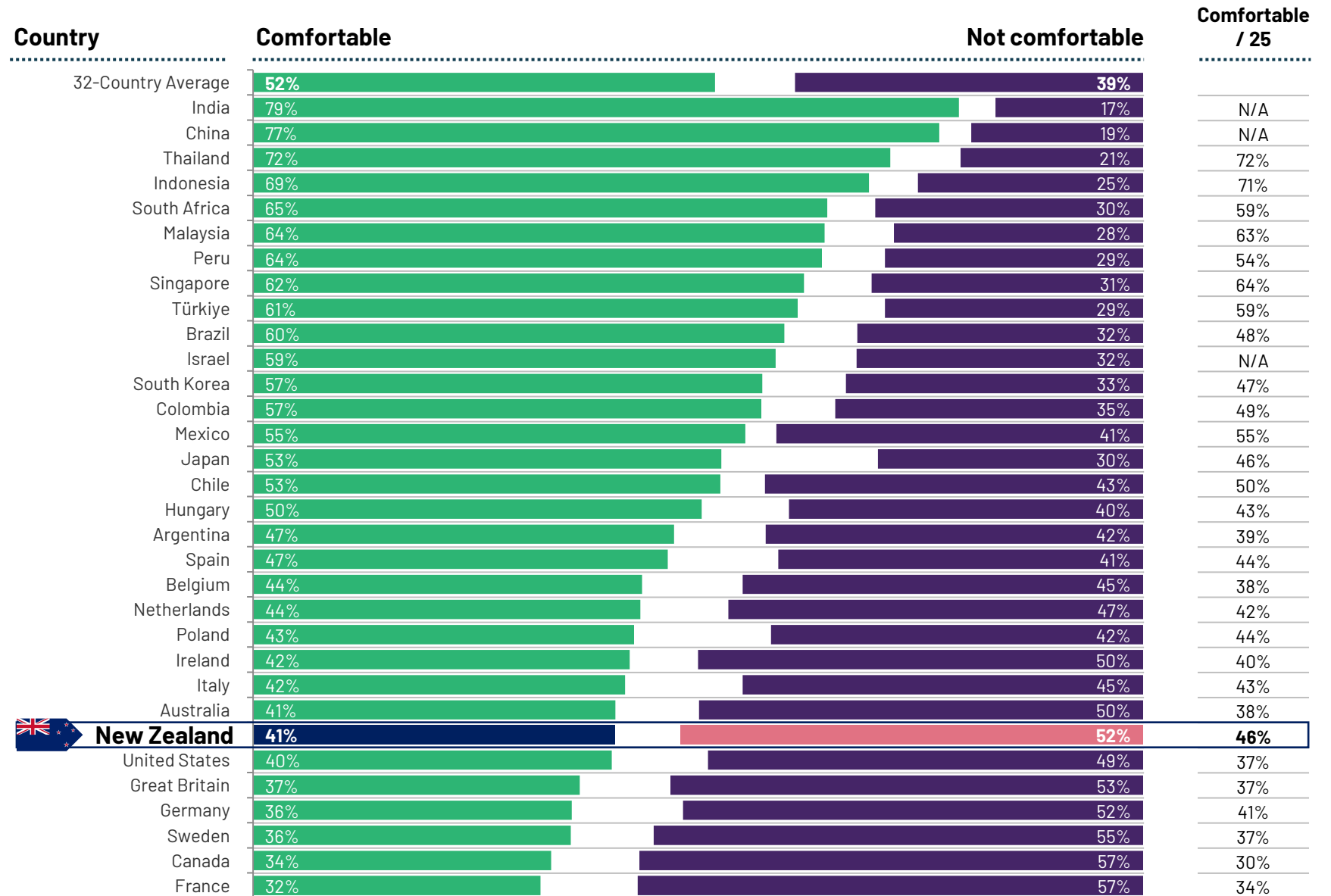
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Writing scripts for movies or TV shows

