

UNDERSTANDING AOTEAROA NEW ZEALAND: THE IPSOS AI MONITOR 2025

A 31-country Ipsos
Global Advisor Survey

July 2025

Global Introduction: Why the hesitation?

In Ipsos Global Trends we see an interesting tension people feel about technology. That tension applies to our views of AI as well.

In Ipsos Global Trends, a majority believe that technology is needed to solve the world's problems. But a majority of the exact same people also feel that technological progress is "destroying our lives." That's literally how the question is phrased.

For years, in the Ipsos Global AI monitor, we have seen a similar tension related to this specific set of technologies: People are excited about the advances in Artificial Intelligence, but they are also nervous about the changes those advances could bring.

We have dubbed this tension the Wonder and the Worry of AI.

At a global level, about half are say they are excited, and half are nervous. In some ways it seems incongruous or perhaps even paradoxical. There are definite regional differences. In the Anglosphere (U.S., Great Britain, Canada and Ireland , Australia and New Zealand) there is much more nervousness than excitement. In European markets we see less nervousness, but also just a mid-range of excitement. Some markets are much more positive than nervous, especially in South-East Asia. Japan is a bit of an outlier: neither excited nor nervous. Nervousness is mostly flat year over year but still quite a bit up from 2022

which was fielded before the public launch of ChatGPT.

We considered whether this was mostly a correlation of the median age of the market and found that it was not.

This year we explored a couple of theories with additional questions.

One asked if people trust that their markets will regulate AI responsibly. The very low score in the U.S. (just 31% trust the government in this context) could certainly account for some of the high levels of nervousness in that market. Likewise, many of the markets with the highest levels of excitement also have high levels of trust in government regulation.



Global Introduction: Why the hesitation?

Another theory was that there are some very real things we are worried about. Some of this we had already started seeing in our data. Globally, and in many markets, more people think that AI will make their local job market worse than think it will improve it. Although in nearly every market more think AI will improve their own job than make it worse. Almost every market thinks AI will make disinformation worse.

We explored this further with a new pair of questions about how likely people think various applications of AI are and how uncomfortable applying AI that way will make them.

Overall globally, most people think AI will be (and already is to some degree) handling all kinds of tasks in the near future from online searches to creating

advertising content to screening job applications to creating realistic sports content with AI-generated athletes. People are most uncomfortable with the idea of AI generating political ads, writing news stories, screening job applicants, and creating disinformation.

It's important to note, however that companies using AI are overwhelmingly expected (79%) to disclose that usage. And in every case we asked about, people prefer humans to create their content than AI. So far. It's easy to expect that as usage becomes more wide-spread we will become more comfortable and used to it. Though there is certainly a scenario where a backlash occurs, too.

People are also split on whether they

would trust brands using AI in their marketing more or less.

All of this presents a rather mixed set of signals for brands. We are worried and full of wonder. We expect AI to do a lot of things, but are unclear whether those will be positive. In the short term, at least, trust issues abound.

But one thing seems simple: We want to see the benefits.

Perhaps the most compelling reason for the discrepancy from market to market in AI enthusiasm is a simple one. Many of the most positive markets are especially positive about one key topic: the economic outlook. These markets were much more likely to think that AI would improve their economies, rather than make them worse.



Matt Carmichael, SVP, Consumer Trends Thought Leadership

To learn more about consumer attitudes about AI, see the [2024](#), [2023](#) and [2022](#) monitors.

New Zealand: Why so nervous?

New Zealanders remain one of the populations most nervous about products and services using AI in the world, despite our understanding of AI growing. In fact, the more we understand about AI, the more we seem to distrust it and the more we know, the less excited we get.

The use of AI can instil a sense of distrust for New Zealanders, with most of us believing that products and services using AI should have to disclose their use. Currently, New Zealanders have a lower awareness of which products and services use artificial intelligence, and it appears that this lower awareness could lead to mistrust. So, the message to New Zealand product and service providers is to be more upfront about their use of

AI and the benefits it can bring.

Legislation may also have a role to play, as currently, only half New Zealanders trust the government to regulate AI responsibly and only 4 in 10 trust that companies which use artificial intelligence will protect an individual's personal data. Giving New Zealanders the protection they seek in an AI world may help reduce our nervousness and lack of trust in this technology we see as growing in usage over the next few years.

Additionally, authenticity appears to be of high importance for New Zealanders. Results show that we would lose trust in brands that use AI to enhance product images, writing product reviews or to create images or video to be used in advertising. We also have a

strong preference for human created content, especially when it comes to news articles and photojournalism. We are, however, are more positive about the use of AI to target disinformation or to create more gamified content.

Despite our nervousness, New Zealanders can see that AI will play, and has already been playing, a growing role in our future in a raft of areas. Even now, we can already see the benefits of AI: in helping us save time, making us more efficient at work, and improving our health outcomes. However, it could be the fact that half of us think that AI will make the job market worse in the next 3-5 years, that is making us nervous about our AI-driven future.



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Key findings – New Zealand



New Zealanders among the most nervous about AI

2 in 3 (66%) New Zealanders say that AI makes them nervous, placing us as the country with the second highest level of concern behind Australia at 67%. While this is unchanged from 2024, more New Zealanders now say they have a good understanding of AI (73%, c.f. 69% in '24, 62% in '23).



Concerns around trust and transparency

New Zealanders feel strongly that products and services using artificial intelligence should have to disclose its use (87%, global average 79%), with only 39% trusting that companies using AI will protect personal data. Furthermore, New Zealanders feel a significant distrust for companies which use AI tools for marketing and advertising.



Strong preference for human-driven rather than AI-driven prevails

Across news, websites, art, movies, and advertising, New Zealanders' preference lean heavily towards human-driven – well above the global average and placing us in the top-3 countries for most categories.



New Zealanders think it likely that AI will take on a greater across different tasks

New Zealanders think that AI will have a prominent role in the future, particularly for creating advertising content and messaging, screening jobs applicants, creating news stories, and helping us with our restaurant orders.



AI seen to be increasing efficiency...

Over half of New Zealanders (52%) think the AI will reduce the amount of time it takes to get things done within the next 3-5 years. This is slowly increasing from previous years, from 50% in 2023 and 51% in 2024.



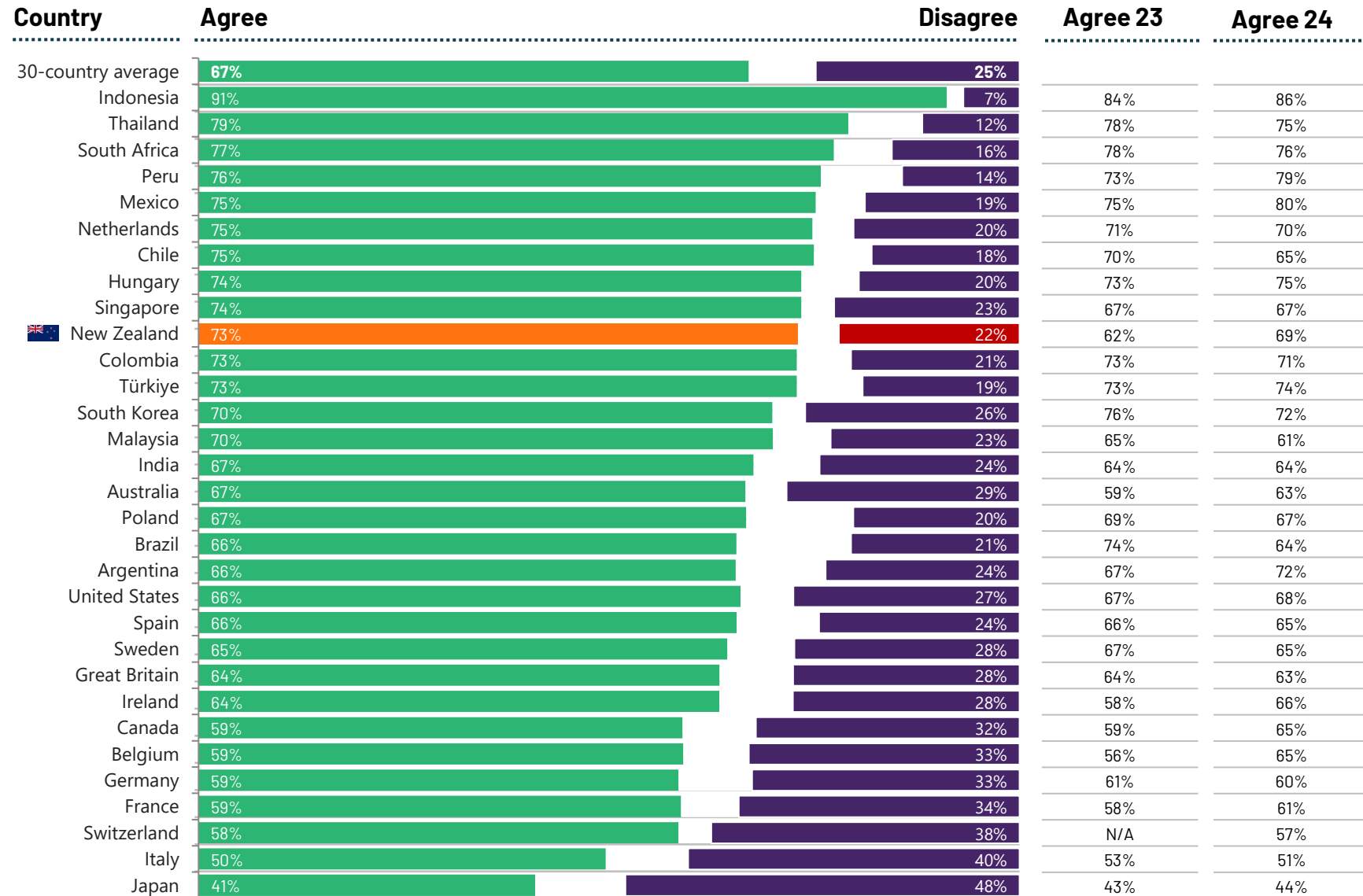
...but make disinformation and the job market worse

58% of New Zealanders think AI will make disinformation on the internet worse in the next 3-5 years – placing us as the third highest country with this concern (behind Canada and Hungary at 60%). 50% of New Zealanders also think that AI will make the job market worse.

What people know about AI

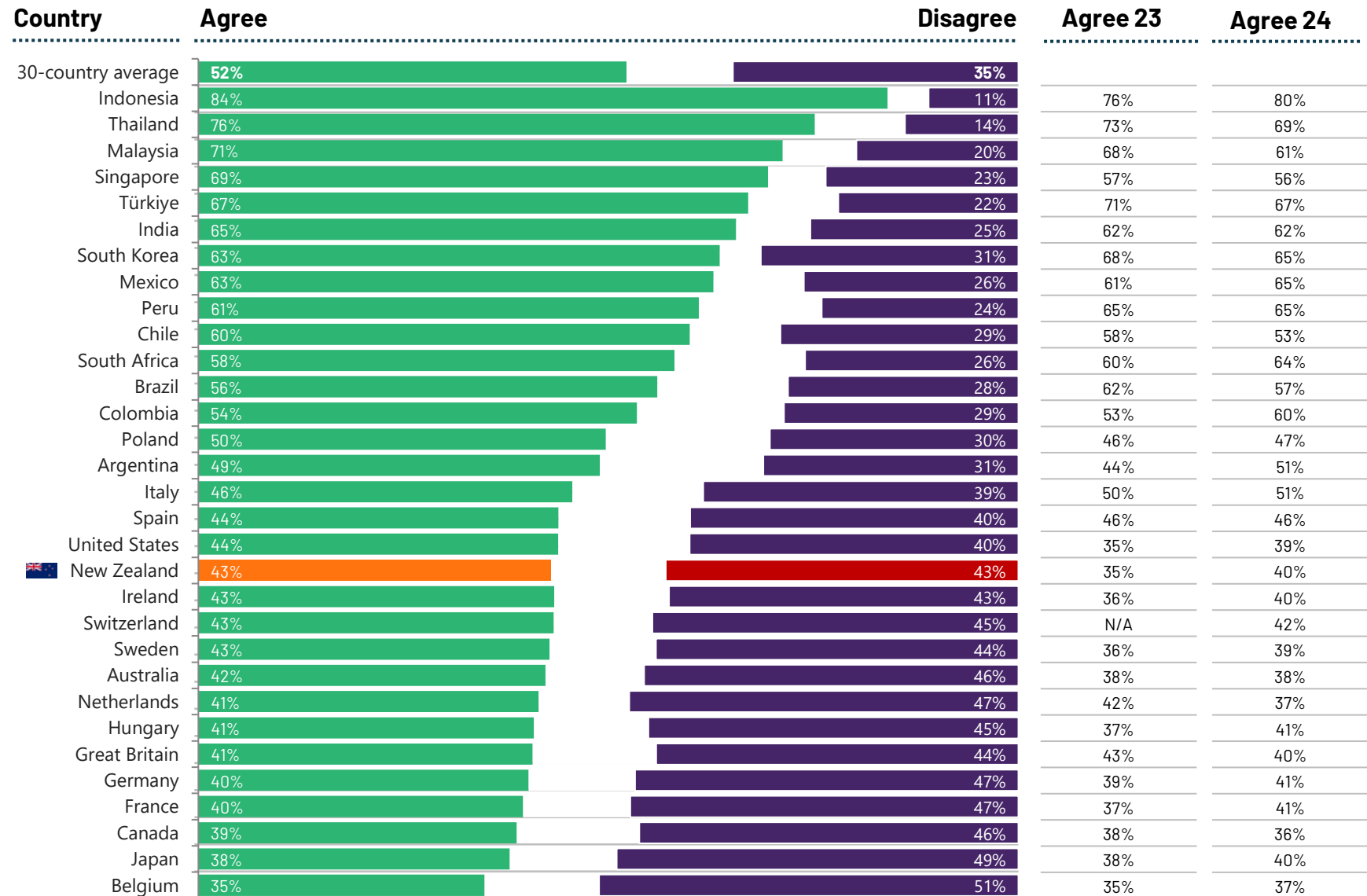
How much do you agree or disagree with the following?
I have a good understanding of what artificial intelligence is

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



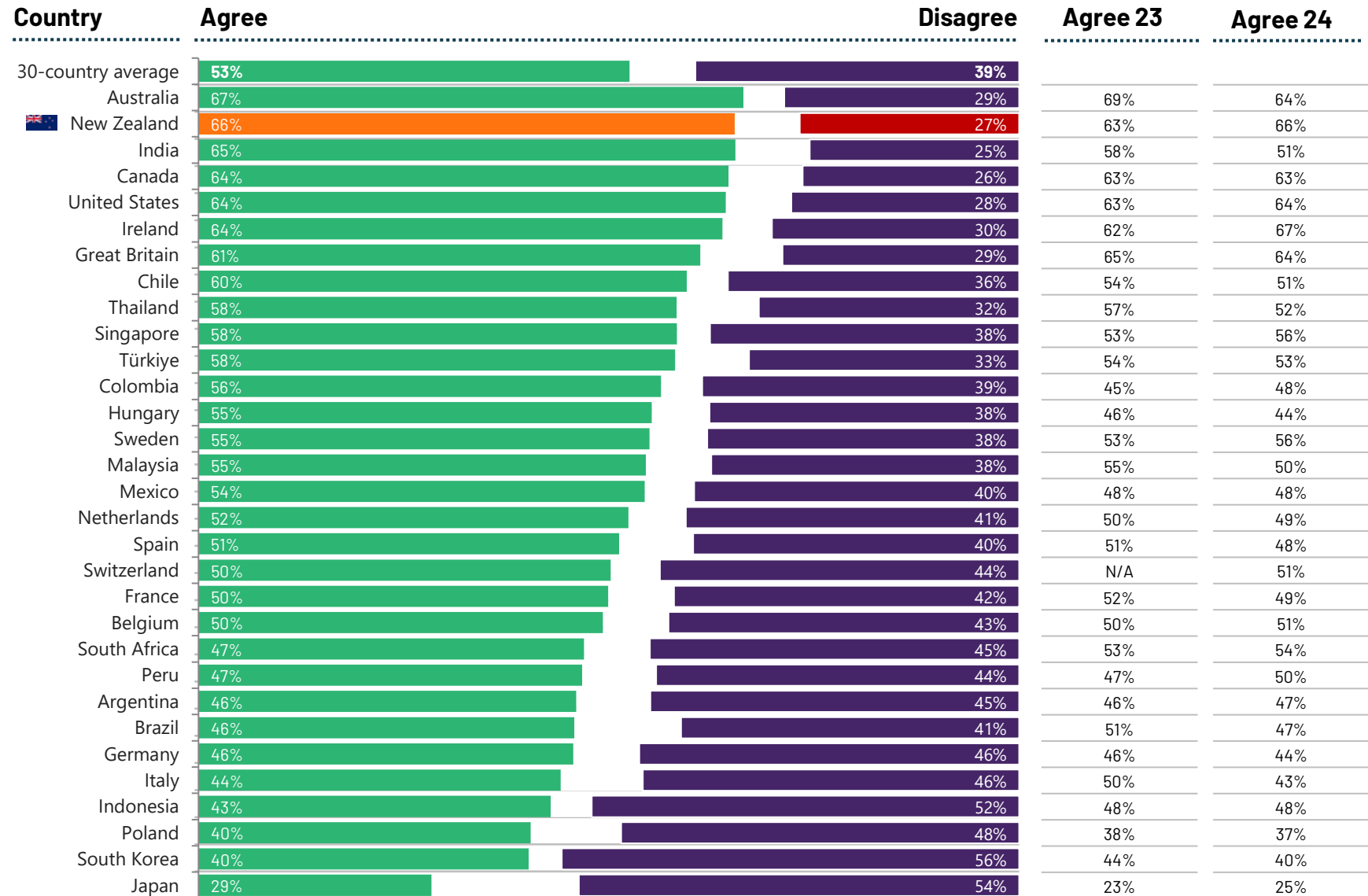
How much do you agree or disagree with the following?
I know which types of products and services use artificial intelligence

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



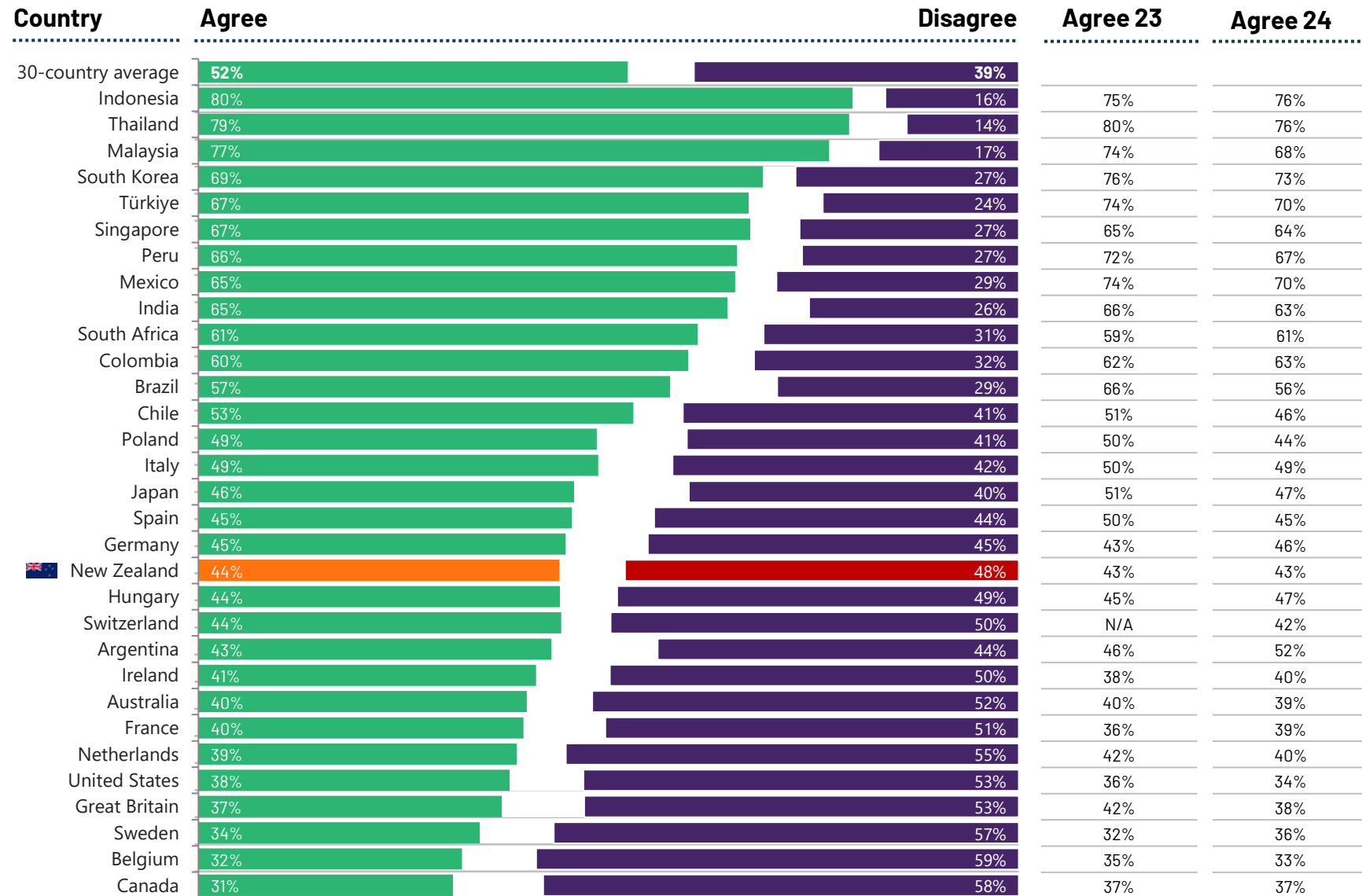
How much do you agree or disagree with the following?
Products and services using artificial intelligence make me nervous

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



How much do you agree or disagree with the following?
Products and services using artificial intelligence make me excited

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025

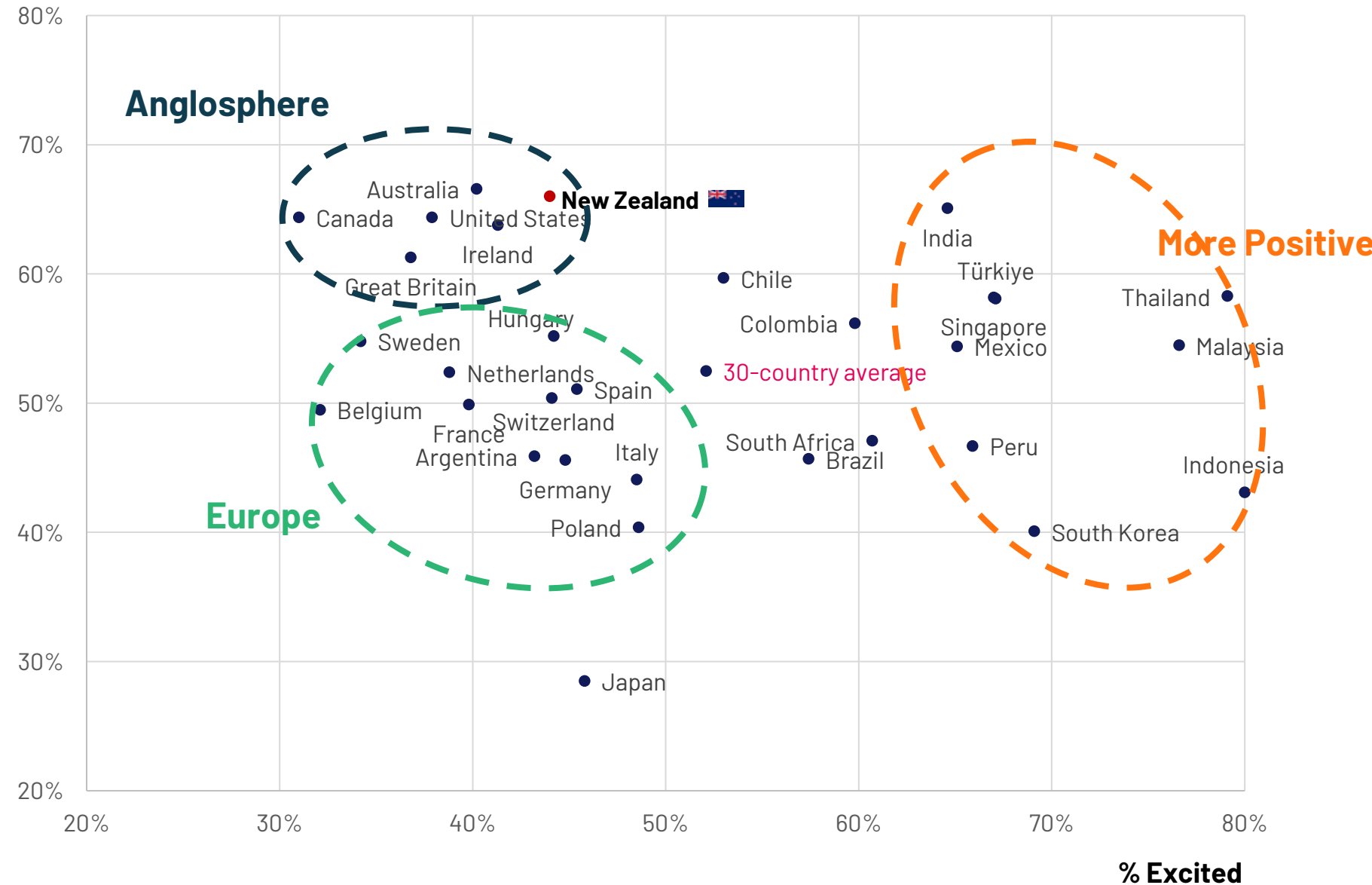


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **Products and services using artificial intelligence make me excited**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025

