

SPOTLIGHT*LEBANON

VIEWS ON AI

January - 2025



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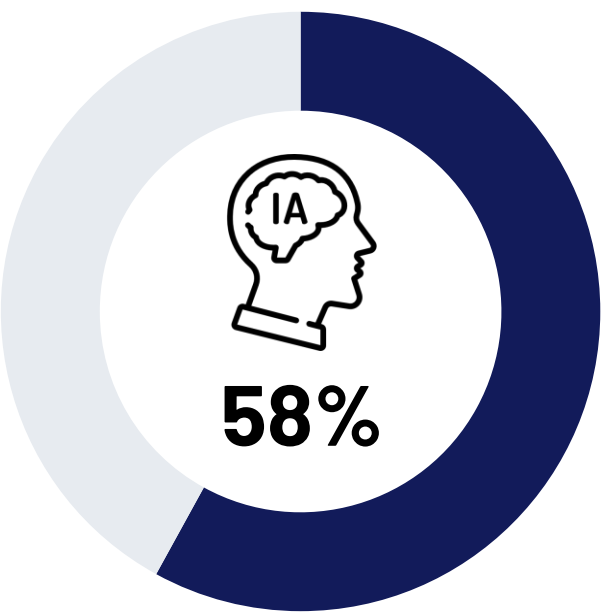
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Will AI improve life?