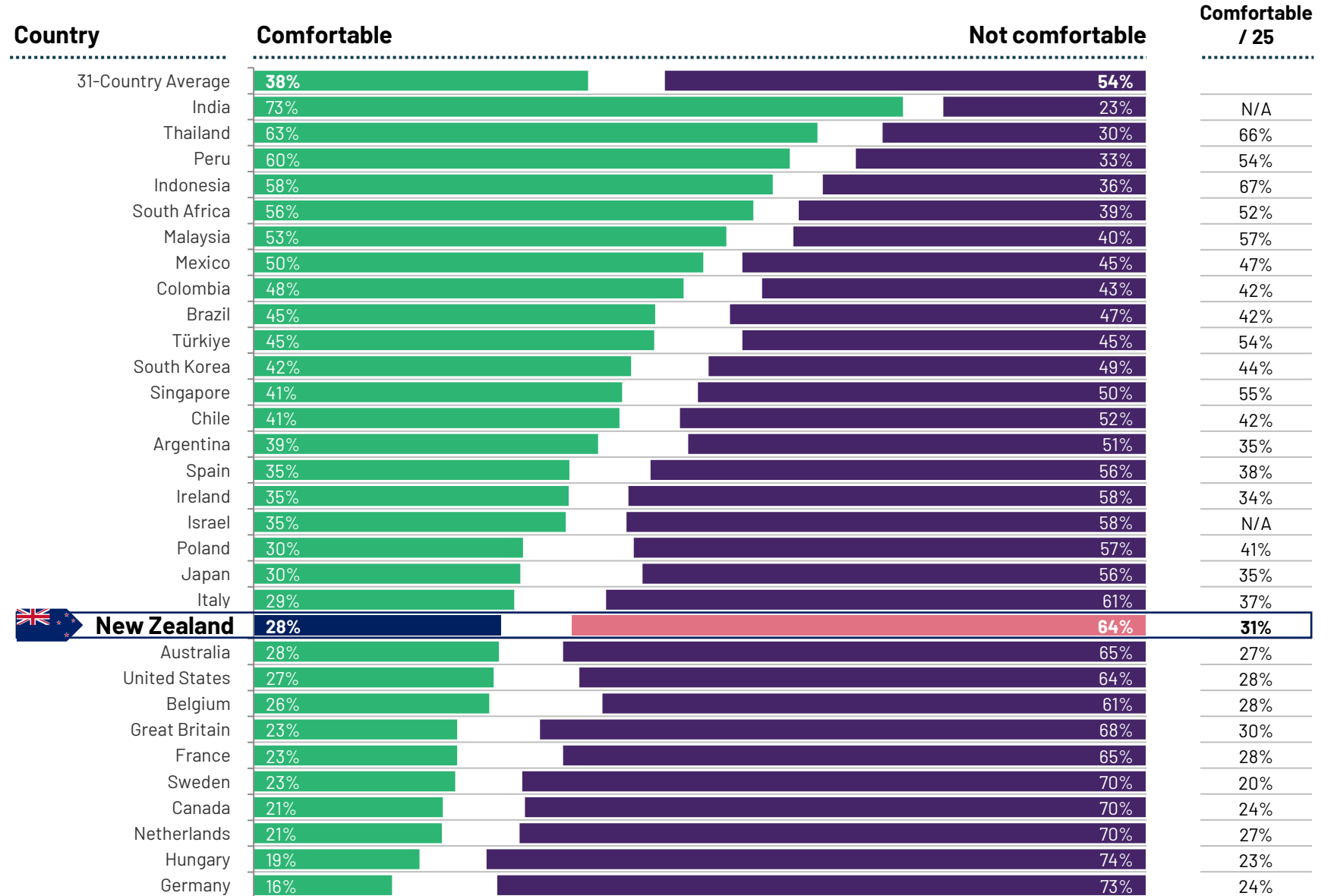
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**Creating political ads with realistic generated video**

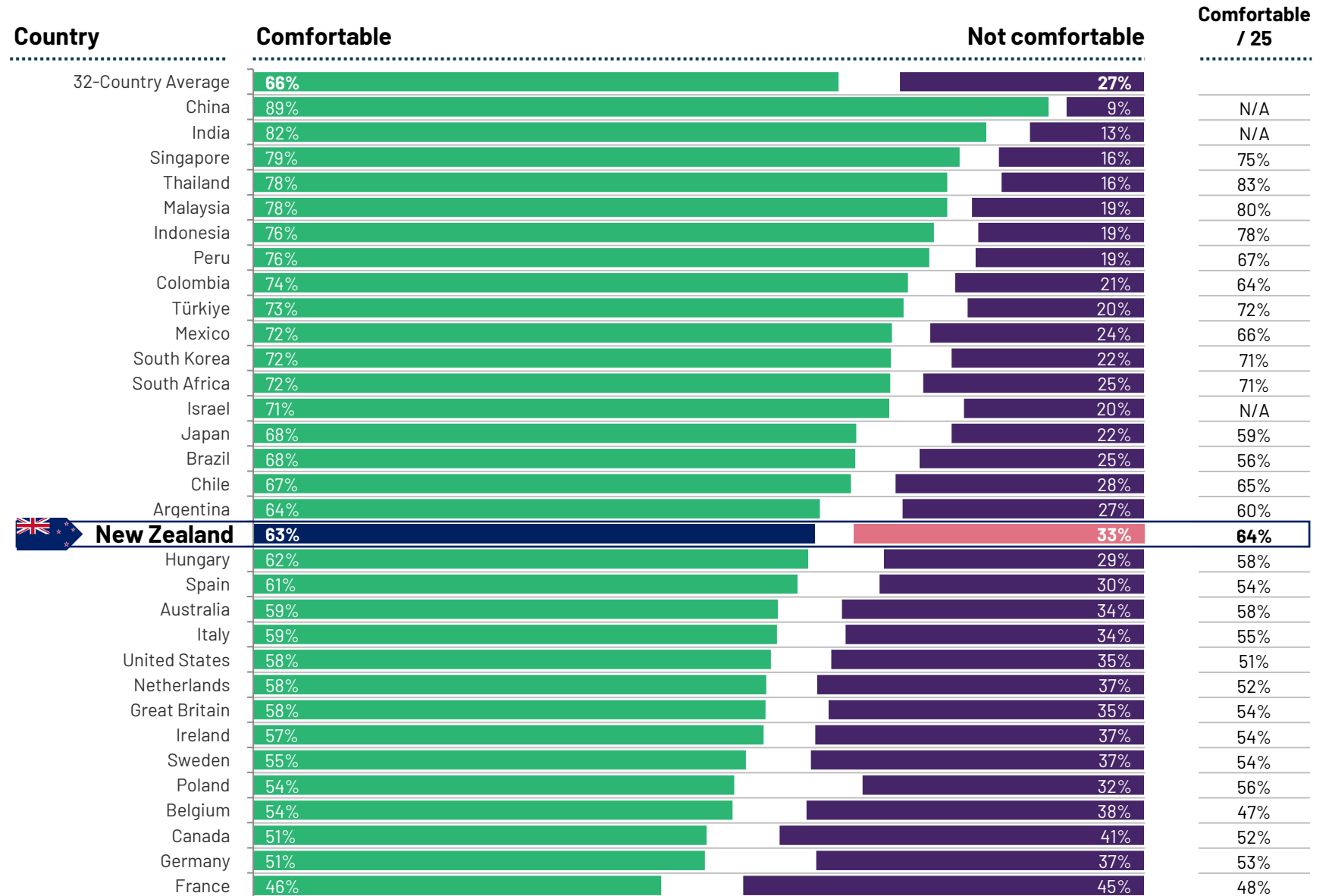
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Assisting with order taking at restaurants

