GLOBAL VIEWS ON A.I. 2023

How people across the world feel about artificial intelligence and expect it will impact their life

A 31-country Global Advisor survey

July 2023
Summary findings

Understanding of AI is still lagging

- On average across the 31 countries surveyed, two-thirds say they have a good understanding of what AI is, but only half say they know what products and services use AI.
- Knowledge of which products and services use AI is higher among younger adults, men, those who are employed, more educated, and/or more affluent.
- In a typical pattern, familiarity with AI-powered products and services ranges from over 70% in Indonesia and Malaysia to just 35% in Belgium, New Zealand, and the United States.
- Reported understanding of AI has increased over the past 18 months, particularly in Europe, but familiarity with which products and services use AI has not.

Mixed feelings and increased nervousness

- Globally, only about half agree that products and services using AI have more benefits than drawbacks (54%) and are excited about them (also 54%).
- However, about the same number (52%) are nervous about them, up 13 points from 18 months ago.
- Excitement is highest in emerging markets and lowest in Europe and North America; it is also higher among Gen Zers and Millennials, as well as the college educated.
- Nervousness is highest in all predominantly Anglophone countries and lowest in Japan, Korea, and Eastern Europe.

Wide geographic differences in trust

- Trust in AI varies widely by region; it is generally much higher in emerging markets and among people under 40 than in high-income countries and among Gen Xers and Boomers.
- People’s trust that companies using AI will protect their personal information ranges from 72% in Thailand to just 32% in France, Japan, and the U.S.
- The percentage of people who trust that AI will not discriminate against groups of people shows an even wider spread across countries.

Just half say AI has impacted their life in the past few years...

- Globally, just half (49%) say that AI-based products and services have significantly changed their daily lives in the past 3 to 5 years, about the same percentage as in December 2021.
- In South Korea and across Southeast Asia, the percentage feeling this way is about 35 to 40 percentage points higher than most countries across Northwestern Europe and North America.
- It is also, on average, at least 20 points higher among Gen Zers and Millennials than among Boomers.

... but 2 in 3 expect it will soon change it profoundly

- On average, 66% agree that AI-powered products and services will significantly change their daily life in the next 3-5 years, including majorities in all countries (from 82% in South Korea to 51% in France) and all demographic groups (but especially among the more affluent and those with a college education).
- Among workers, 57% expect AI to change the way they do their current job and 36% expect it to replace their current job.
- The percentage of workers expecting major disruptions is highest in Southeast Asia and lowest in Northern Europe (with differences of up to 50 points) and is also much higher among those who are younger and/or decision makers than among those who are not.

Not all changes are expected to be for the better

- Globally, slightly more than half expect that increased use of AI will give them more time to get things done and improve their entertainment options.
- Only 1 in 3 or slightly more say it will improve their health, their job, and their country’s economy.
- More say it will make the job market worse than better.
- Again, optimism about AI is much higher in the Global South than in high-income countries, and among younger and highly educated adults than among those who are older or have no college education.
1

Understanding of AI
Understanding of AI

% agree (31 country-average)

- **I have a good understanding of what artificial intelligence is**
  - 67%
  - Change since Dec. 2021: +3 ppt
  - **Highest**: Indonesia (84%)
  - **Lowest**: Japan (43%)

- **I know which types of products and services use artificial intelligence**
  - 51%
  - Change since Dec. 2021: +1 ppt
  - **Highest**: Indonesia (76%)
  - **Lowest**: Belgium, New Zealand, USA (35%)
Understanding of AI

Q. How much do you agree or disagree with the following:

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

% Agree (very/somewhat)

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The samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.
Understanding of AI

Q. How much do you agree or disagree with the following:

I know which types of products and services use artificial intelligence

% Agree (very/somewhat)
Feelings about AI
Feelings about AI

% agree (31 country-average)

Products and services using artificial intelligence have more benefits than drawbacks
- 54% agree
- Change since Dec. 2021: +3 ppt
- Highest: 78% in Indonesia
- Lowest: 37% in France, USA