% Nervous

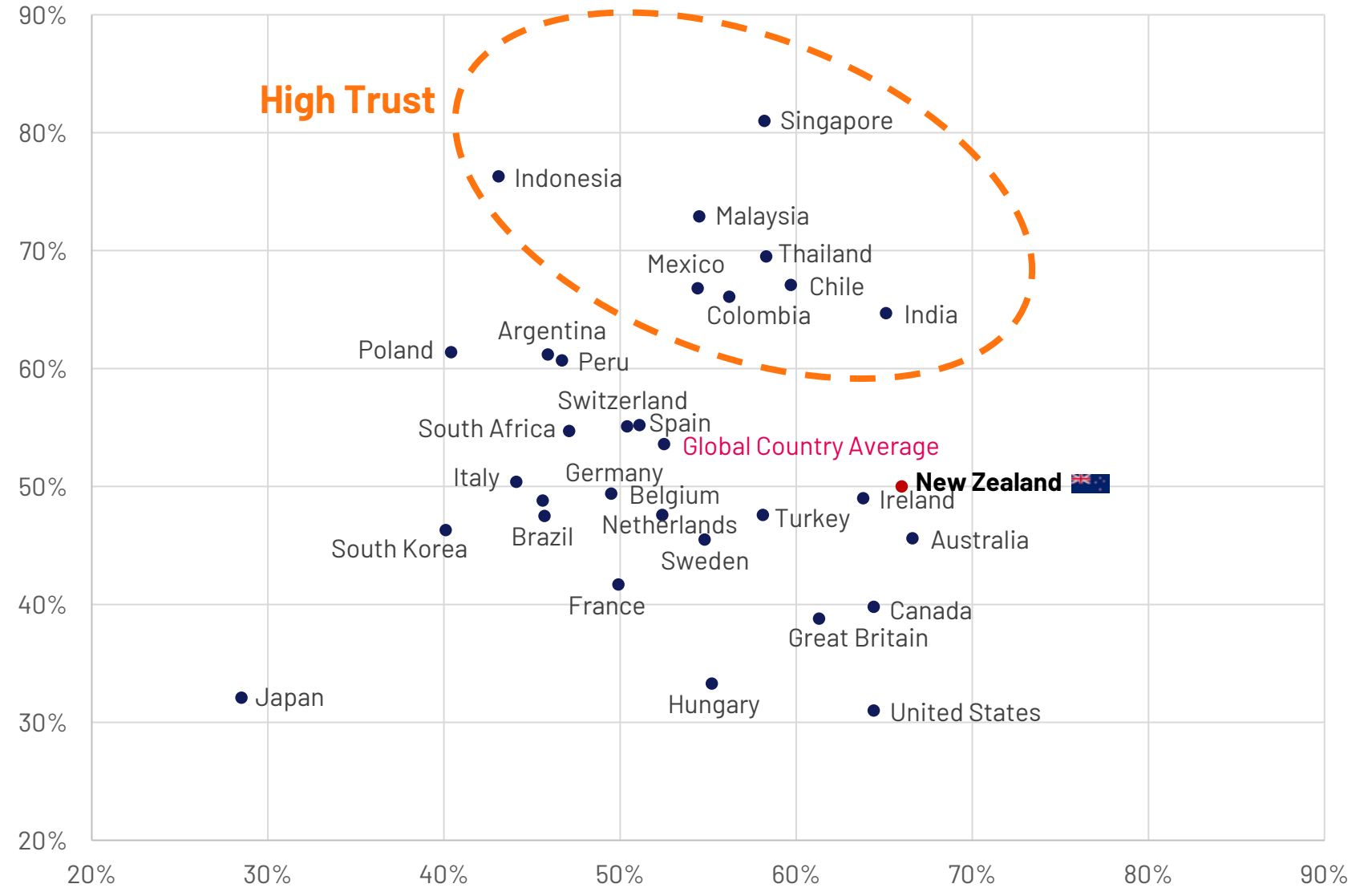


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **I trust the government of [market] to regulate AI responsibly**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025

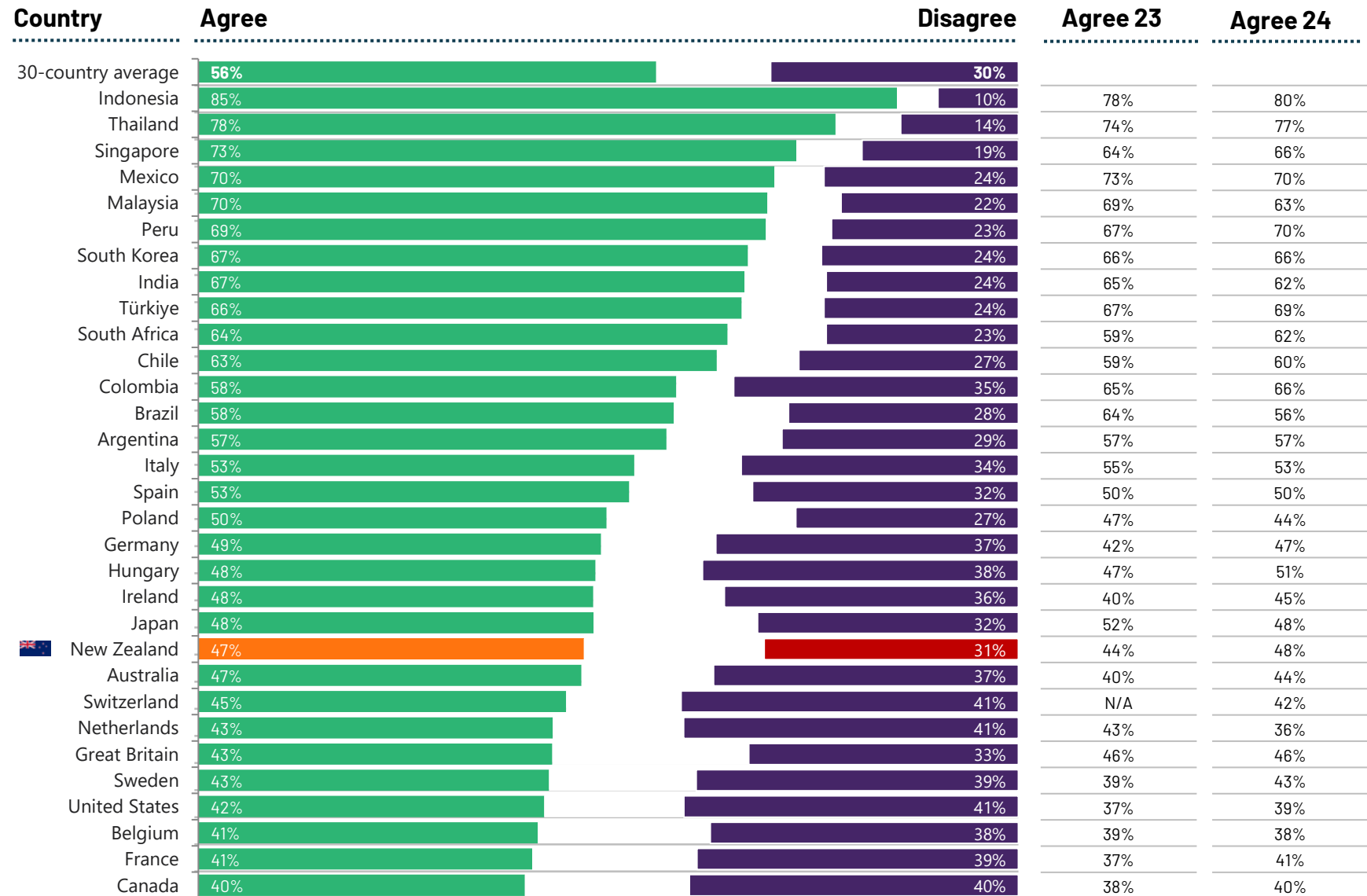
% Trust



% Nervous

How much do you agree or disagree with the following?
Products and services using artificial intelligence have more benefits than drawbacks

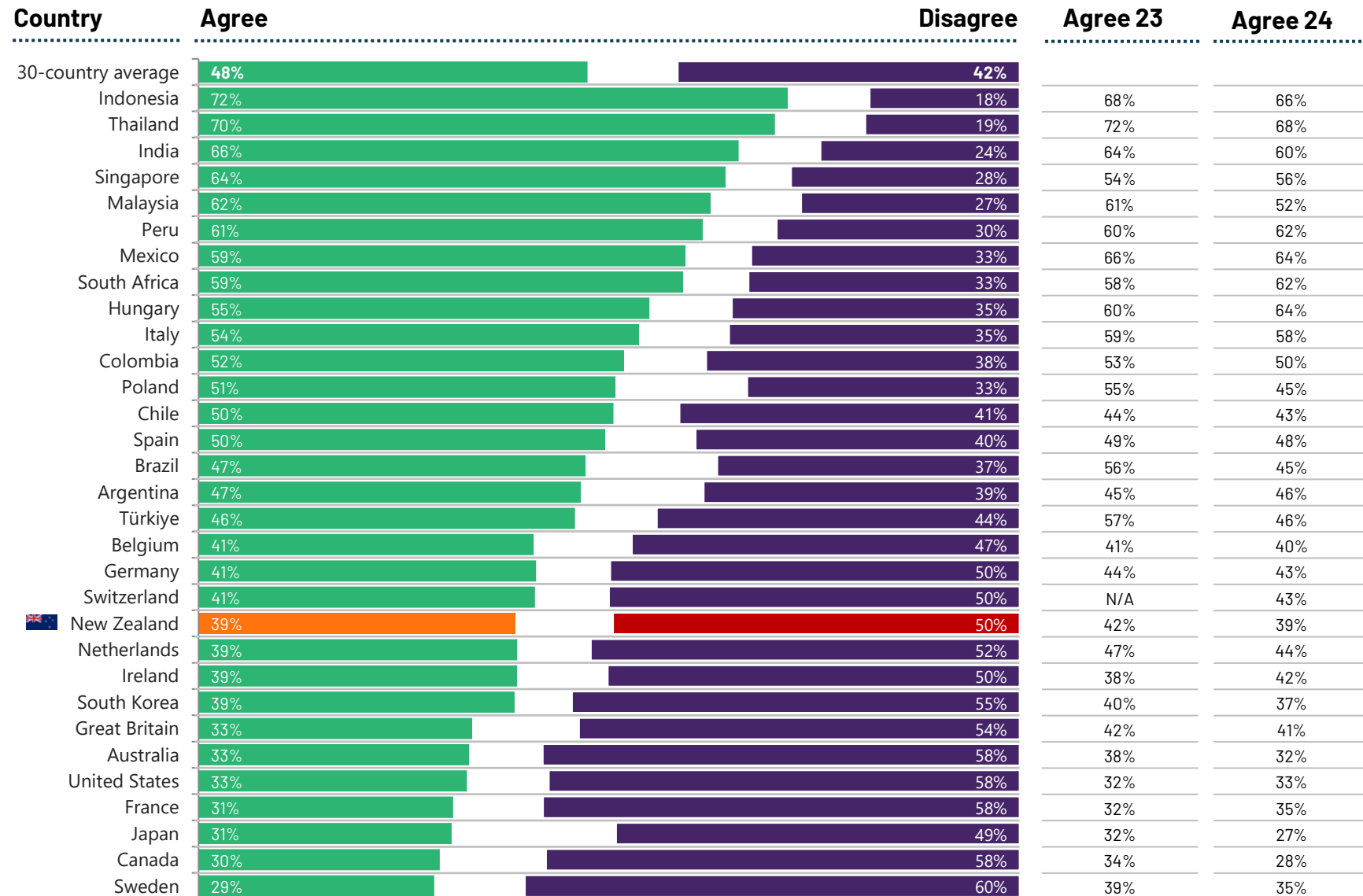
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



AI and trust

How much do you agree or disagree with the following?
I trust that companies that use artificial intelligence will protect my personal data

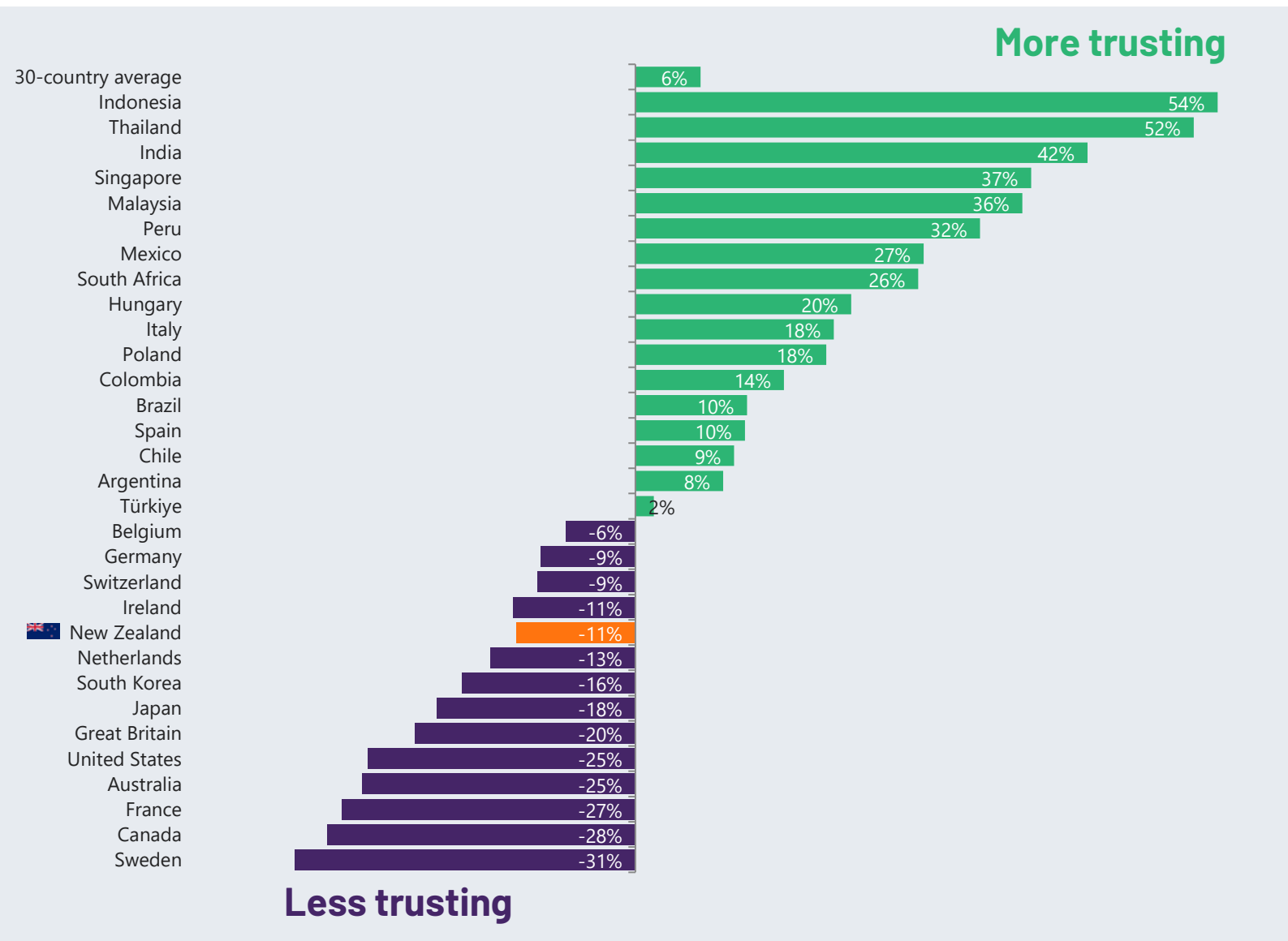
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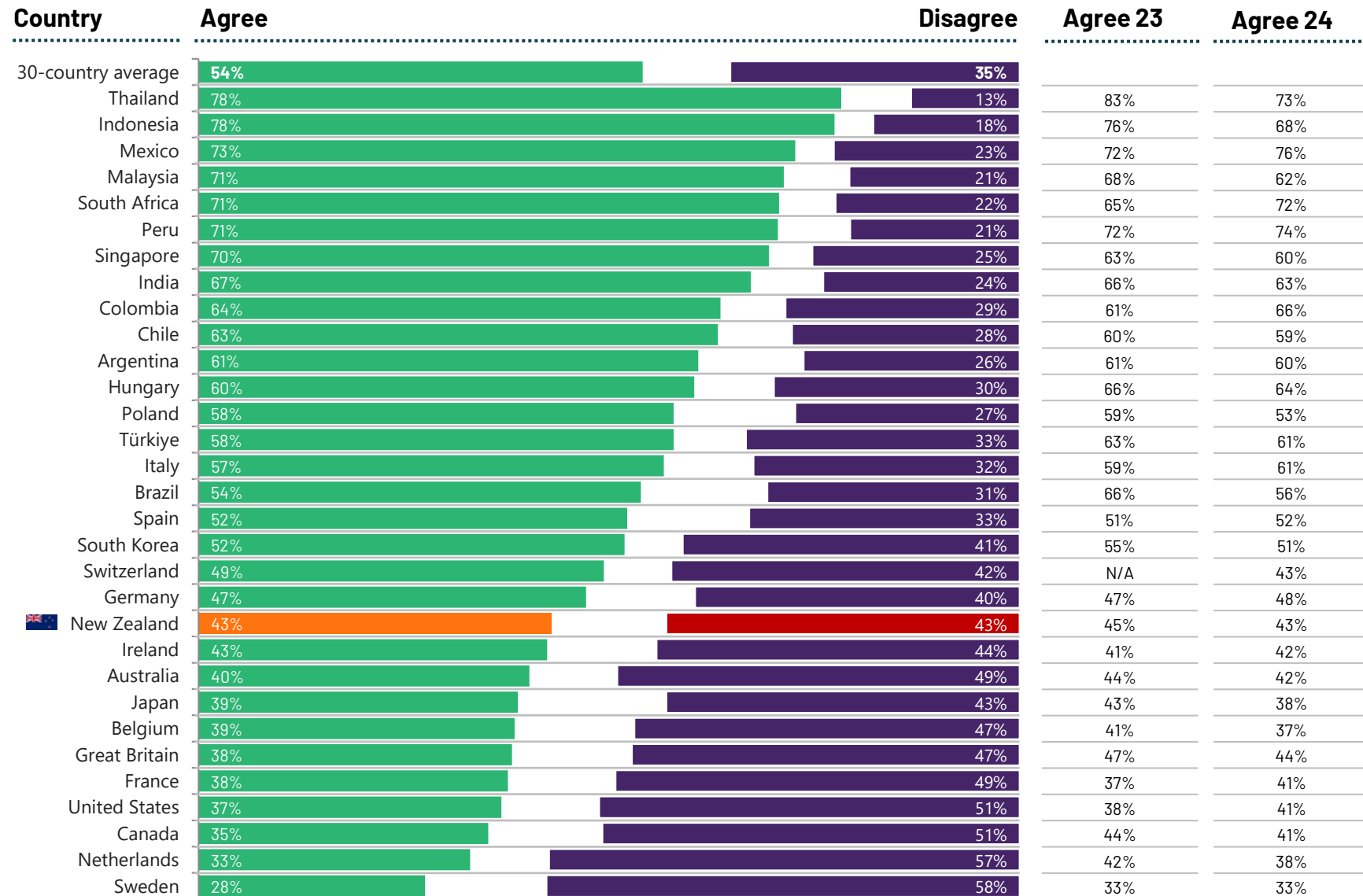
Net agree

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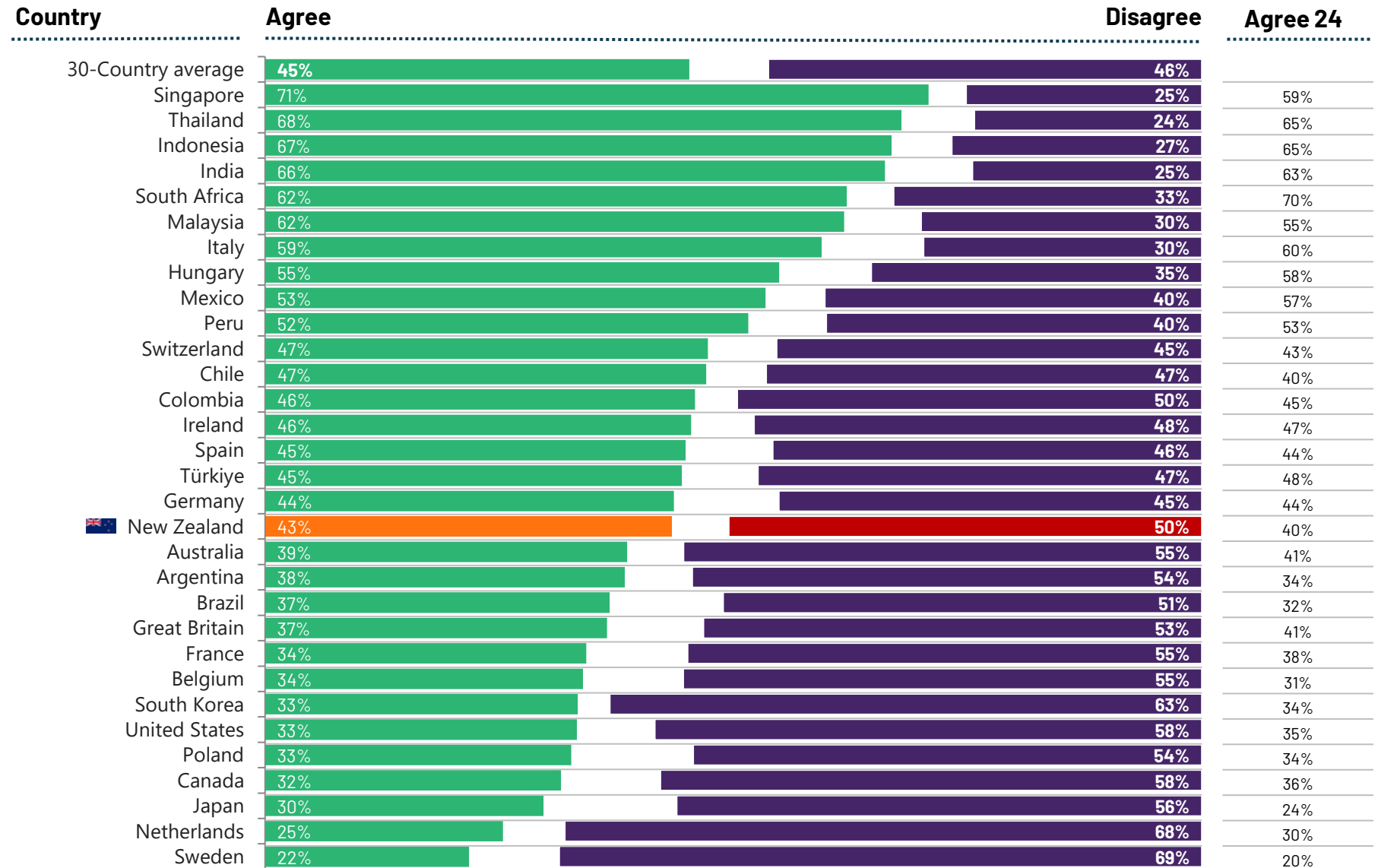
How much do you agree or disagree with the following?
I trust artificial intelligence to not discriminate or show bias towards any group of people