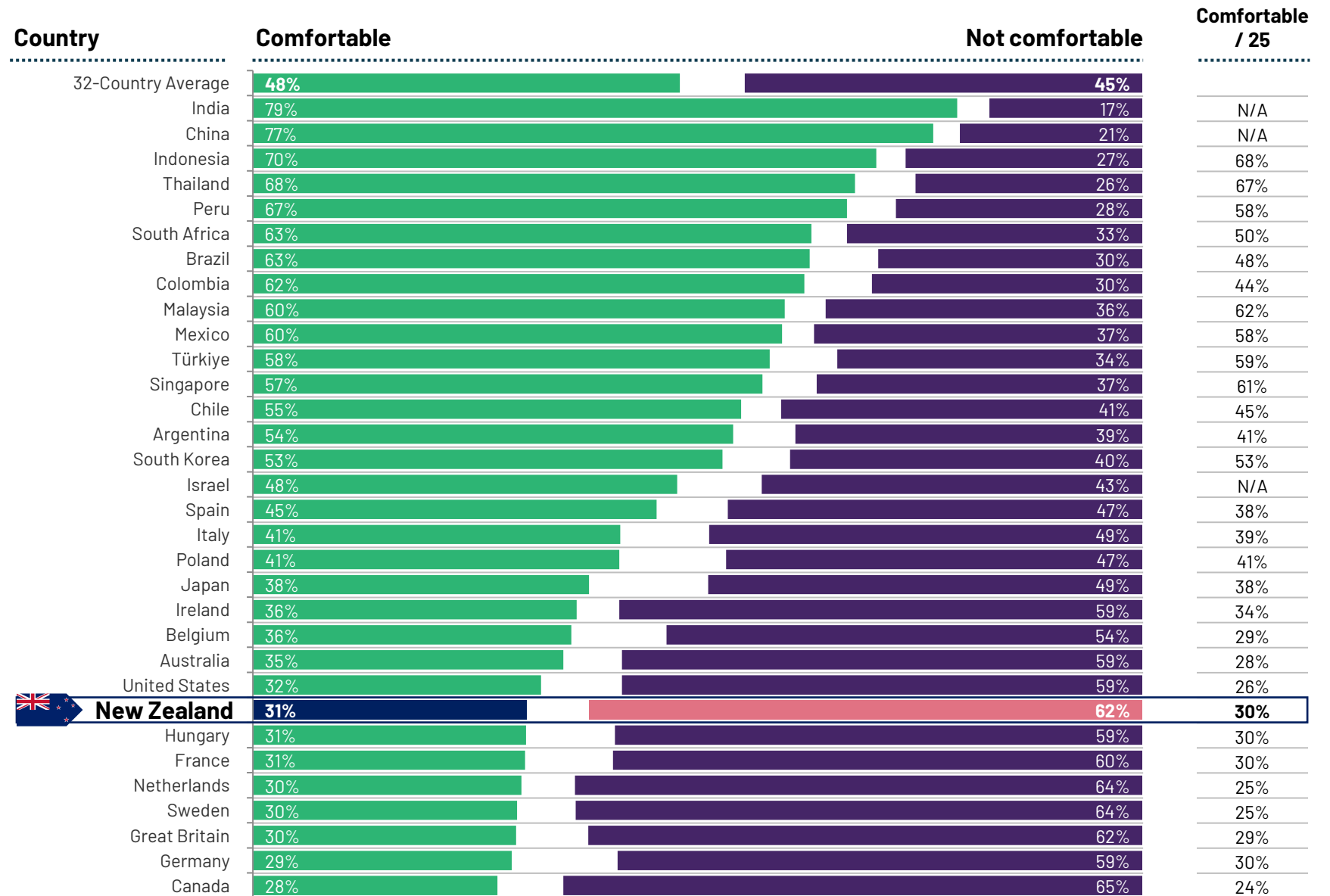
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

