

Did You Know?

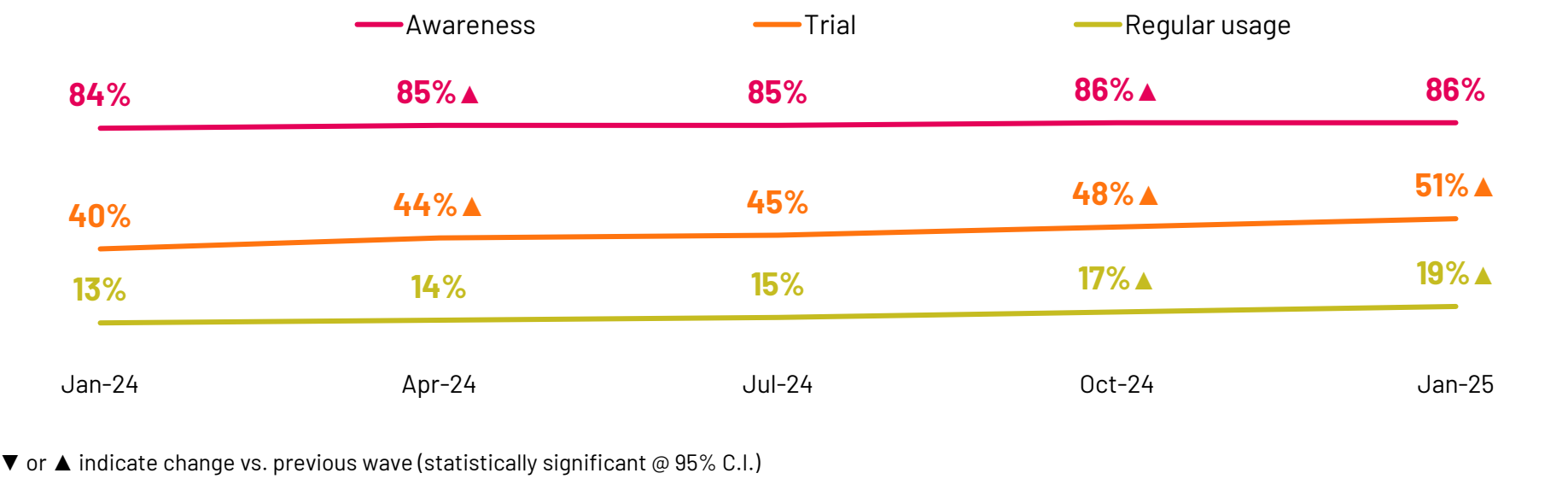
As more people engage with AI tools, concerns persist despite technology's recognized role in enabling progress

Insights based on Global Country Average across 15 countries where the Essentials survey is conducted.
January 2025



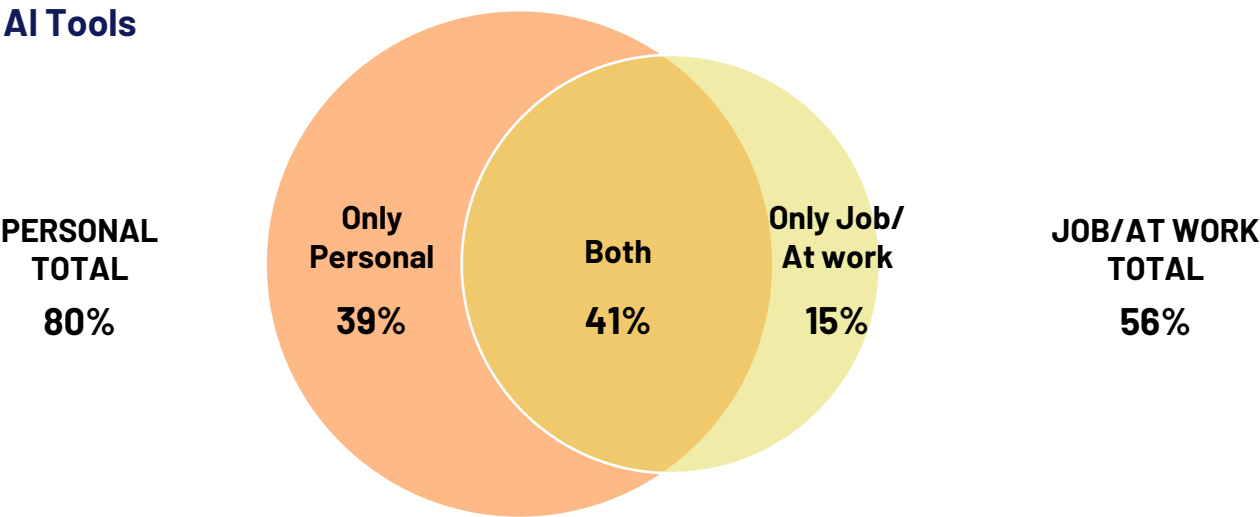
With most citizens aware of AI tools, we begin to see accelerated growth in trial and usage

