

# IPSOS PRESS RELEASE: **AI MONITOR 2025**

**What do Malaysians think about AI?**

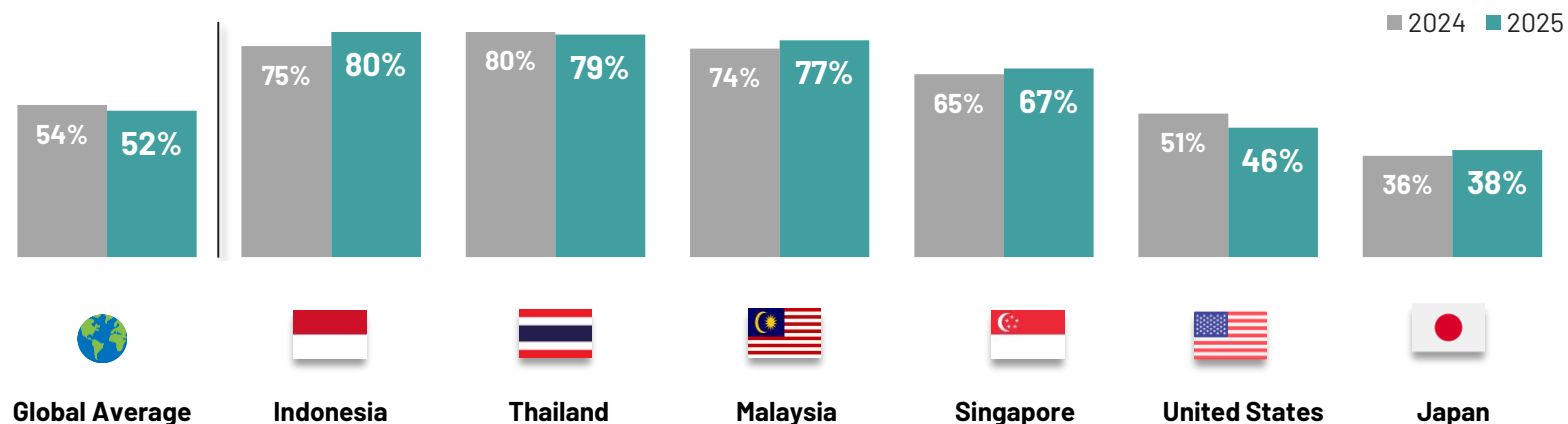
**Tuesday, 24<sup>th</sup> June 2025**

# Malaysians are excited about AI and they think that AI has changed their daily life.

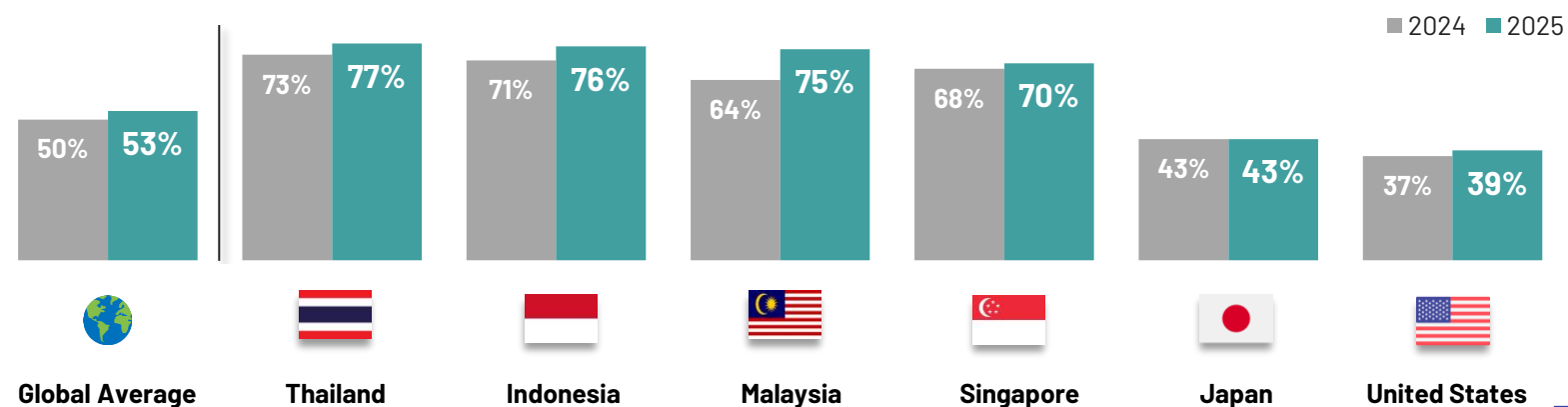
Southeast Asian countries, in general, show a greater level of excitement towards AI compared to the developed nations such as the United States and Japan.

