

SPOTLIGHT*QATAR VIEWS ON AI

May - 2025



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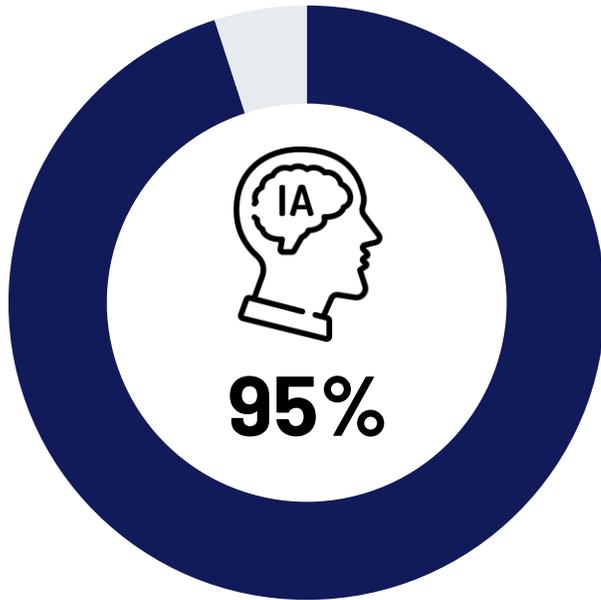
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Will AI improve life?