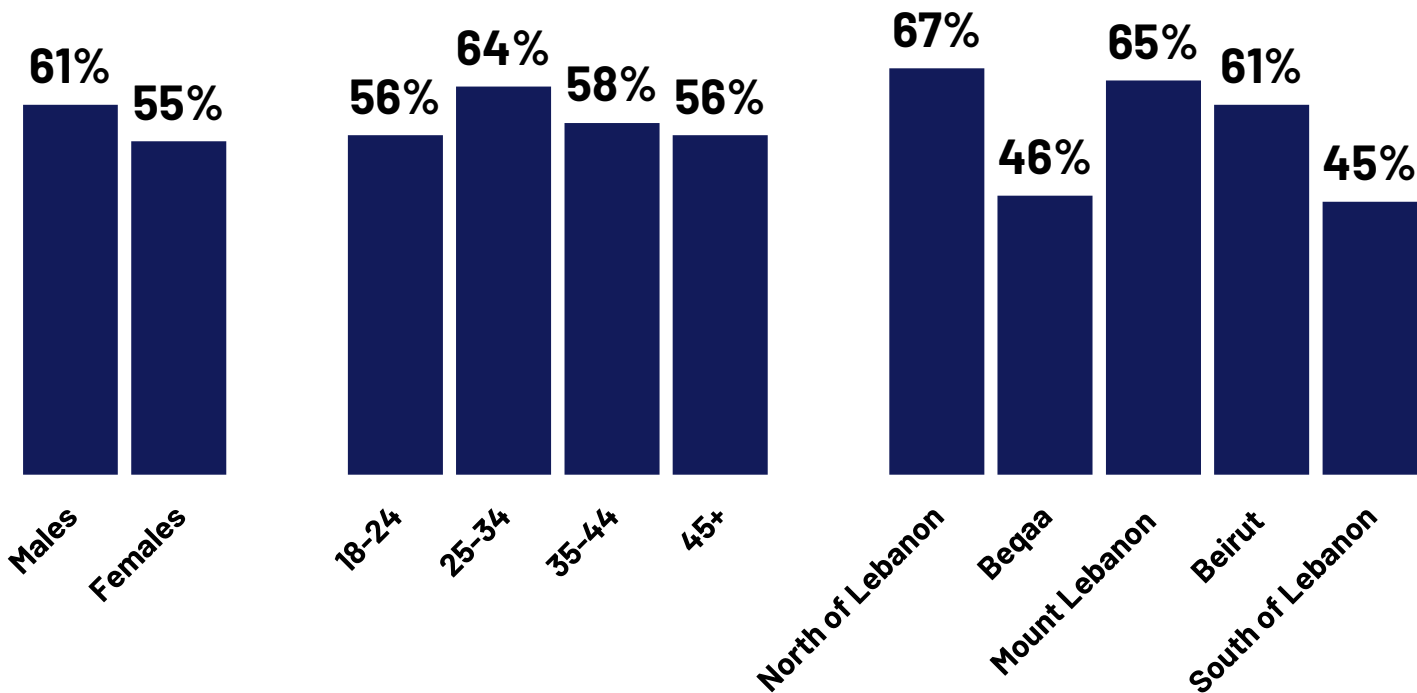
AWARENESS AND UNDERSTANDING OF AI

Awareness of AI

%– by demographics

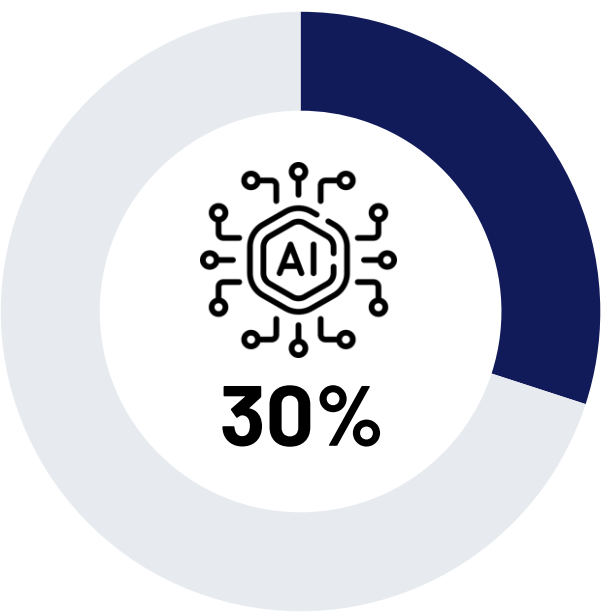


Have heard about artificial intelligence

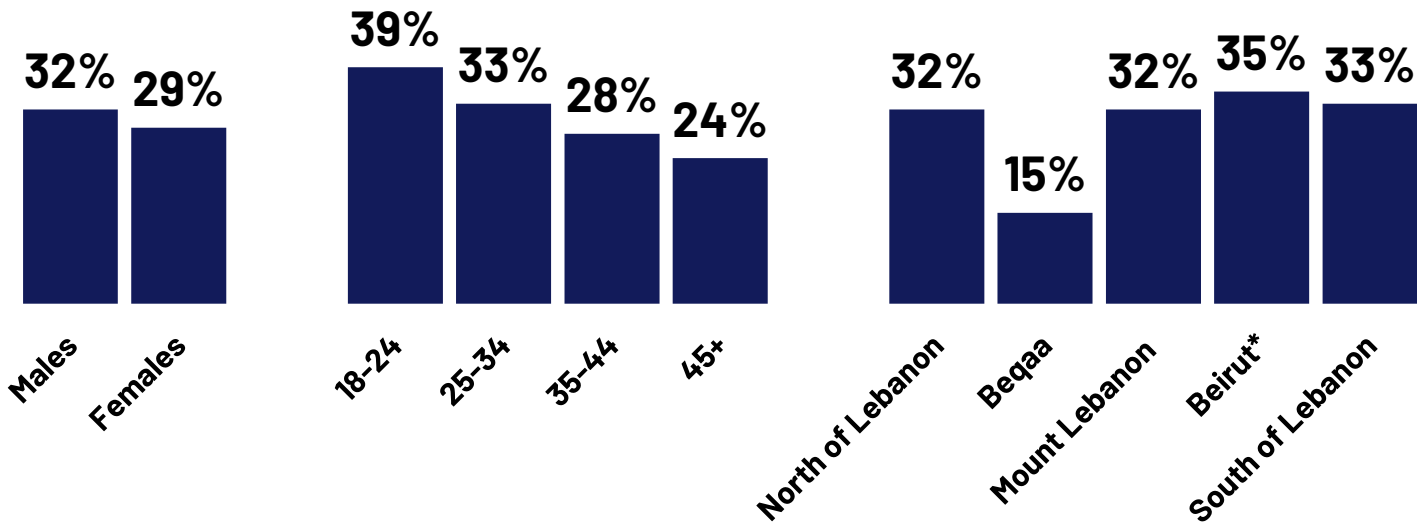


Understanding of AI

% Agree – by demographics

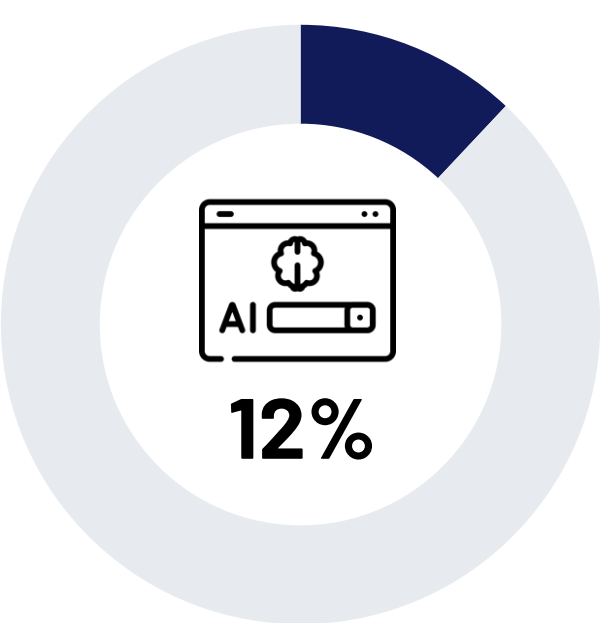


I have a good understanding of what artificial intelligence is

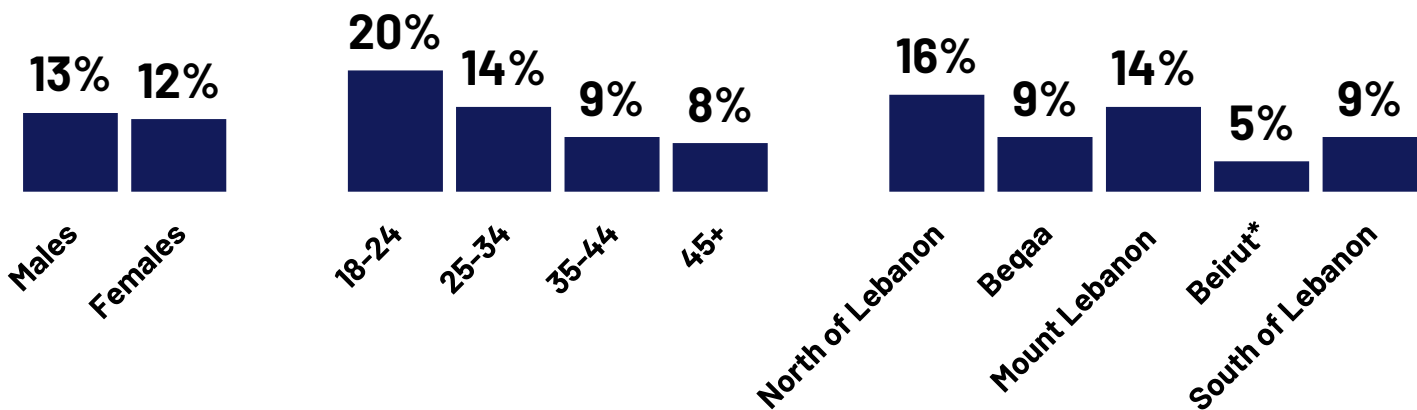


Awareness of AI-powered products and services

% Agree – by demographics



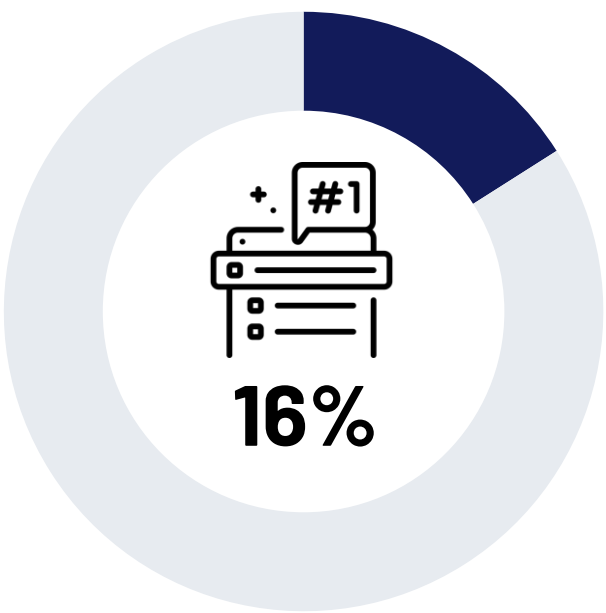
I know which types of products and services use artificial intelligence



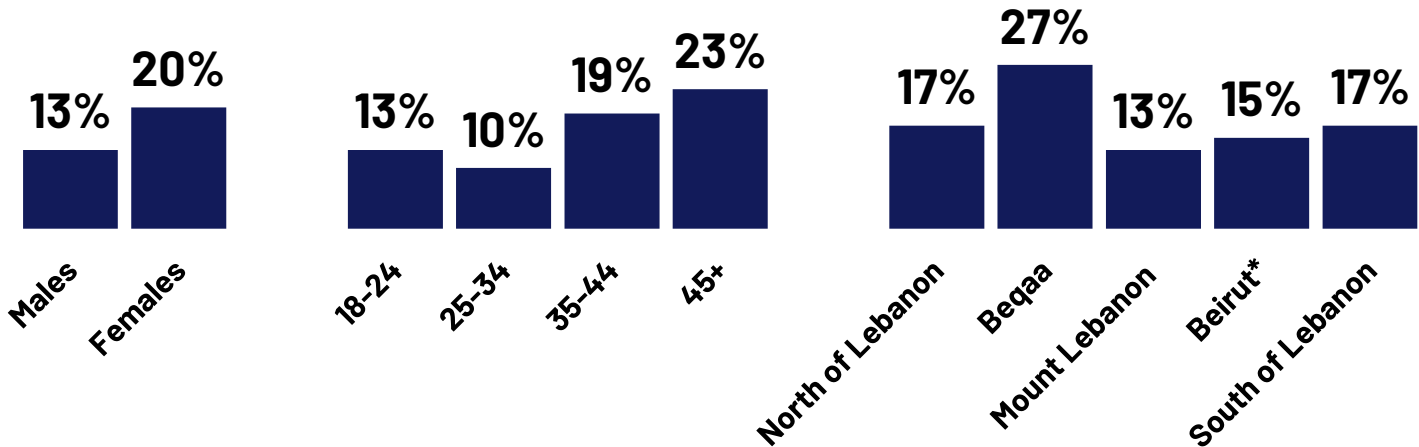
SENTIMENT TOWARDS AI

The trend of AI

% Agree – by demographics



Artificial intelligence is just a trend



Sentiment towards AI

% Agree

64%

Artificial intelligence could be dangerous, and we should approach this technology with caution



