PRESS RELEASE

Attack of the Drones: Six in Ten Perceive Threat from AI-Based Defense Systems
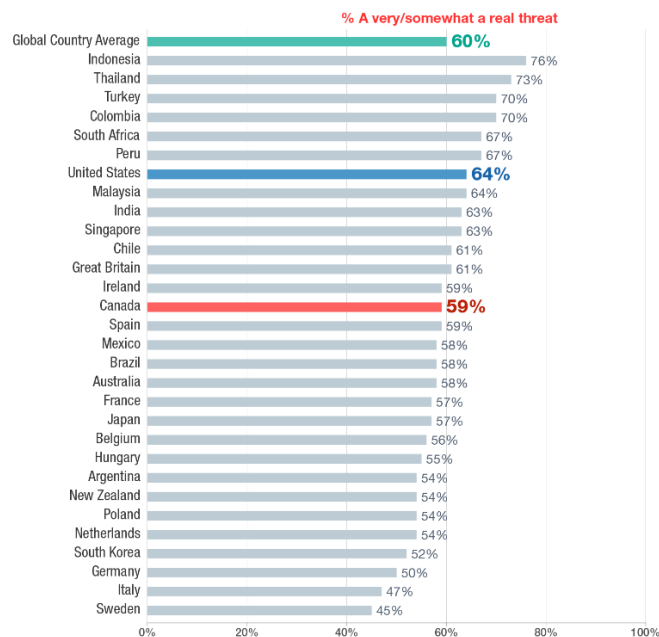
Yet, Only 43% of Respondents Are Confident in their Government's Ability to Respond to Such a Threat

Toronto, ON, November 17, 2023 – Everyone's talking about artificial intelligence (AI) and so are we.

Ipsos added several questions related to AI to this year's polling for the Halifax Security Forum and found that 60%, on average across 30 countries, are concerned about an AI-based defense system becoming a threat to humanity by breaking free of human control. How real the threat is perceived to be depends on where one lives, with 45% of people in Sweden versus 76% in Indonesia agreeing the threat is real, while 64% of Americans think the threat is real vs. 59% of Canadians.

An AI-based defense system becoming a threat to humanity by breaking free of human control

Q: How real do you feel the threat is of an AI-based defense system becoming a threat to humanity by breaking free of human control?

% A very/somewhat a real threat

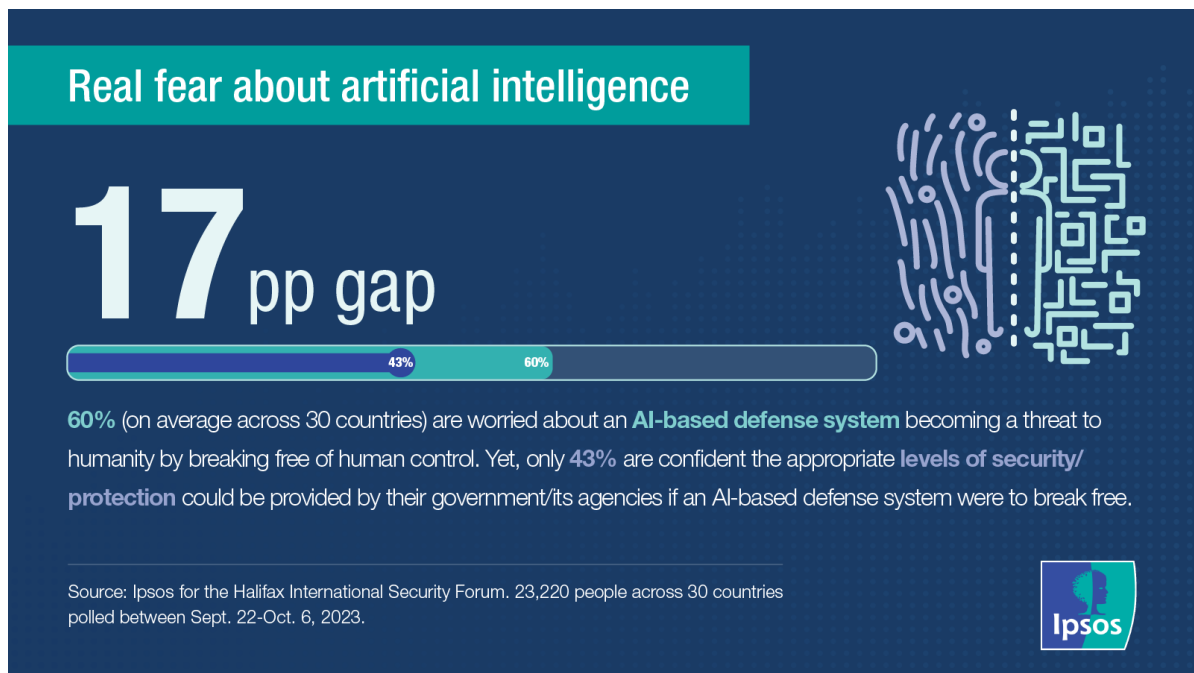| Country	%
Global Country Average	60%
Indonesia	76%
Thailand	73%
Turkey	70%
Colombia	70%
South Africa	67%
Peru	67%
United States	64%
Malaysia	64%
India	63%
Singapore	63%
Chile	61%
Great Britain	61%
Ireland	59%
Canada	59%
Spain	59%
Mexico	58%
Brazil	58%
Australia	58%
France	57%
Japan	57%
Belgium	56%
Hungary	55%
Argentina	54%
New Zealand	54%
Poland	54%
Netherlands	54%
South Korea	52%
Germany	50%
Italy	47%
Sweden	45%