This interest tends to tie with their perception of the profound changes brought by AI in the last 3 to 5 years.

## Products and services using artificial intelligence make me excited (% Agree)



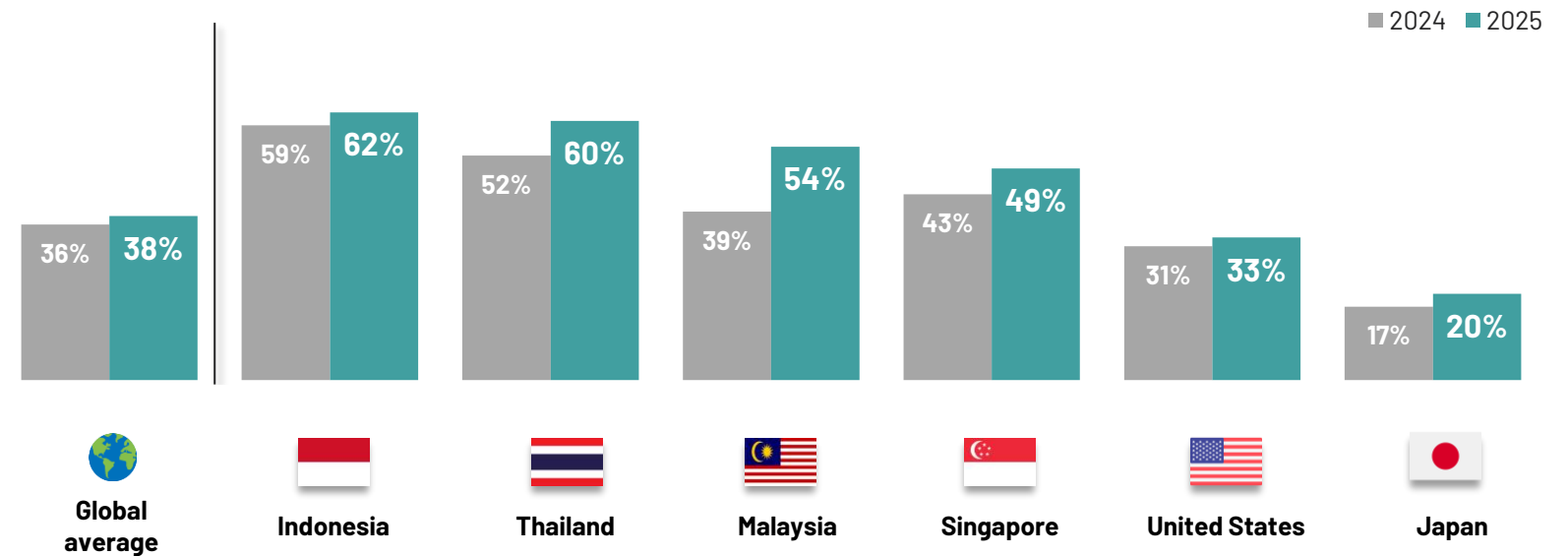
## Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years (% Agree)



## Malaysians generally hold a positive outlook on AI to improve job quality.

Southeast Asian countries are also more inclined than the other countries to believe that AI will enhance jobs in the future. In contrast, the United States and Japan present a different perspective.