21%

Products and services using artificial intelligence make me nervous



16%

Products and services using artificial intelligence have more benefits than drawbacks



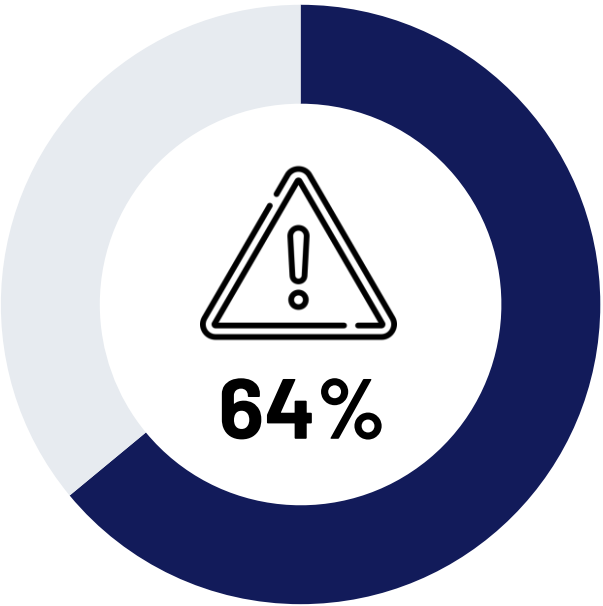
15%

Products and services using artificial intelligence make me excited

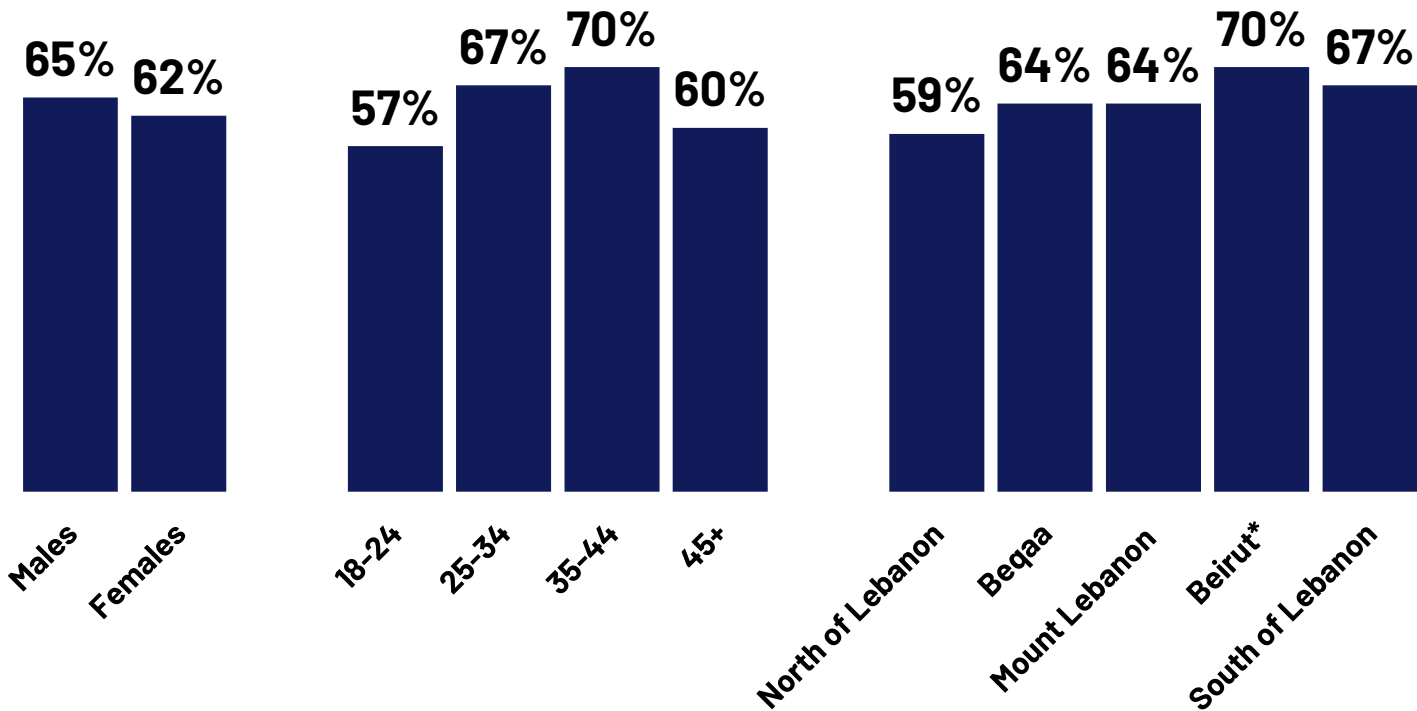


Cautiousness towards AI

% Agree – by demographics



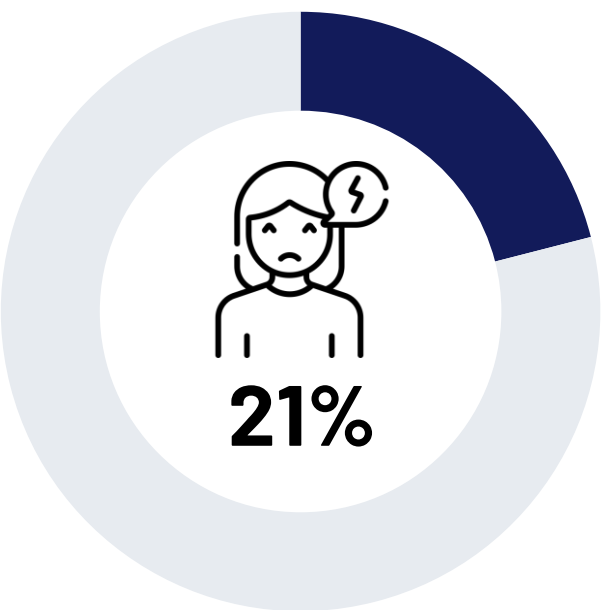
Artificial intelligence could be dangerous, and we should approach this technology with caution