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



How much do you agree or disagree with the following?
I trust people not to discriminate or show bias towards any group of people

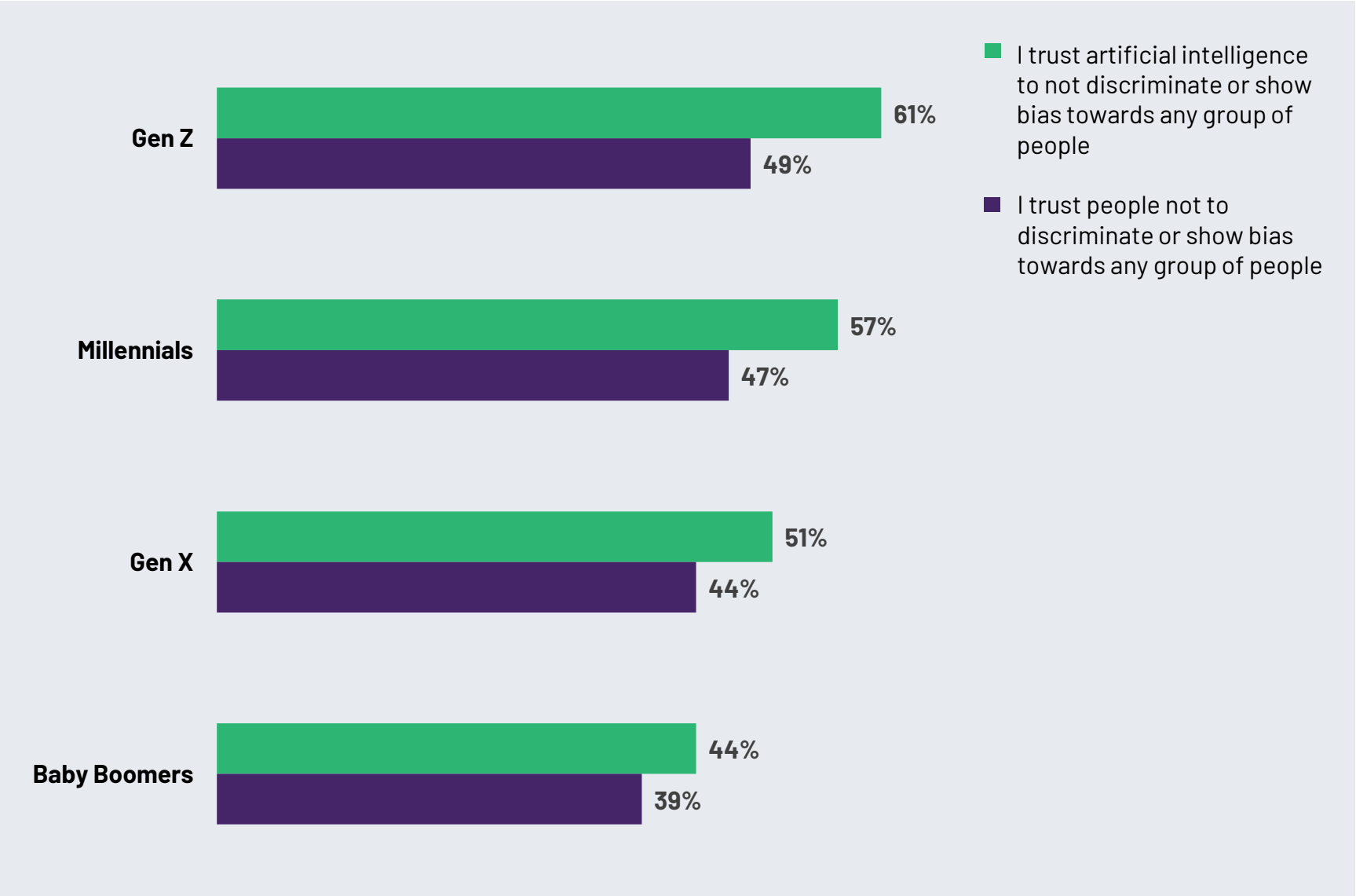
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How much do you agree or disagree with the following?

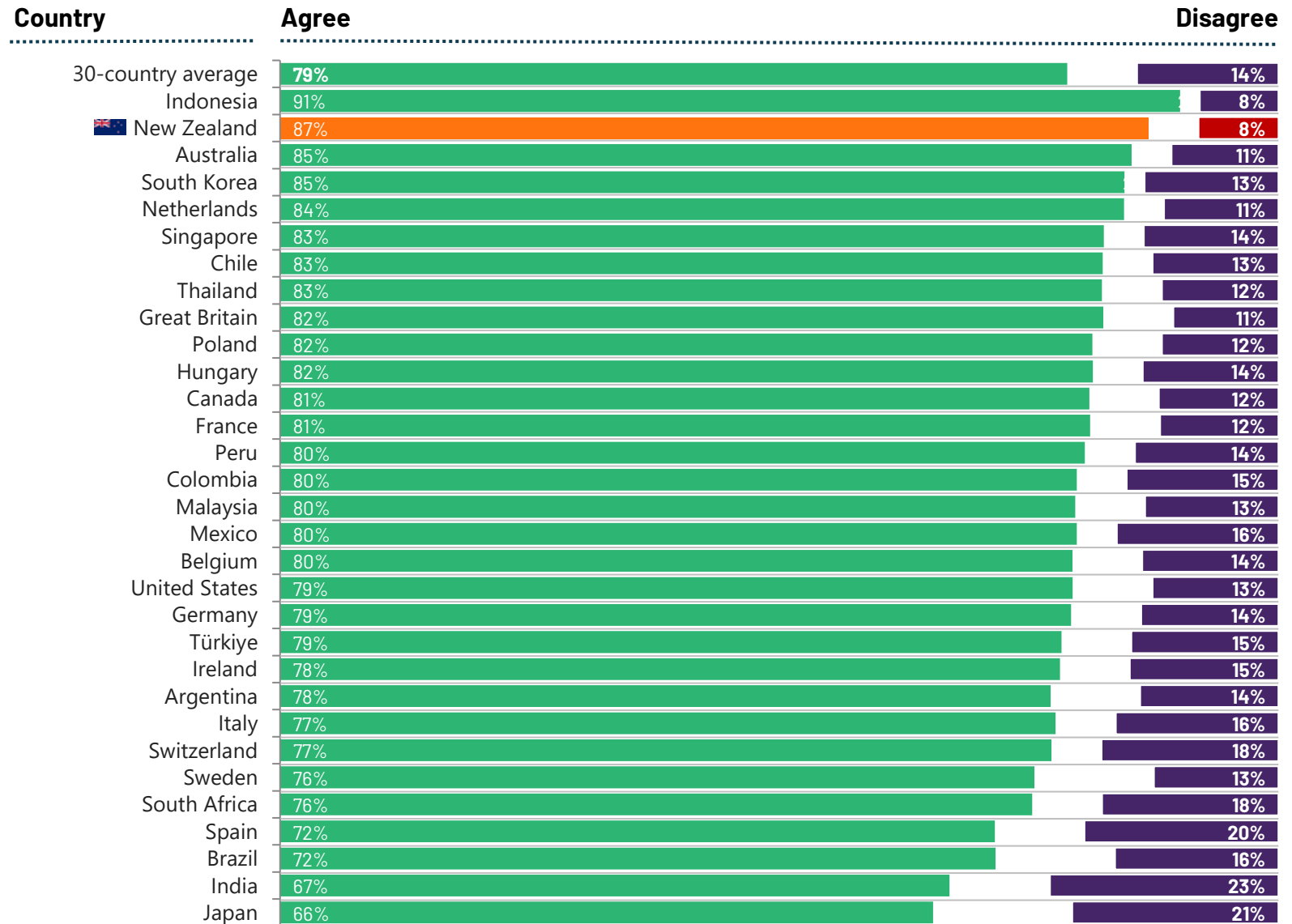
% agree

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



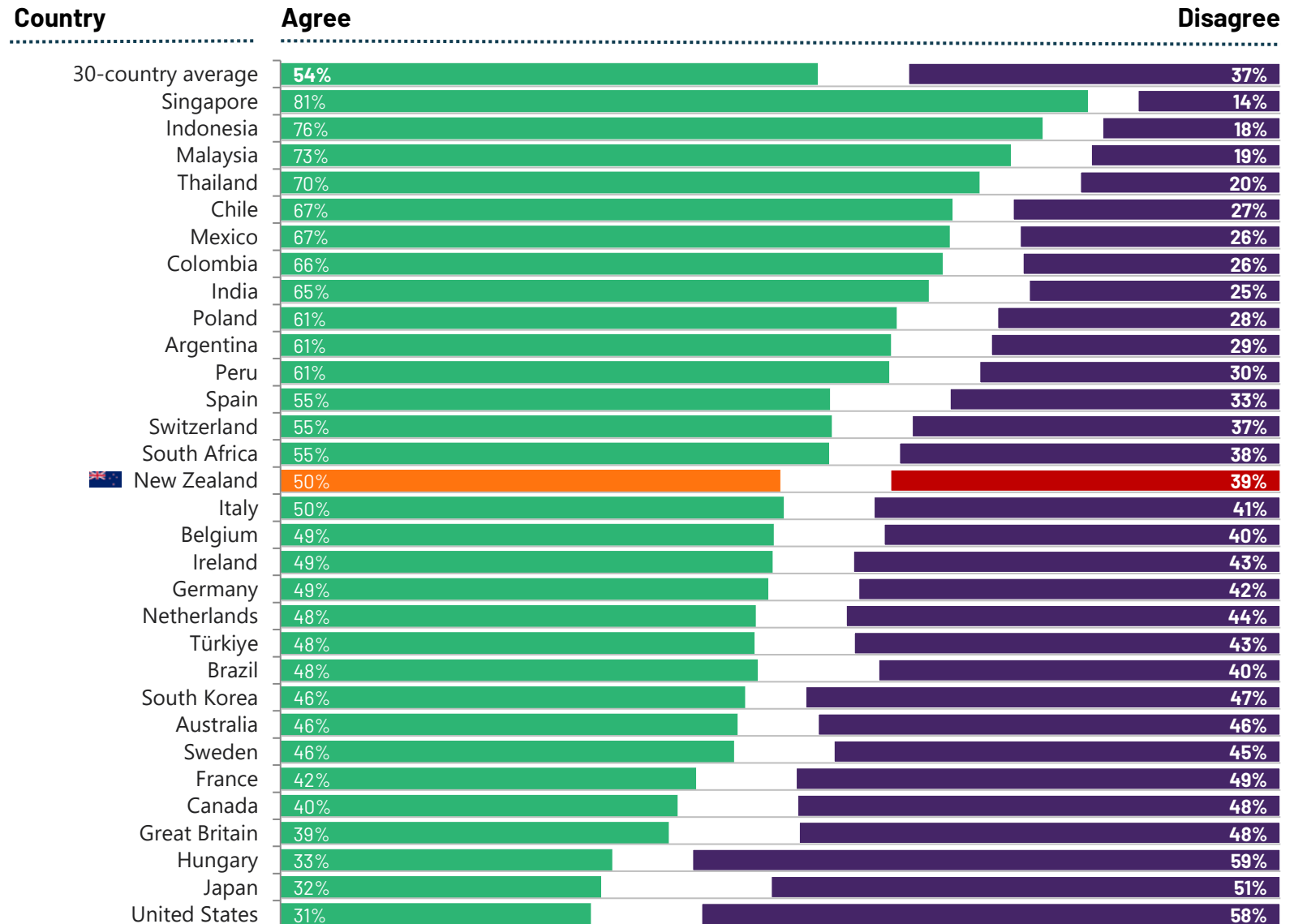
How much do you agree or disagree with the following?
Products and services using artificial intelligence should have to disclose that use

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



How much do you agree or disagree with the following?
**I trust the government of ...
to regulate AI responsibly**

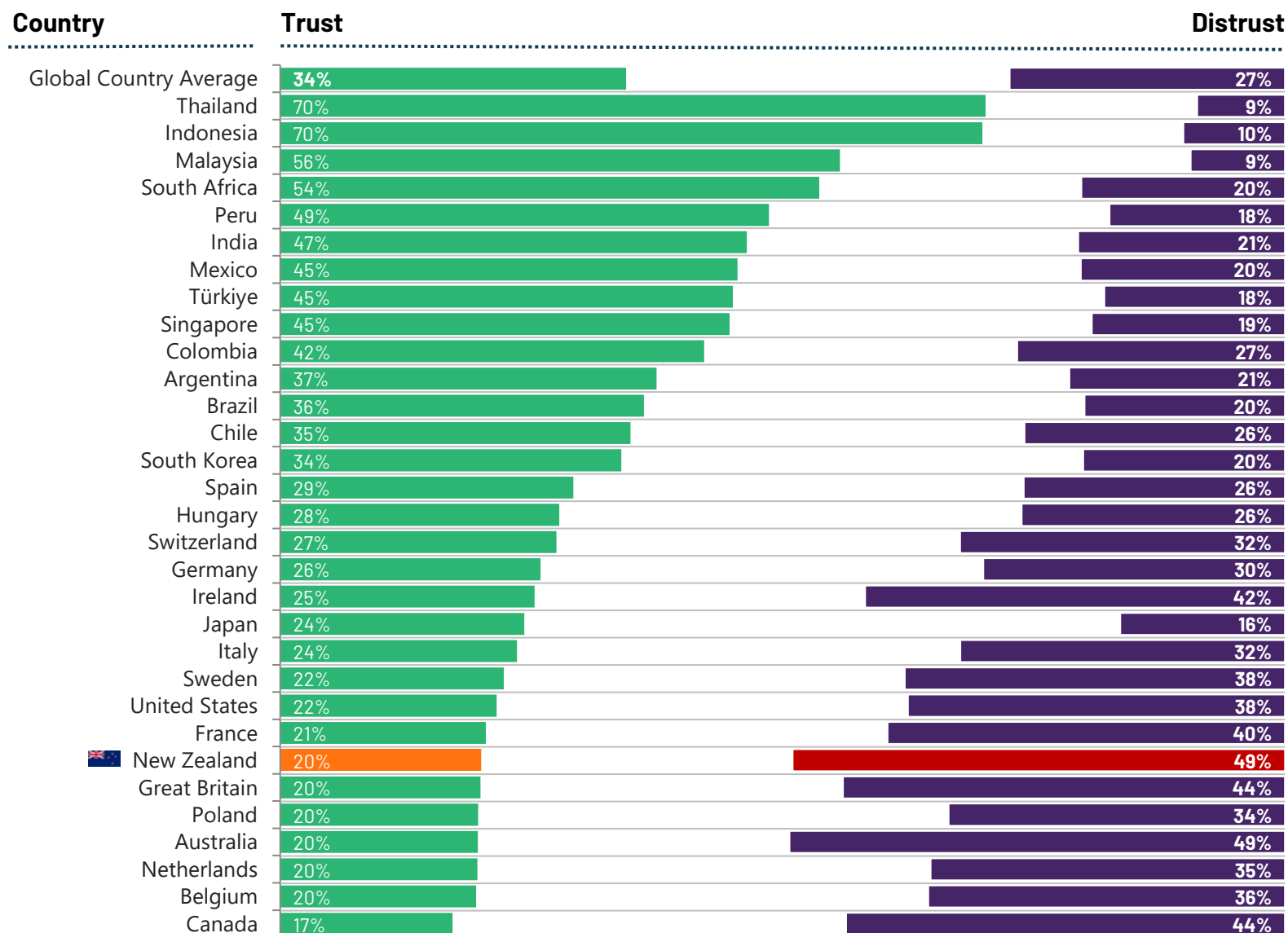
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Enhancing product images

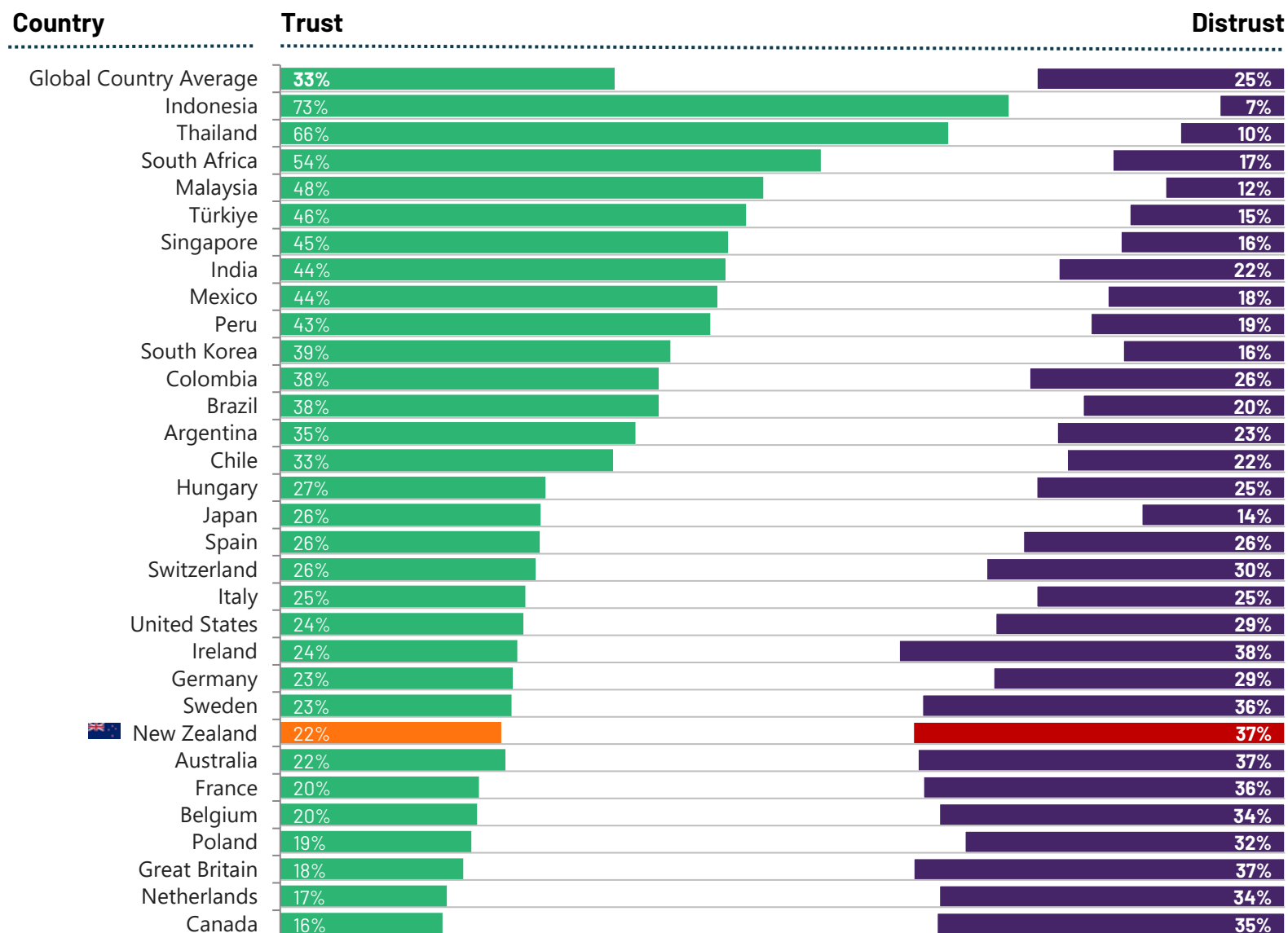
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If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Writing product descriptions or instructions

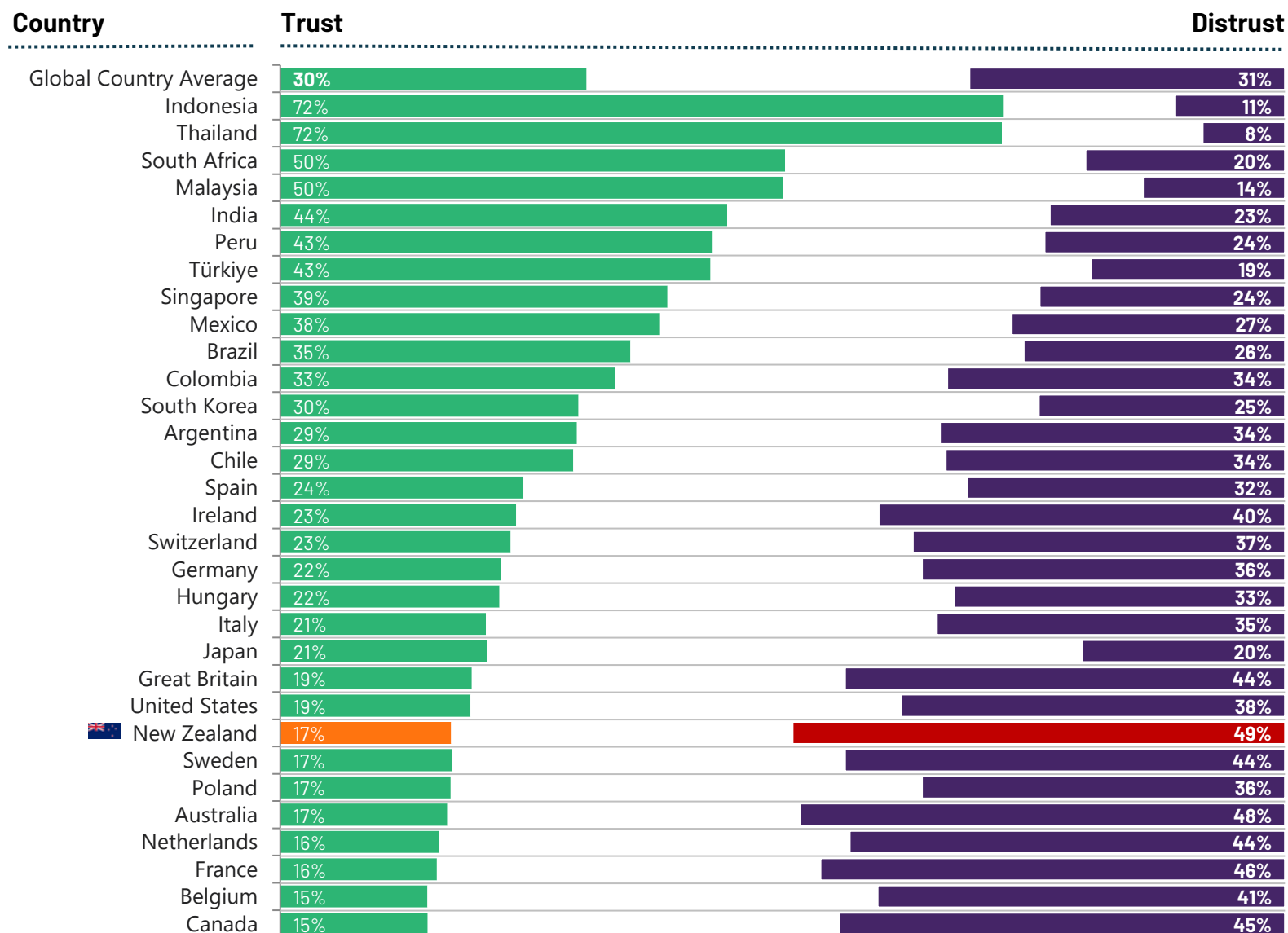
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If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Creating images or video used in advertising