Products and services using artificial intelligence make me excited
- 54% agree
- Change since Dec. 2021: N/A
- Highest: 80% in Thailand
- Lowest: 32% in Sweden

Products and services using artificial intelligence make me nervous
- 52% agree
- Change since Dec. 2021: +12 ppt
- Highest: 69% in Australia
- Lowest: 23% in Japan

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Feelings about AI

Q. How much do you agree or disagree with the following:

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

% Agree (very/somewhat)

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## Feelings about AI

Q. How much do you agree or disagree with the following:

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

% Agree (very/somewhat)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Agree</th>
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<tbody>
<tr>
<td>Global Country Average</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>54%</td>
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<tr>
<td>South Korea</td>
<td>80%</td>
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<td>Indonesia</td>
<td>76%</td>
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<td>Mexico</td>
<td>75%</td>
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<td>Malaysia</td>
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<td>Peru</td>
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<td>India</td>
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<td>Brazil</td>
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<td>Singapore</td>
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<td>Romania</td>
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<td>Chile</td>
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<td>Canada</td>
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<td>United States</td>
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<td>France</td>
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<td>Belgium</td>
<td>35%</td>
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<tr>
<td>Sweden</td>
<td>32%</td>
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</tbody>
</table>

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Feelings about AI

Q. How much do you agree or disagree with the following:

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

% Agree (very/somewhat)

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3

Trust in AI
Trust in AI

% agree (31 country-average)

- I trust artificial intelligence to not discriminate or show bias towards any group of people: 56%
  - Change since Dec. 2021: N/A
  - Highest: 83% (Thailand)
  - Lowest: 33% (Sweden)

- I trust companies that use artificial intelligence as much as I trust other companies: 52%
  - Change since Dec. 2021: +3 ppt
  - Highest: 73% (Thailand)
  - Lowest: 36% (USA)

- I trust that companies that use artificial intelligence will protect my personal data: 50%
  - Change since Dec. 2021: N/A
  - Highest: 72% (Thailand)
  - Lowest: 32% (France, Japan, USA)

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Trust in AI

Q. 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

% Agree (very/somewhat)

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Trust in AI

Q. How much do you agree or disagree with the following:

I trust companies that use artificial intelligence as much as I trust other companies

% Agree (very/somewhat)

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Trust in AI

Q. How much do you agree or disagree with the following:

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

% Agree (very/somewhat)

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AI impact on one’s daily life and job
AI impact on one’s daily life

% agree (31 country-average)

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

- 49% +1 ppt
- South Korea

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

- 66% +7 ppt
- South Korea

Change since Dec. 2021

Highest

- 73%
- South Korea

Lowest

- 31%
- Belgium, Ireland, Sweden

- 82%
- South Korea

- 51%
- France

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Past impact of AI

Q. 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**

% Agree (very/somewhat)

- **Global Country Average:** 49%
- **South Korea:** 73%
- **Thailand:** 72%
- **Indonesia:** 72%
- **Malaysia:** 71%
- **Mexico:** 66%
- **Peru:** 65%
- **Singapore:** 64%
- **India:** 63%
- **Turkey:** 63%
- **Brazil:** 63%
- **South Africa:** 57%
- **Chile:** 54%
- **Romania:** 54%
- **Colombia:** 54%
- **Poland:** 46%
- **Argentina:** 45%
- **Italy:** 44%
- **Spain:** 41%
- **Australia:** 40%
- **Netherlands:** 36%
- **Hungary:** 36%
- **Japan:** 36%
- **New Zealand:** 35%
- **Canada:** 34%
- **United States:** 34%
- **Great Britain:** 34%
- **Germany:** 33%
- **France:** 32%
- **Sweden:** 31%
- **Belgium:** 31%
- **Ireland:** 31%

- **South Africa:** 57%
- **Chile:** 54%
- **Romania:** 54%
- **Colombia:** 54%
- **Poland:** 46%
- **Argentina:** 45%
- **Italy:** 44%
- **Spain:** 41%
- **Australia:** 40%
- **Netherlands:** 36%
- **Hungary:** 36%
- **Japan:** 36%
- **New Zealand:** 35%
- **Canada:** 34%
- **United States:** 34%
- **Great Britain:** 34%
- **Germany:** 33%
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- **Ireland:** 31%