**Writing news stories and articles for publication**

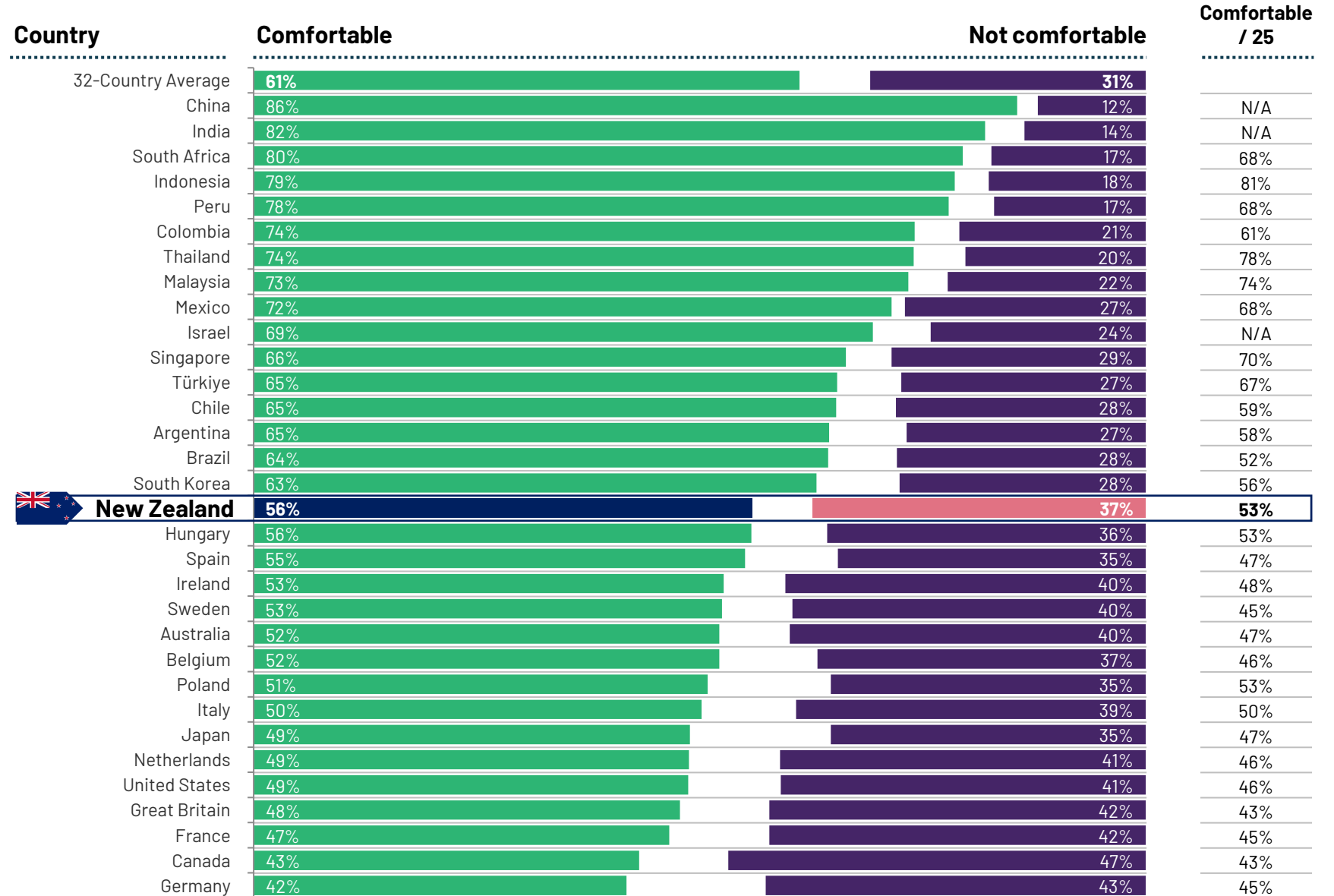
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Creating content for brand advertising

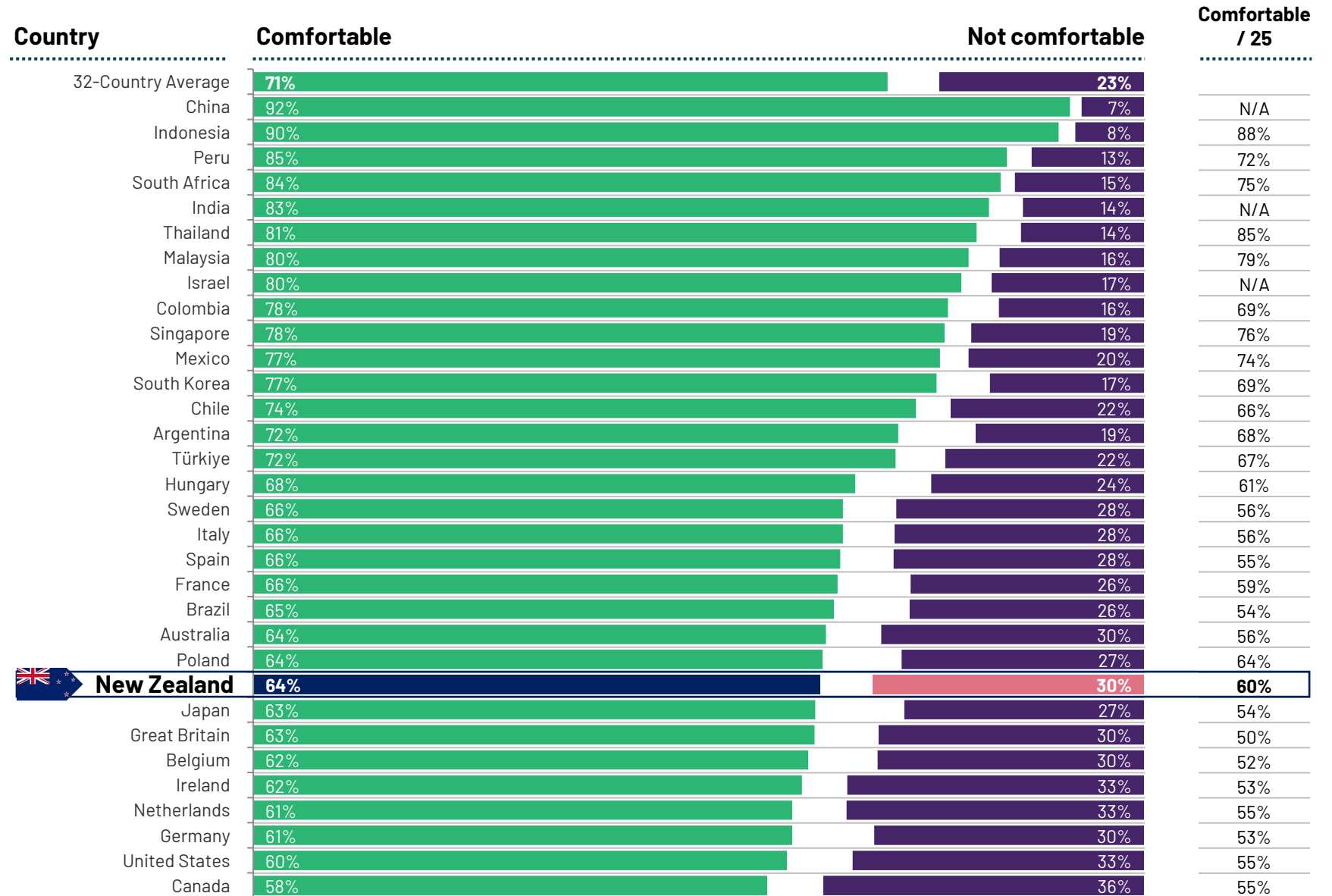
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