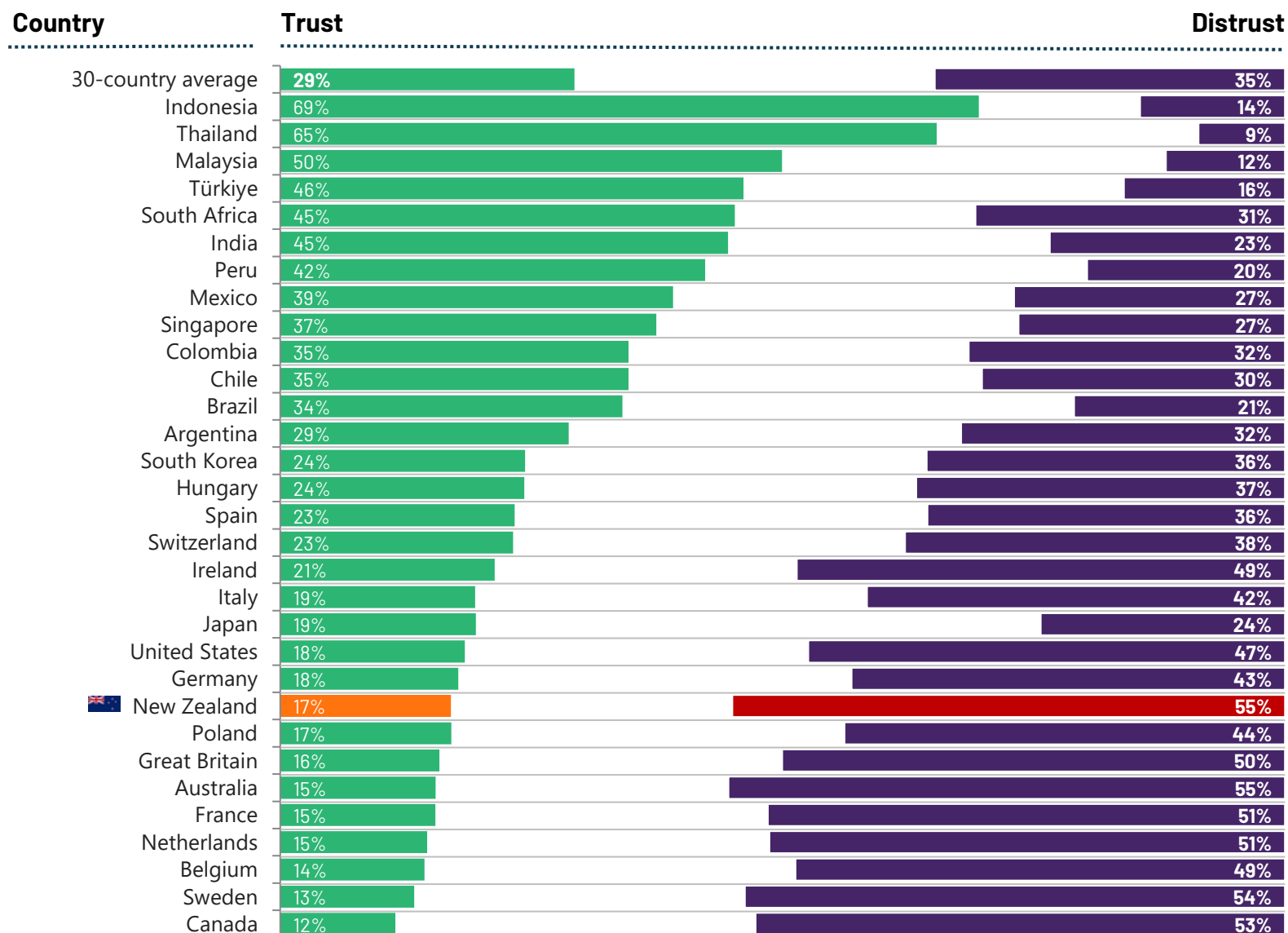
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Writing product reviews

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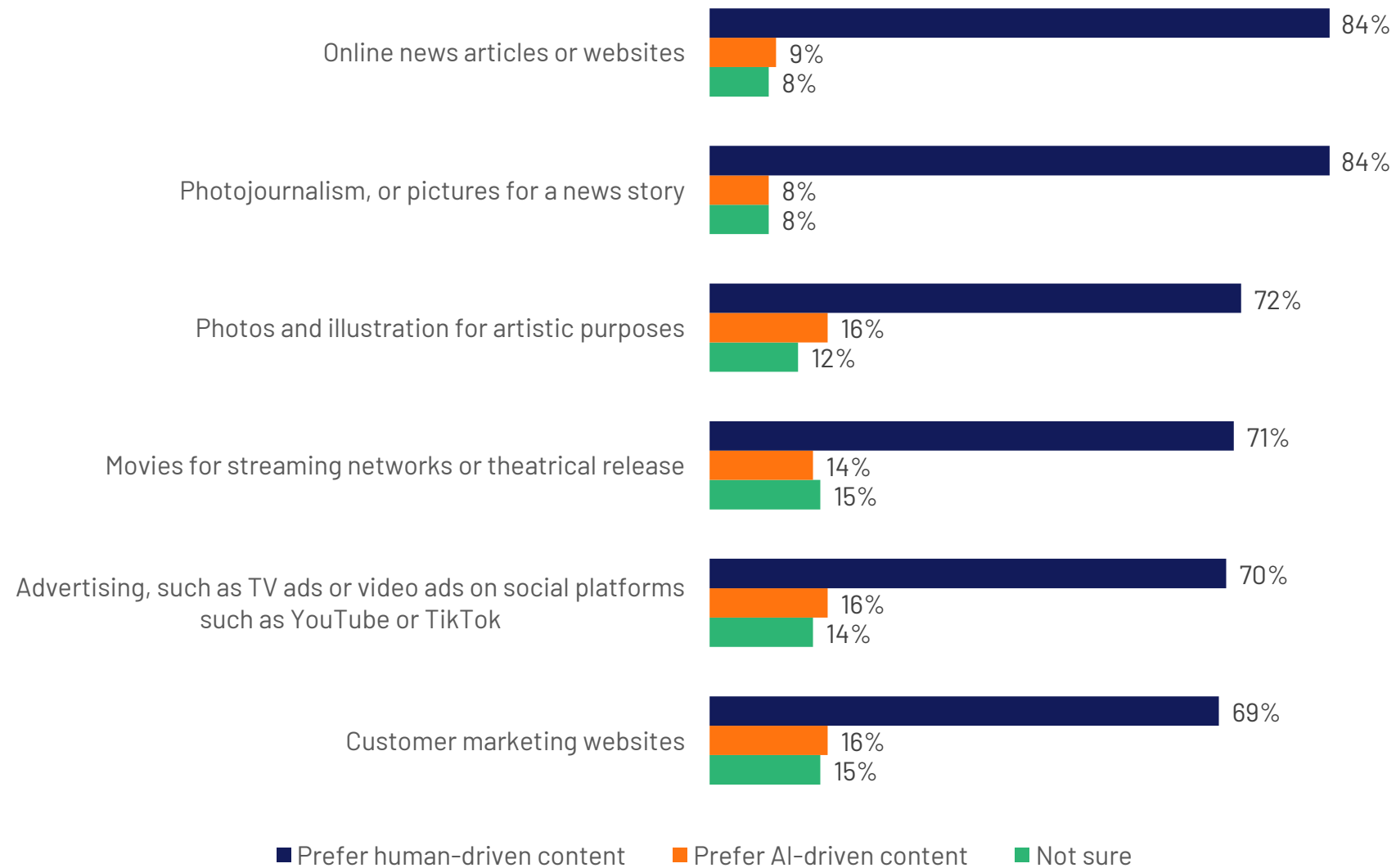




As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

New Zealand %

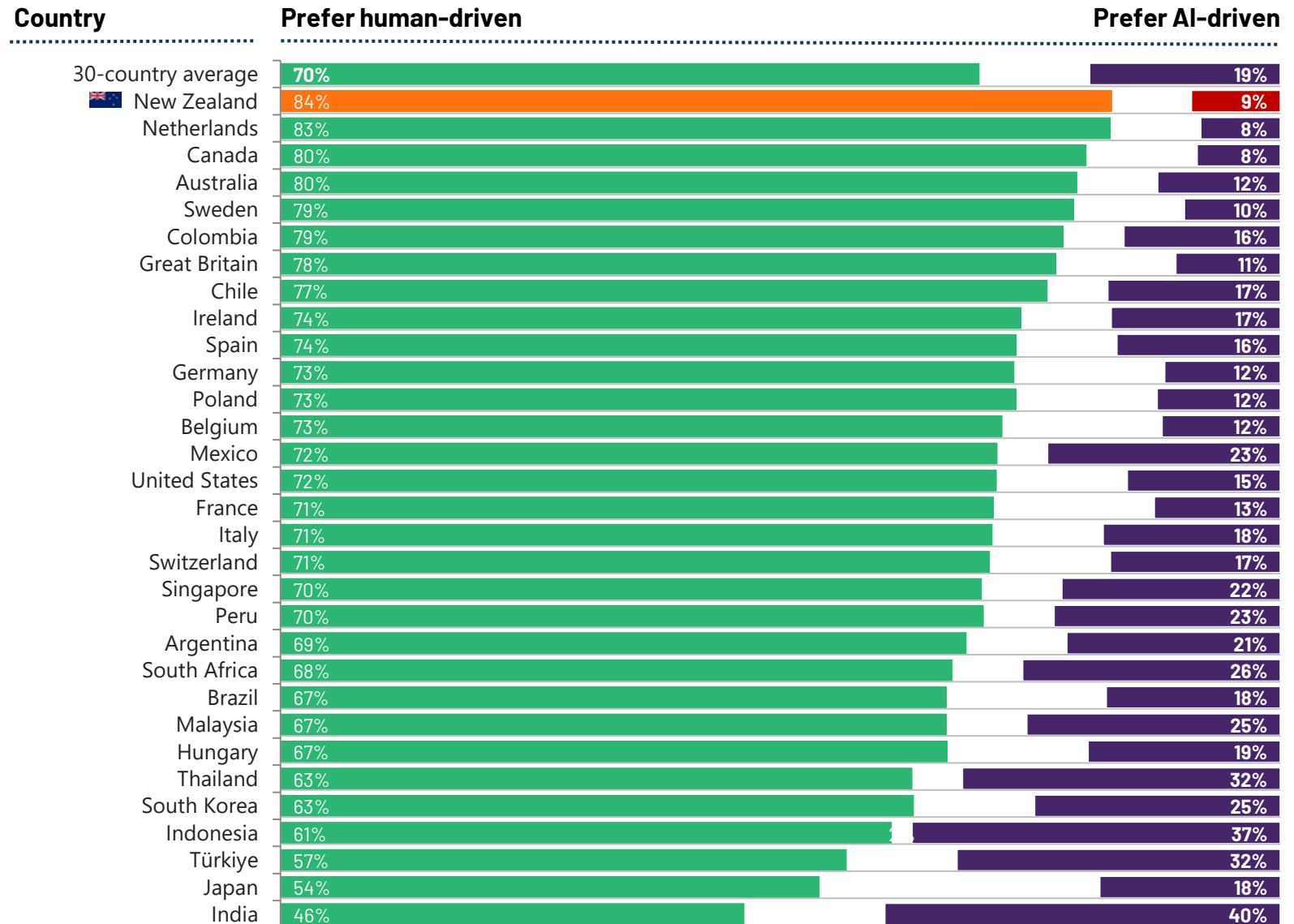
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Online news articles or websites

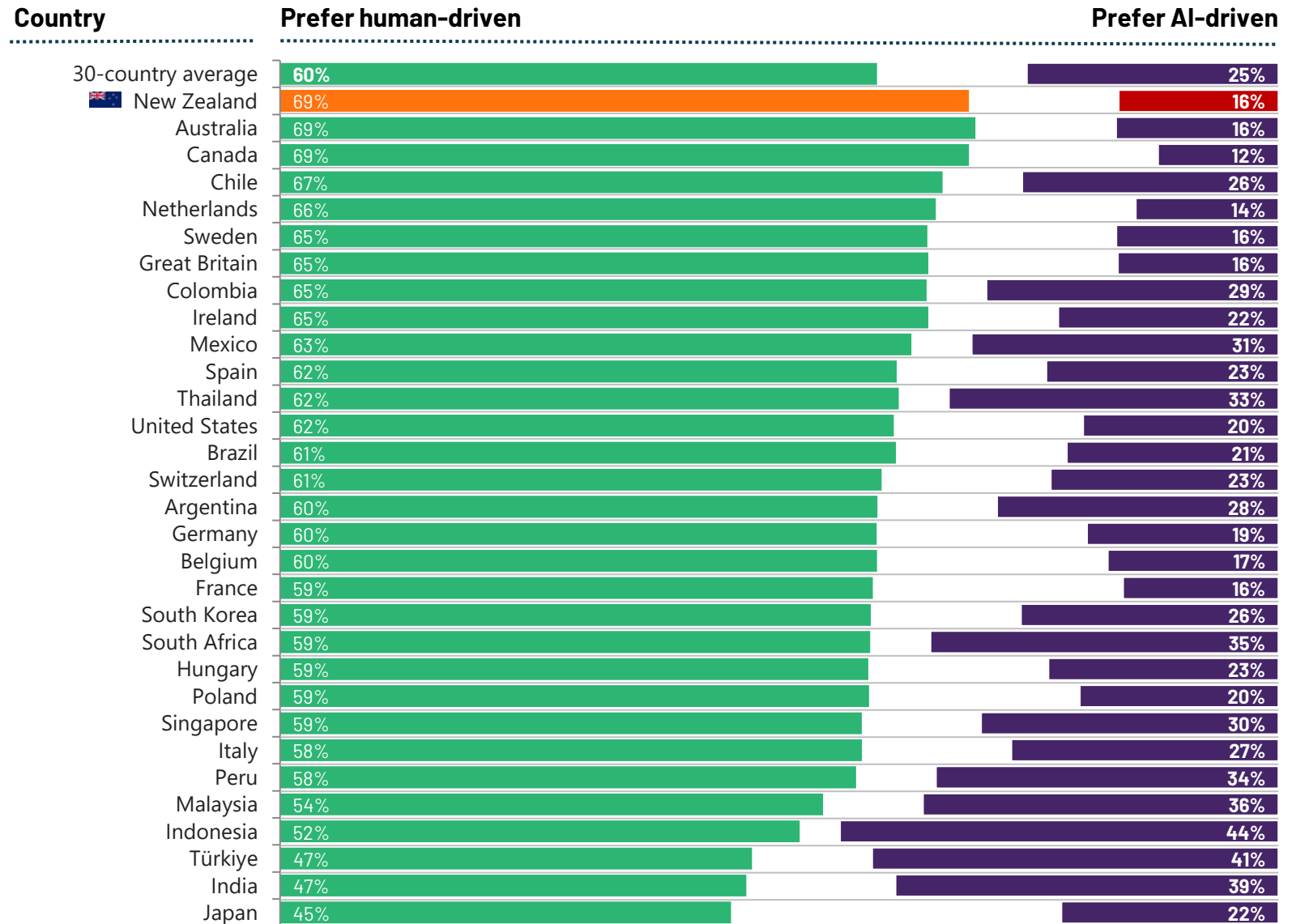
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Customer marketing websites

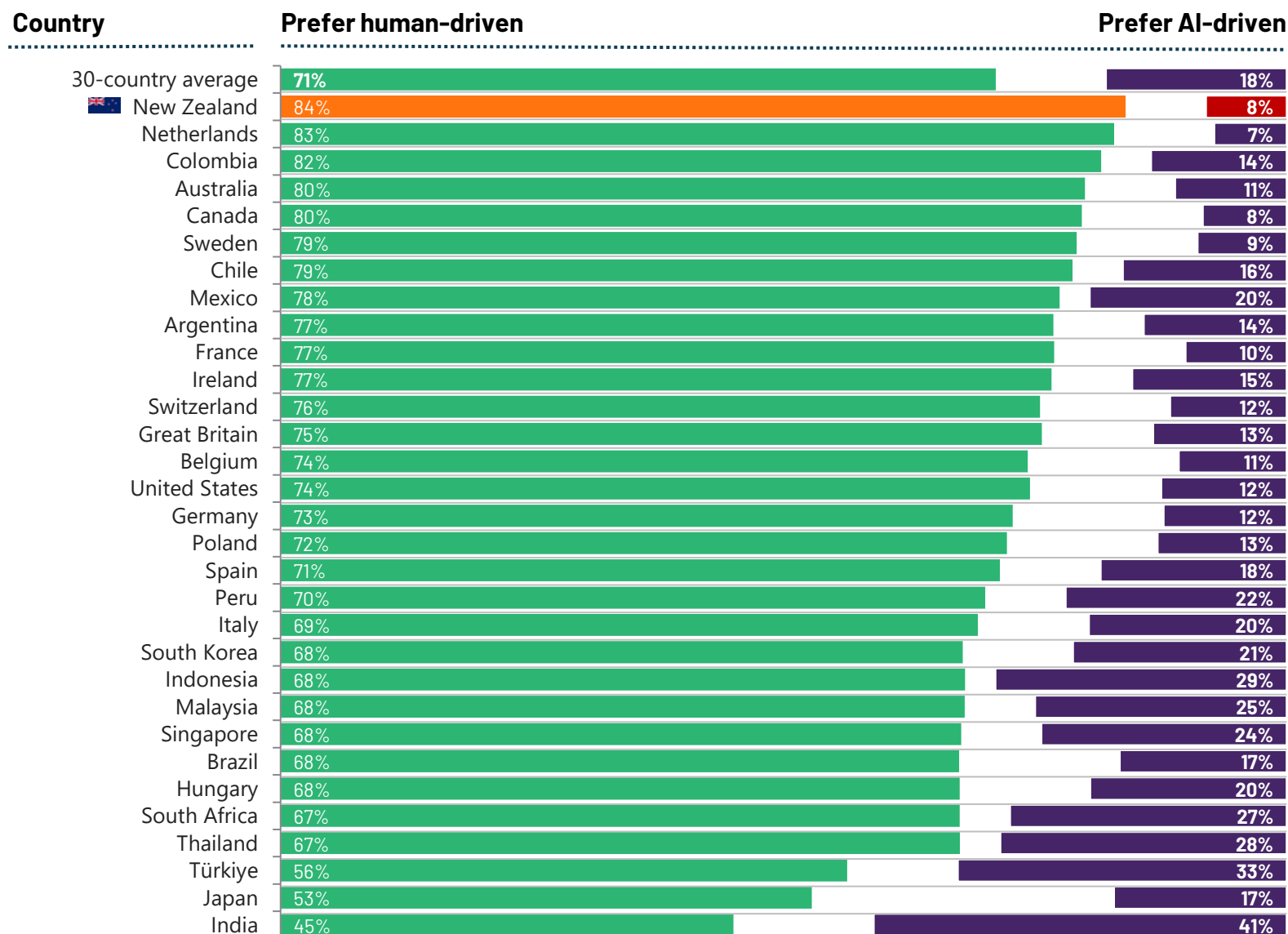
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Photojournalism, or pictures for a news story

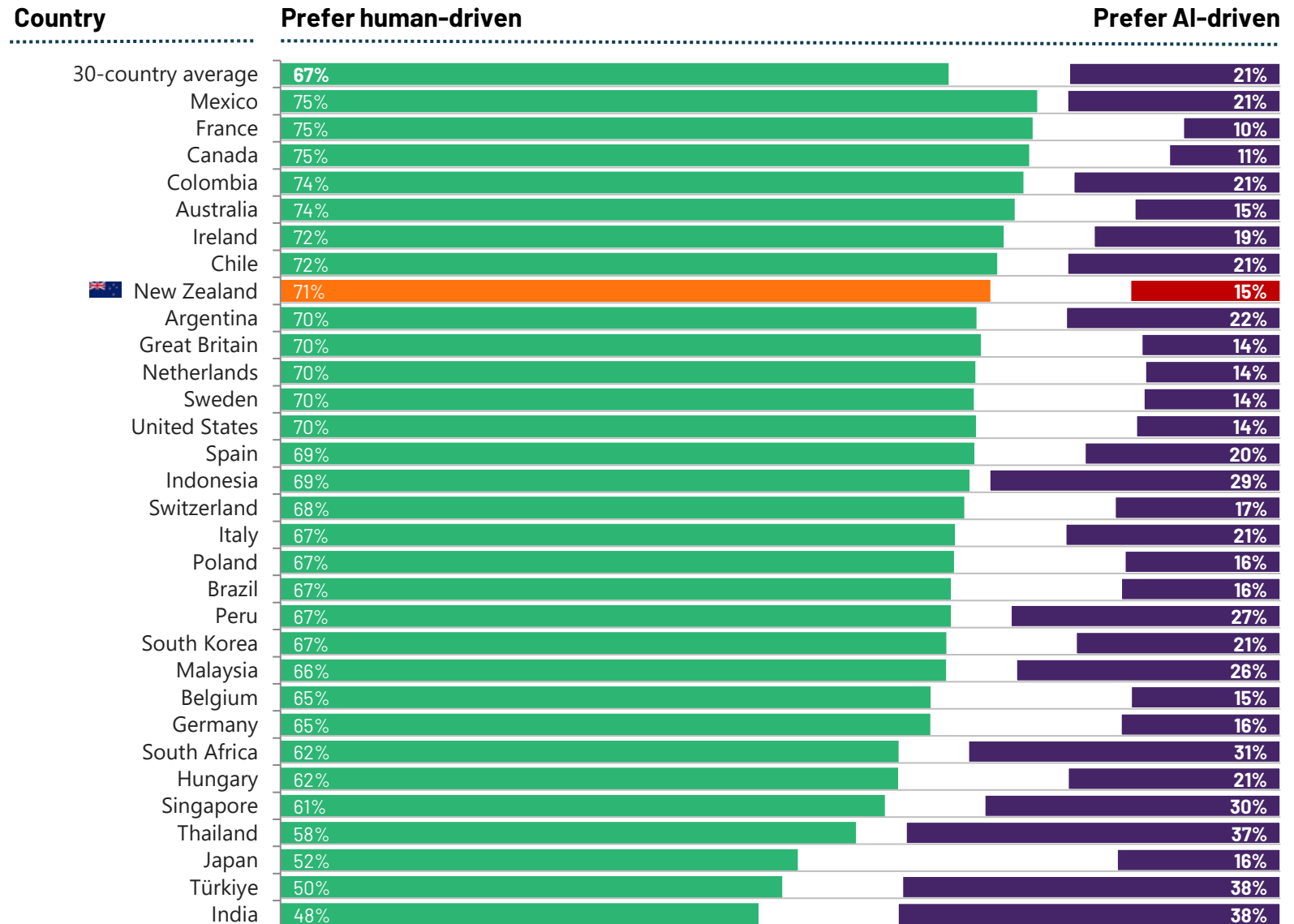
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Movies for streaming networks or theatrical release

