

# GEN. AI\* IN PAKISTAN

## Knowledge, Perceptions, and Usage

Artificial Intelligence sparks global debate, hailed for innovation yet shadowed by concerns of its risks. While the world establishes safety protocols to get maximum out of this technology, Pakistan lags in AI awareness and usage, limiting its potential impact.



Access to Internet\*\*

**35%**

~85 Million Internet Users



Awareness of AI

**4%**

~10 Million are Aware



Awareness of Gen. AI

**3%**

~7 Million are Aware



Usage of Gen. AI

**2.4%**

~6 Million Users

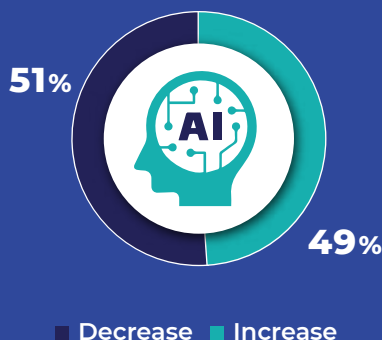
### Of those aware, what are their perceptions?

Word Cloud below shows that even those who are aware of the term "AI", have a very vague understanding of its utility and potential.

Machines working instead of humans  
Educational assistance for kids  
**Don't Know** Problem solving  
Getting answers using robots  
Getting things done easily  
Content Creation **Robotic system**  
Alternative to human intelligence  
Advance Technology Machines working like humans  
Getting robotic information from Google  
Task in which human brain is not involved  
Computer giving answers  
Machines are Time Effective

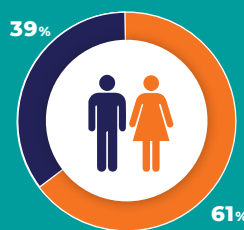
### Perception about Gen. AI impact on jobs

Opinions are divided on whether generative AI will increase or decrease future job opportunities

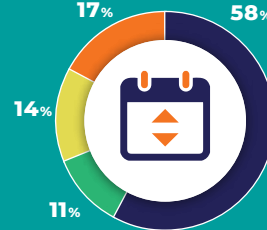


### Who are these 6 Million Users?

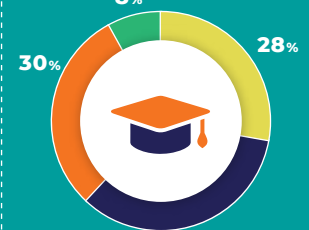
Usage of Gen. AI is higher among females, youth and highly educated



■ Male ■ Female



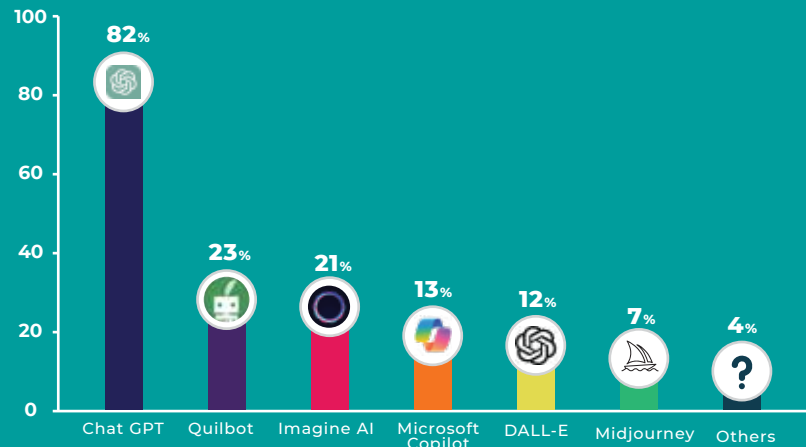
■ 18-25 Years ■ 26-30 Years  
■ 31-40 Years ■ 41-50 Years



■ Matric ■ Intermediate  
■ Post Graduate ■ Graduate

### Popular Platforms

Among users, Chat GPT is the most popular platform followed by quillbot, and Imagine AI



### Purpose of Usage



This study was initiated and run by Ipsos with no external sponsor or partners.

\*\*Source: Ipsos Nationwide Quantitative Survey, July 2023

Findings based on CATI Survey with +1000 internet using Pakistanis (Mar 2024)

\*Generative Artificial Intelligence