**Online search results**

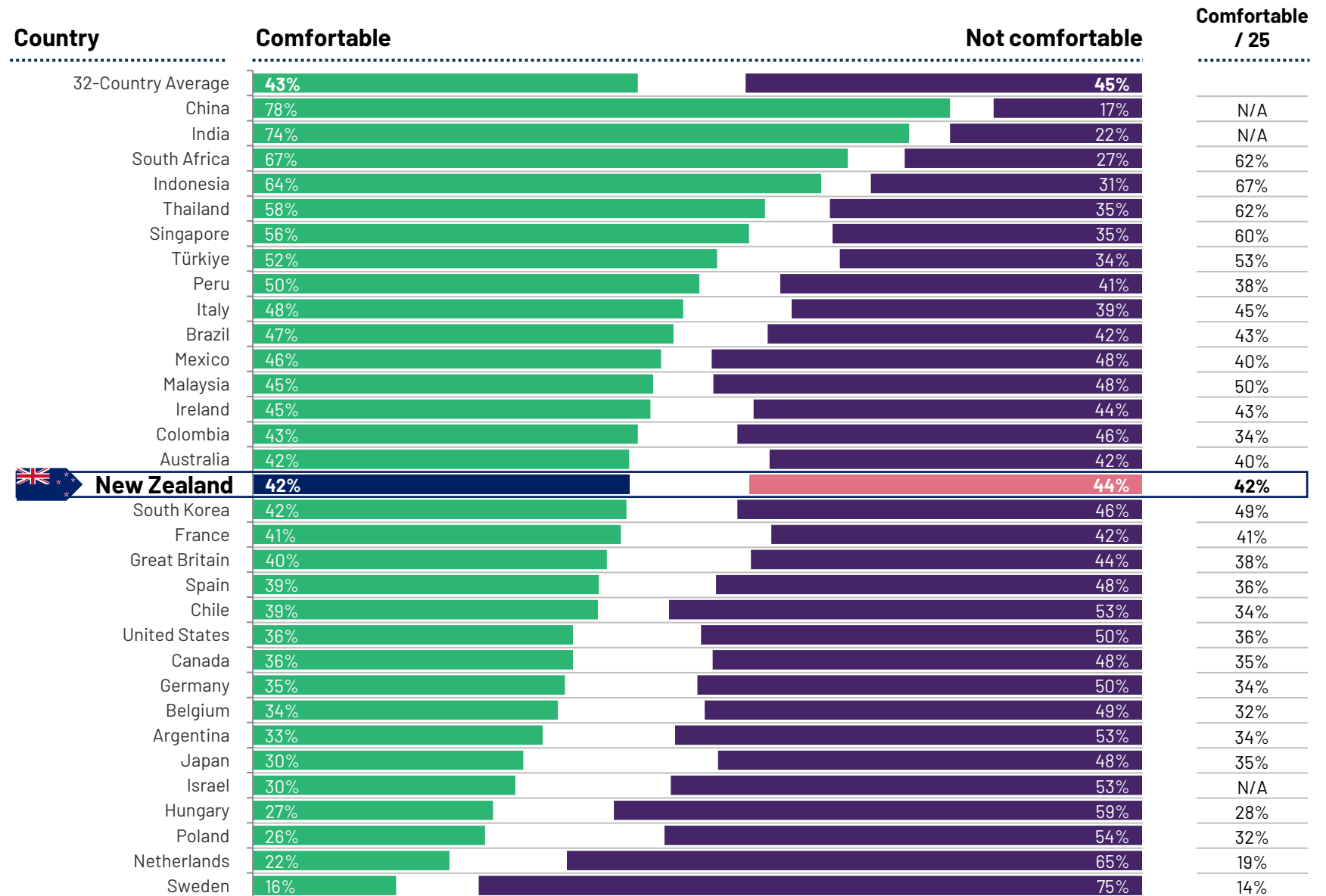
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Targeting disinformation campaigns