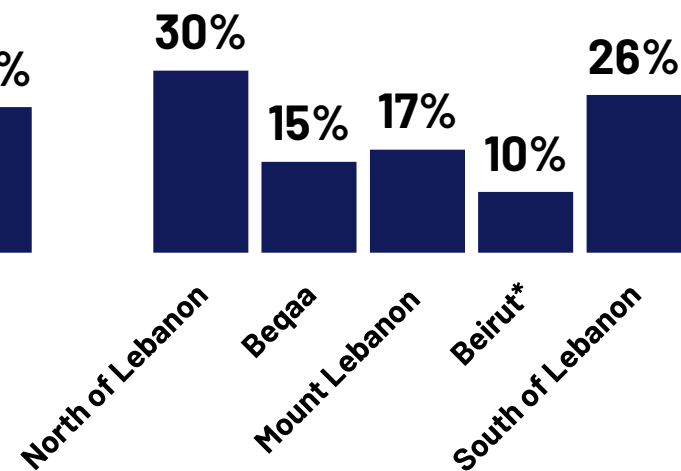
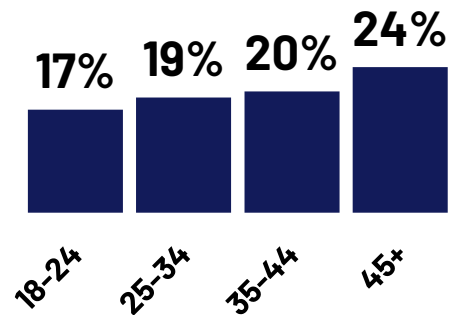
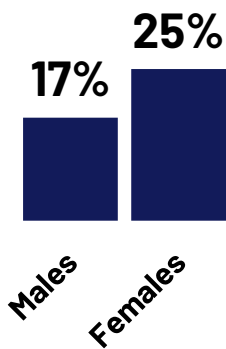
Base: % out those who have heard about AI
*Low base, read with caution

Anxiety towards AI

% Agree – by demographics

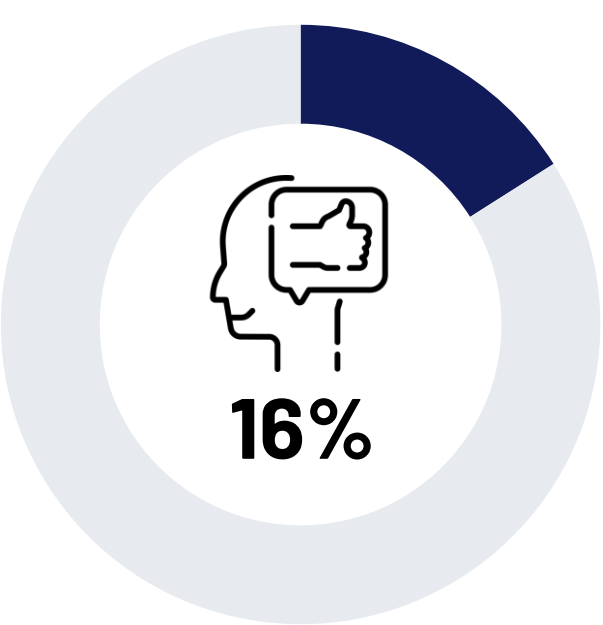


Products and services using artificial intelligence make me nervous

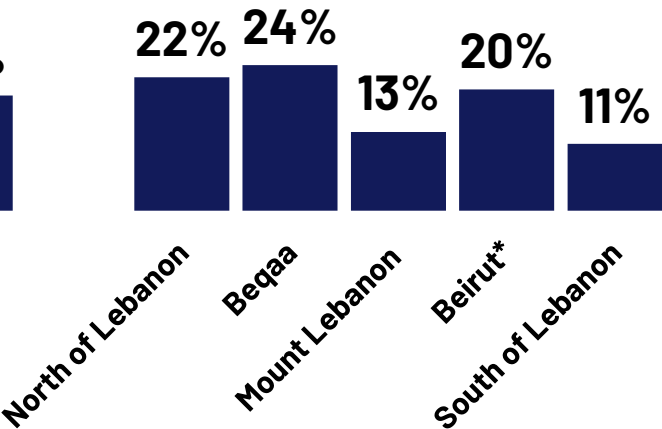
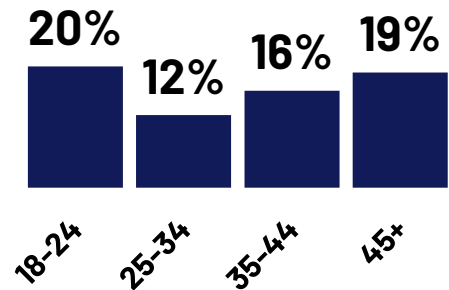
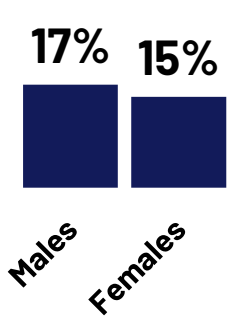


Embracing AI's benefits

% Agree – by demographics

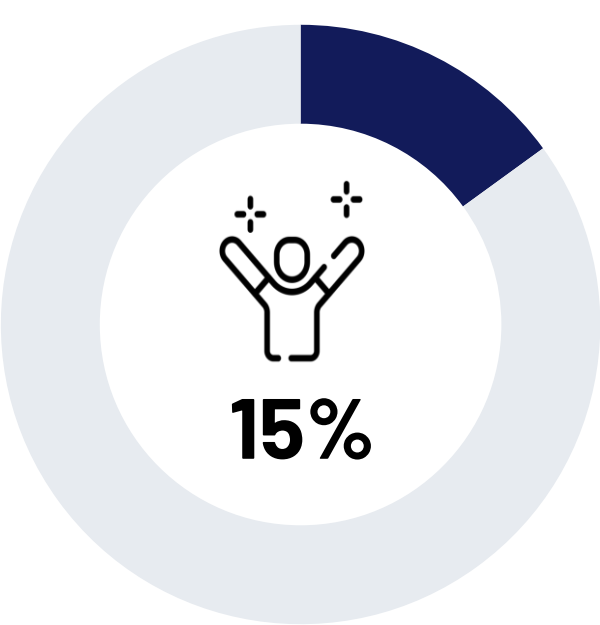


Products and services using artificial intelligence have more benefits than drawbacks

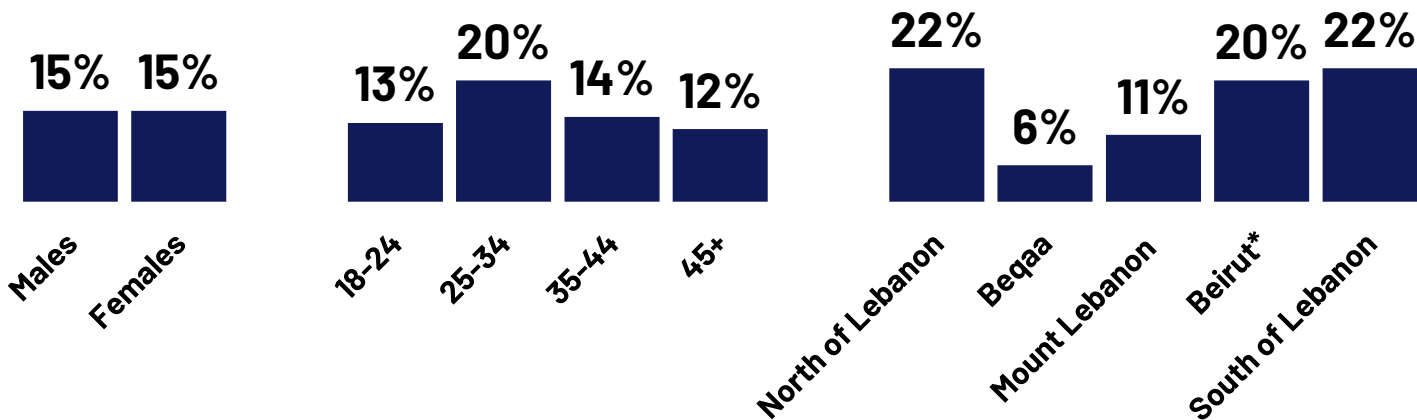


Excitement towards AI

% Agree – by demographics



Products and services using artificial intelligence make me excited



Trust in AI

% Agree

28%

I don't trust companies that use artificial intelligence as much as I trust other companies