Awareness of, and Engagement With, Generative Artificial Intelligence (AI) Tools



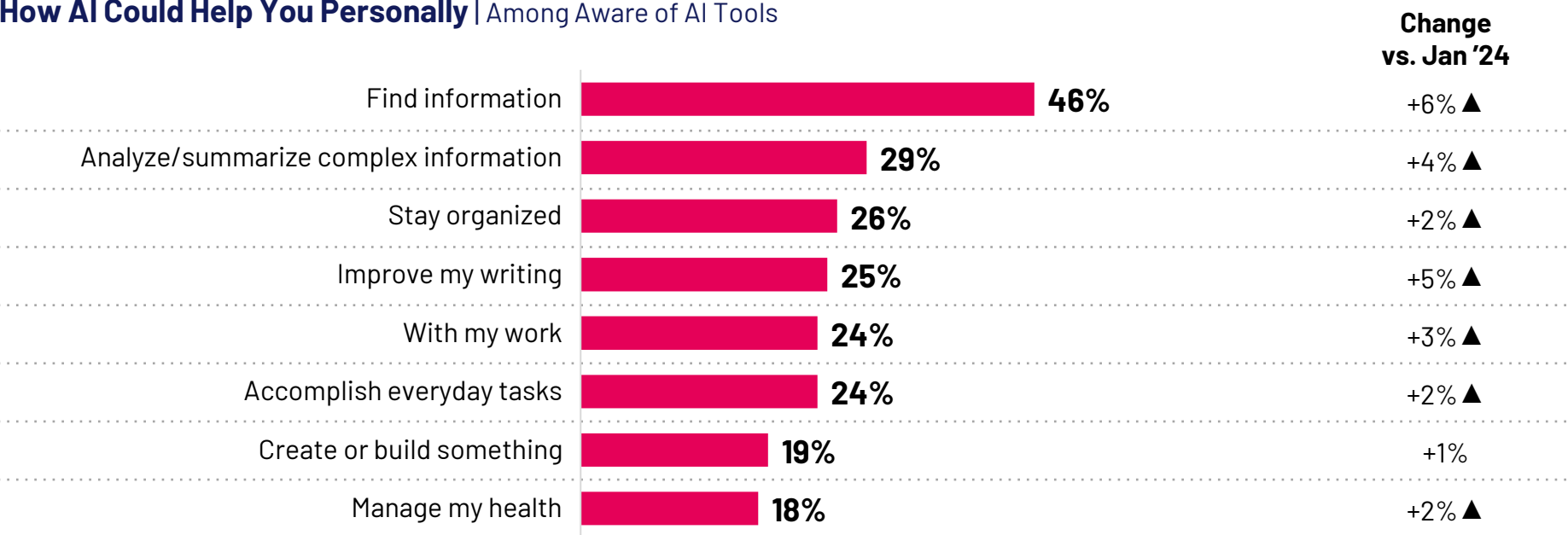
People are more likely to leverage generative artificial intelligence (AI) tools for personal use