Do you think the increased use of AI will make your job better in the next 3-5 years? (% Agree)

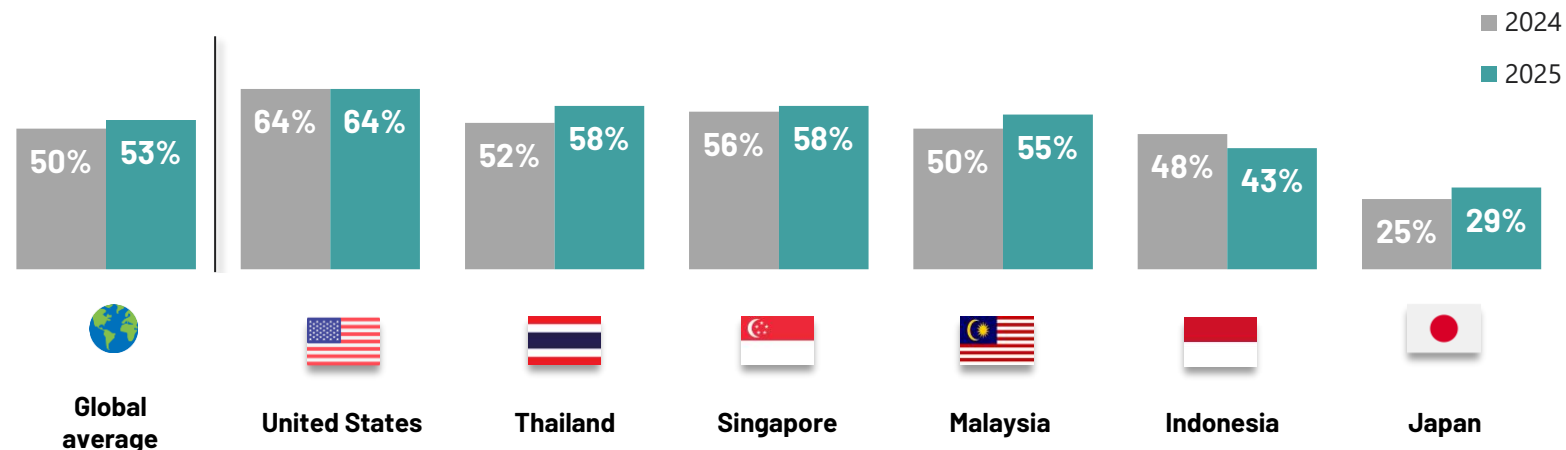


**However, Malaysians are also increasingly concerned about the potential of AI to displace jobs.**

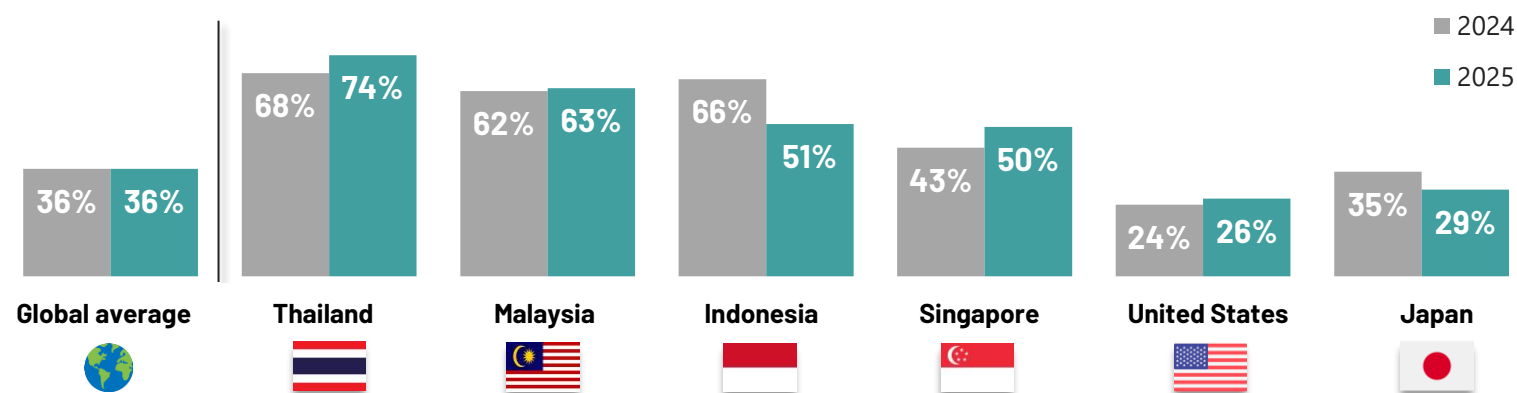
Half of Malaysians express nervousness about AI, and a significant proportion – 3 out of 5 – believe that AI could replace their jobs in the future.

In contrast, people in the United States and Japan are less likely to think so.