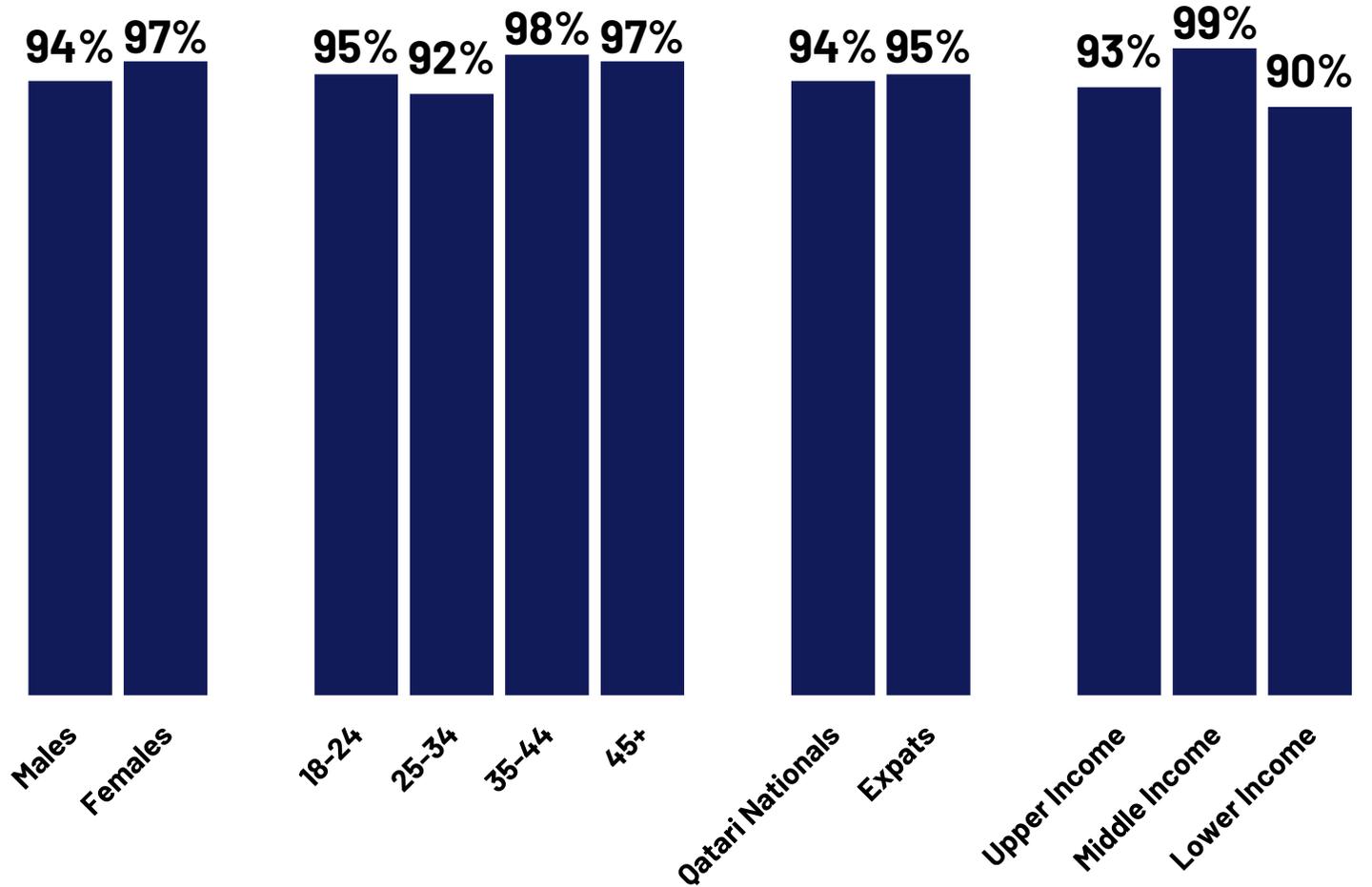
AWARENESS AND UNDERSTANDING OF AI

Awareness of AI

%- by demographics

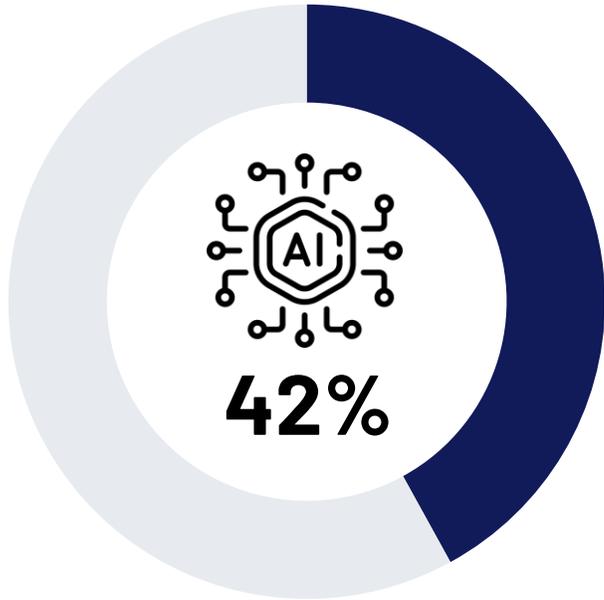


Have heard about artificial intelligence



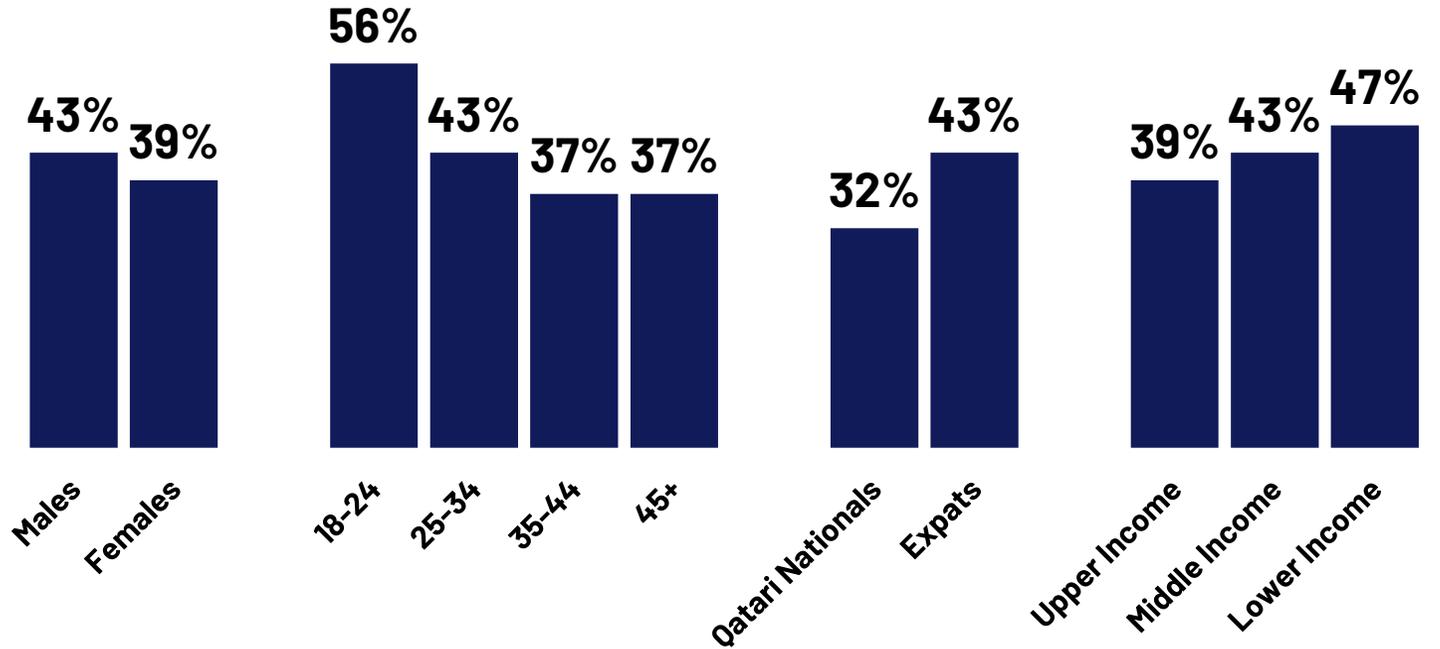
Understanding of AI

% Agree - by demographics



I have a good understanding of what artificial intelligence is

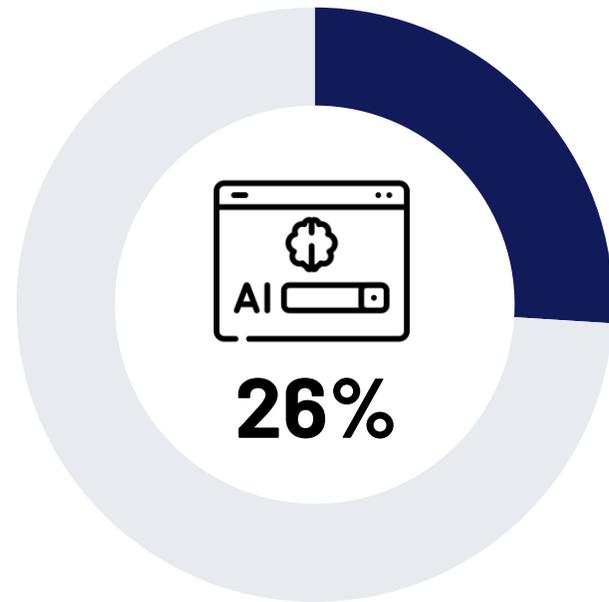
▼ -10 pts



▼ Change vs 2023

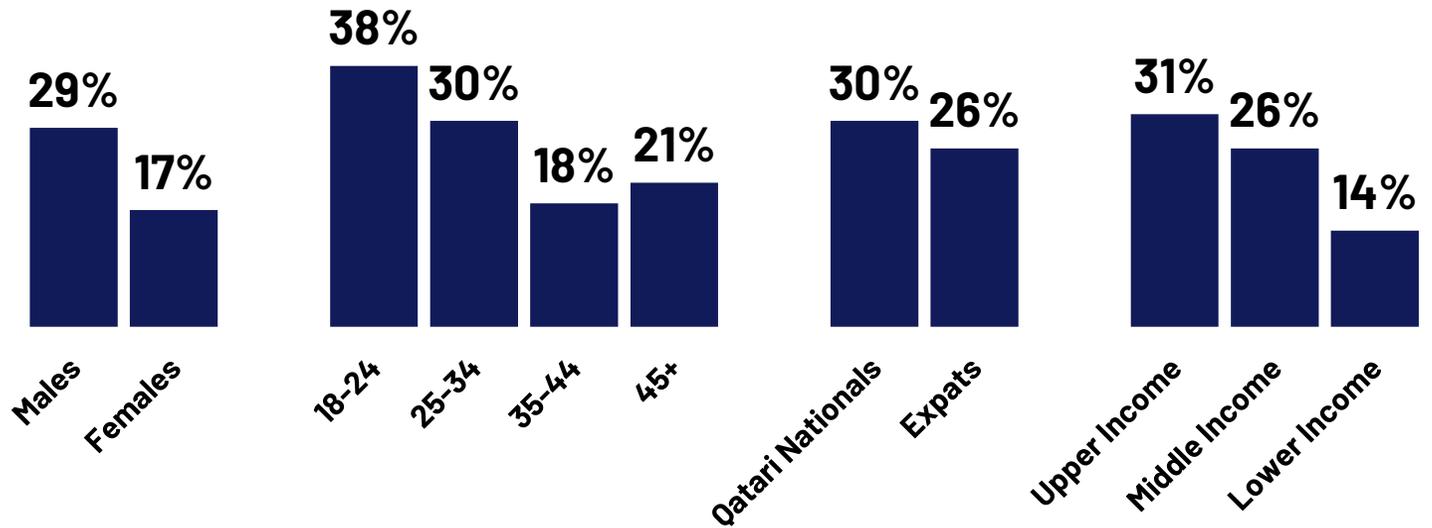
Awareness of AI-powered products and services

% Agree - by demographics



I know which types of products and services use artificial intelligence

▼ -8 pts



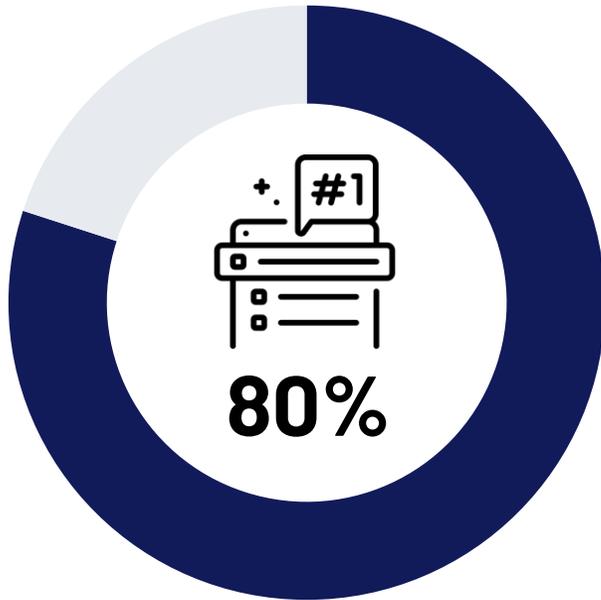
▼ Change vs 2023

Base: % out those who have heard about AI

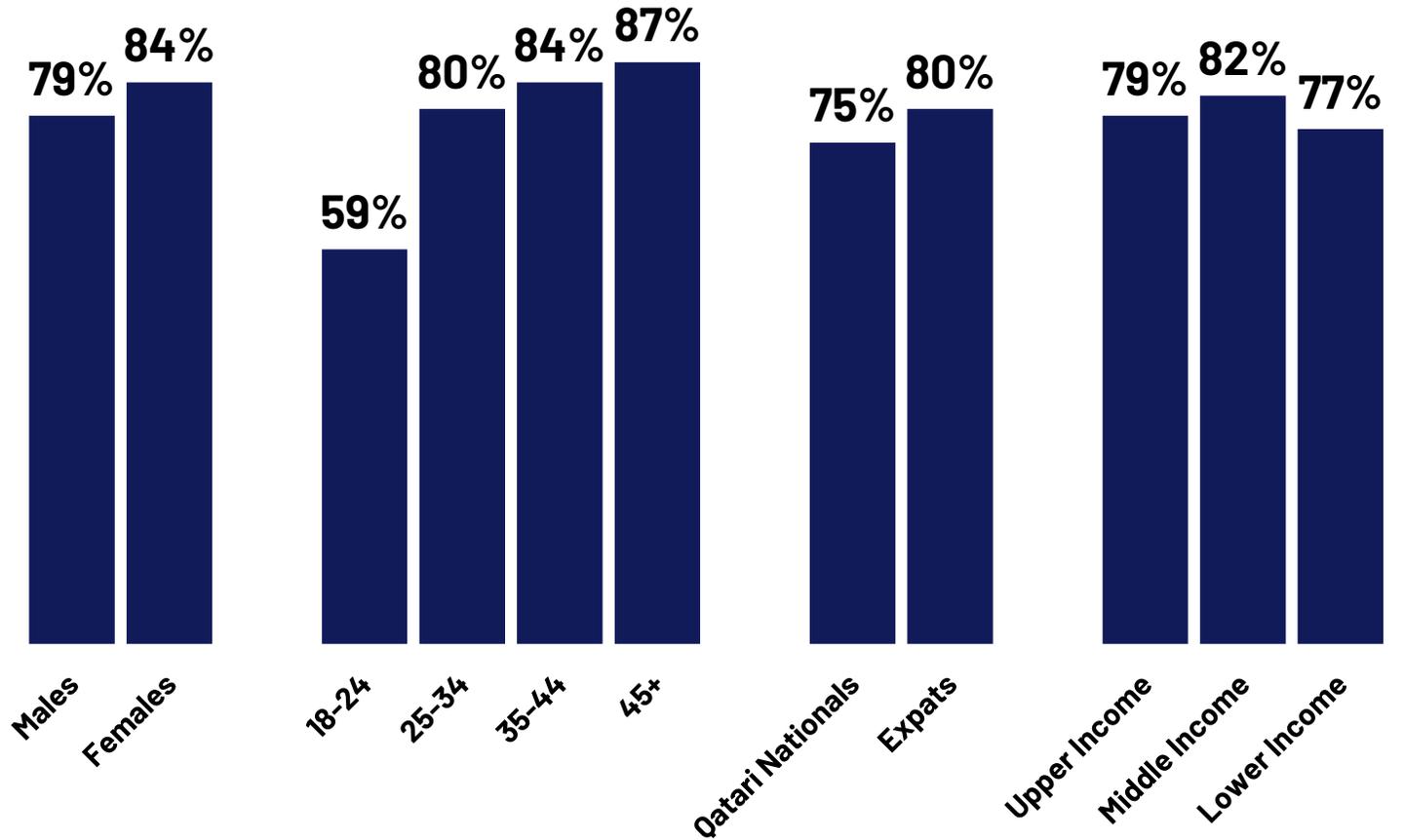
SENTIMENT TOWARDS AI

The trend of AI

% Agree - by demographics



Artificial intelligence is not just a trend



Sentiment towards AI

% Agree

49%

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



33%

Products and services using artificial intelligence make me excited



32%

Products and services using artificial intelligence have more benefits than drawbacks