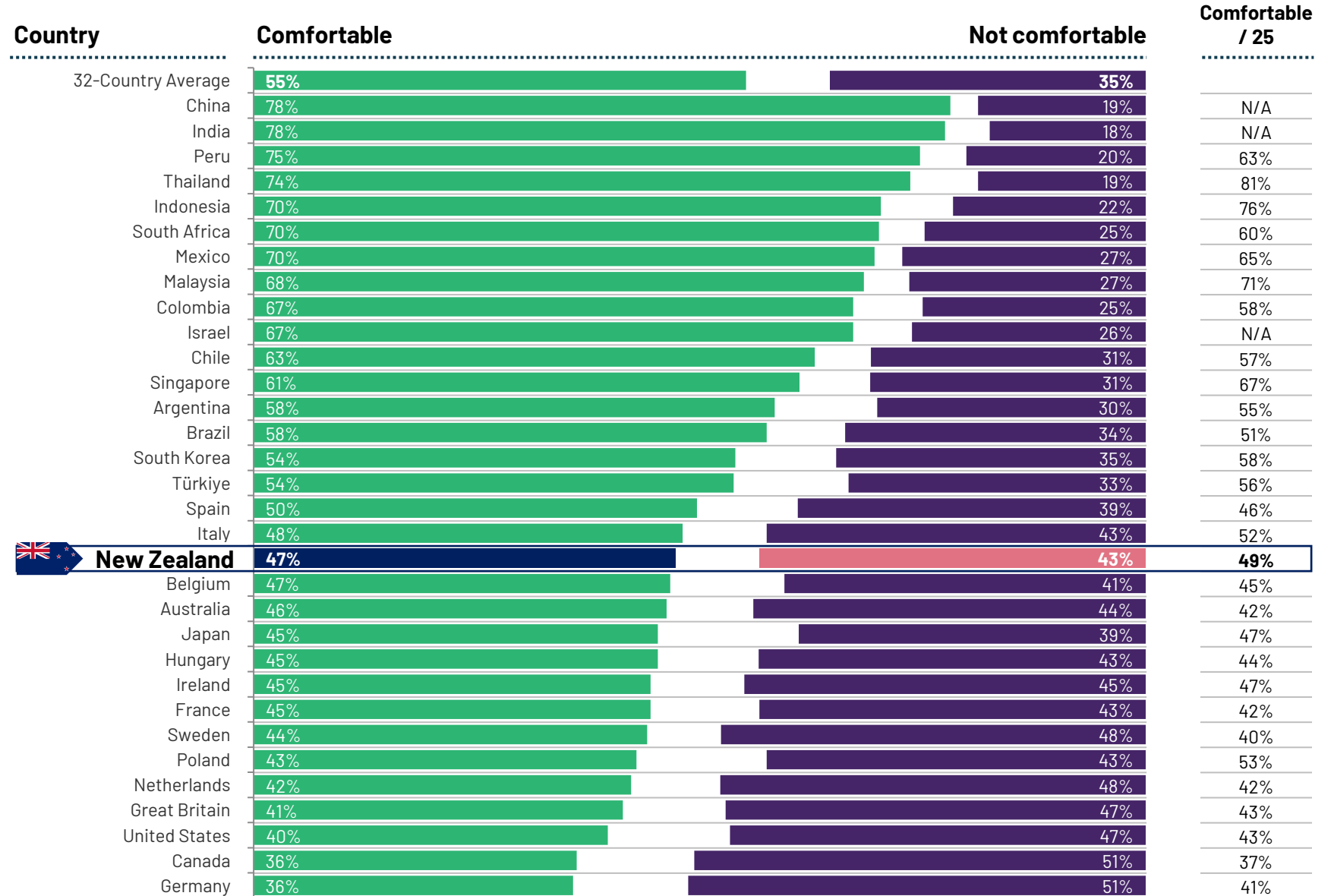
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Targeting advertising messages

