



Ipsos Global Poll for the World Economic Forum Shows Widespread Concern about Artificial Intelligence

More Agree than Disagree that Governments and Companies' Use of AI Should Be More Strictly Controlled

Washington, DC, July 1, 2019 – Four in ten adults across the world are worried about the use of artificial intelligence, according to an Ipsos poll published by the World Economic Forum. Among the 20,107 adults from 27 countries surveyed on Ipsos's Global Advisor online platform between April 19 and May 3, 41% agree that they are worried about the use of AI, while 27% disagree and 32% neither agree nor disagree.

Similarly, four in ten (40%) agree that the government's use of AI should be restricted more strictly than it is now, while 24% disagree and 36% neither agree nor disagree. Support for more regulation of businesses is even more prevalent: nearly half of adults surveyed (48%) agree that the use of AI by companies should be regulated more strictly than it currently is, while just 20% disagree and 32% neither agree nor disagree.

However, only one in five globally (19%) agree that AI should be banned altogether while 48% disagree and 33% neither agree nor disagree.

Contrary to what some might expect, global attitudes toward AI hardly vary by age, income, education level and gender.

- Adults under the age of 35 are only slightly less likely than those aged 35-49 and those 50 and older to agree with calls to further restrict the use of AI by government (38% vs. 41% and 41%, respectively) and for more regulation of its use by companies (46% vs. 50% and 50%, respectively).
- People with lower levels of education are just as likely to worry about the use of AI in general (42% vs. 41% of those with medium levels of education and, also, 41% of those with a higher levels of education), to favor restricting government use of AI more (41% vs. 40% and 39%, respectively), and to favor further regulating businesses' use of AI (48% vs. 49% and 49%, respectively).
- Women are somewhat more likely to be worried by AI than are men (44% vs. 39%), but they are barely more likely than men to support more restrictions on AI use by government (41% vs. 39%) and more regulation of AI use by companies (49% vs. 47%).

The findings were presented at the World Economic Forum's 13th [Annual Meeting of the New Champions](#) in Dalian, People's Republic of China.



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Topline Results

Q. Artificial intelligence is the simulation of human intelligence by machines, especially computer systems. How much do you agree or disagree with the following statements about artificial intelligence?												
	Total	Gender		Age			Household Income			Education		
		Male	Female	Under 35	35 to 49	50 to 74	Low	Medium	High	Low	Medium	High
The government's use of artificial intelligence should be restricted more strictly than it is now												
Strongly agree	14%	14%	14%	14%	14%	14%	15%	15%	13%	15%	14%	13%
Somewhat agree	26%	25%	27%	24%	27%	27%	26%	26%	26%	26%	26%	26%
Neither agree nor disagree	36%	34%	38%	35%	37%	37%	36%	36%	34%	35%	37%	35%
Somewhat disagree	15%	16%	14%	16%	15%	14%	15%	14%	17%	14%	14%	17%
Strongly disagree	9%	10%	7%	11%	7%	8%	9%	9%	10%	9%	8%	9%
<i>Total agree (strongly or somewhat)</i>	40%	39%	41%	38%	41%	41%	41%	41%	39%	41%	40%	39%
<i>Total disagree (somewhat or strongly)</i>	24%	27%	21%	27%	22%	22%	23%	23%	27%	23%	23%	26%
Companies' use of artificial intelligence technology should be regulated more strictly than it is now												
Strongly agree	18%	19%	17%	17%	19%	18%	18%	19%	18%	19%	18%	17%
Somewhat agree	30%	29%	32%	29%	31%	32%	28%	31%	32%	28%	31%	31%
Neither agree nor disagree	32%	31%	33%	31%	33%	32%	33%	31%	30%	34%	32%	30%
Somewhat disagree	12%	13%	11%	14%	11%	11%	13%	11%	13%	11%	12%	14%
Strongly disagree	8%	9%	6%	9%	7%	7%	7%	8%	8%	8%	7%	8%
<i>Total agree (strongly or somewhat)</i>	48%	47%	49%	46%	50%	50%	46%	50%	50%	48%	49%	49%
<i>Total disagree (somewhat or strongly)</i>	20%	22%	17%	23%	18%	18%	21%	19%	21%	19%	19%	21%
I am worried about the use of artificial intelligence												
Strongly agree	14%	14%	14%	14%	14%	14%	15%	14%	13%	15%	14%	13%
Somewhat agree	27%	25%	29%	26%	28%	28%	28%	27%	28%	26%	28%	28%
Neither agree nor disagree	32%	30%	33%	30%	32%	33%	31%	32%	29%	33%	32%	30%
Somewhat disagree	17%	18%	15%	18%	16%	16%	17%	16%	18%	15%	16%	18%
Strongly disagree	11%	13%	9%	13%	10%	9%	10%	11%	12%	11%	11%	11%
<i>Total agree (strongly or somewhat)</i>	41%	39%	44%	40%	42%	42%	42%	41%	41%	42%	41%	41%
<i>Total disagree (somewhat or strongly)</i>	27%	31%	24%	30%	26%	25%	27%	27%	29%	26%	27%	29%
Artificial intelligence should be banned altogether												
Strongly agree	7%	8%	7%	8%	7%	6%	8%	7%	7%	8%	7%	7%
Somewhat agree	12%	12%	12%	13%	13%	11%	14%	13%	11%	13%	13%	11%
Neither agree nor disagree	33%	30%	36%	29%	34%	36%	35%	34%	28%	35%	35%	29%
Somewhat disagree	24%	23%	24%	22%	24%	25%	23%	23%	26%	21%	24%	26%
Strongly disagree	24%	28%	21%	28%	22%	22%	20%	23%	29%	22%	23%	28%
<i>Total agree (strongly or somewhat)</i>	19%	20%	19%	21%	19%	17%	22%	20%	18%	22%	20%	18%
<i>Total disagree (somewhat or strongly)</i>	48%	51%	45%	50%	47%	47%	43%	46%	55%	43%	46%	54%

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About the Study

The survey was conducted in 27 countries via Global Advisor, the online survey platform of Ipsos, between May 24 and June 7, 2019. Ipsos interviewed a total of 20,107 adults aged:

- 16-74 in Argentina, Australia, Belgium, Brazil, Chile, China (mainland), Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Spain, and Sweden;
- 18-74 in Canada, South Africa, Turkey, and the United States of America; and
- 19-74 in South Korea

The sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Saudi Arabia, Spain, and the USA, and of 500+ individuals in each of the other countries surveyed.

The data is weighted so each country's sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total "global" sample.

Online surveys can be taken as representative of the general working-age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in other countries surveyed are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of online surveys conducted on Global Advisor is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/-3.5 percentage points for countries where the sample is 1,000+ and +/- 5.0 points for countries where the sample is 500+. For more information on the Ipsos use of credibility intervals, please go to www.ipsos-na.com/news-polls/pressrelease.aspx?id=5836.

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About Ipsos

Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Our broad range of industry experts offer an intimate understanding of people, markets, brands and society. Whether testing communications content, bringing concepts to market, assessing customer experience, or gauging public opinion, Ipsos strives to identify and offer the right solutions to our client's specific challenges.

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

GAME CHANGERS

"Game Changers" is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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