20%

Products and services using artificial intelligence make me nervous

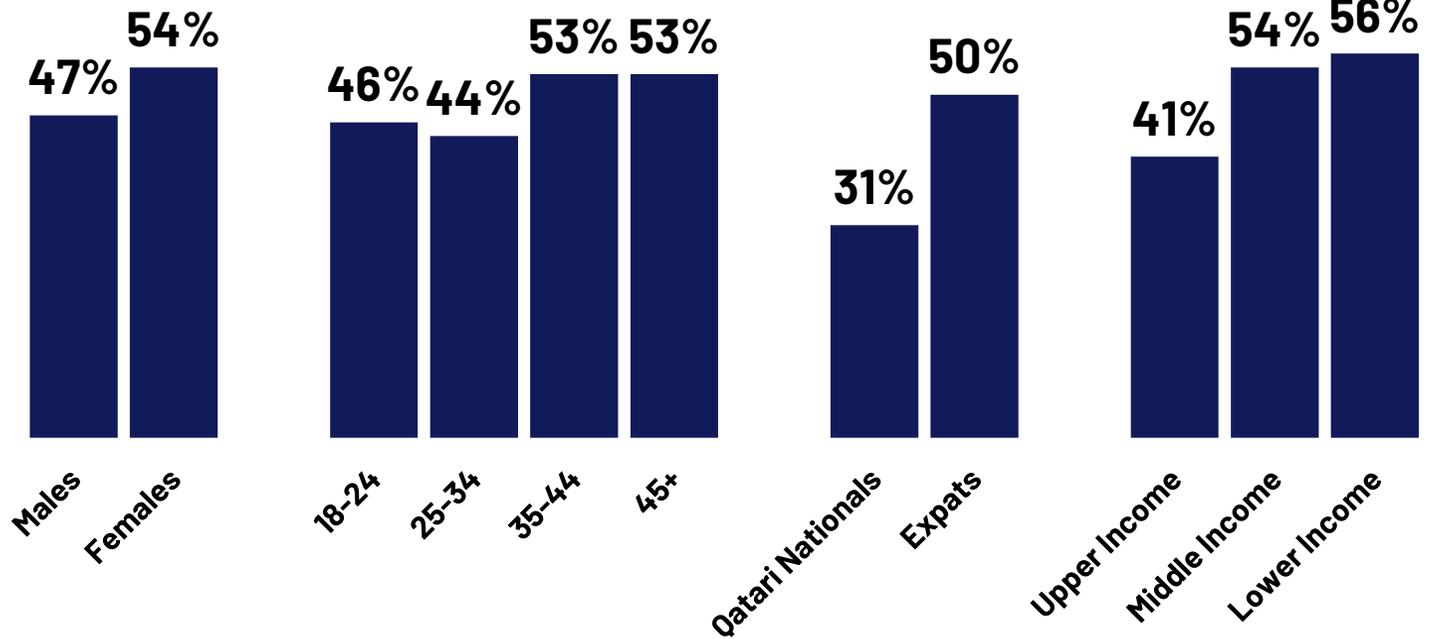


Cautiousness towards AI

% Agree – by demographics

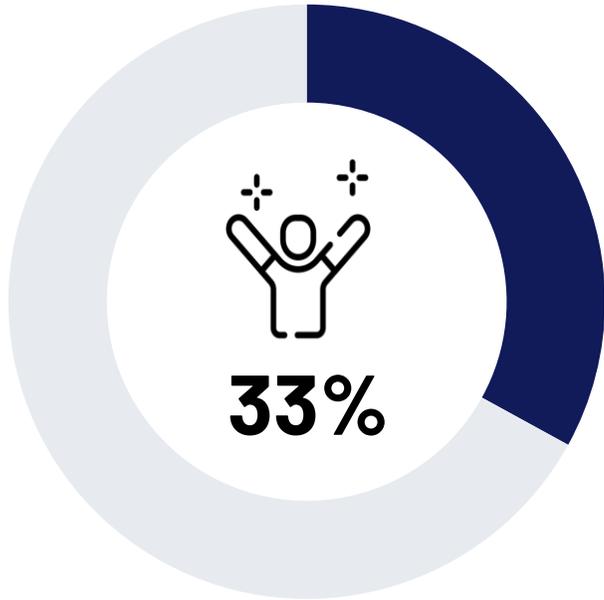


Artificial intelligence could be dangerous, and we should approach this technology with caution