## Products and services using artificial intelligence make me nervous (% Agree)



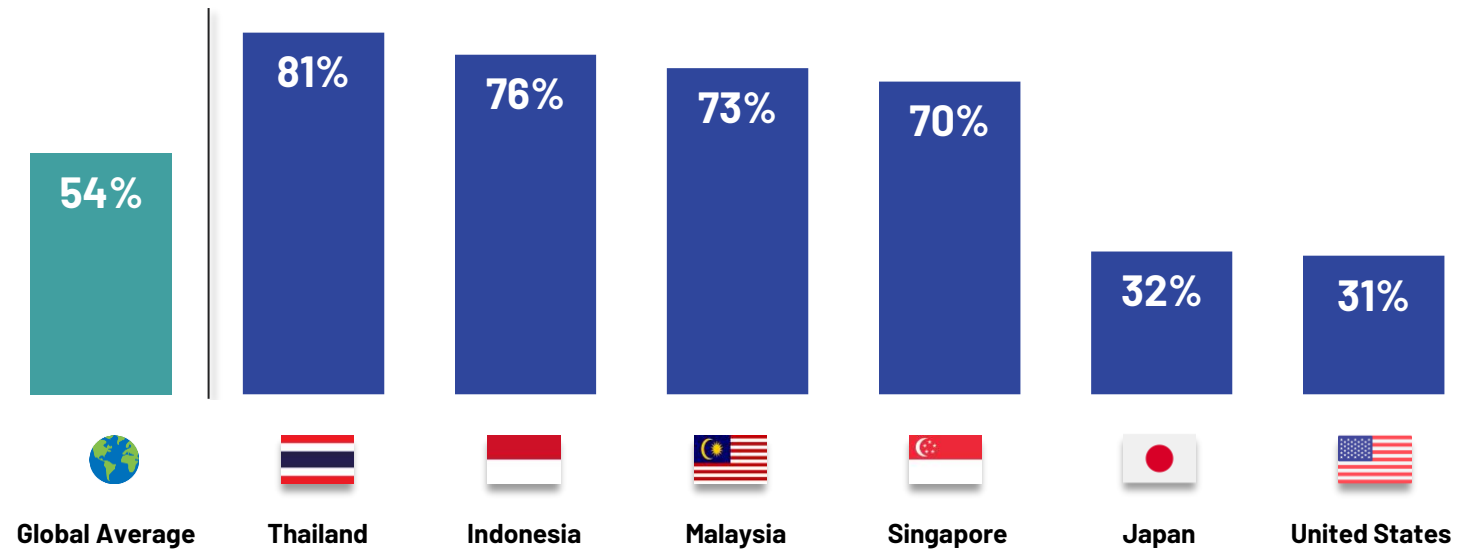
## How do you think that AI will replace your current job in the next 5 years? (% Agree)



## 7 out of 10 Malaysians express confidence in the government ability to regulate AI responsibly.

Southeast Asian countries, in general, demonstrate a higher level of trust in their government to regulate AI responsibly compared to the global average. This contrasts sharply with the levels of trust observed in Japan and the United States.

### I trust the government to regulate AI responsibly\* (% Agree)



\*2024 data not available.





## ***What do Malaysians think about AI?***

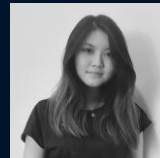
Our latest survey indicates that Malaysians generally hold a positive view of Artificial Intelligence (AI). Beyond expressing excitement for its use, 3 out of 4 Malaysians believe that AI has significantly changed their daily life in the past 3 to 5 years. Malaysia, along with other Southeast Asian countries, demonstrates high levels of excitement and acceptance regarding the changes brought by AI.

In 2025, over 50% of Malaysians agree that AI will improve their job, which is a 15% increase from 2024. This trend suggests a growing willingness to integrate AI into the workplace. However, this optimism is also accompanied by its own anxiety, as 63% of Malaysians worry that AI could potentially replace their current job within the next 3 to 5 years.

In terms of regulating AI, Malaysians are supportive of regulating AI usage and trust the Government to take responsibility for ensuring AI is used responsibly. This presents a crucial opportunity for Malaysia to strike a balanced path—embracing innovation while safeguarding public trust and workforce resilience. This is in line with the various initiatives and efforts carried out by the Government to capitalize on AI as an economic growth catalyst while improving public service and ensuring responsible AI development.



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