17%

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



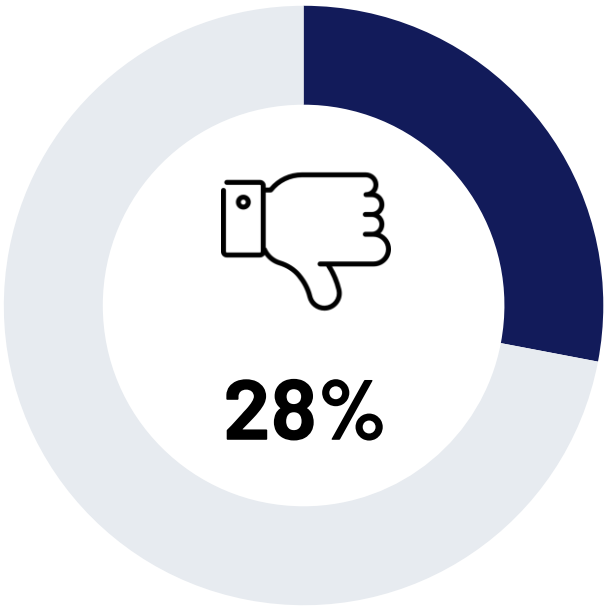
15%

I trust artificial intelligence more than people to not discriminate or show bias towards any group of people

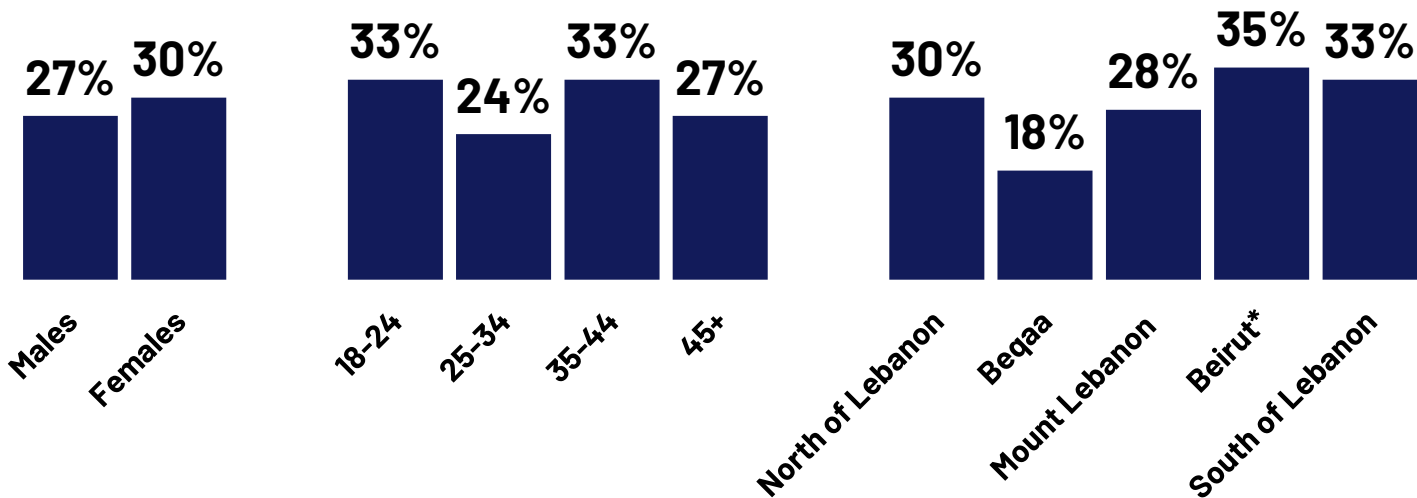


Trust in companies that use AI

% Agree – by demographics

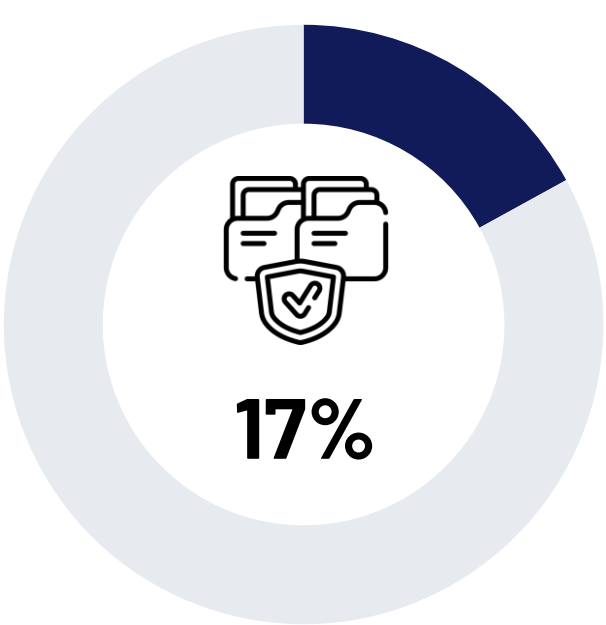


I don't trust companies that use artificial intelligence as much as I trust other companies