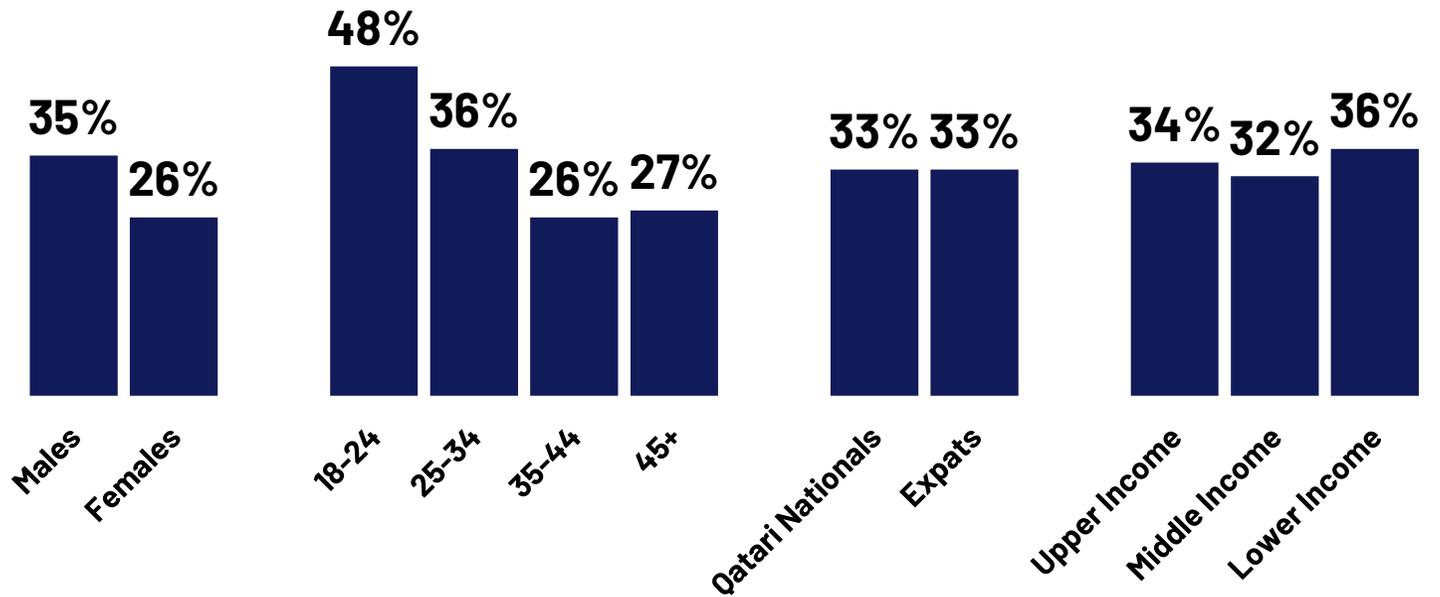
Excitement towards AI

% Agree – by demographics



Products and services using artificial intelligence make me excited

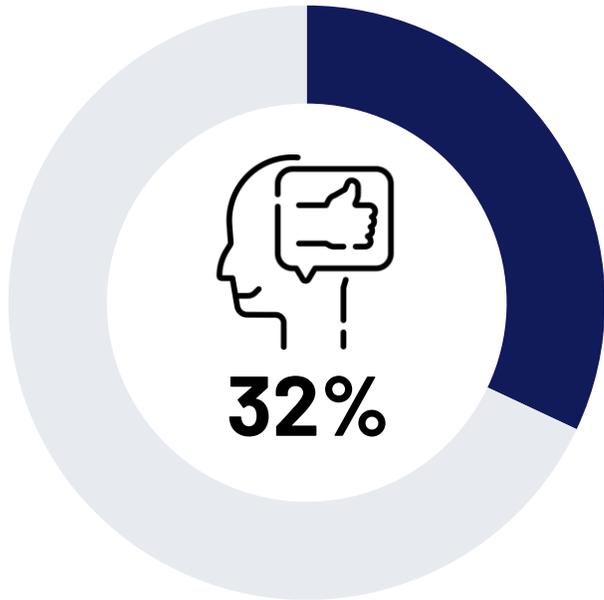
▼ -12 pts



▲ Change vs 2023

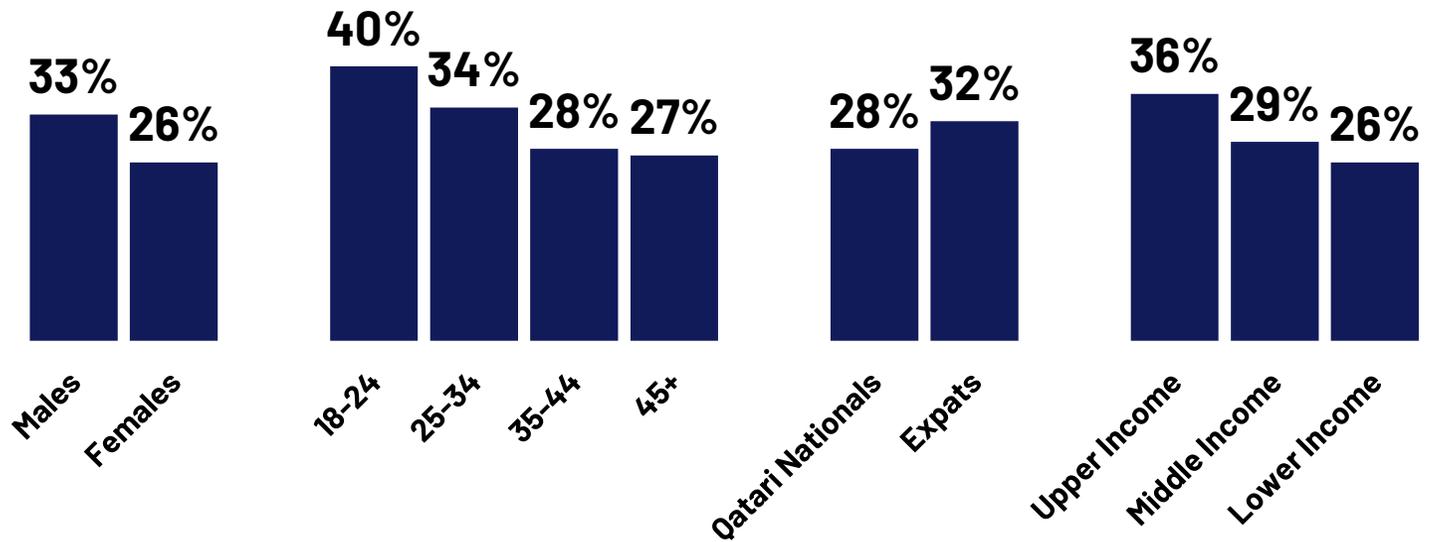
Embracing AI's benefits

% Agree – by demographics



Products and services using artificial intelligence have more benefits than drawbacks