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Future impact of AI

Q. 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**

% Agree (very/somewhat)

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Impact of AI on Current Job

Q. How likely, if at all, do you think it is that… (31-country average)

- **AI will change how you do your current job in the next 5 years**
  - Not Likely: 8%
  - Likely: 57%
  - Don’t know: 35%

- **AI will replace your current job in the next 5 years**
  - Not Likely: 8%
  - Likely: 36%
  - Don’t know: 56%

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## Impact of AI on Current Job

### How likely, if at all, do you think it is that AI will ______ in the next 5 years?

% Likely (very/somewhat)

<table>
<thead>
<tr>
<th>Country</th>
<th>AI will change how you do your current job</th>
<th>AI will replace your current job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Country Average</td>
<td>57%</td>
<td>36%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>87%</td>
<td>69%</td>
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<tr>
<td>Malaysia</td>
<td>81%</td>
<td>62%</td>
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<tr>
<td>Thailand</td>
<td>78%</td>
<td>62%</td>
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<tr>
<td>Brazil</td>
<td>73%</td>
<td>57%</td>
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<tr>
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<td>71%</td>
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<td>Peru</td>
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<td>46%</td>
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<td>Turkey</td>
<td>67%</td>
<td>42%</td>
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<td>Singapore</td>
<td>63%</td>
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<td>India</td>
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<td>33%</td>
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<td>Chile</td>
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<td>Argentina</td>
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<td>Spain</td>
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<td>32%</td>
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<td>Romania</td>
<td>54%</td>
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<td>Italy</td>
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<td>United States</td>
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<td>Belgium</td>
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<td>Hungary</td>
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<td>Germany</td>
<td>35%</td>
<td>27%</td>
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<tr>
<td>Sweden</td>
<td>35%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Base: 14,782 employed adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023 – online only in all countries except India.

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Impact of AI on Current Job

How likely, if at all, do you think it is that AI will ______ in the next 5 years?

% Likely (very/somewhat)

AI will change how you do your current job

- Male: 58%
- Female: 55%
- Gen Z: 66%
- Millennial: 61%
- Gen X: 53%
- Boomer: 46%
- Lower income: 56%
- Middle income: 56%
- Upper income: 60%
- Lower education: 52%
- Medium education: 54%
- Higher education: 61%
- Decision maker - Yes: 68%
- Decision maker - No: 51%

AI will replace your current job

- Male: 37%
- Female: 35%
- Gen Z: 45%
- Millennial: 40%
- Gen X: 31%
- Boomer: 27%
- Lower income: 42%
- Middle income: 37%
- Upper income: 36%
- Lower education: 39%
- Medium education: 35%
- Higher education: 37%
- Decision maker - Yes: 47%
- Decision maker - No: 31%

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5

Will AI improve life?
Views on the use of AI

Q. 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?

<table>
<thead>
<tr>
<th></th>
<th>Better</th>
<th>Stay the same</th>
<th>Don't know</th>
<th>Worse</th>
<th>Net (Better minus worse, ppt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of time it takes me to get things done</td>
<td>51%</td>
<td>29%</td>
<td>8%</td>
<td>11%</td>
<td>+44</td>
</tr>
<tr>
<td>My entertainment options (TV/video content, movies, music, books)</td>
<td>39%</td>
<td>38%</td>
<td>11%</td>
<td>12%</td>
<td>+41</td>
</tr>
<tr>
<td>My health</td>
<td>37%</td>
<td>39%</td>
<td>8%</td>
<td>16%</td>
<td>+27</td>
</tr>
<tr>
<td>My job*</td>
<td>34%</td>
<td>29%</td>
<td>13%</td>
<td>23%</td>
<td>+21</td>
</tr>
<tr>
<td>The economy in [my country]</td>
<td>32%</td>
<td>23%</td>
<td>10%</td>
<td>36%</td>
<td>+11</td>
</tr>
<tr>
<td>The job market</td>
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<td></td>
<td>-4</td>
</tr>
</tbody>
</table>

