

## PRESS RELEASE

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### **A.I. is making Singaporeans and most Asian markets nervous about job security – Ipsos Global Advisor survey**

65% of Singaporeans are excited about A.I., but 4 in 10 think AI is likely to replace their current jobs

**Singapore, 10 July 2023** – A recent Ipsos survey finds that Singaporeans are excited (65%) about products and services that use AI. Younger adults (below 35 years old) are the most excited about AI, with 77% of them expressing excitement. Even non digital natives (those above 50 years old) are not indifferent, with 55% of them saying they are excited about AI.

With the surge in new AI applications, two-thirds of Singaporeans (67%) say they have a good understanding of what AI is, and 57% say they are aware of the types of products and services that use AI. 64% of Singaporeans also believe that AI-based products and services have more benefits than drawbacks. This sentiment is shared by other Asian countries, with an average of 62% of respondents in the Asia Pacific region expressing a positive view of AI. In contrast, only 37% of North Americans and 46% of Europeans agree that AI has more benefits than drawbacks.

While there is excitement towards AI, 1 in 2 Singaporeans (53%) also say that they are nervous about AI-based products and services. Only 54% of Singaporeans trust that companies using AI will protect their personal information. Though this is significantly higher than the trust levels in Japan, France, and the United States, where only 32% of people trust AI companies to protect their personal information.

Most Singaporeans (78%) expect AI-powered products and services to profoundly change their daily life in the coming years. While there is optimism about time management and entertainment options, there is also widespread concern about negative impacts on employment. Singaporeans agree that AI will give them more time to get things done (64%)

and improve their entertainment options (57%). But among Singaporean workers, 67% expect AI to change the way they do their jobs, and 41% expect it to replace their current jobs in the next 5 years. Expectations of such AI disruption to jobs vary across countries, with the highest observed in Southeast Asia and lowest in Northern Europe. The difference between the two regions is as high as 50 percentage points. These expectations are also much higher among younger people and decision-makers than among others.

**Katharine Zhou, Country Manager for Ipsos in Singapore** said, “The perceived impact of AI on products and services and the fear around job security are elevated in Singapore, as they are in most Asian markets, according to our recent Global Advisor survey. In a time of inflation and a fragile global economy, the fear of unemployment is a top worry for many Singaporeans. While Singaporeans are open to new technology and welcome the exciting advances that AI will continue to bring, it does not distract them from the pressures of a high-cost city life nor the less understood impacts of AI. Organizations have a role to play in helping people understand the benefits of AI, its complexity, and the implications for data privacy.”

These are some of the findings of a survey of 22,816 adults under the age of 75 conducted between May 26 and June 9, 2023, on the Ipsos Global Advisor online survey platform in 30 countries and mostly face-to-face in India. In Singapore, the sample consists of c.a. 500 Singaporean Citizens aged 21 – 74. The survey results shed light on the evolving perceptions and expectations of AI among consumers worldwide, revealing both excitement and apprehension about its potential impact on various aspects of life.

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### **About the Study**

- In Singapore, the survey was conducted online between May 26 and June 9, 2023, among a nationally representative sample of c.a. 500 Singaporeans aged 21 – 74 years old.

- Quotas on age and gender were employed to ensure that the sample's composition reflects the overall population distribution, based on Singapore Department of Statistics population estimates.
- The precision of online surveys is measured using a credible interval. In this case, the results reported are accurate to +/- 5.0 percentage points of the views and perspectives of all Singaporeans aged 21 and above (at 95% confidence interval). Credible intervals are wider among subsets of the population.
- **Access the global report with detailed charts [HERE](#)**

## About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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