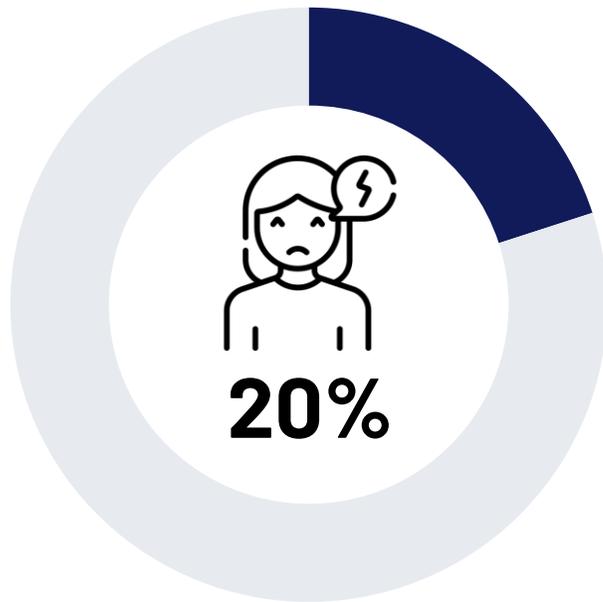
▼ -8 pts



▼ Change vs 2023

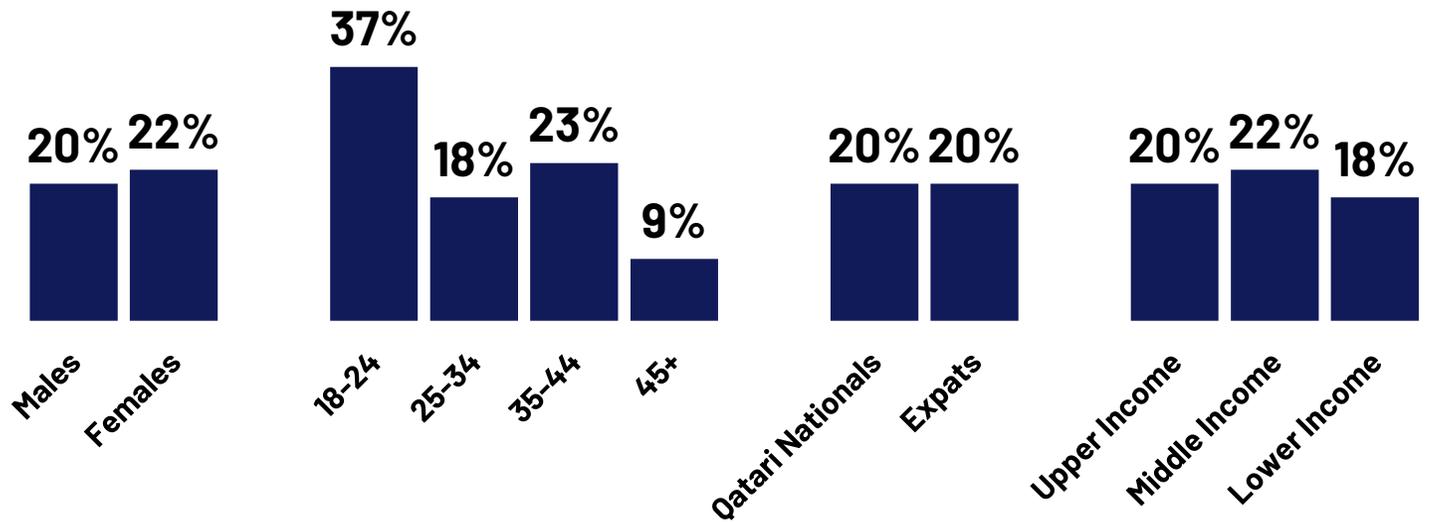
Anxiety towards AI

% Agree – by demographics



Products and services using artificial intelligence make me nervous

▼ -5 pts



▼ Change vs 2023

Trust in AI

% Agree

23%

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



21%

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



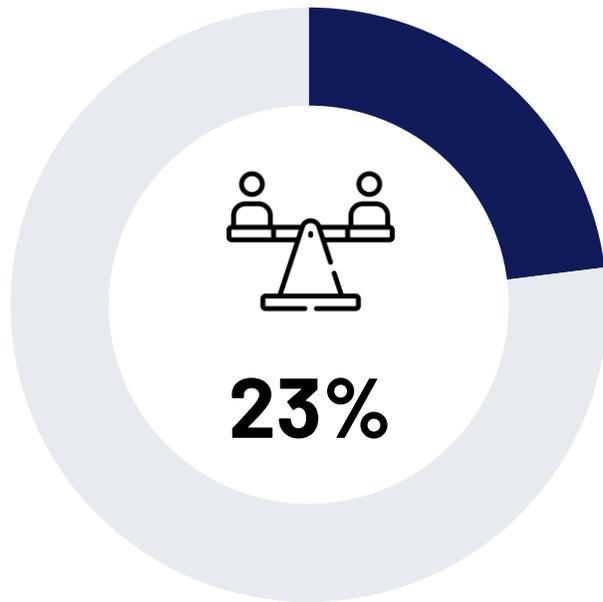
19%

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

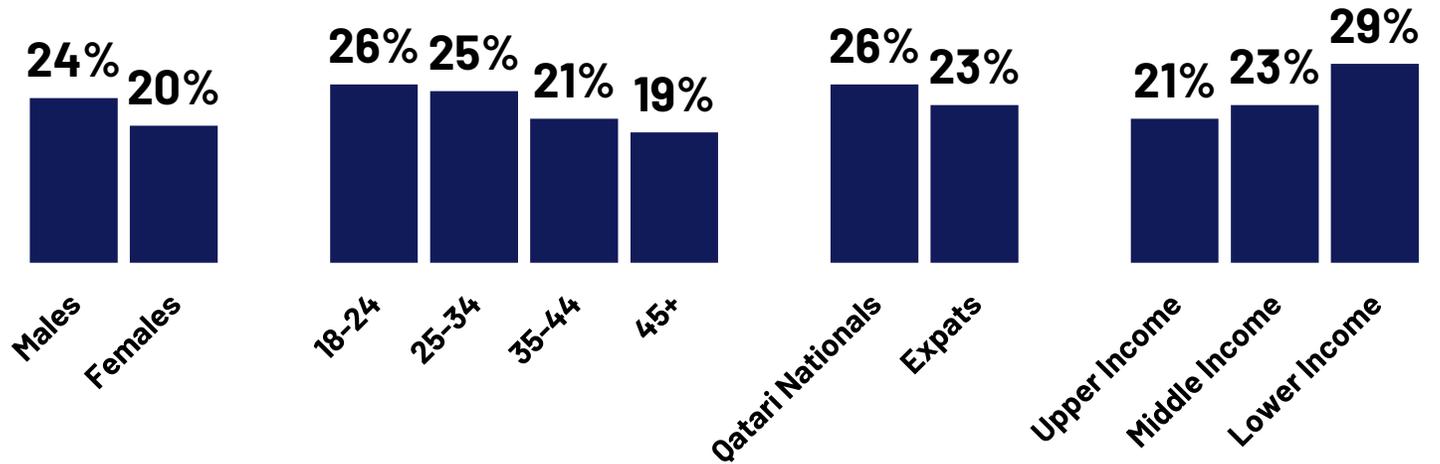


Trust in AI's fairness and non-bias

% Agree - by demographics

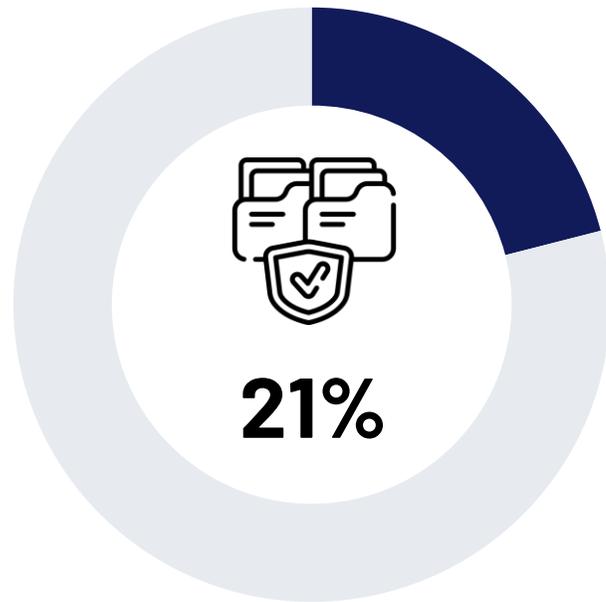


I trust artificial intelligence more than people to not discriminate or show bias towards any group of people