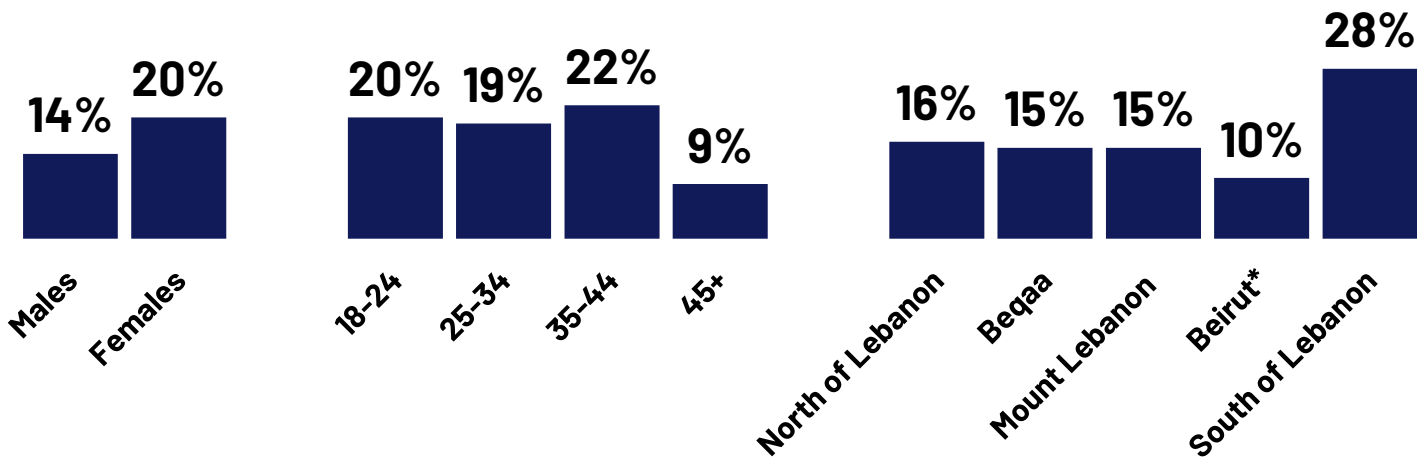


Trust in AI for data protection

% Agree – by demographics

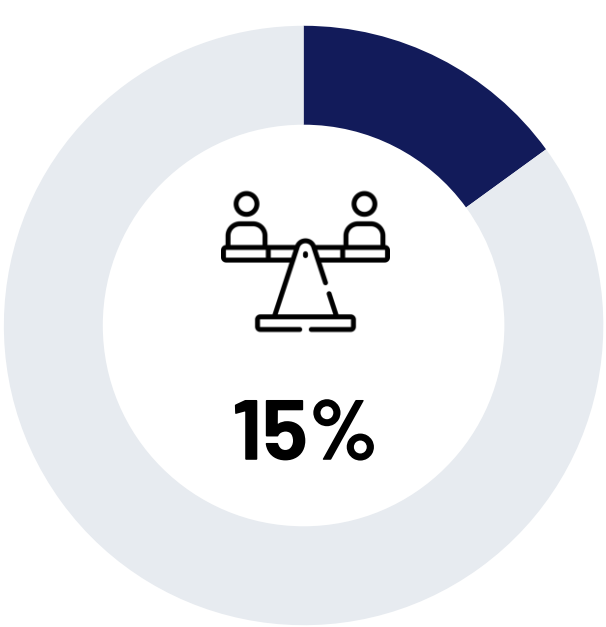


I trust that companies that use artificial intelligence will protect my personal data

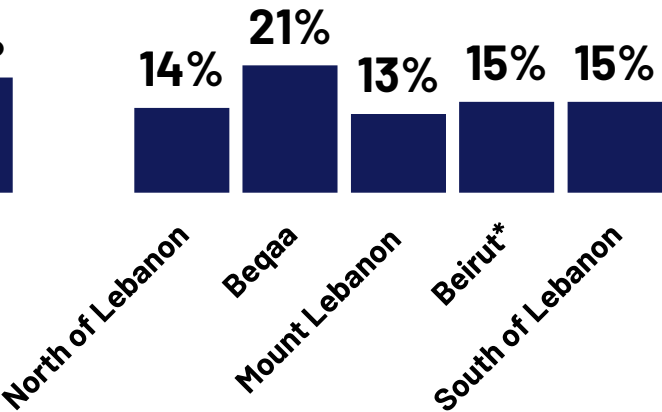
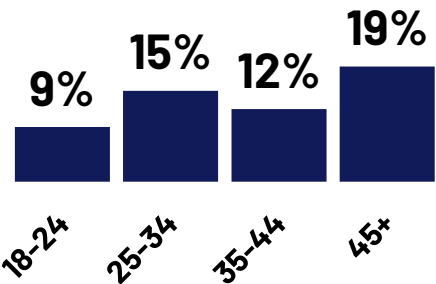
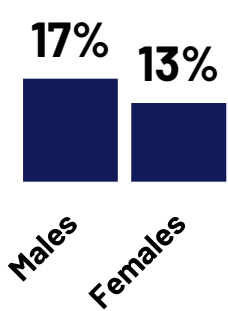


Trust in AI's fairness and non-bias

% Agree – by demographics



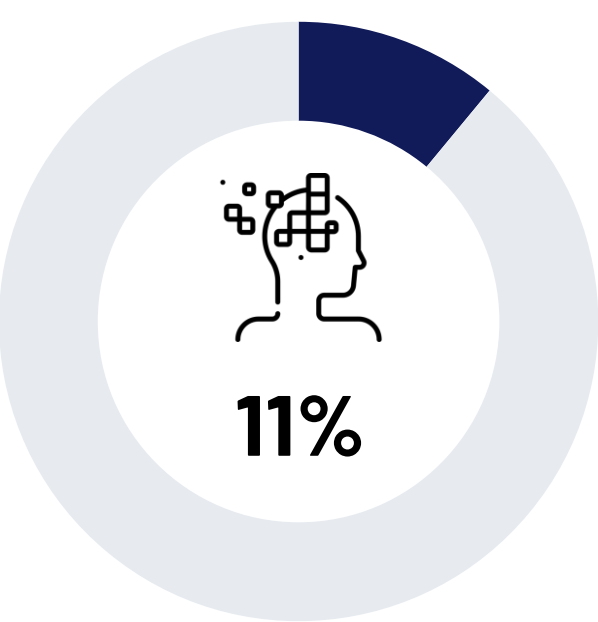
I trust artificial intelligence more than people to not discriminate or show bias towards any group of people