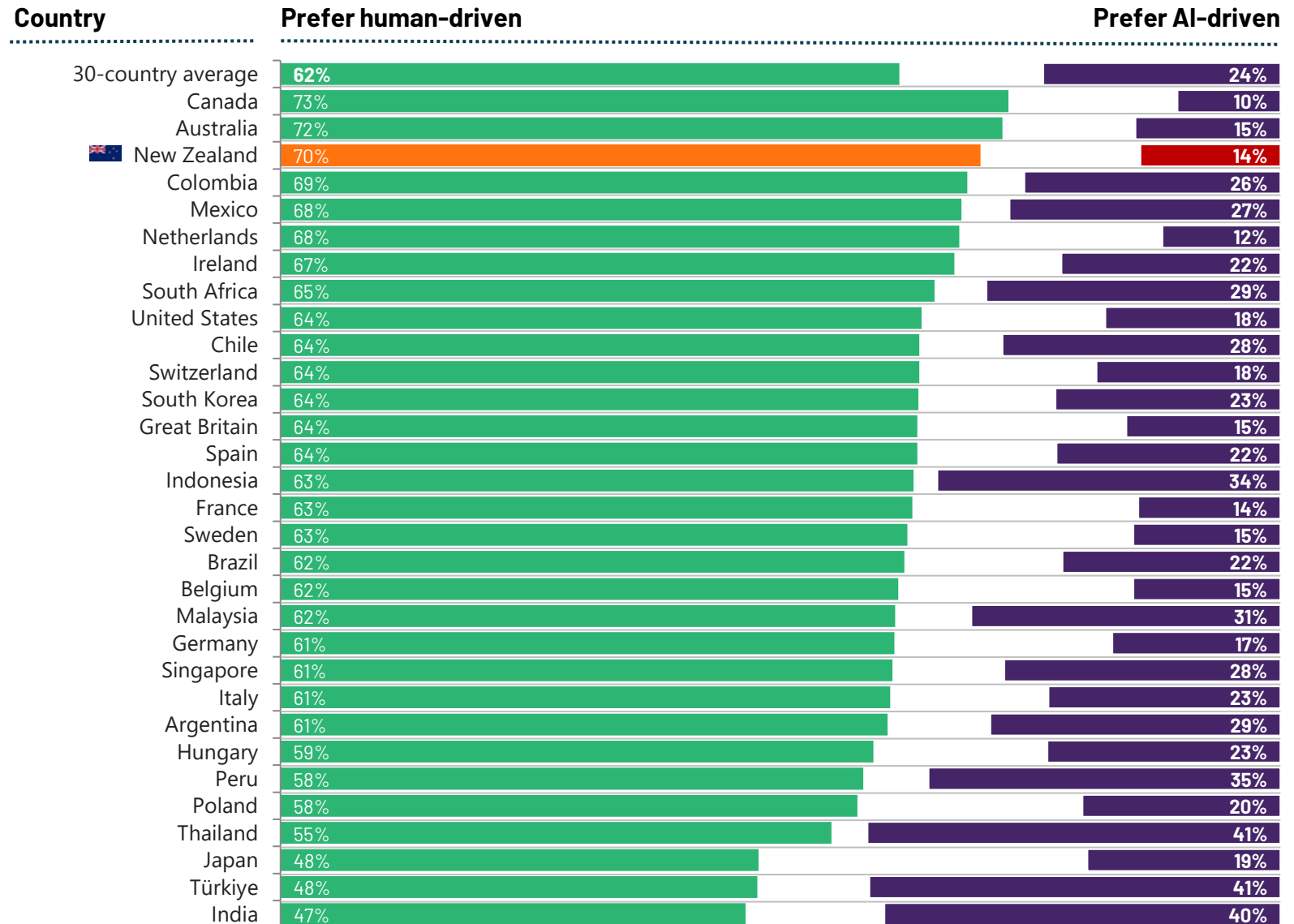
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Advertising, such as TV ads or video ads on social platforms such as YouTube or TikTok

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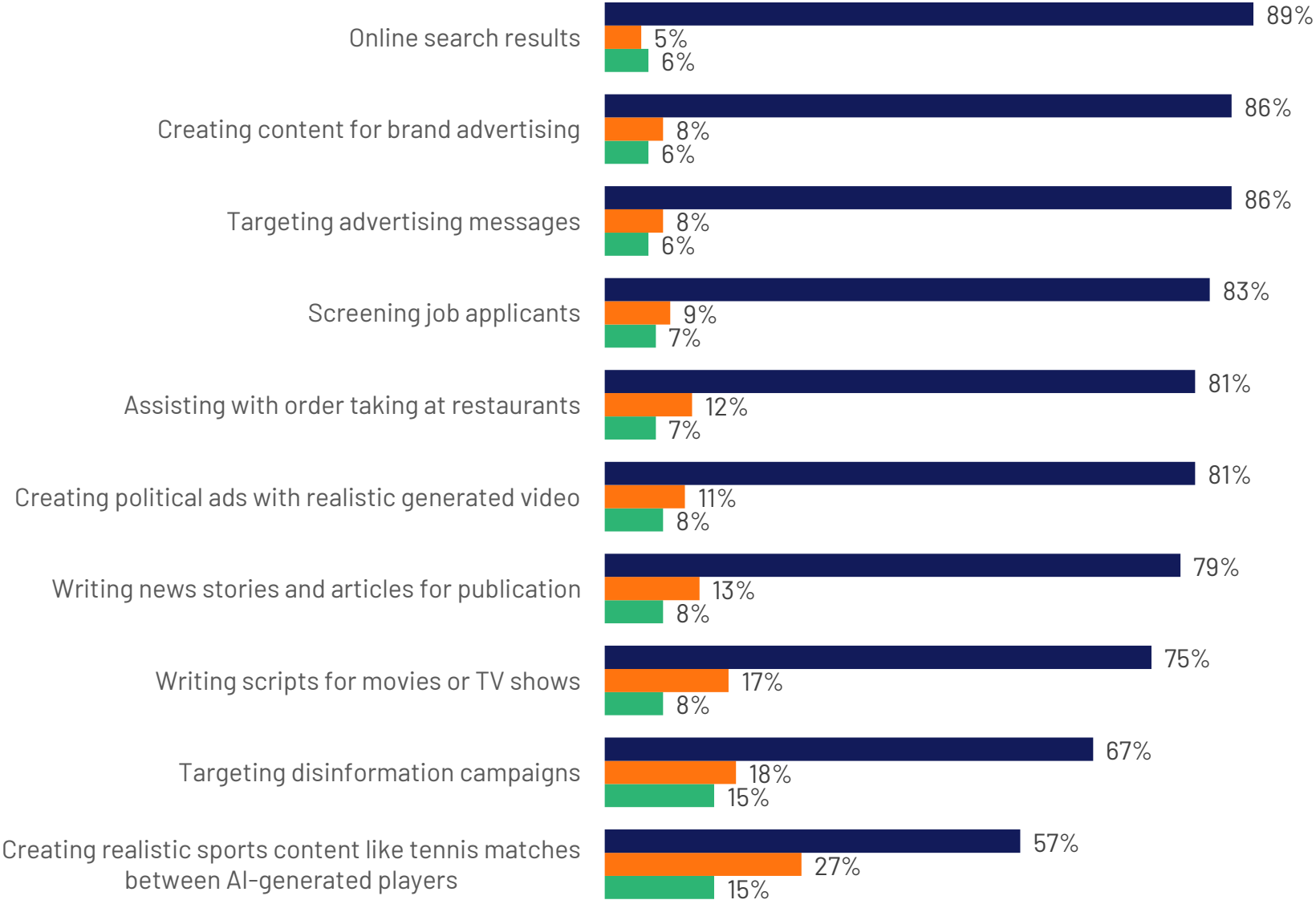




AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

New Zealand %

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



■ Likely ■ Unlikely ■ Not Sure

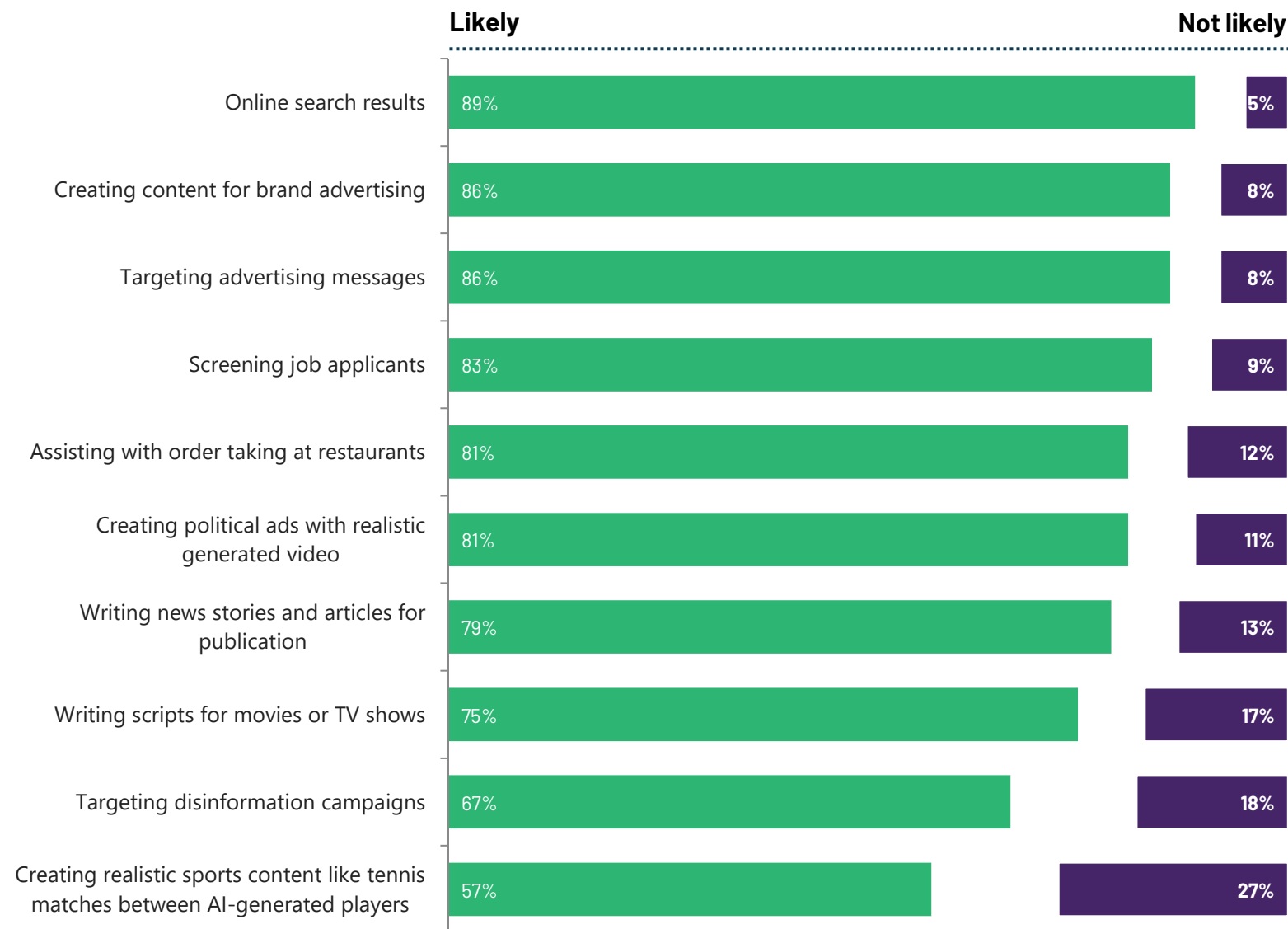




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New Zealand %

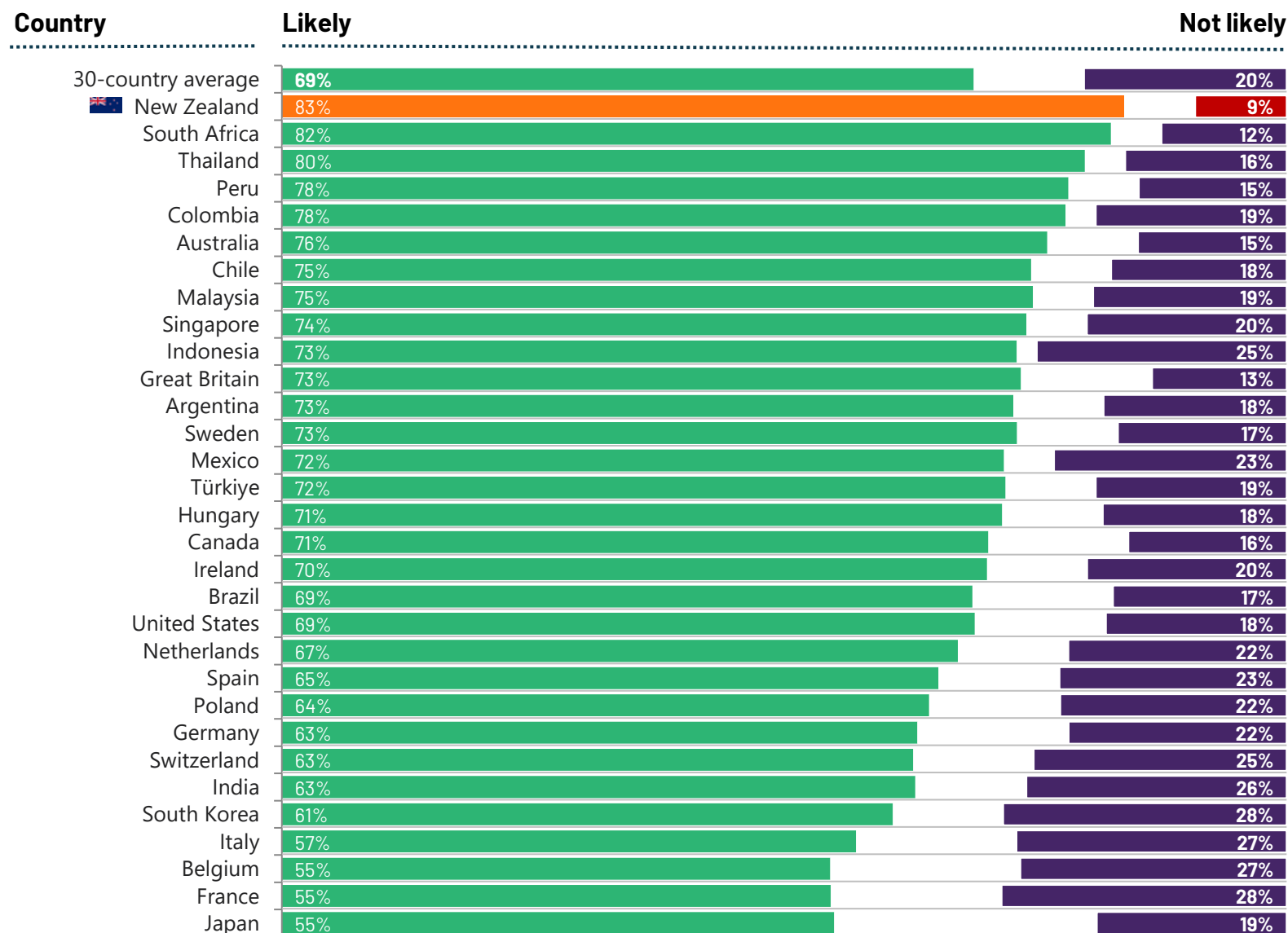
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Screening job applicants

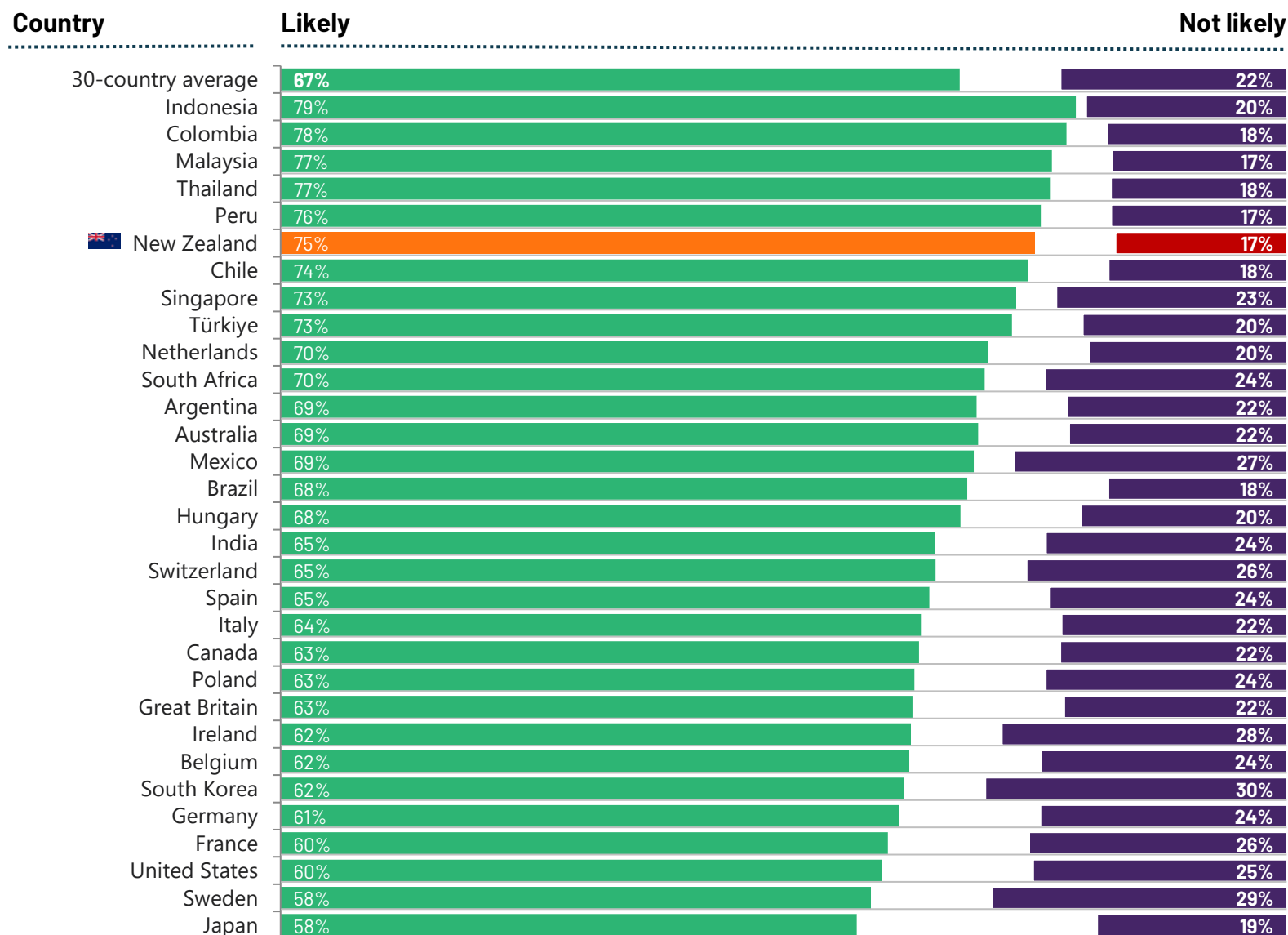
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing scripts for movies or TV shows

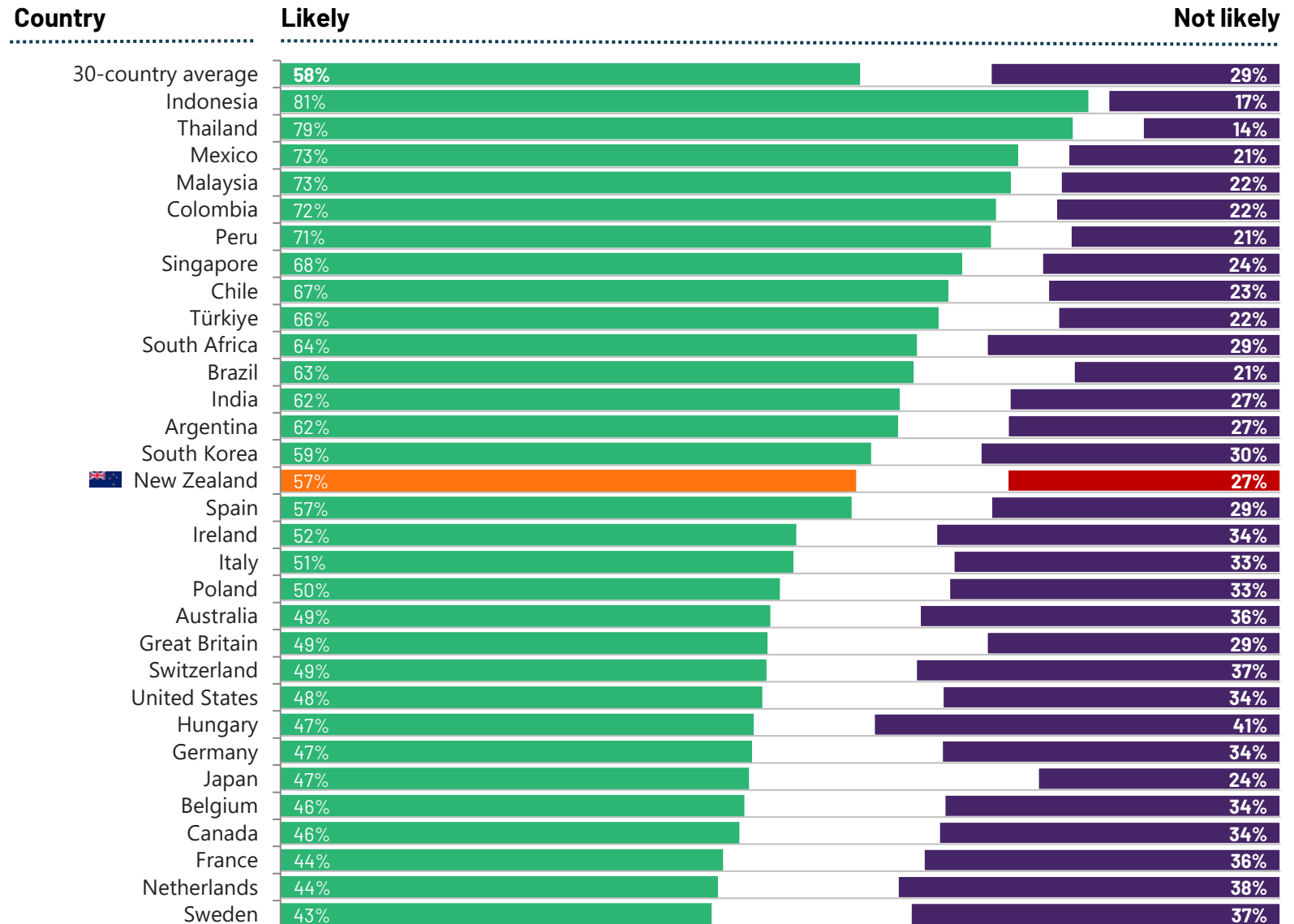
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating realistic sports content like tennis matches between AI-generated players