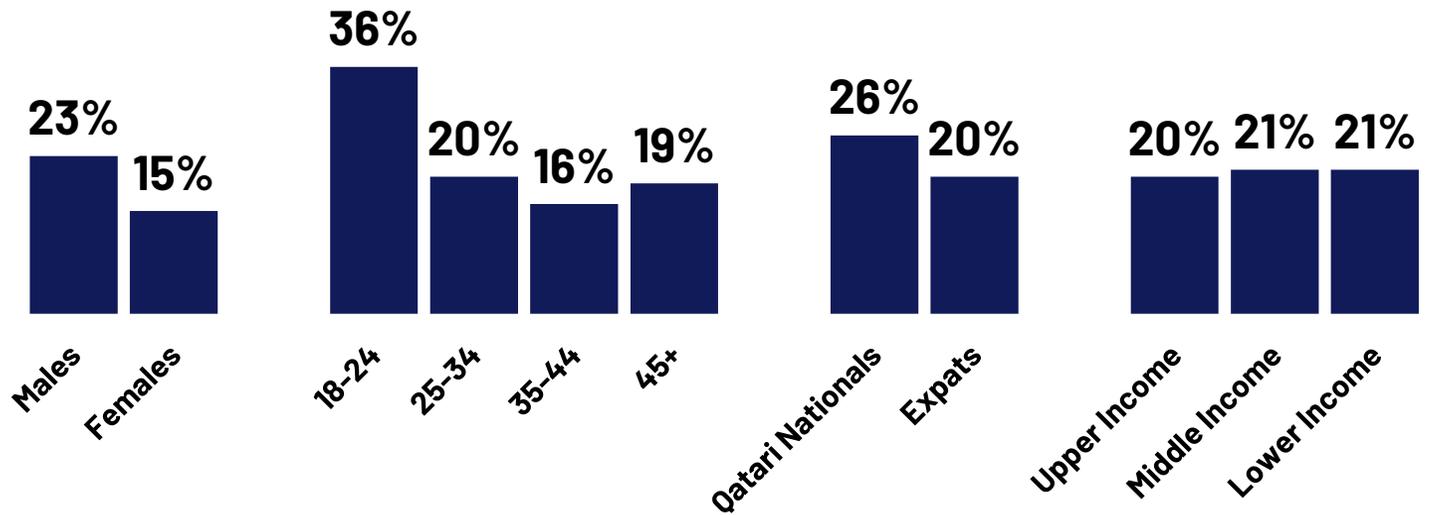
Trust in AI for data protection

% Agree – by demographics



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

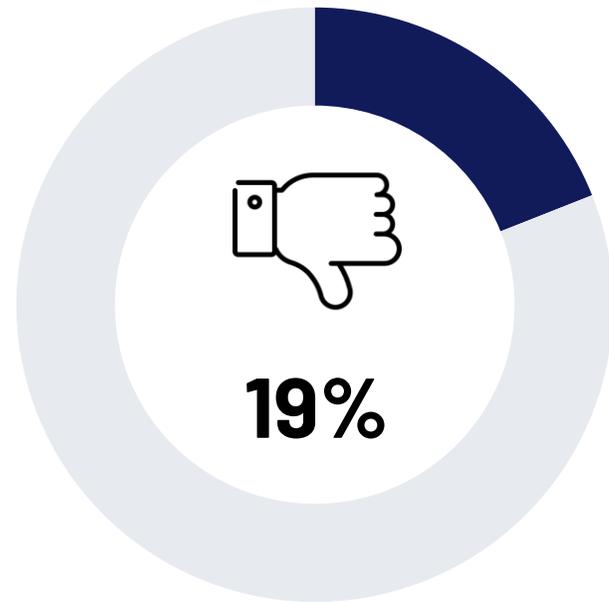
▼ -13 pts



▼ Change vs 2023

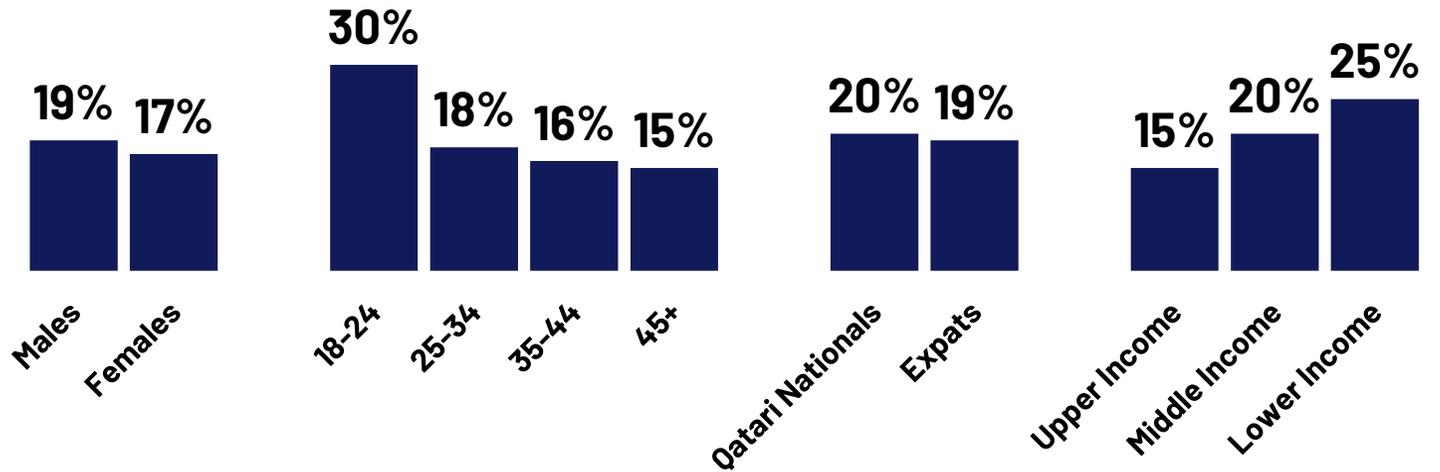
Trust in companies that use AI

% Agree – by demographics



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

▼ -5 pts

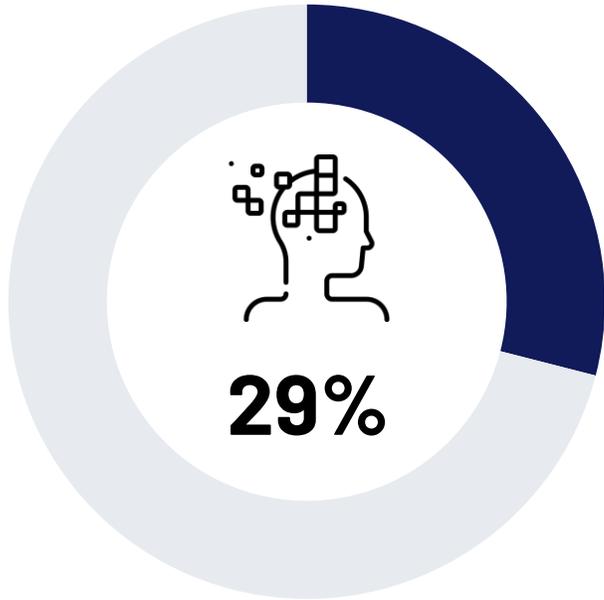


▼ Change vs 2023

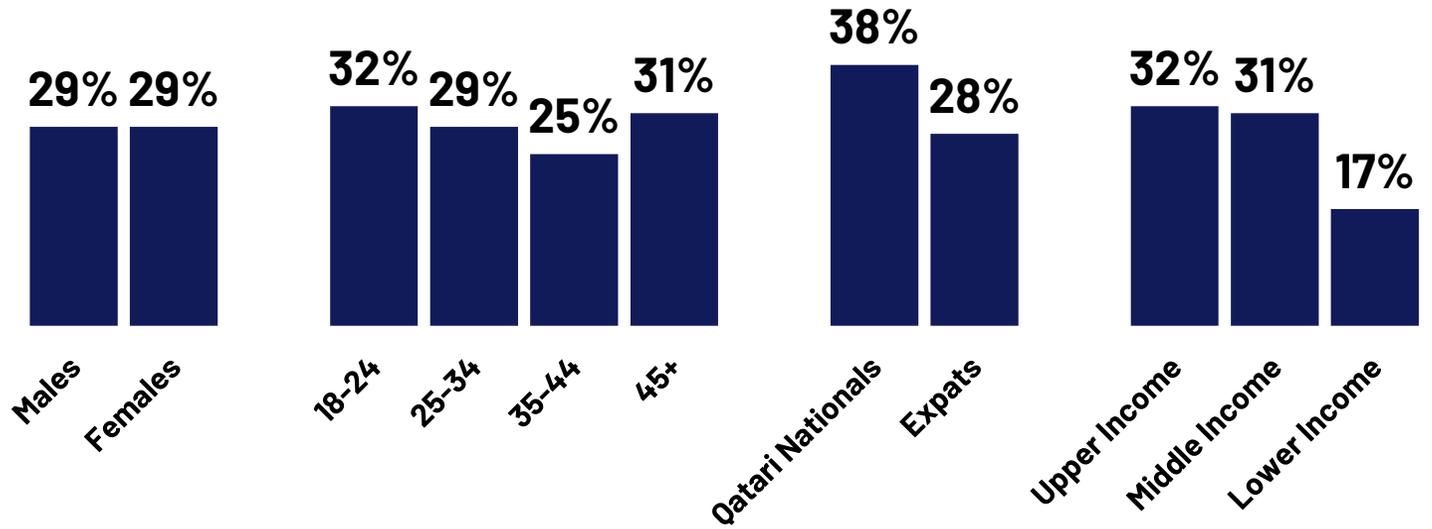
AI IMPACT ON ONE'S DAILY LIFE AND JOB

Past impact of AI

% Agree – by demographics

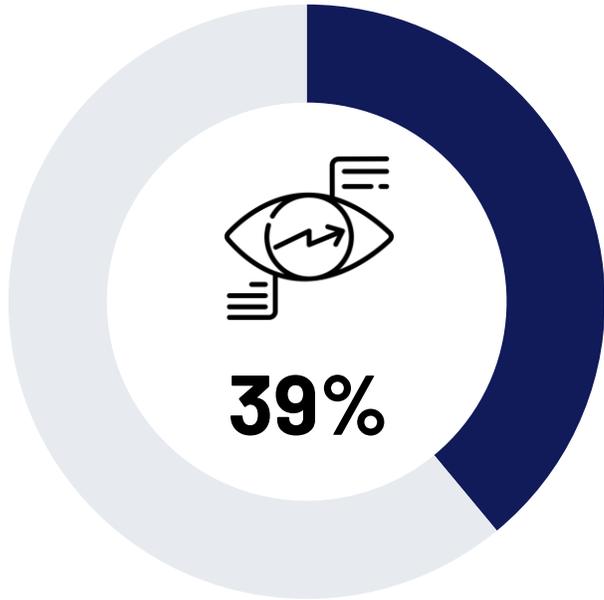


Products and services using AI have profoundly changed my daily life in the past 3-5 years