* "My job": asked only of those employed
AI and My Time

Q. 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
% Better (much/somewhat)

Global Country Average

Indonesia 54%
Thailand 57%
South Africa 56%
Peru 50%
Mexico 48%
Brazil 52%
Colombia 63%
Singapore 57%
Turkey 62%
Malaysia 62%
Argentina 52%
South Korea 57%
China 60%
India 57%
Netherlands 55%
Hungary 54%
Romania 54%
New Zealand 51%
Italy 48%
Poland 48%
Spain 48%
Great Britain 46%
United States 46%
France 45%
Australia 44%
Ireland 42%
Canada 39%
Belgium 39%
Sweden 38%
Germany 37%
Japan 33%

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The samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.
AI and My Entertainment Options

Q. 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)

% Better (much/somewhat)
### AI and My Health

Q. 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**

% Better (much/somewhat)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>39%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>61%</td>
</tr>
<tr>
<td>Thailand</td>
<td>58%</td>
</tr>
<tr>
<td>Peru</td>
<td>56%</td>
</tr>
<tr>
<td>Brazil</td>
<td>55%</td>
</tr>
<tr>
<td>India</td>
<td>55%</td>
</tr>
<tr>
<td>Colombia</td>
<td>50%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>50%</td>
</tr>
<tr>
<td>South Africa</td>
<td>49%</td>
</tr>
<tr>
<td>Turkey</td>
<td>49%</td>
</tr>
<tr>
<td>Argentina</td>
<td>47%</td>
</tr>
<tr>
<td>Chile</td>
<td>47%</td>
</tr>
<tr>
<td>Romania</td>
<td>43%</td>
</tr>
<tr>
<td>Singapore</td>
<td>40%</td>
</tr>
<tr>
<td>South Korea</td>
<td>38%</td>
</tr>
<tr>
<td>Italy</td>
<td>37%</td>
</tr>
<tr>
<td>France</td>
<td>37%</td>
</tr>
<tr>
<td>Spain</td>
<td>33%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>33%</td>
</tr>
<tr>
<td>United States</td>
<td>32%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>31%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>31%</td>
</tr>
<tr>
<td>Canada</td>
<td>30%</td>
</tr>
<tr>
<td>Ireland</td>
<td>29%</td>
</tr>
<tr>
<td>Australia</td>
<td>29%</td>
</tr>
<tr>
<td>Belgium</td>
<td>28%</td>
</tr>
<tr>
<td>Hungary</td>
<td>28%</td>
</tr>
<tr>
<td>Sweden</td>
<td>25%</td>
</tr>
<tr>
<td>Germany</td>
<td>25%</td>
</tr>
<tr>
<td>Poland</td>
<td>23%</td>
</tr>
<tr>
<td>Japan</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Global Country Average**: 39%

| Male    | 42% |
| Female  | 36% |
| Gen Z   | 46% |
| Millennial | 42% |
| Gen X   | 37% |
| Boomer  | 30% |
| Lower income | 34% |
| Middle income | 40% |
| Upper income | 43% |
| Lower education | 35% |
| Medium education | 39% |
| Higher education | 41% |
| Employed | 41% |
| Non-employed | 35% |

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Q. 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**

% Better (much/somewhat)

* *My job*: asked only of those employed
**AI and the Economy**

**Q. 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]**

% Better (much/somewhat)