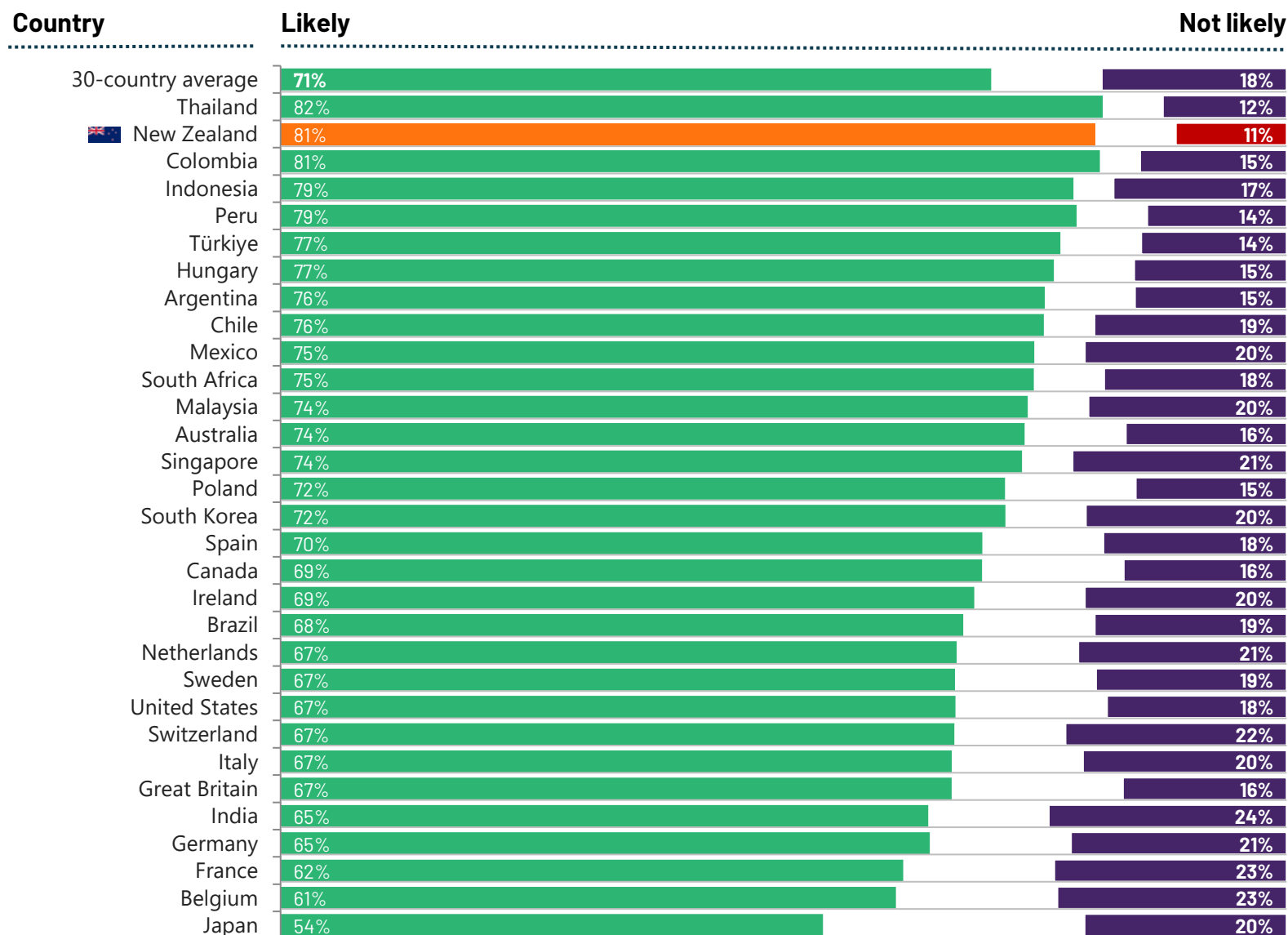
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating political ads with realistic generated video

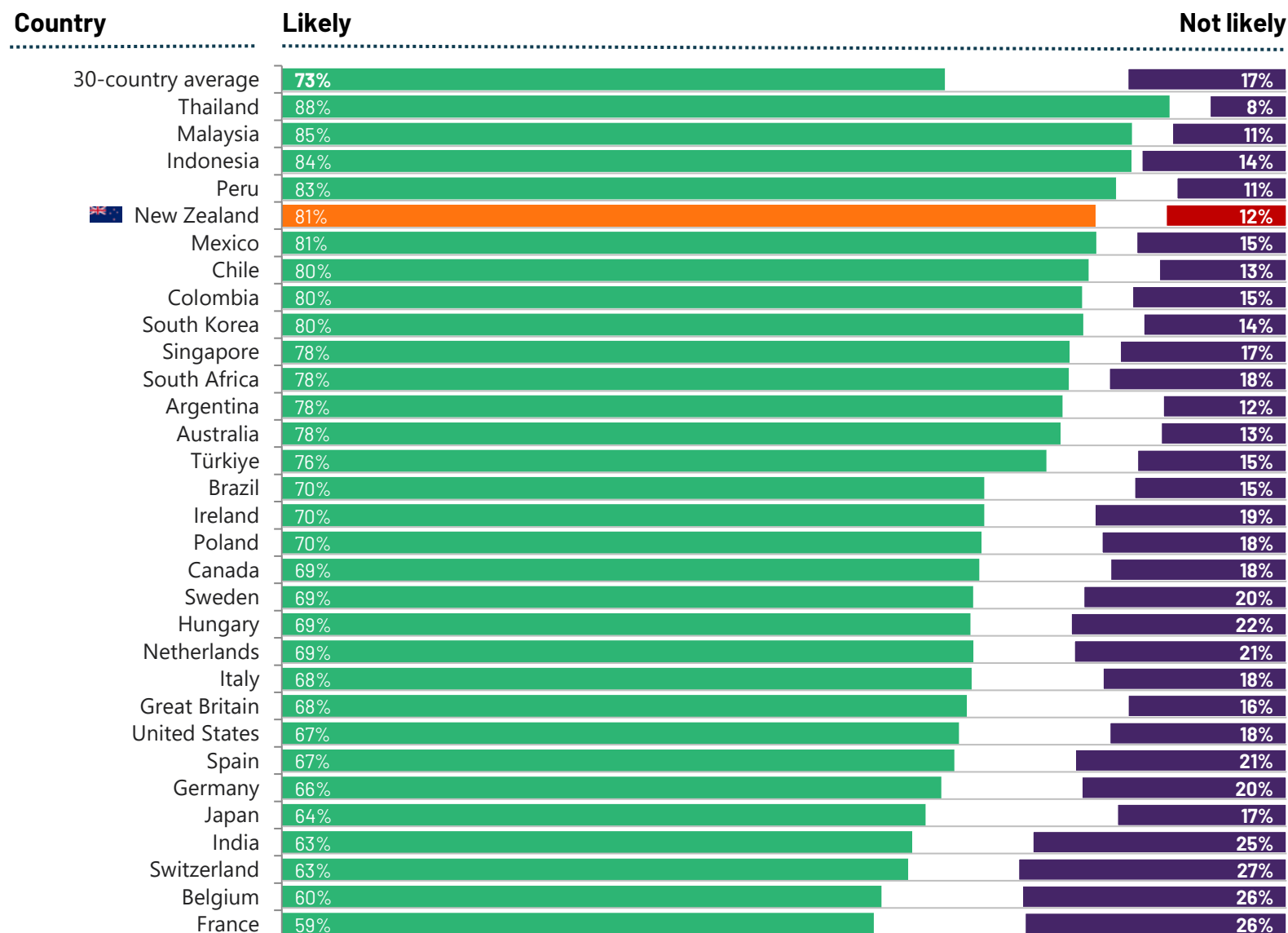
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Assisting with order taking at restaurants

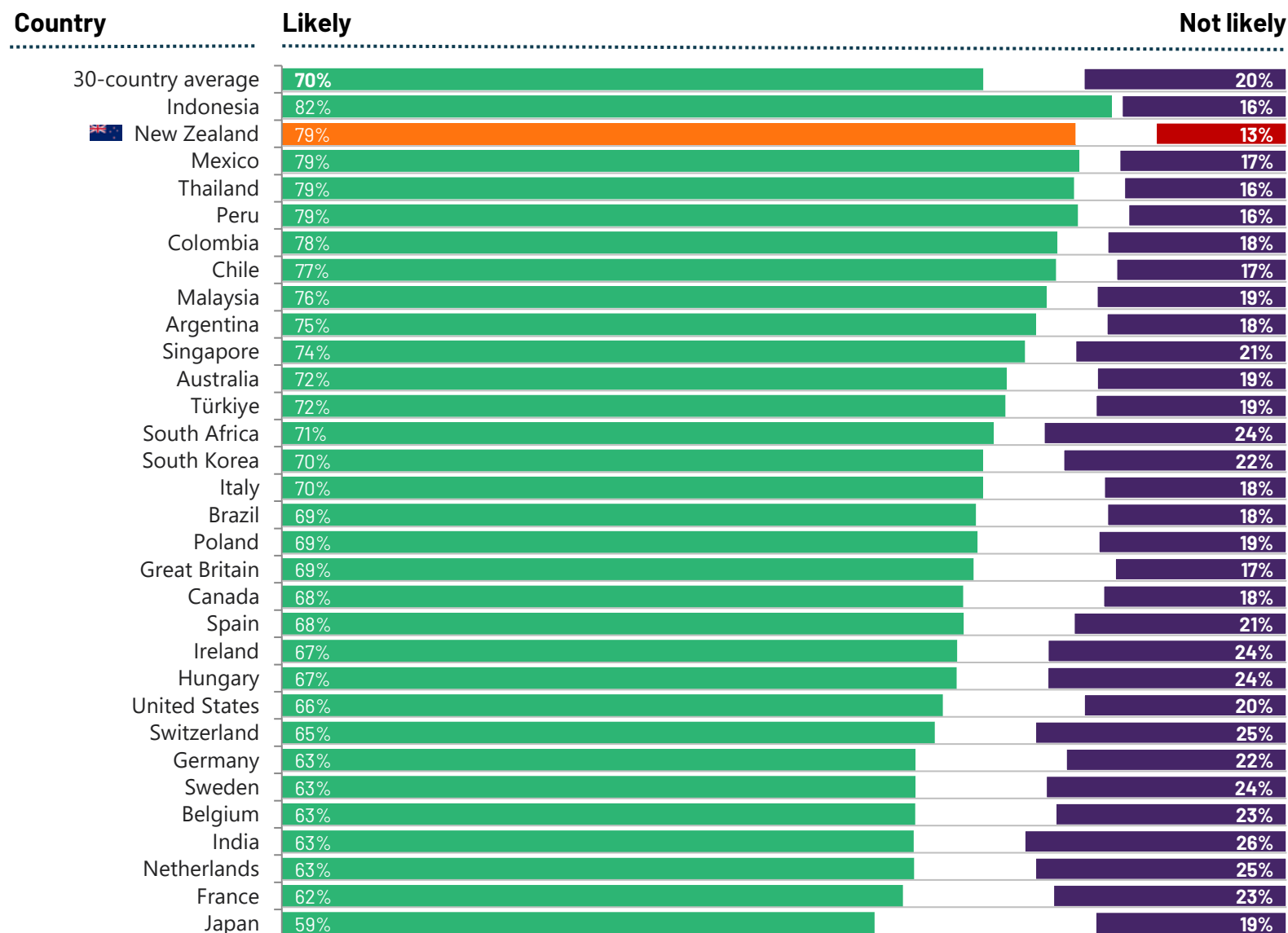
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing news stories and articles for publication

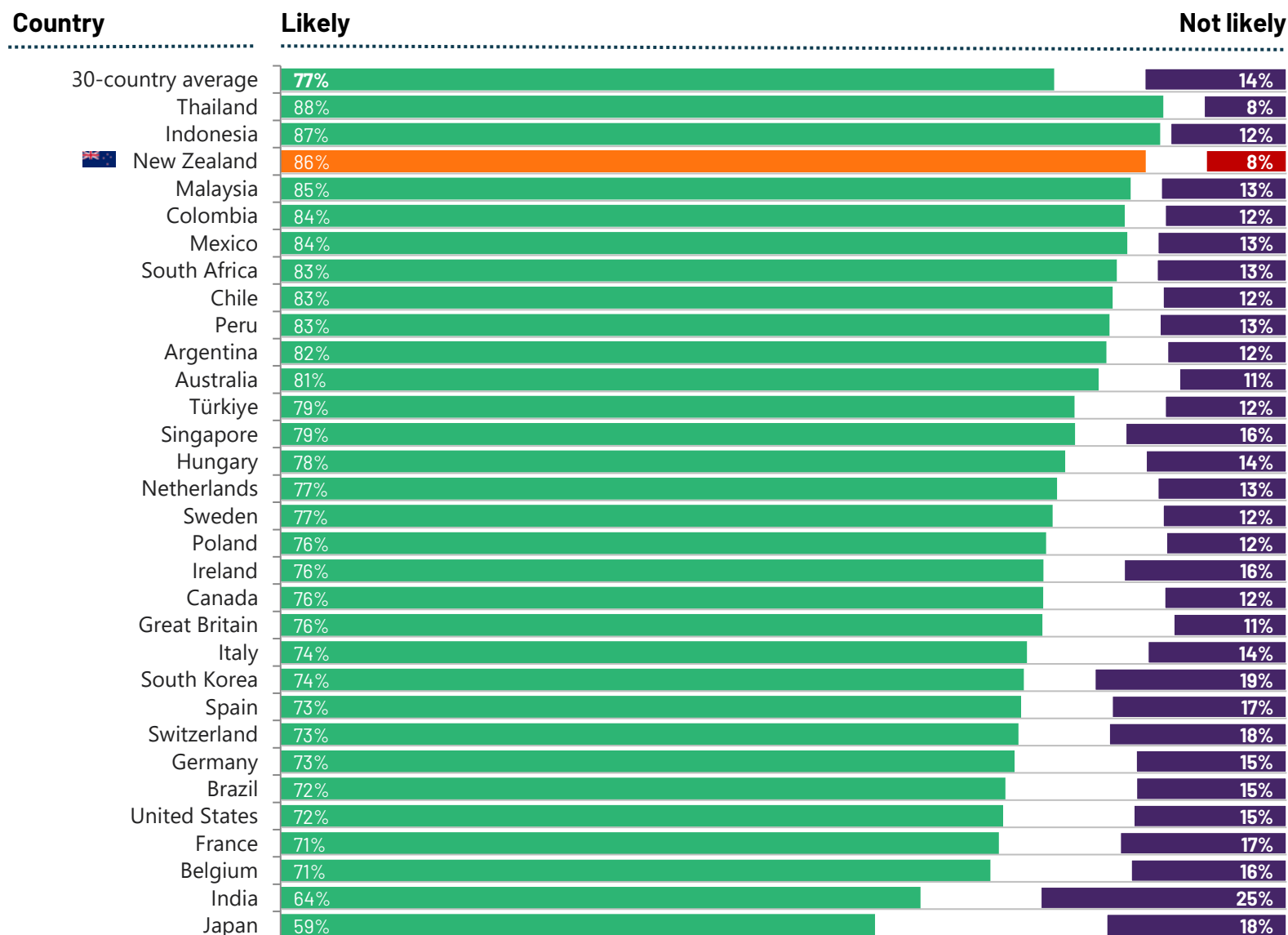
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating content for brand advertising

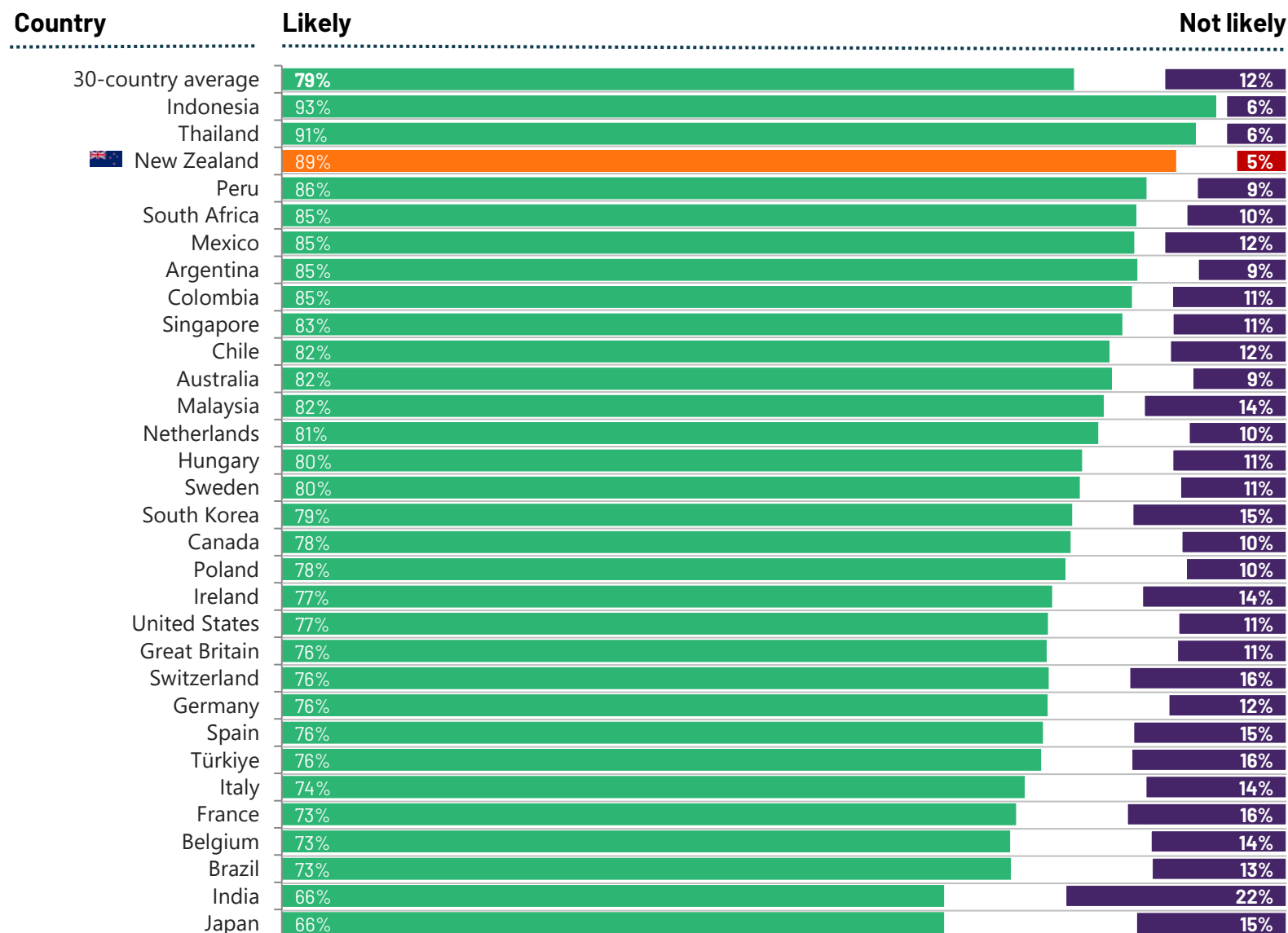
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Online search results

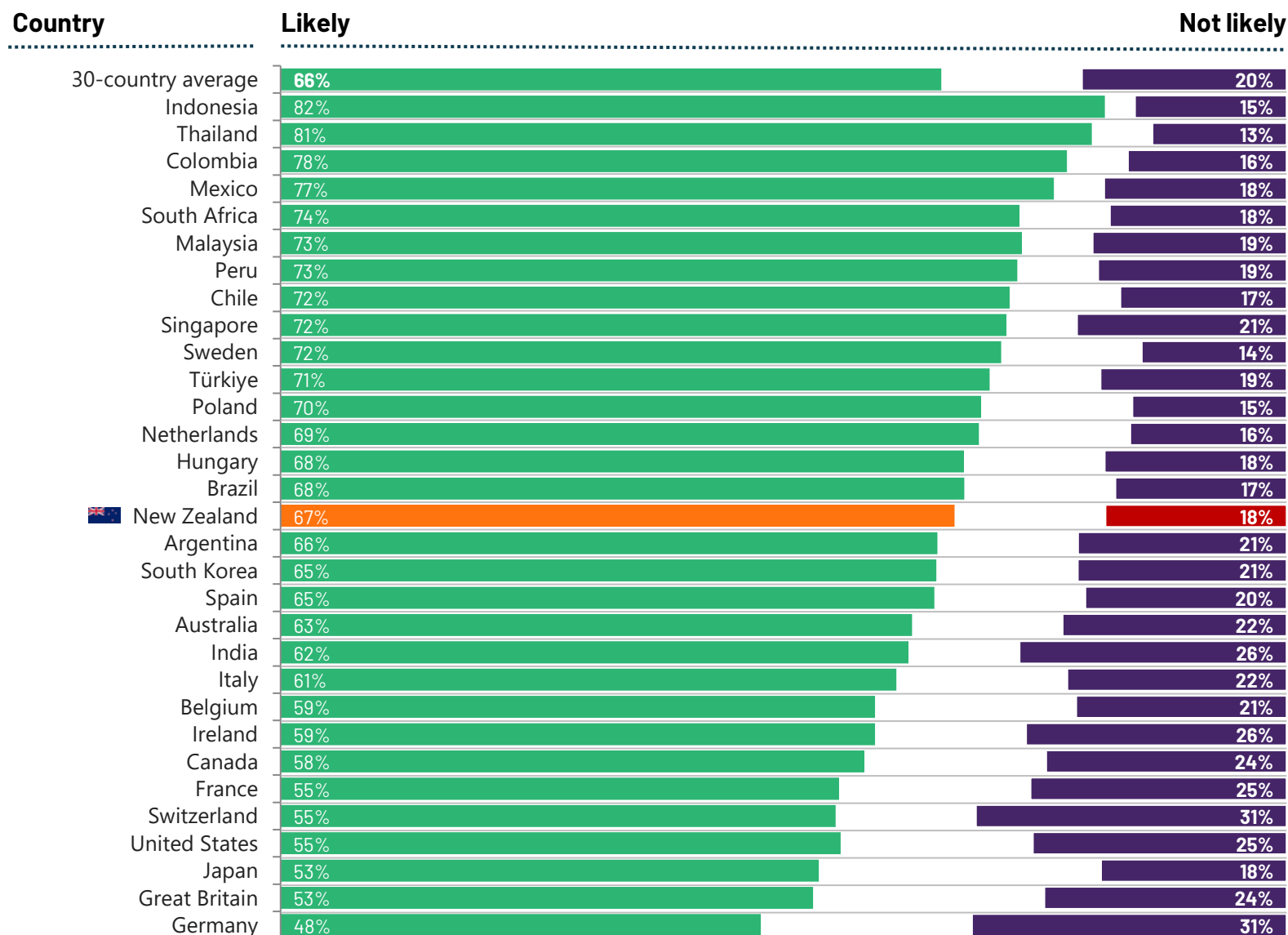
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Targeting disinformation campaigns