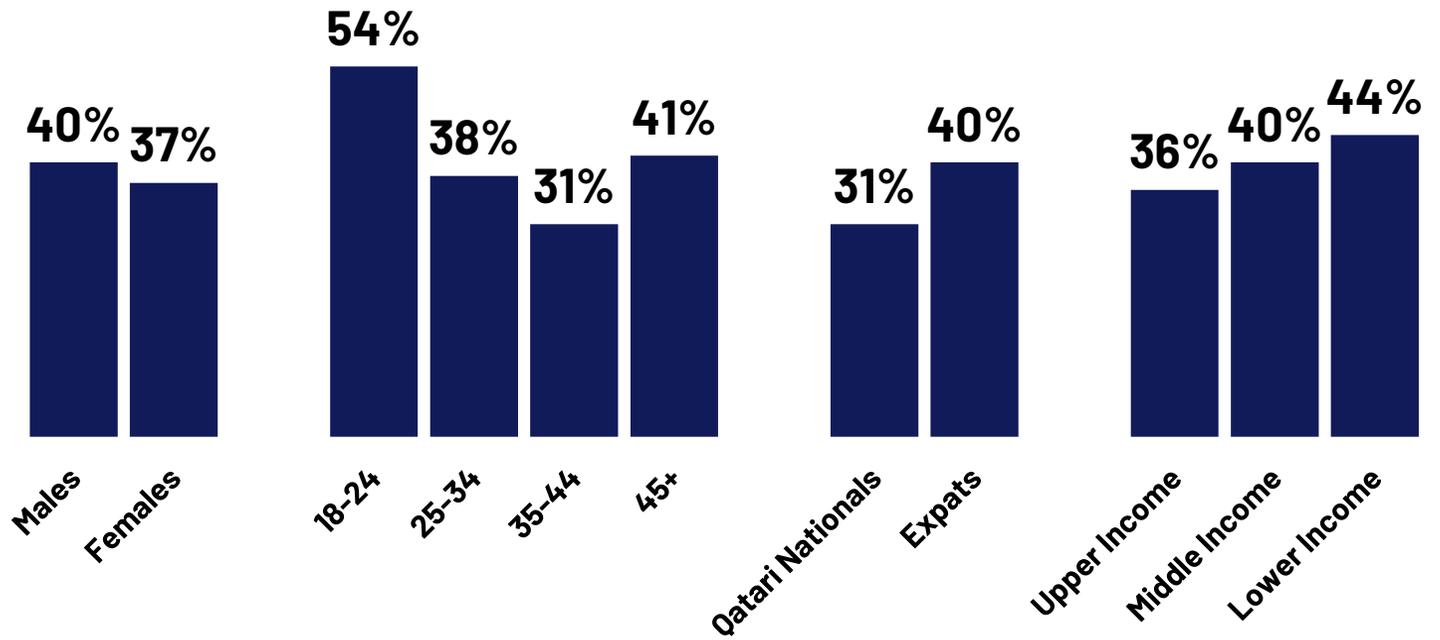
Future impact of AI

% Agree - by demographics



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

▼ -11 pts

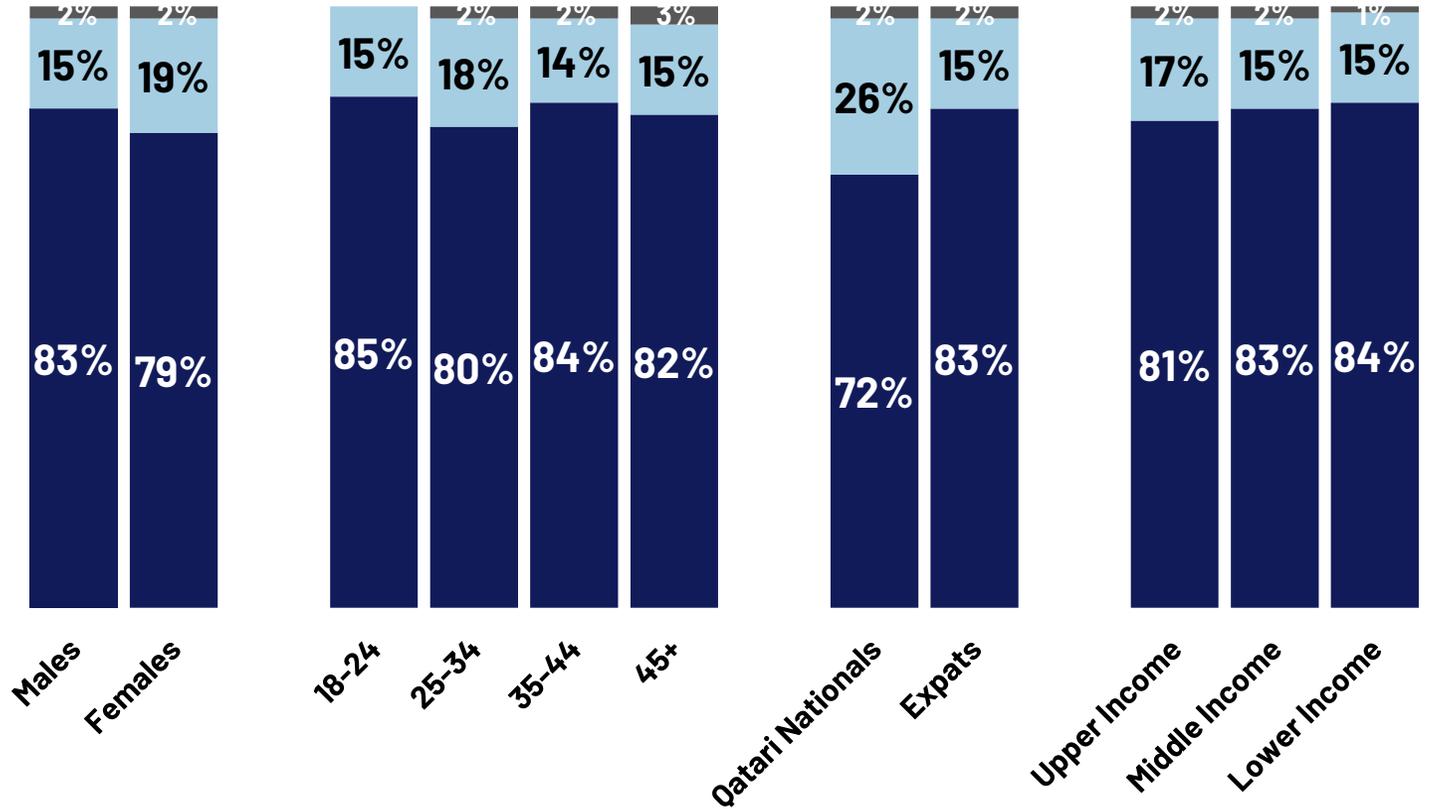
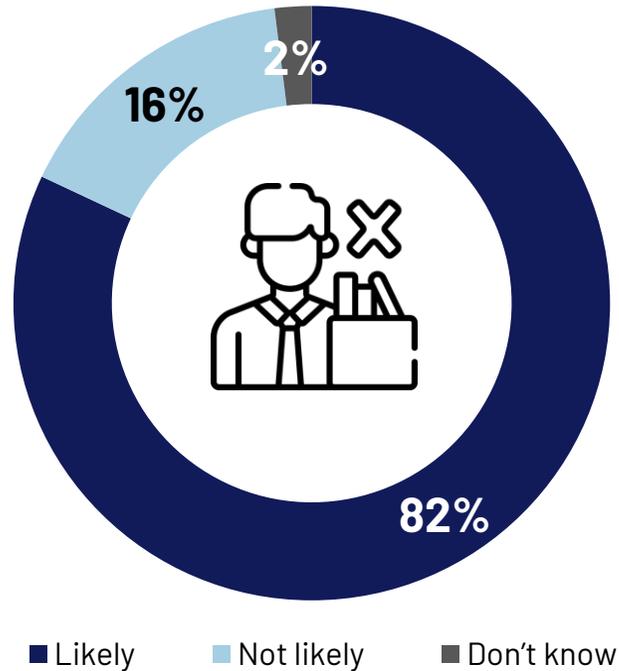


▼ Change vs 2023

The potential of AI reshaping current jobs

% - by demographics

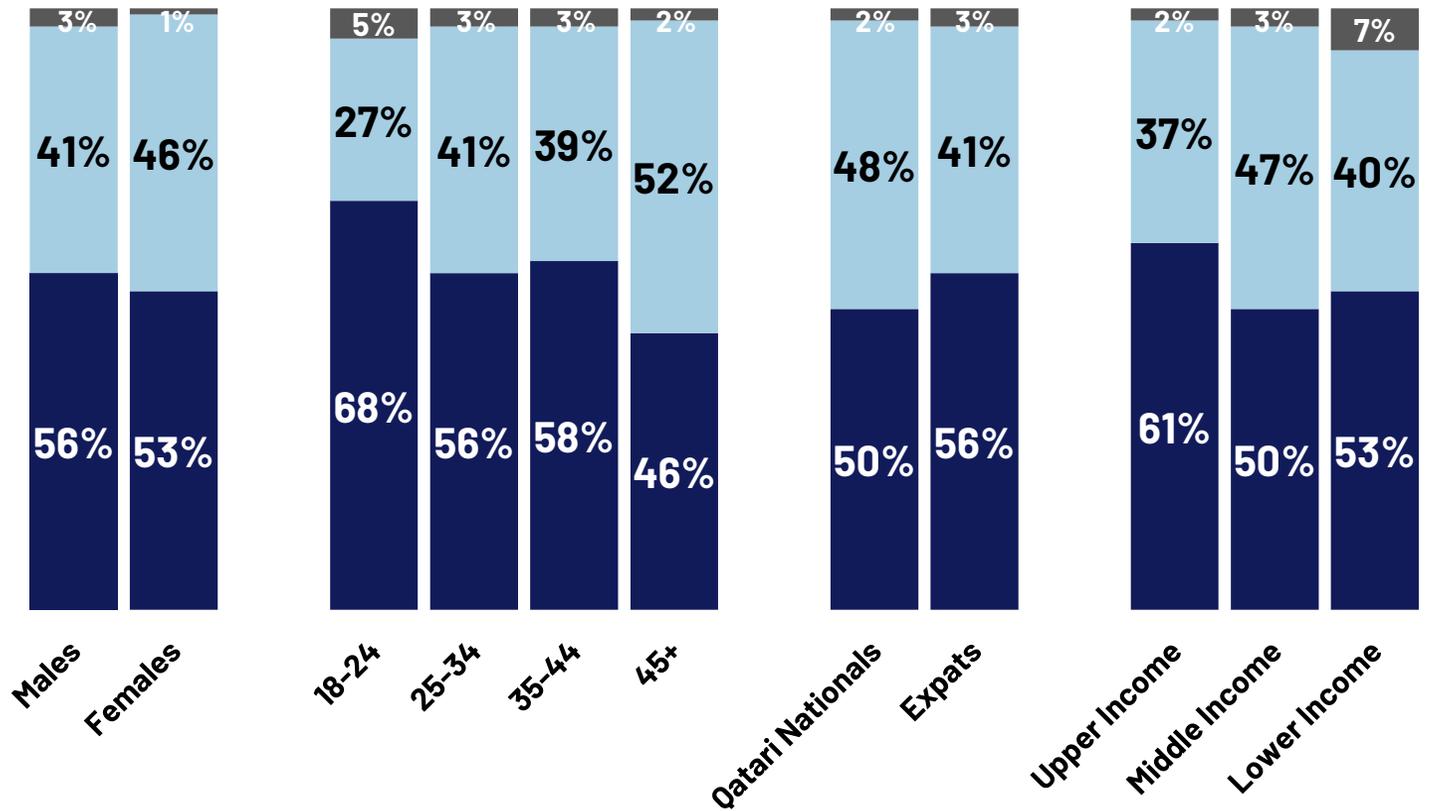
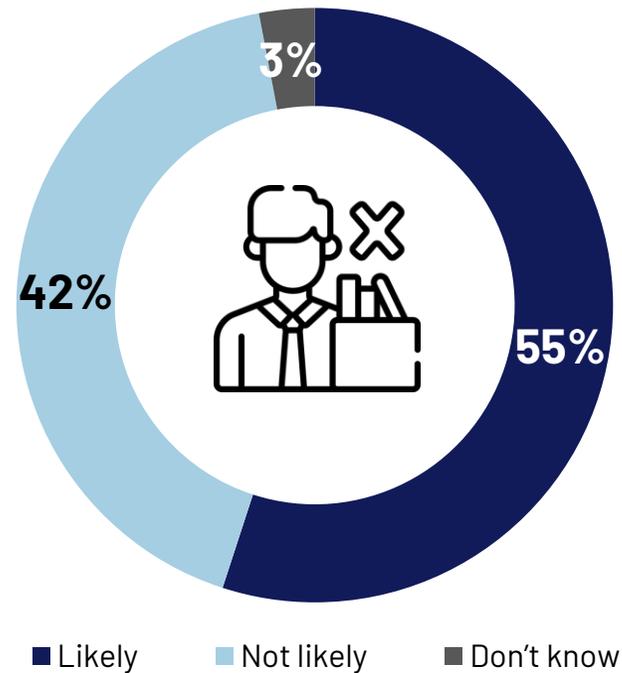
Think AI will change how they do their current job in the next 5 years