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

**Offering diagnoses of illnesses based on your symptoms**

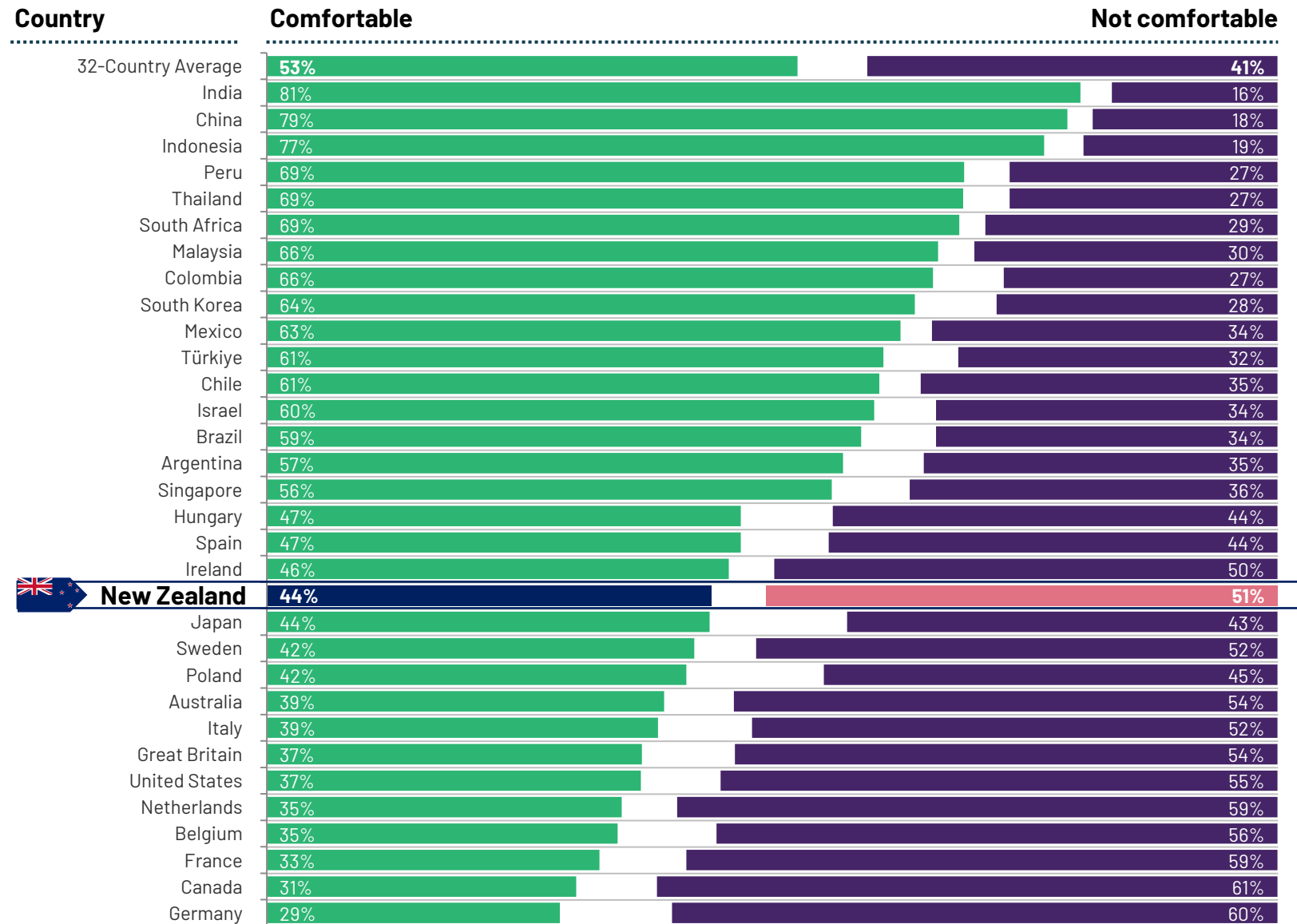
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

### Helping you to advise or manage your personal finances

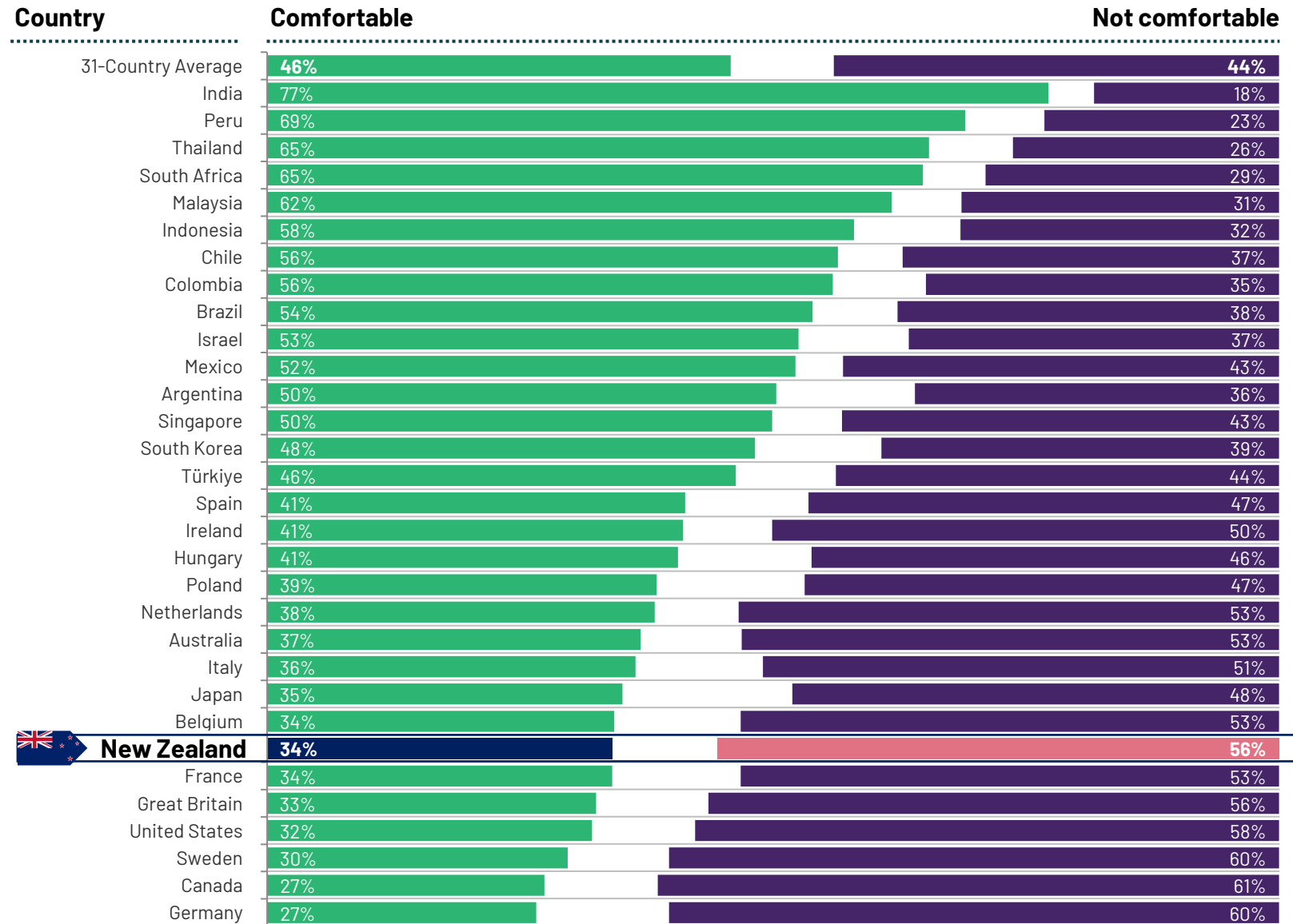
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