<table>
<thead>
<tr>
<th>Country Average</th>
<th>Thailand</th>
<th>Indonesia</th>
<th>India</th>
<th>Brazil</th>
<th>Singapore</th>
<th>Malaysia</th>
<th>Mexico</th>
<th>Peru</th>
<th>Colombia</th>
<th>South Africa</th>
<th>Turkey</th>
<th>South Korea</th>
<th>Romania</th>
<th>Great Britain</th>
<th>Chile</th>
<th>Poland</th>
<th>Italy</th>
<th>Argentina</th>
<th>New Zealand</th>
<th>Germany</th>
<th>Netherlands</th>
<th>Australia</th>
<th>Hungary</th>
<th>Ireland</th>
<th>Spain</th>
<th>France</th>
<th>United States</th>
<th>Japan</th>
<th>Sweden</th>
<th>Canada</th>
<th>Belgium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Country Average</td>
<td>34%</td>
<td>62%</td>
<td>58%</td>
<td>54%</td>
<td>51%</td>
<td>50%</td>
<td>50%</td>
<td>48%</td>
<td>46%</td>
<td>40%</td>
<td>39%</td>
<td>39%</td>
<td>34%</td>
<td>31%</td>
<td>31%</td>
<td>29%</td>
<td>27%</td>
<td>29%</td>
<td>29%</td>
<td>28%</td>
<td>28%</td>
<td>27%</td>
<td>27%</td>
<td>26%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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AI and the Job Market

Q. 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

% Better (much/somewhat)

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Appendix
<table>
<thead>
<tr>
<th>Q. How much do you agree or disagree with the following: % Agree (very/somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>View on the use of AI</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>I have a good understanding of what artificial intelligence is</td>
</tr>
<tr>
<td>Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years</td>
</tr>
<tr>
<td>I trust artificial intelligence to not discriminate or show bias towards any group of people</td>
</tr>
<tr>
<td>Products and services using artificial intelligence have more benefits than drawbacks</td>
</tr>
<tr>
<td>Products and services using artificial intelligence make me excited</td>
</tr>
<tr>
<td>I trust companies that use artificial intelligence as much as I trust other companies</td>
</tr>
<tr>
<td>Products and services using artificial intelligence make me nervous</td>
</tr>
<tr>
<td>I know which types of products and services use artificial intelligence</td>
</tr>
<tr>
<td>I trust that companies that use artificial intelligence will protect my personal data</td>
</tr>
<tr>
<td>Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years</td>
</tr>
</tbody>
</table>

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**Views on the use of AI: Change since Dec. 2021**