The potential of AI replacing current jobs

% - by demographics

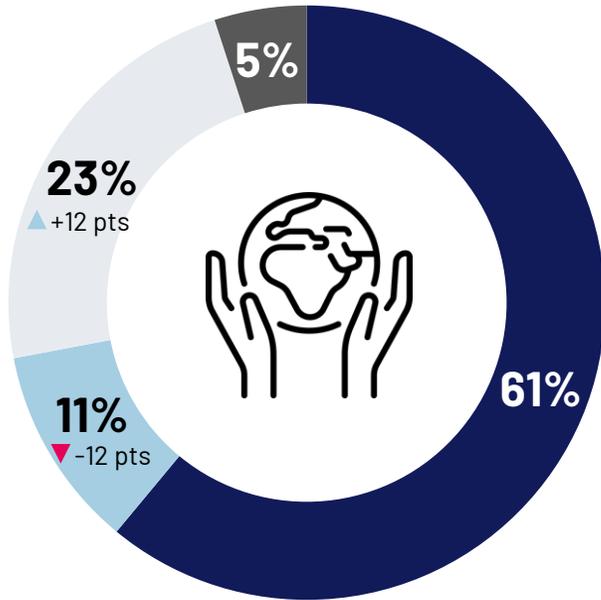
Think AI will replace their current job in the next 5 years



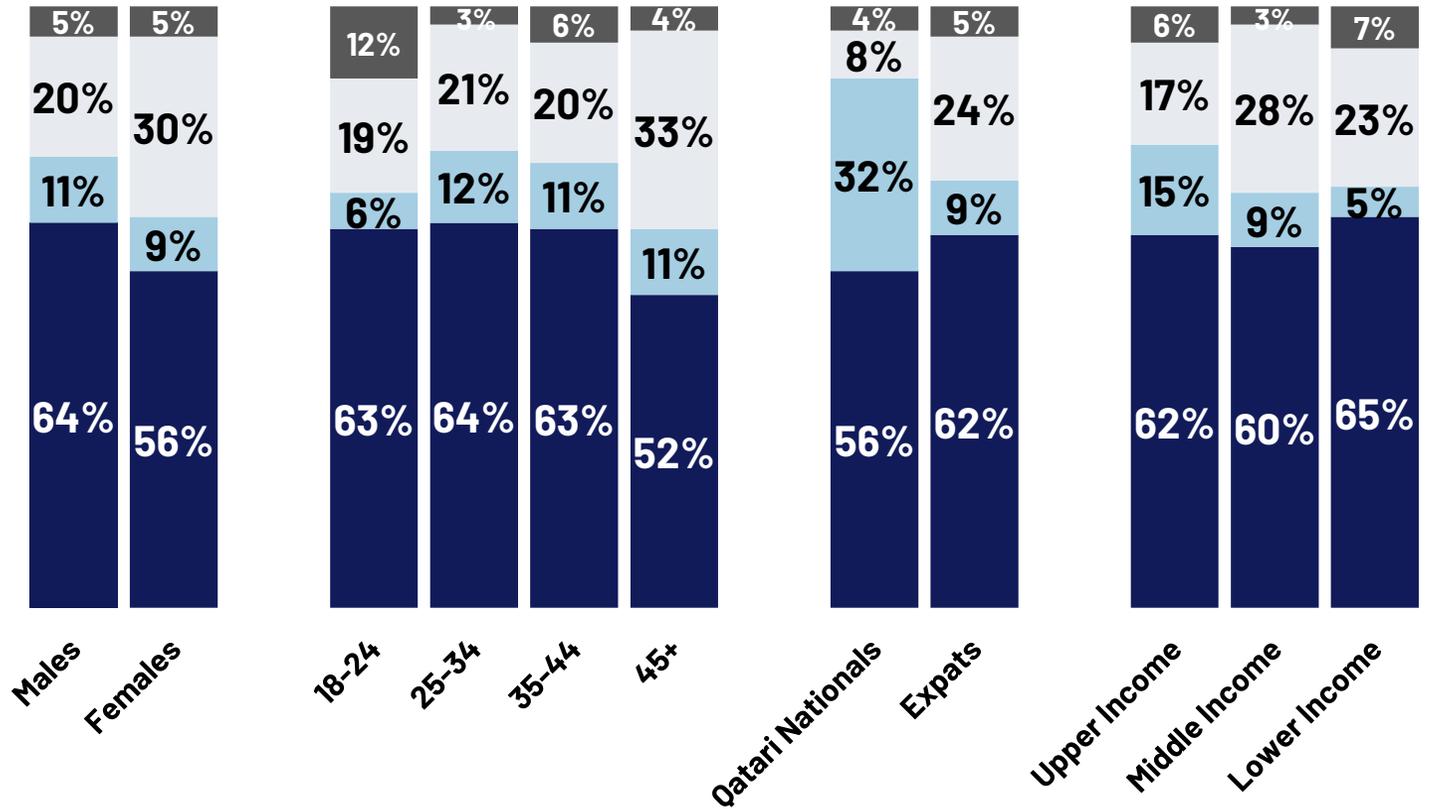
WILL AI IMPROVE LIFE?

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

% - by demographics

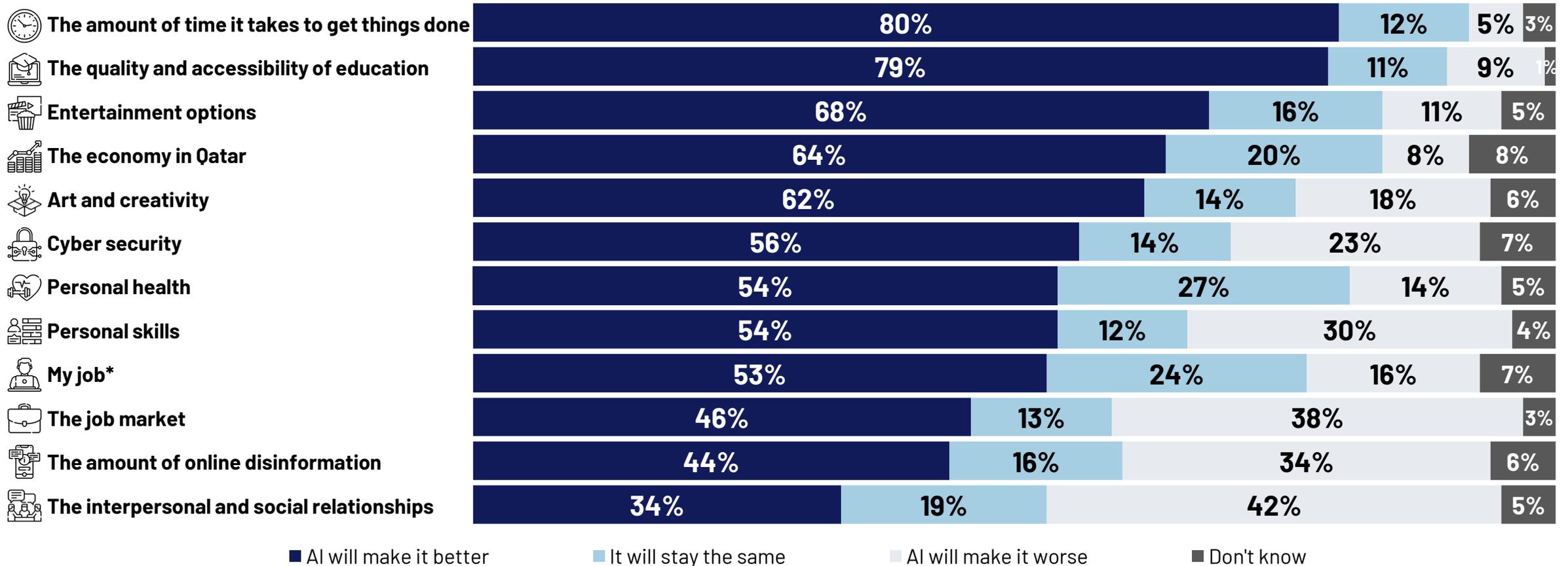


- AI will make our world better
- It will stay the same
- AI will make our world worse
- Don't know



▲ Change vs 2023

The impact of the increased use of AI in the next 3-5 years



Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Qatar
with a nationwide coverage

FOR MORE INFORMATION

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