**Helping [COUNTRY] to achieve national security/defense goals**

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

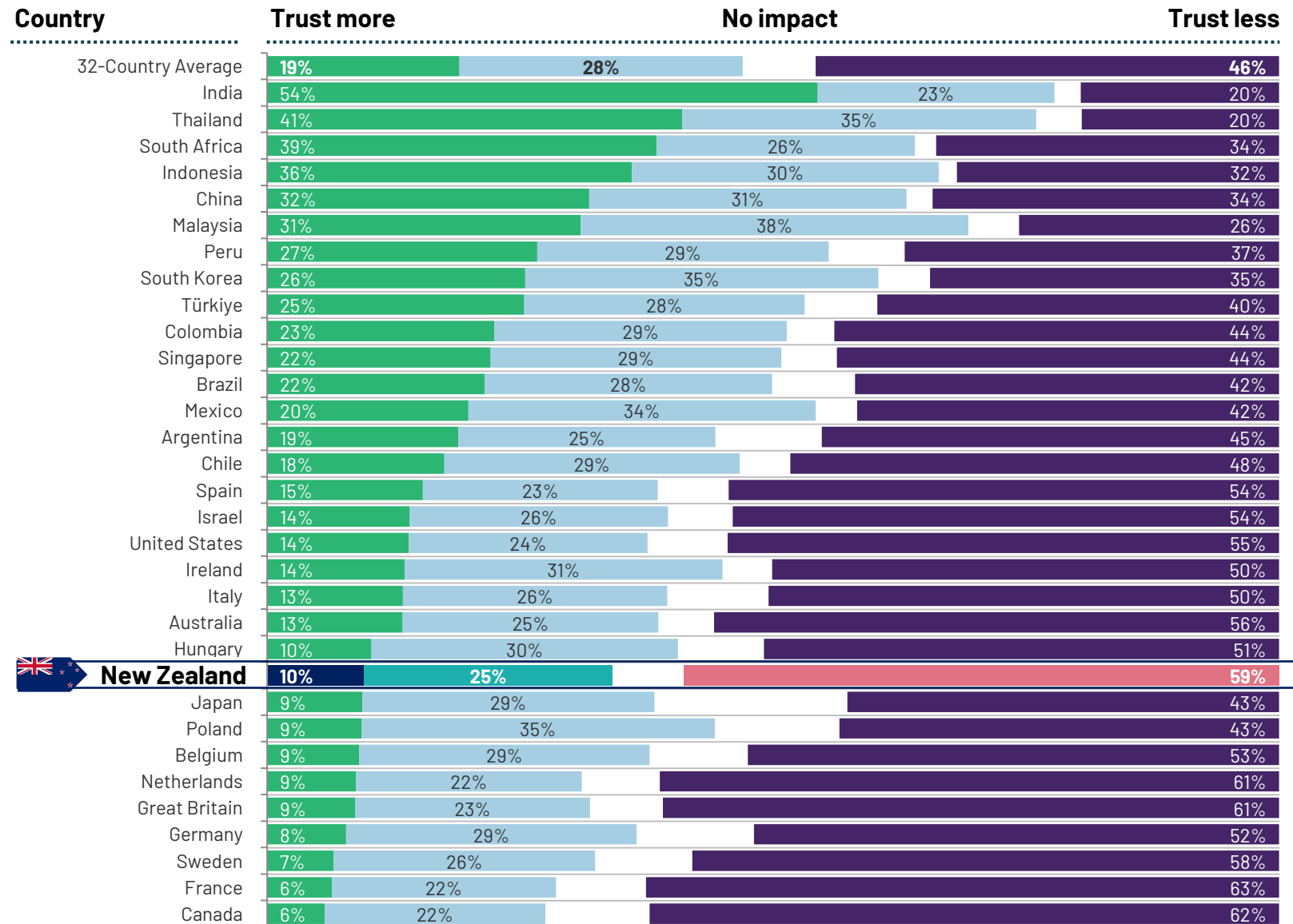
### Recommending health treatments based on your medical history

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



If you knew a generative AI tool was showing you answers that were influenced by advertisers, would you trust the information it provides more, less, or would it have no impact on your level of trust?

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



# Methodology

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform, between Friday, March 20, and Friday, April 3, 2026. For this survey, Ipsos interviewed a total of 23,532 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, India, Italy, Japan, the Netherlands, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered

representative of their general adult populations under the age of 75. Samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of

“don't know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

# For more information

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