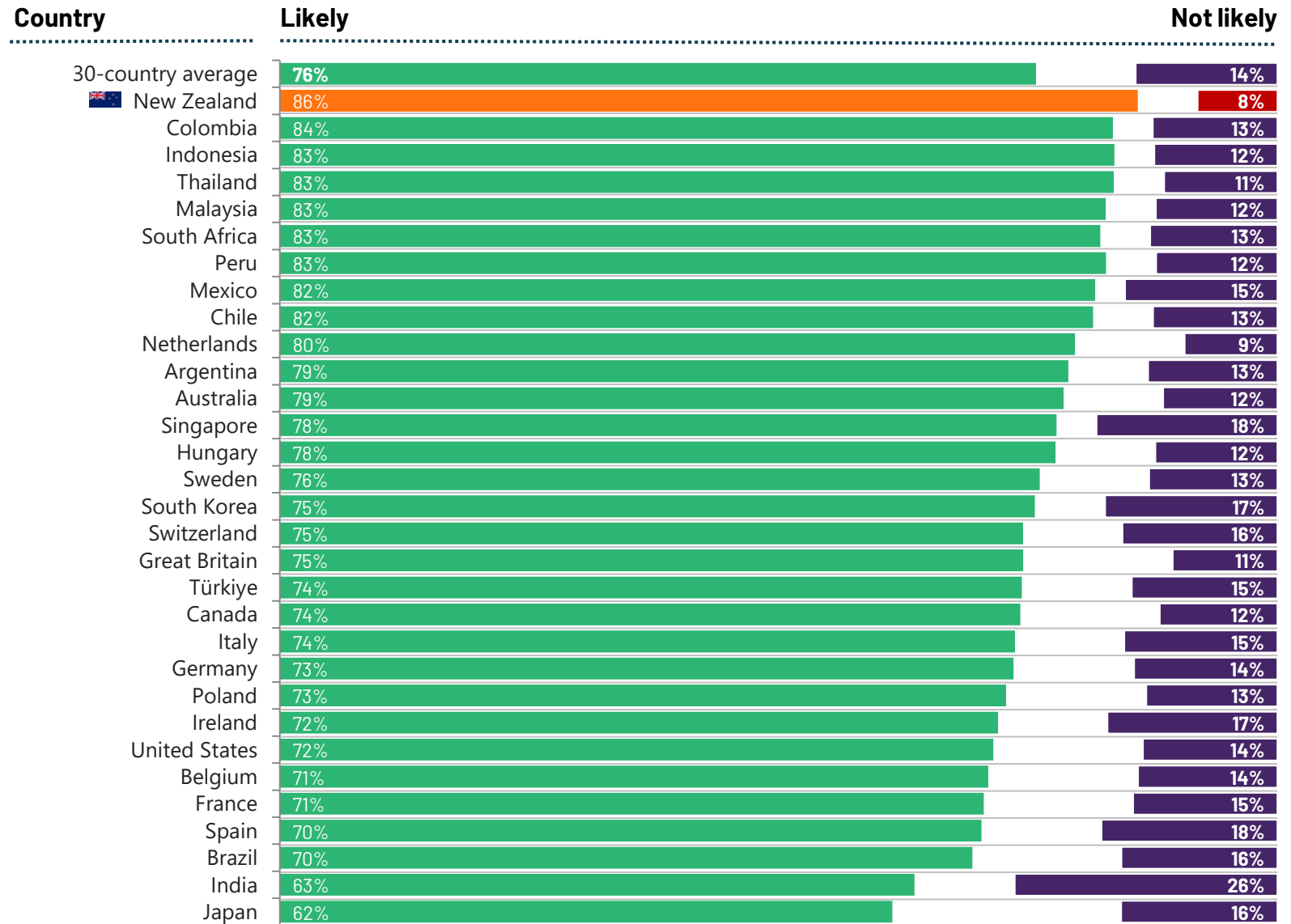
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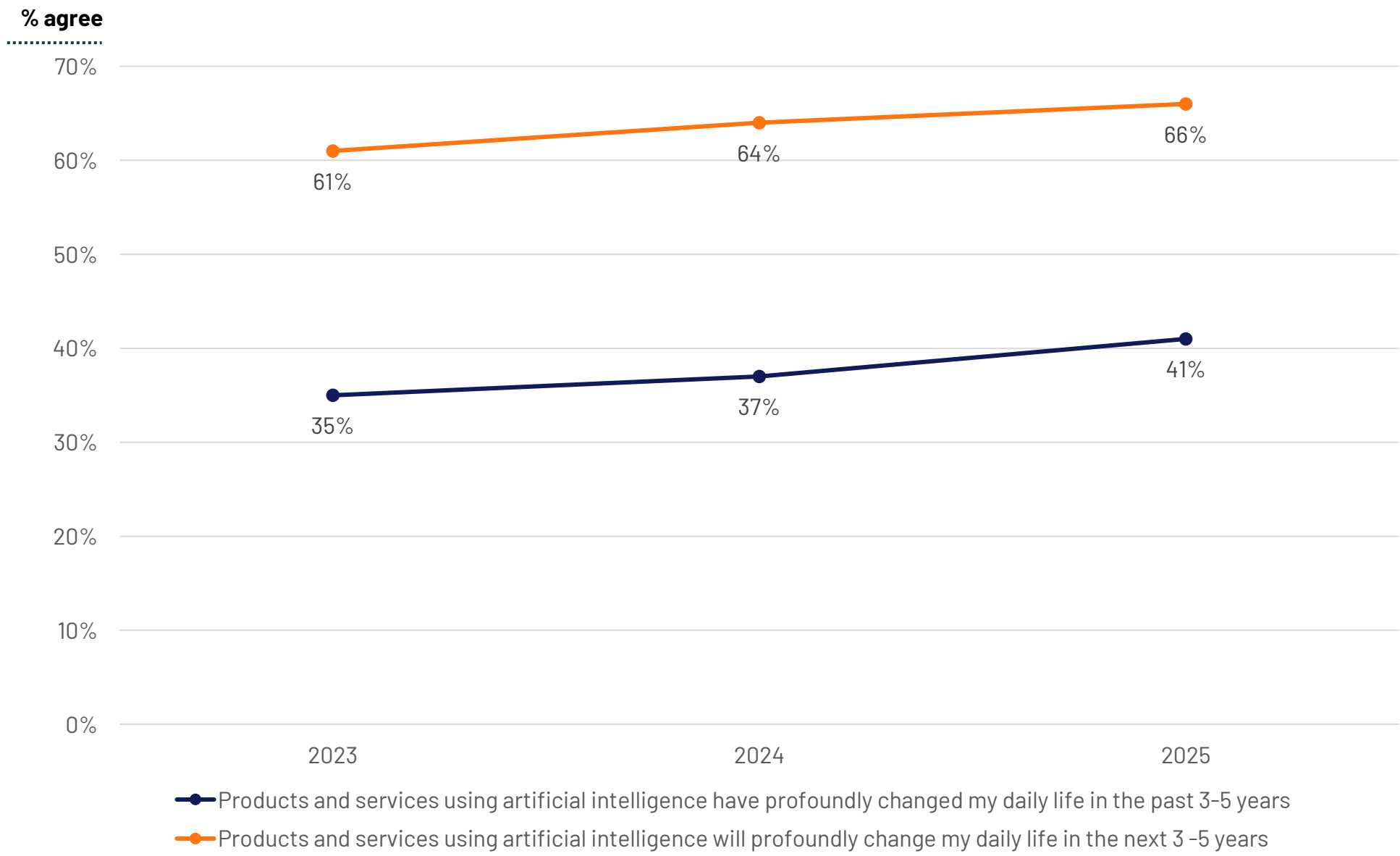
Targeting advertising messages

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



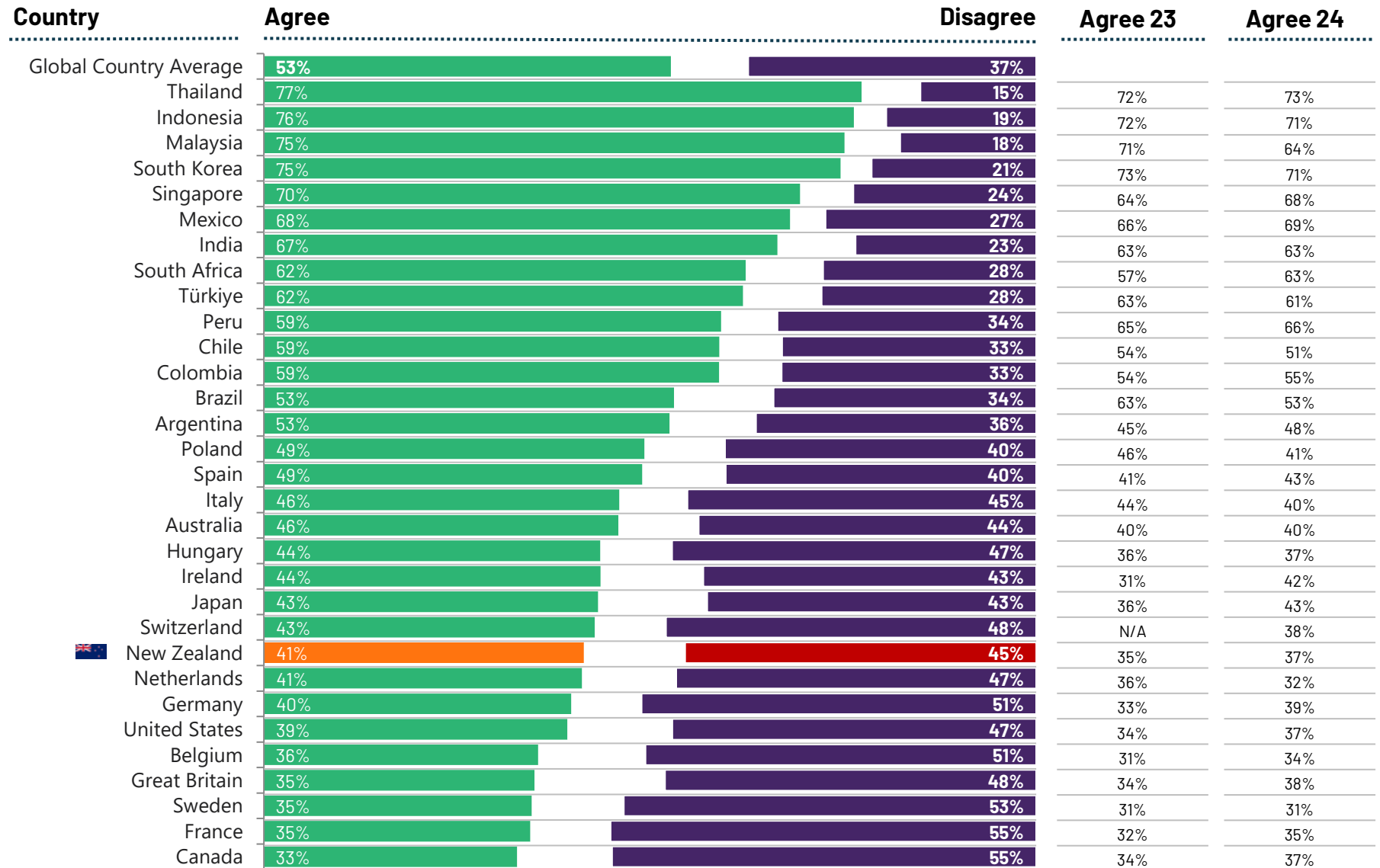
AI and the future





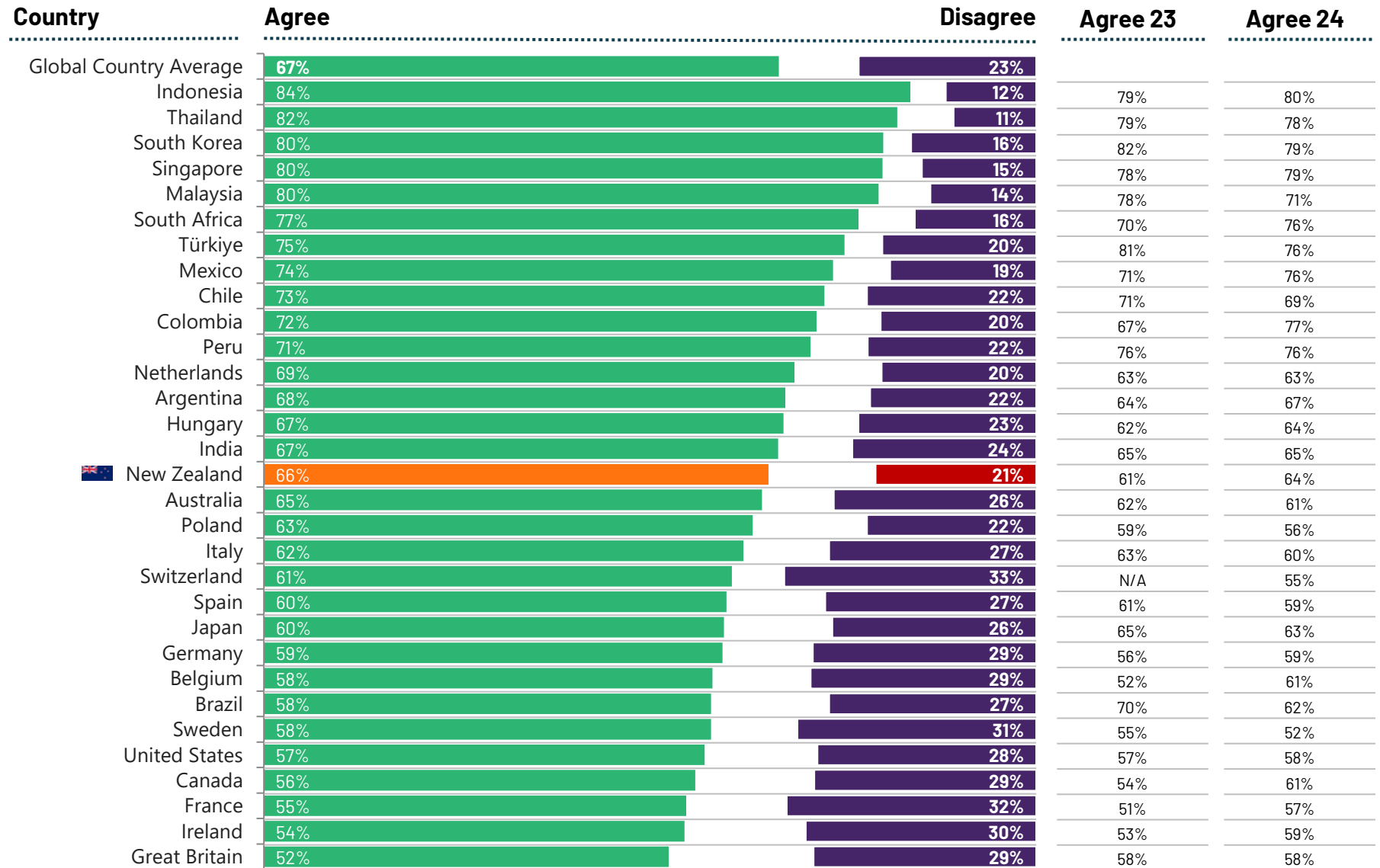
How much do you agree or disagree with the following?
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



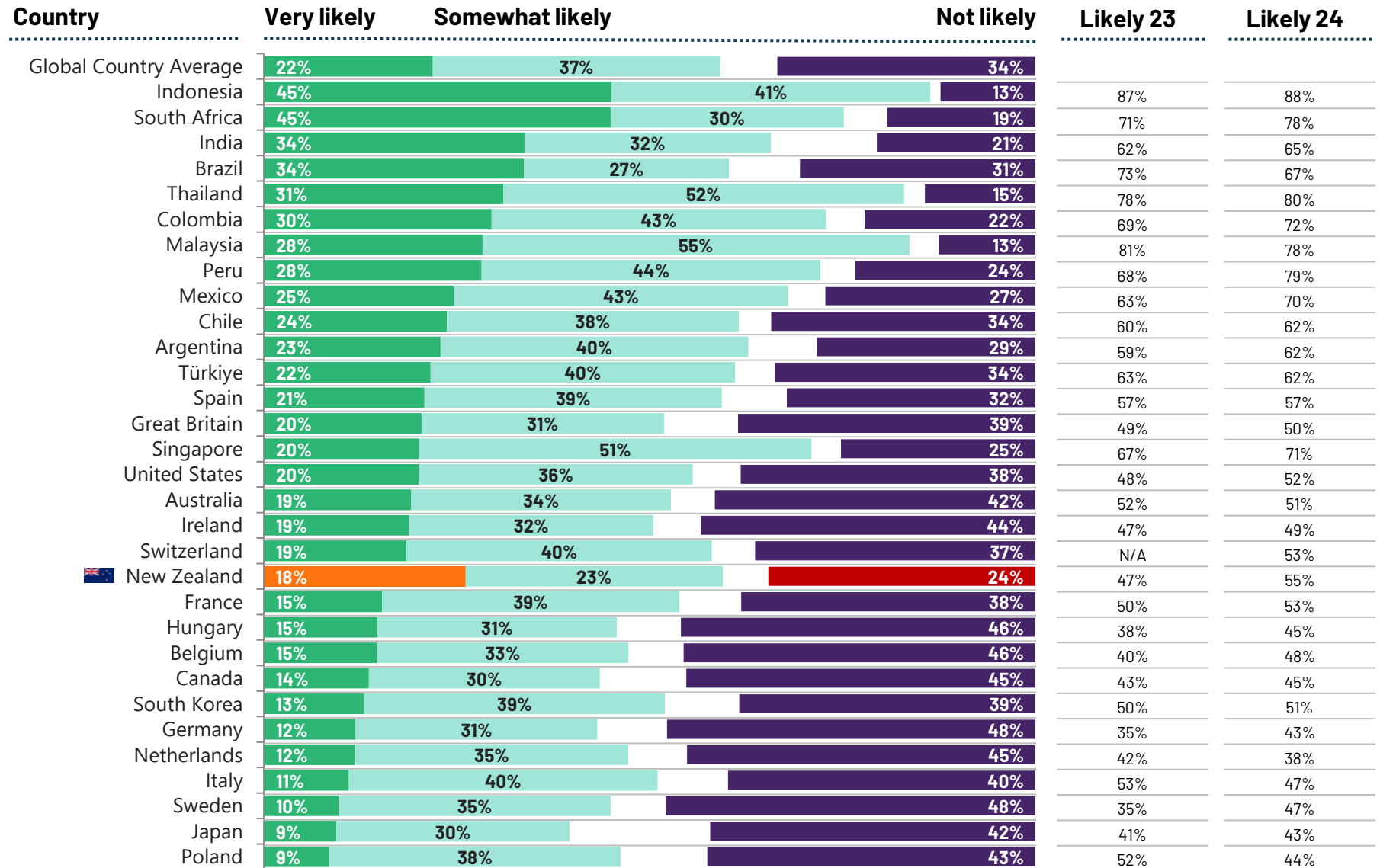
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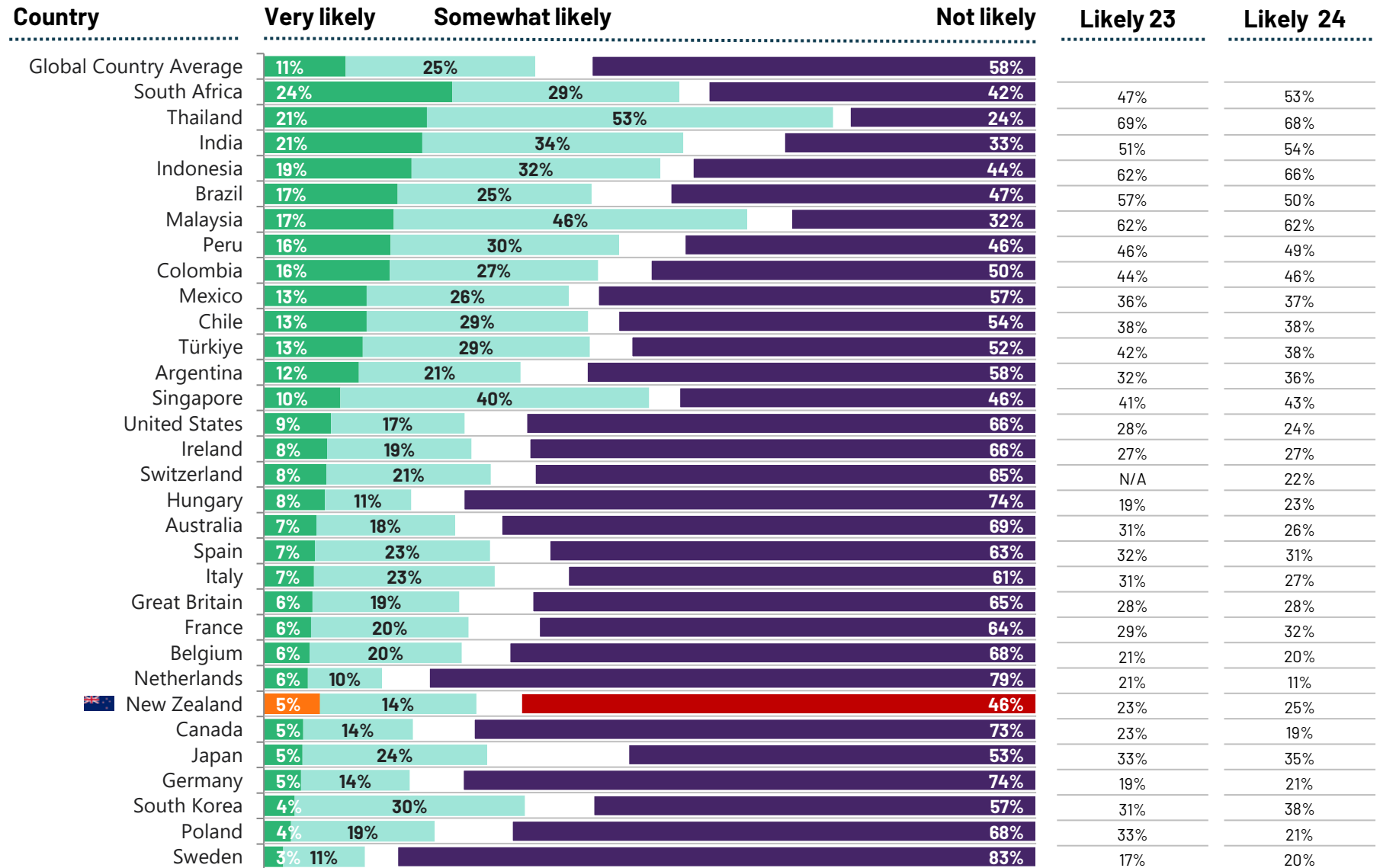
How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025





Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

New Zealand %

* Only asked of those with a job

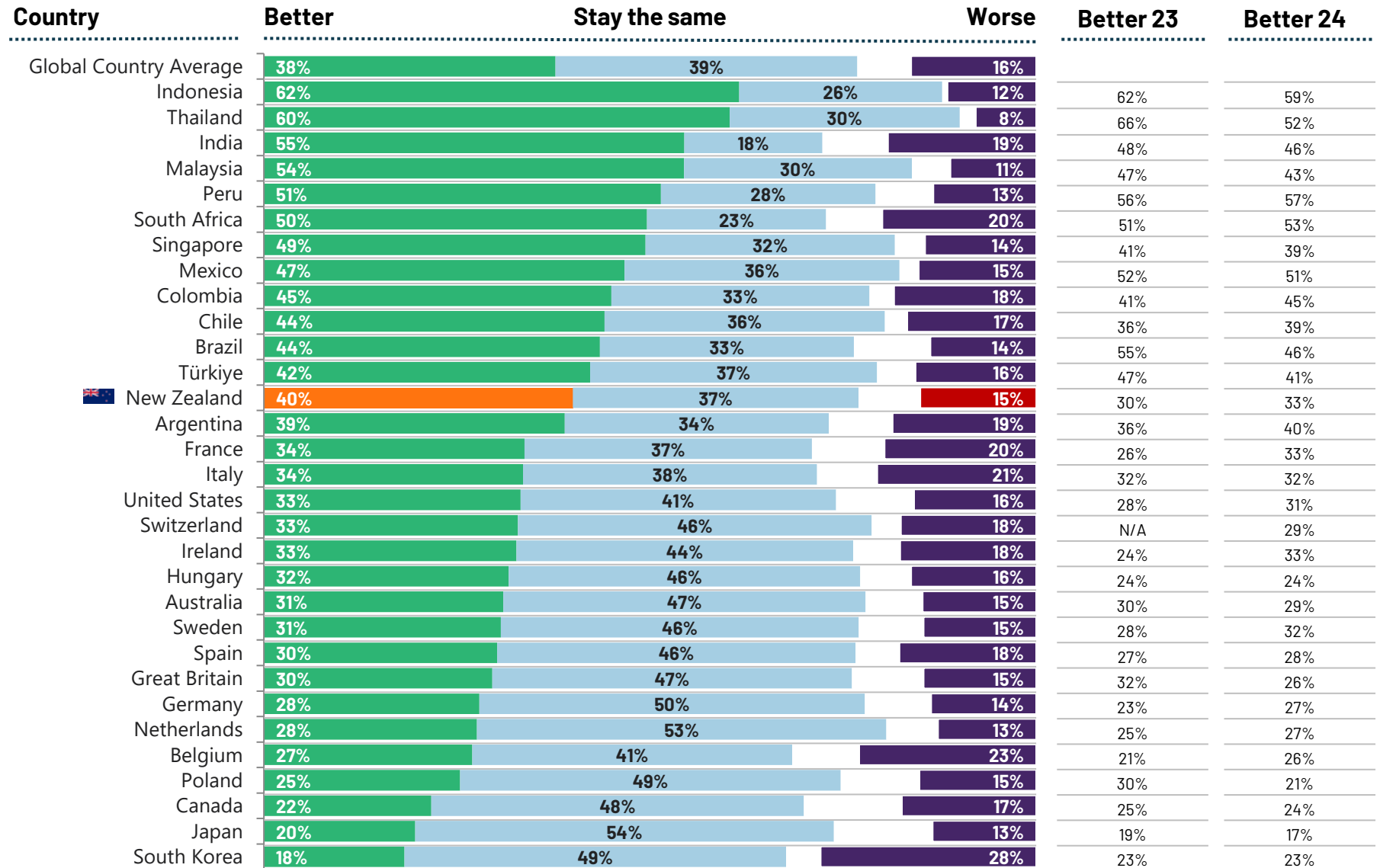
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **My job***