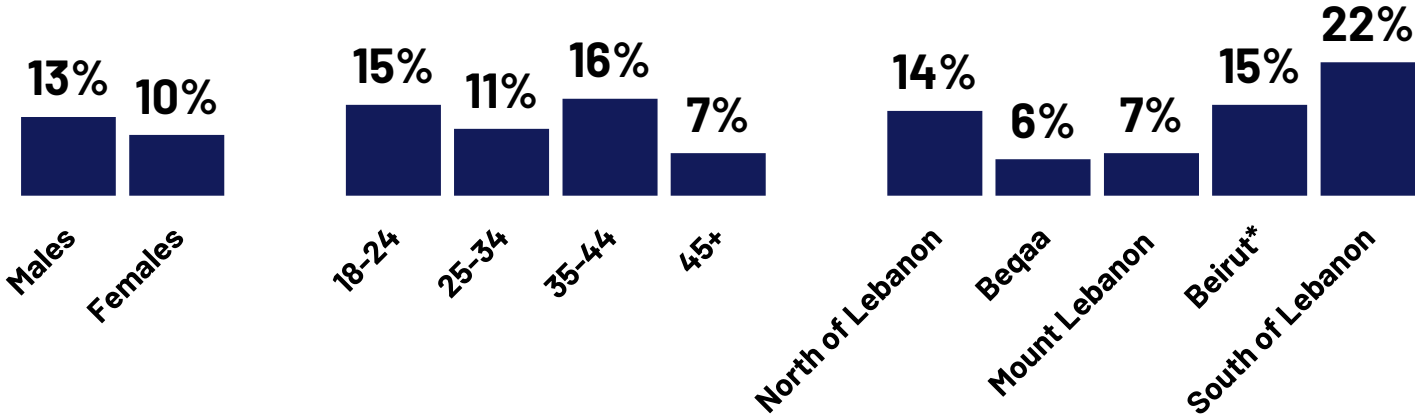
AI IMPACT ON ONE'S DAILY LIFE AND JOB

Past impact of AI

% Agree – by demographics

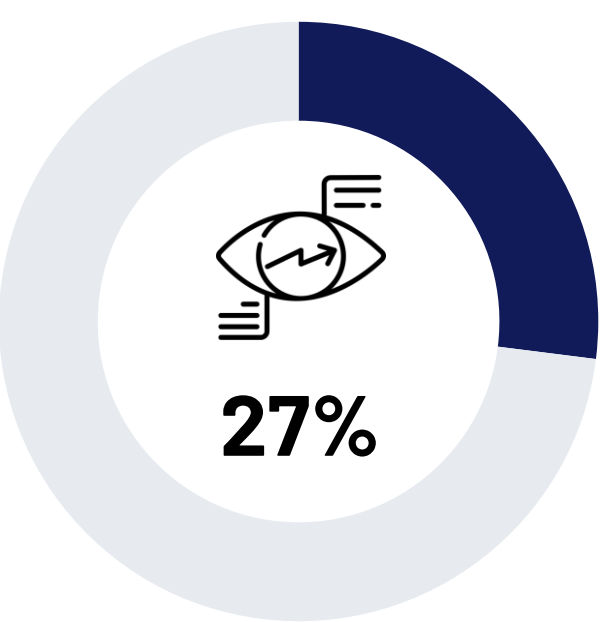


Products and services using AI have profoundly changed my daily life in the past 3-5 years

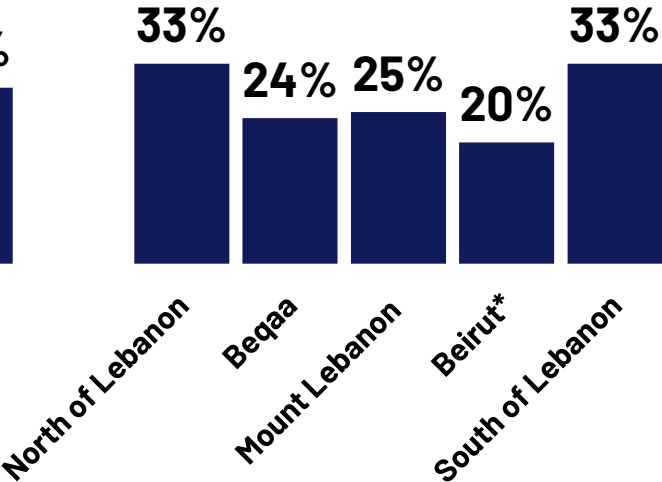
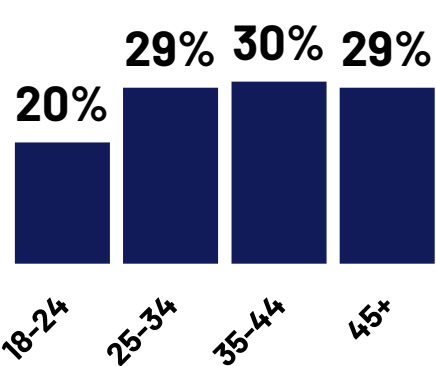
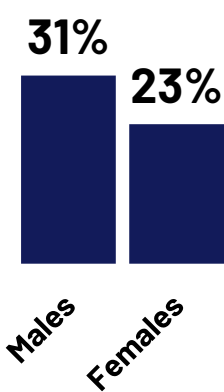


Future impact of AI

% Agree – by demographics

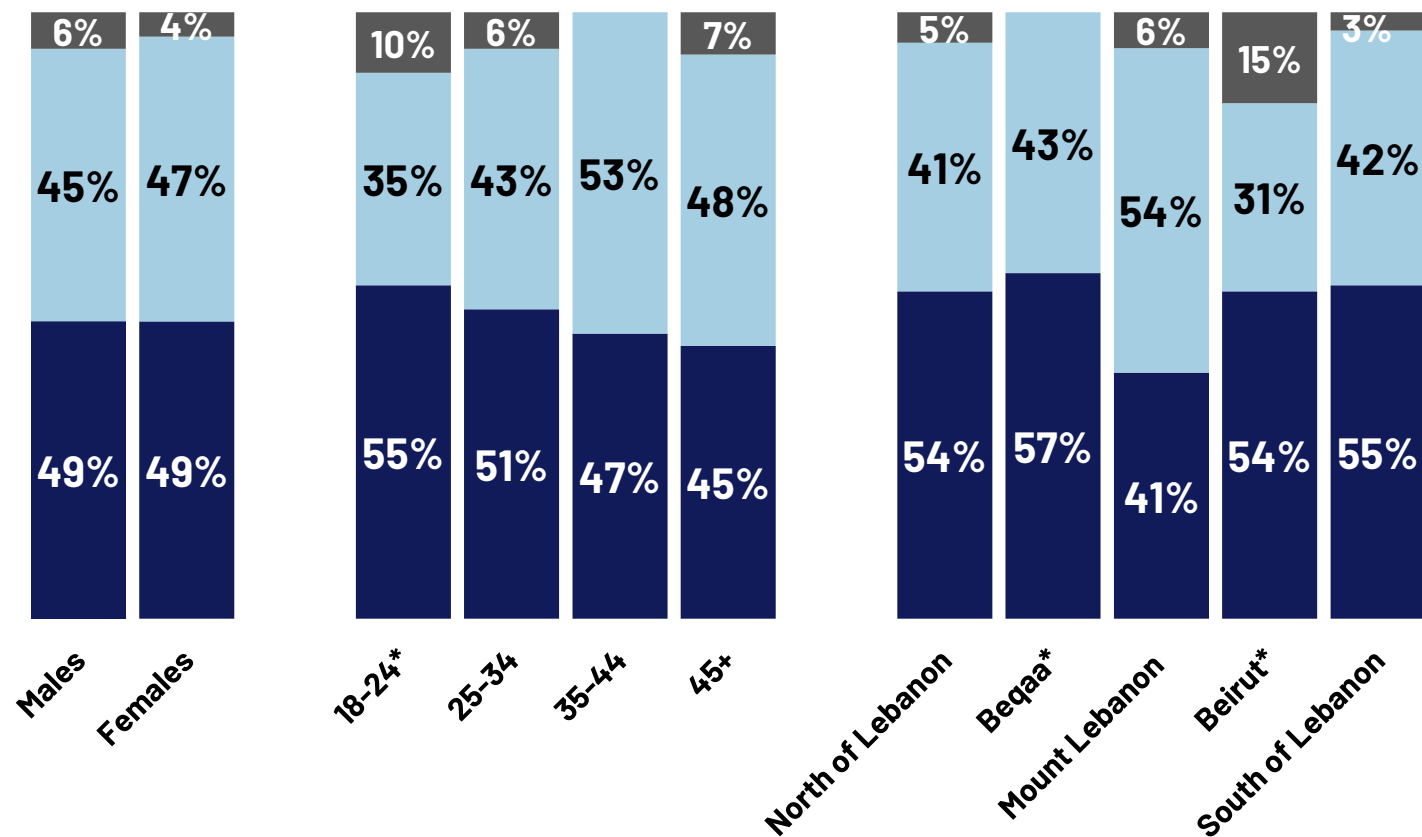
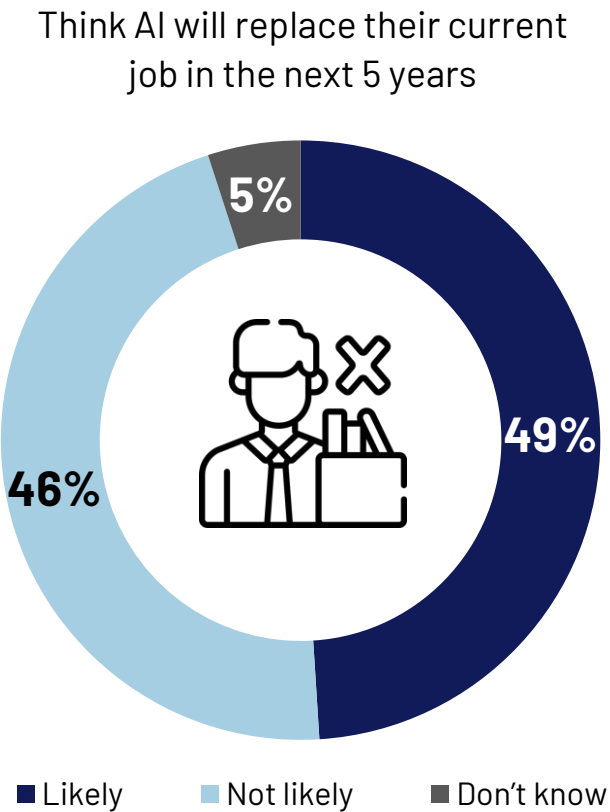