**Q. How much do you agree or disagree with the following: % Agree (very/somewhat)**

<table>
<thead>
<tr>
<th></th>
<th>Average 24 repeat countries</th>
<th>Argentina</th>
<th>Australia</th>
<th>Belgium</th>
<th>Brazil</th>
<th>Canada</th>
<th>Chile</th>
<th>Colombia</th>
<th>France</th>
<th>Germany</th>
<th>Great Britain</th>
<th>Hungary</th>
<th>Italy</th>
<th>Japan</th>
<th>Malaysia</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>Peru</th>
<th>Poland</th>
<th>South Africa</th>
<th>South Korea</th>
<th>Spain</th>
<th>Sweden</th>
<th>Turkey</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a good understanding of what artificial intelligence is</td>
<td>+3</td>
<td>+3</td>
<td>-4</td>
<td>+5</td>
<td>-1</td>
<td>-6</td>
<td>+2</td>
<td>+9</td>
<td>+11</td>
<td>+7</td>
<td>+6</td>
<td>+11</td>
<td>+3</td>
<td>+4</td>
<td>+1</td>
<td>+6</td>
<td>-2</td>
<td>+3</td>
<td>+3</td>
<td>+4</td>
<td>+7</td>
<td>+5</td>
<td>+4</td>
<td>+4</td>
<td></td>
</tr>
<tr>
<td>Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years</td>
<td>+7</td>
<td>+4</td>
<td>+12</td>
<td>+0</td>
<td>+10</td>
<td>+11</td>
<td>+3</td>
<td>+2</td>
<td>+6</td>
<td>+12</td>
<td>+12</td>
<td>+7</td>
<td>+11</td>
<td>+12</td>
<td>+6</td>
<td>+5</td>
<td>+10</td>
<td>+5</td>
<td>+3</td>
<td>+2</td>
<td>+6</td>
<td>+5</td>
<td>+8</td>
<td>+11</td>
<td></td>
</tr>
<tr>
<td>Products and services using artificial intelligence have more benefits than drawbacks</td>
<td>+3</td>
<td>+2</td>
<td>+2</td>
<td>+7</td>
<td>+6</td>
<td>-4</td>
<td>+1</td>
<td>+6</td>
<td>+5</td>
<td>+8</td>
<td>-1</td>
<td>+4</td>
<td>+10</td>
<td>+5</td>
<td>+8</td>
<td>+10</td>
<td>-3</td>
<td>-1</td>
<td>+2</td>
<td>+4</td>
<td>-3</td>
<td>-1</td>
<td>+7</td>
<td>+2</td>
<td></td>
</tr>
<tr>
<td>I trust companies that use artificial intelligence as much as I trust other companies</td>
<td>+3</td>
<td>-3</td>
<td>+6</td>
<td>-1</td>
<td>+9</td>
<td>+5</td>
<td>-5</td>
<td>-0</td>
<td>+3</td>
<td>+3</td>
<td>-9</td>
<td>-1</td>
<td>+5</td>
<td>+6</td>
<td>+9</td>
<td>+6</td>
<td>+7</td>
<td>+0</td>
<td>-1</td>
<td>-1</td>
<td>+8</td>
<td>-0</td>
<td>+3</td>
<td>+1</td>
<td></td>
</tr>
<tr>
<td>Products and services using artificial intelligence make me nervous</td>
<td>+12</td>
<td>+14</td>
<td>+18</td>
<td>+9</td>
<td>+16</td>
<td>+14</td>
<td>+18</td>
<td>+6</td>
<td>+19</td>
<td>+9</td>
<td>+16</td>
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<td>+10</td>
<td>+14</td>
<td>+12</td>
<td>+8</td>
<td>+1</td>
<td>+13</td>
<td>+3</td>
<td>+16</td>
<td>+6</td>
<td>+11</td>
</tr>
<tr>
<td>I know which types of products and services use artificial intelligence</td>
<td>+1</td>
<td>-3</td>
<td>-1</td>
<td>-3</td>
<td>+4</td>
<td>+1</td>
<td>-1</td>
<td>-9</td>
<td>+3</td>
<td>+2</td>
<td>+6</td>
<td>-0</td>
<td>+4</td>
<td>+5</td>
<td>+7</td>
<td>-1</td>
<td>+1</td>
<td>+2</td>
<td>-6</td>
<td>+8</td>
<td>-0</td>
<td>-1</td>
<td>+11</td>
<td>-4</td>
<td>-2</td>
</tr>
<tr>
<td>Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years</td>
<td>+1</td>
<td>-8</td>
<td>+4</td>
<td>-6</td>
<td>+12</td>
<td>+2</td>
<td>-4</td>
<td>-5</td>
<td>-1</td>
<td>+2</td>
<td>+1</td>
<td>-2</td>
<td>+3</td>
<td>+5</td>
<td>+6</td>
<td>+4</td>
<td>-3</td>
<td>+2</td>
<td>+1</td>
<td>+11</td>
<td>-8</td>
<td>+1</td>
<td>+3</td>
<td>-2</td>
<td></td>
</tr>
</tbody>
</table>

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Methodology

• These are the findings of a 31-country Ipsos survey conducted on Ipsos’s Global Advisor online survey platform and, in India, on its hybrid IndiaBus, May 26 – June 9, 2023, among 22,816 adults aged 18 and older in India, 18-74 in Canada, the Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 20 other countries.

• Each country’s sample consists of ca. 1,000 individuals in each of Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S.; and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom ca. 1,800 were interviewed face-to-face and 400 were interviewed online.

• The 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 taken as representative of these countries’ general adult population under the age of 75.

• The samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population.

• India’s sample represents a large subset of its urban population – socio-economic classes A, B, and C, in metros and tier 1-3 town classes across all the country’s four zones.

• The data is weighted so that each market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

• The “global country average” or “31-country average” reflects the average result of all the countries where 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.

• Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don’t knows or not stated responses.

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

• The publication of these findings abides by local rules and regulations.
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Contact for more information

Matt Carmichael

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Ipsos US

Matt.Carmichael@ipsos.com