* Only asked of those with a job

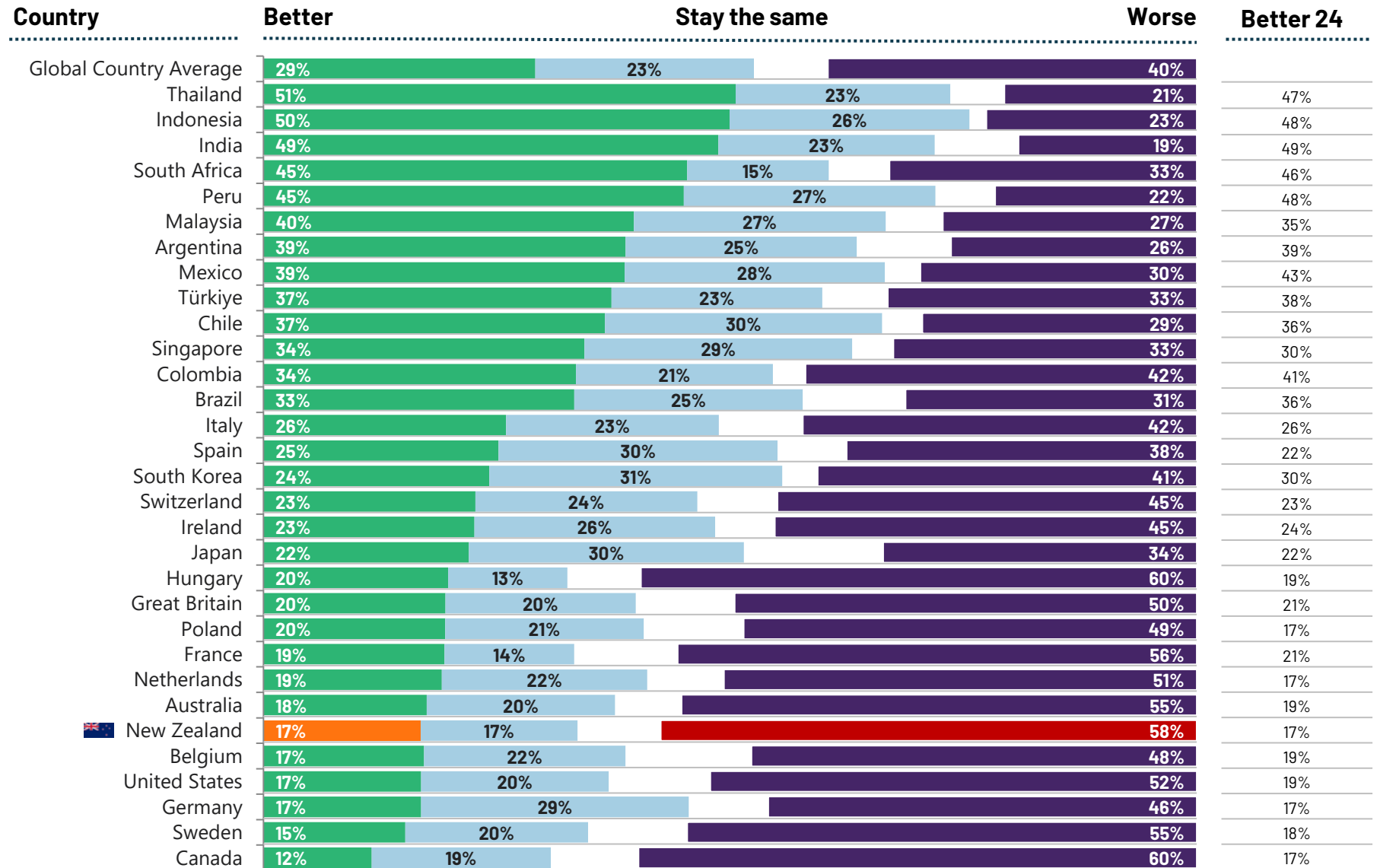
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? –

The amount of disinformation on the internet

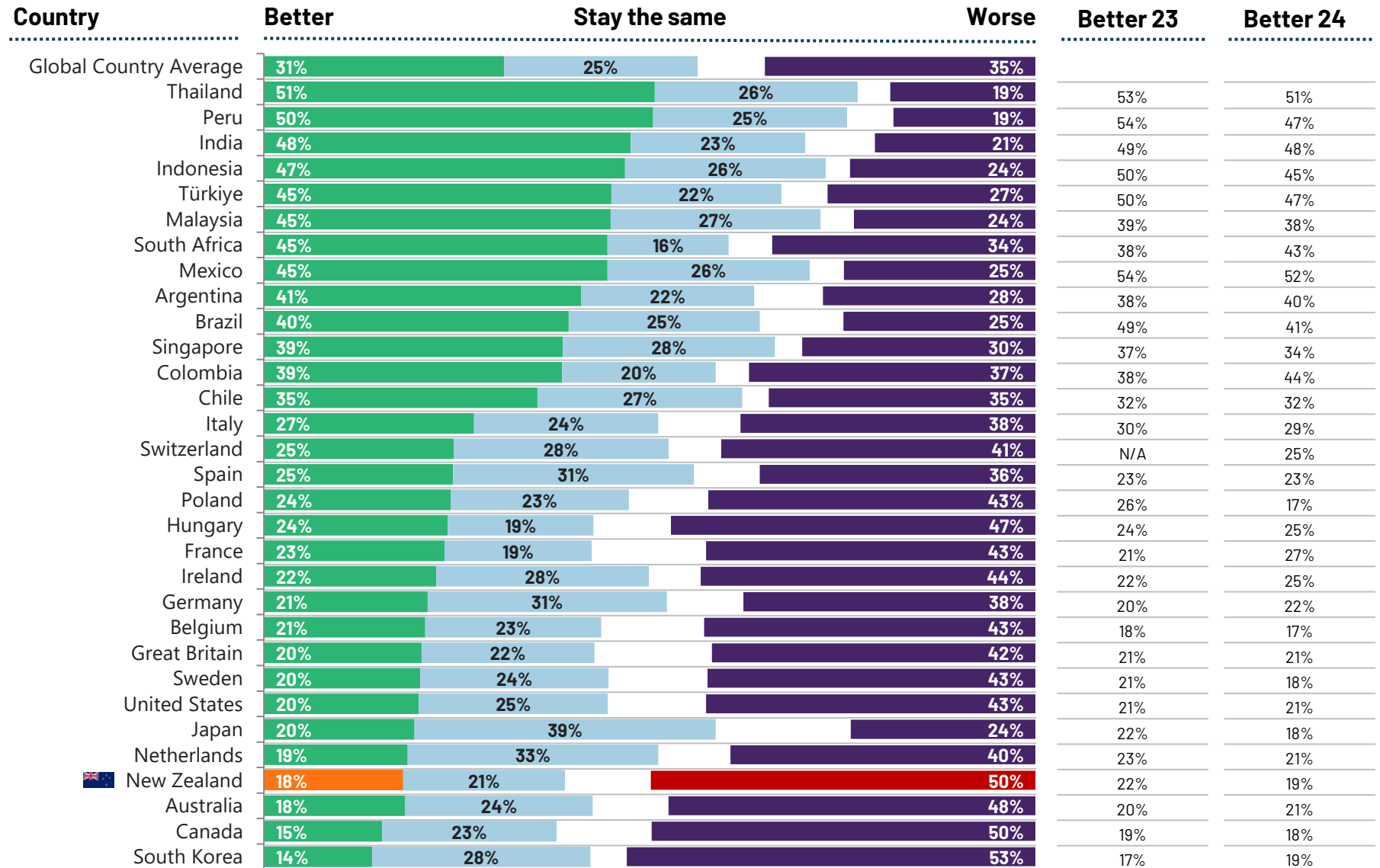
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? -

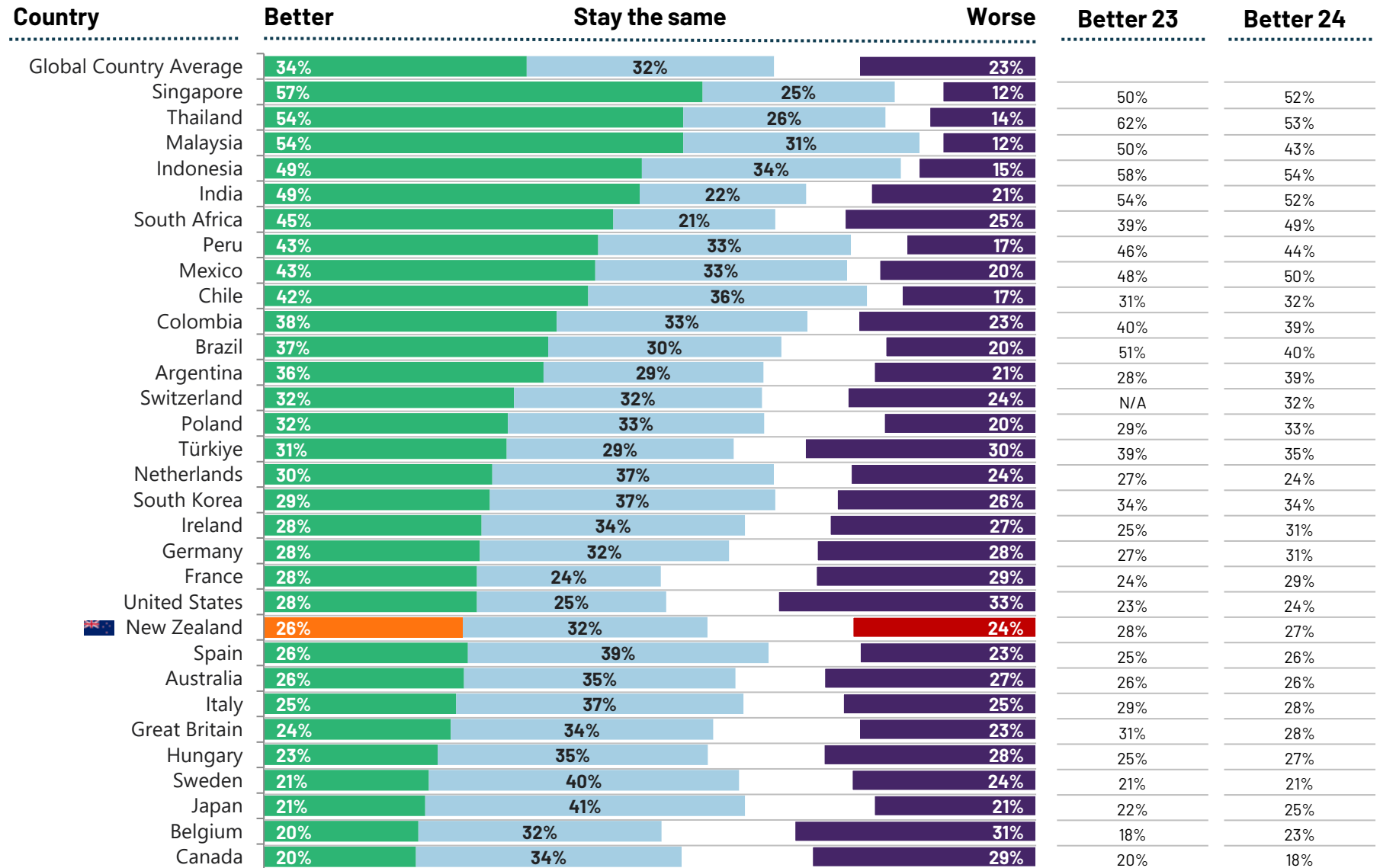
The job market

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



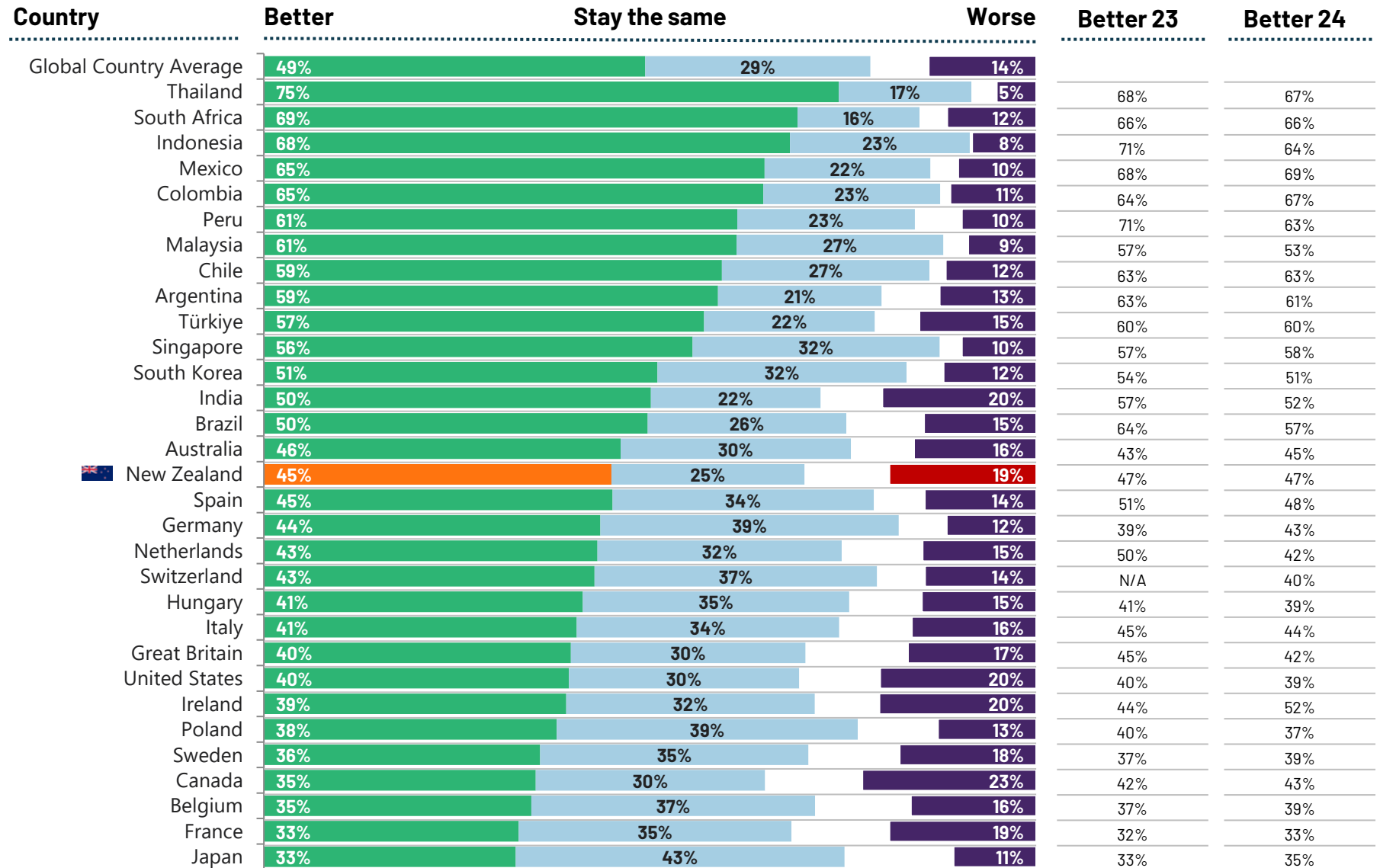
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? -
The economy in ...

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



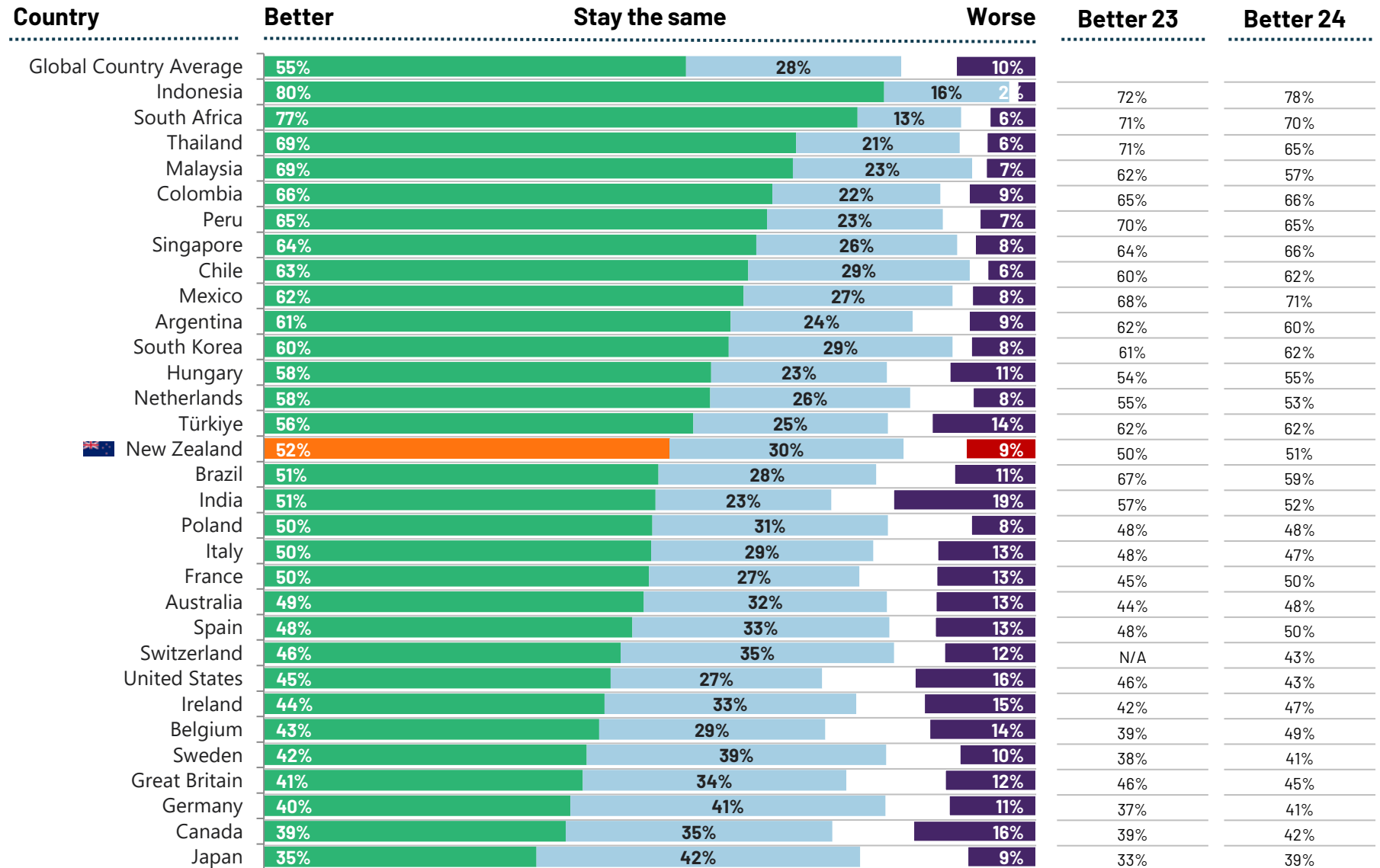
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **My entertainment options (television/video content, movies, music, books)**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



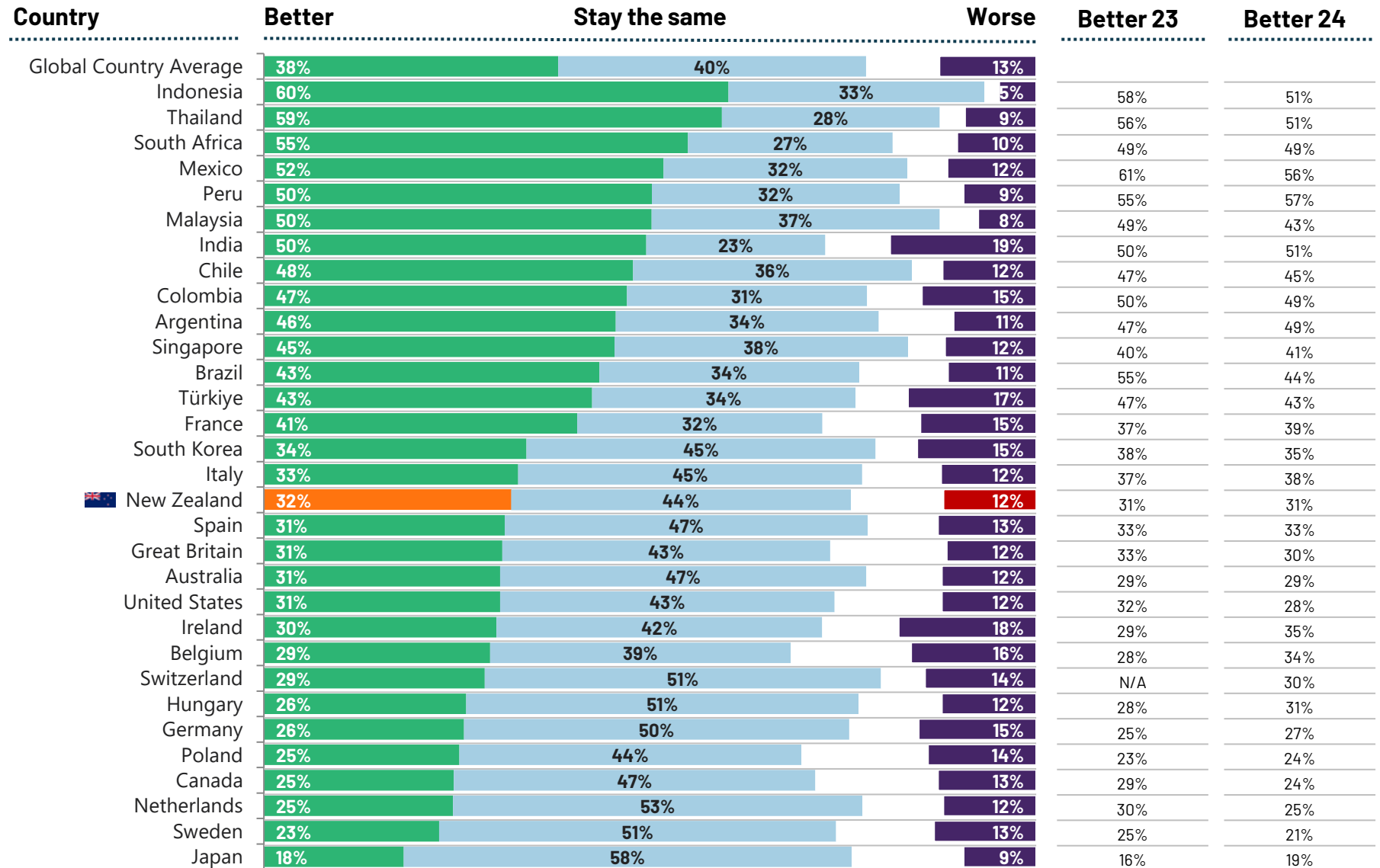
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The amount of time it takes me to get things done**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? –
My health

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



Methodology

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, March 21, and Friday, April 4, 2025. For this survey, Ipsos interviewed a total of 23,216 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

In New Zealand, Ipsos interviewed a total of 1,002 New Zealanders aged 18+ between Friday, May 23 and Friday, May 30, 2025.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland,

Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Switzerland, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data.

“The 30-country average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. New Zealand figures have been added to accompany the existing global data and is not part of the ‘global country averages’.

When percentages do not sum up to 100 or the ‘difference’ appears to

be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

For more information

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