Products and services using AI will profoundly change my daily life in the next 3-5 years



The potential of AI replacing current jobs

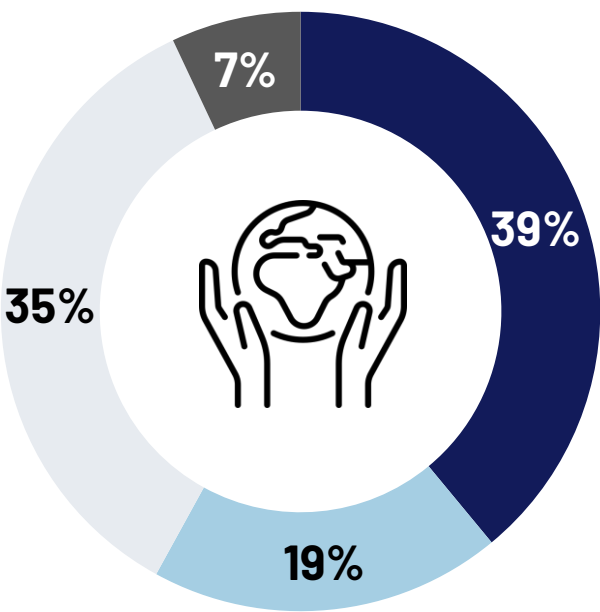
% - by demographics



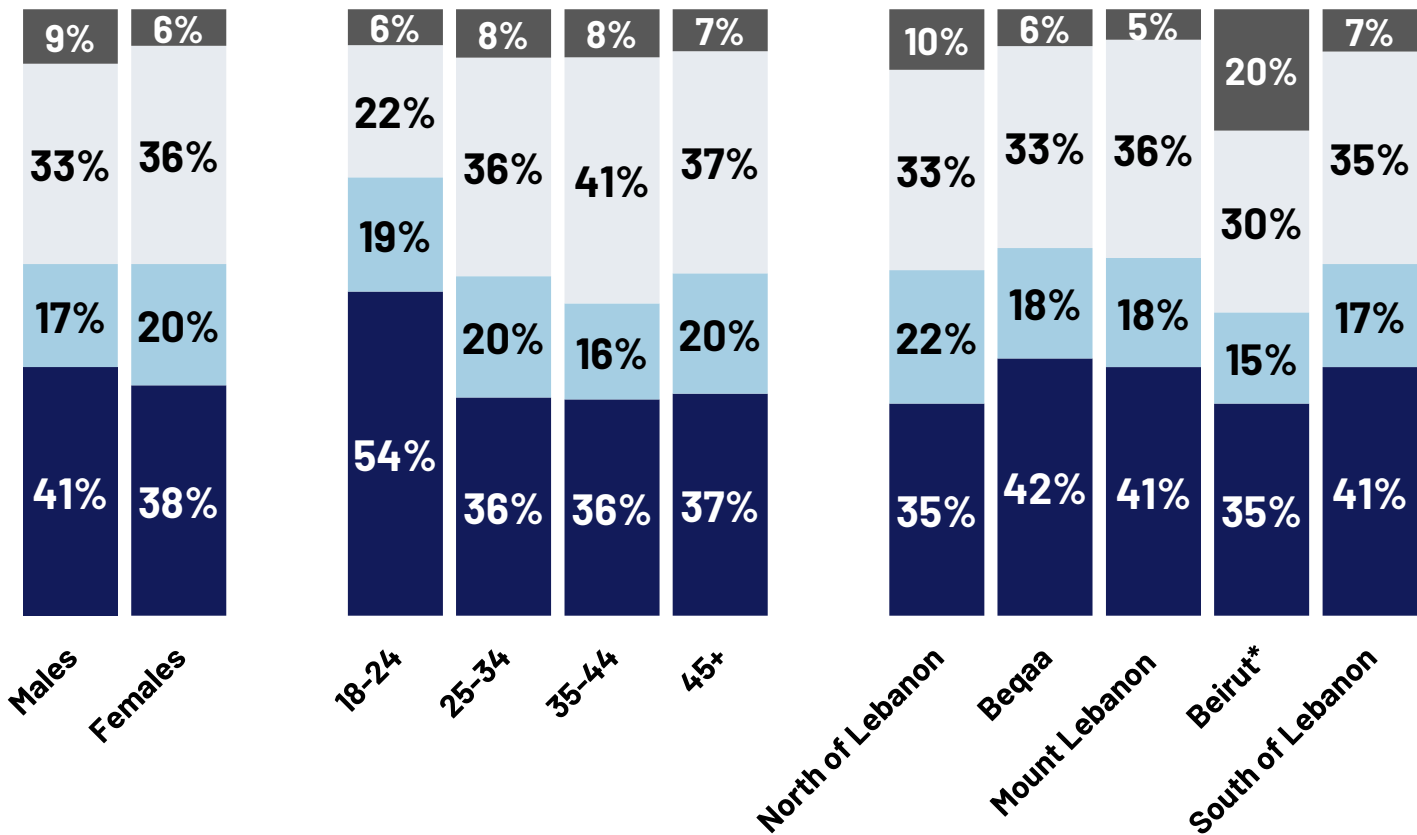
WILL AI IMPROVE LIFE?

AI's impact on our world in the next 3-5 years

% - by demographics



- AI will make our world better
- It will stay the same
- AI will make our world worse
- Don't know



Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender and age (18+)

Methodology

The survey was conducted via computer aided telephone interviews (CATI)

Geographical coverage

Conducted in Lebanon
with a nationwide coverage

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