Usage Purpose of AI Tools



People are discovering a growing variety of applications for AI

How AI Could Help You Personally | Among Aware of AI Tools

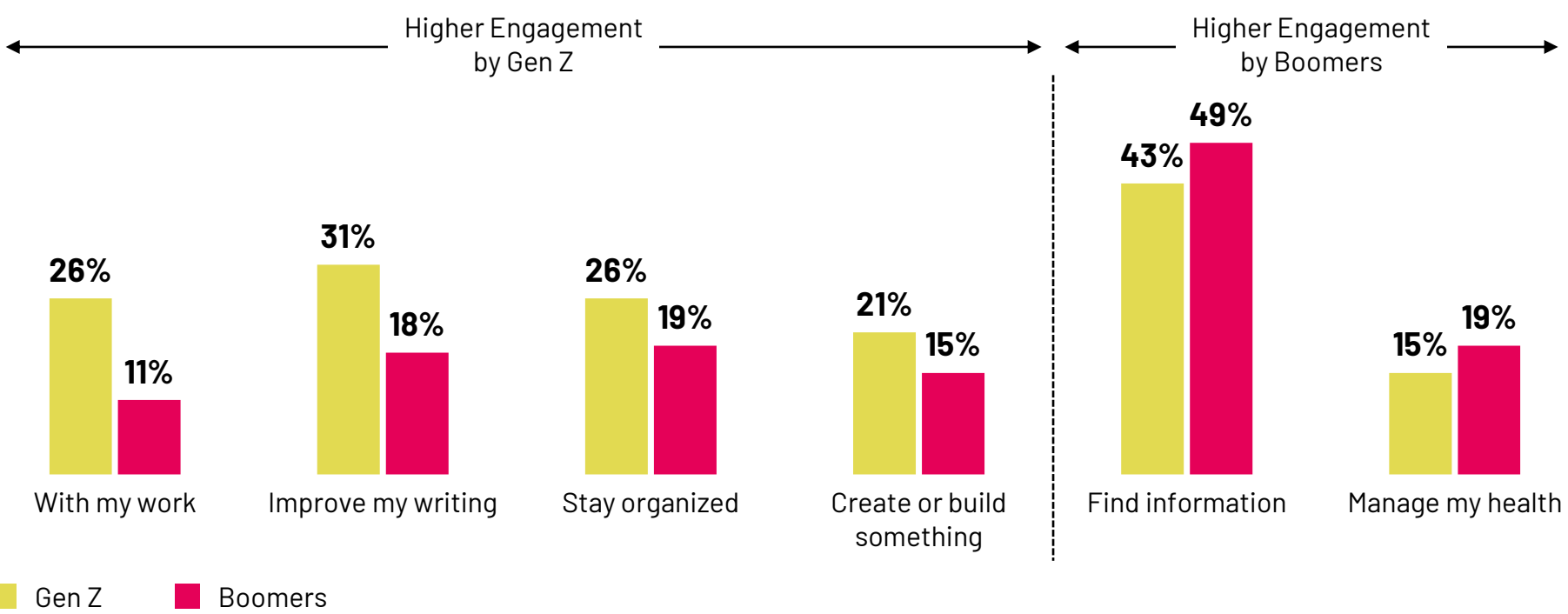


▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)



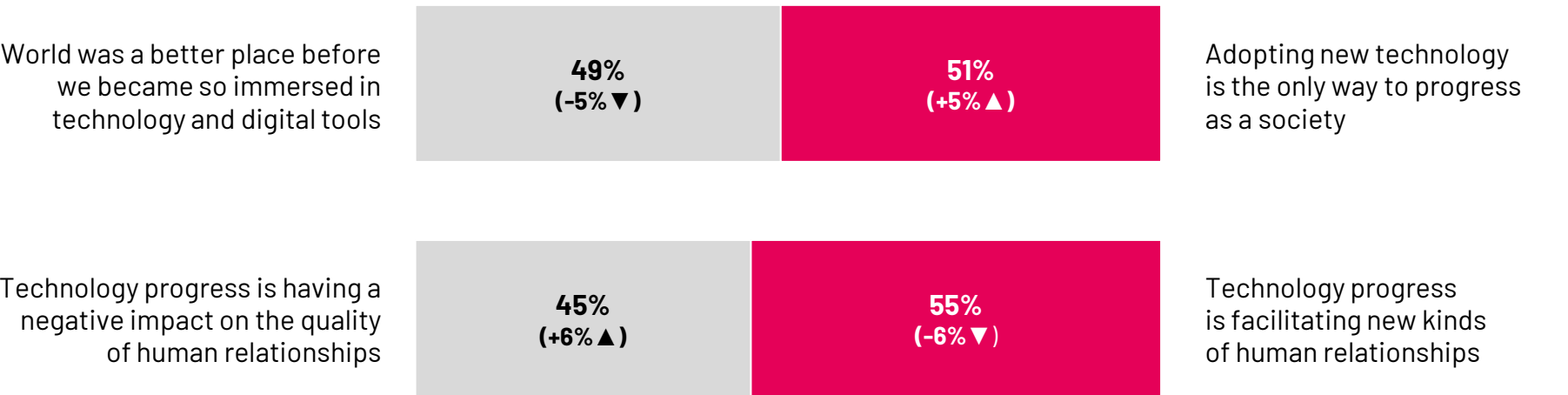
While AI tools offer diverse applications, each generation gravitates towards specific areas that align with their needs

How AI Could Help You Personally | By Generation Aware of AI Tools



Acceptance of technology as an enabler of progress clashes with growing fears of its potential to erode human relationships

Impact of Technology | Paired Statements vs. January 2024



▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)

Concerns about AI’s potential dangers, biases, and data security issues underscore the need for cautious advancement

Attitudes Towards Artificial Intelligence (AI) | Top-2 Box Agreement



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