Source: Ipsos for the Halifax Security Forum. 23,220 people across 30 countries polled between Sept. 22 – Oct. 6, 2023.
Note: Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Thailand, and Turkey tend to be more urban, educated, and/or affluent than the general population.

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Meanwhile, only 43% of all respondents polled via Ipsos' Global Advisor online platform between Sept. 22 – Oct. 6, 2023, are somewhat/very confident that the appropriate levels of security/protection could be provided by their government, or that its agencies could respond effectively, if an AI-based defense system were to break free of human control. Confidence to respond to such a threat runs from a low of 31% in France, 44% in Canada, 46% in the U.S. all the way to a high of 70% in India*.

Real fear about artificial intelligence

17 pp gap

43%   60%

60% (on average across 30 countries) are worried about an **AI-based defense system** becoming a threat to humanity by breaking free of human control. Yet, only **43%** are confident the appropriate **levels of security/ protection** could be provided by their government/its agencies if an AI-based defense system were to break free.

Source: Ipsos for the Halifax International Security Forum. 23,220 people across 30 countries polled between Sept. 22-Oct. 6, 2023.

AI leads to worry about some scary scenarios

The quickly-evolving technology is obviously making some of us feel pretty uneasy these days.

Three-quarters (75%) are somewhat/very worried about AI-powered deepfakes (e.g., fake images) spreading disinformation and manipulating public opinion. The majority in all countries Ipsos did polling in this year are concerned about AI-powered disinformation but there's quite a range, with only 55% Indians worried about this versus 89% of Indonesians. Similar proportions of Canadians (78%) and Americans (74%) are concerned about AI-powered deepfakes spreading disinformation.

Meanwhile, most (74% on average globally) are worried about AI-powered hacking tools conducting cybersecurity attacks and disrupting or damaging critical infrastructure (e.g., transportation, power or water distribution, healthcare facilities, etc.). Again, there's a spread with only 55% of people in India worried about this versus 83% of people in Indonesia. Close to the same proportions of people in Canada (78%) and the U.S. (76%) are concerned about AI-powered hacking tools.

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And almost three in four (73% globally) are worried about AI-enabled surveillance that violates privacy rights and can be misused. A similar pattern emerges with respondents in India the least concerned about this at 56% and those in Indonesia the most concerned at 84%. Meanwhile, 75% of respondents in Canada and 74% in the U.S. are concerned about AI-powered hacking tools.

Overall, 69% are concerned about AI-enabled autonomous weapons, such as drones and robots, with 54% of people in India worried and 81% in Indonesia. Canadians (73%) are also slightly more concerned about this risk than Americans (70%).

Seeing AI as a negative force

Like any tool, AI can be used for good or evil and many are concerned how humans will use this tech.

Just over two in five (41% on average globally) think AI will become a threat to world peace, while Canadians (53%) and Americans (52%) are even more likely to think so. On the flipside, only 28% globally think the tech will help nations get along better vs. just 15% of Canadians and 18% of Americans.

Not everyone has such a dire view, with almost one in three (31% on average globally) saying AI will have no effect on relationships among nations with American (30%) and Canadian (32%) sentiment in line with the global average.

The future is now

The speed at which AI, and tech in general, has recently progressed looks to have unnerved people around the world.

Almost three in five (+two pts to 59%) say the revolution in digital technology will undermine and destroy the democratic freedoms that exist in the world today. That sentiment rose significantly in seven countries year-over-year, including: Japan (+four pts to 39%), Spain (+four pts to 60%), Thailand (+four pts to 62%), Canada (+five pts to 61%), Sweden (+seven pts to 50%), the U.S. (+seven pts to 61%), Brazil (+eight pts to 56%) and India (+nine pts to 81%).

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About the Study

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 22 and Friday, October 6, 2023. For this survey, Ipsos interviewed a total of 23,220 adults aged 18 years and older in India, 18-74 in Canada, 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 all other countries.

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

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, 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, Colombia, Indonesia, Ireland, Malaysia, Mexico, New Zealand, Peru, Singapore, South Africa, Thailand, and Turkey 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.

*Thanks to a change in methodology, the survey now captures the sentiment of a much broader swath of the Indian population. India's sample now represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

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 of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

For more information on this news release, please contact:

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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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