

# SPOTLIGHT\*IRAQ

## VIEWS ON AI

November - 2025



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## Key findings

# 24%

**of Iraqis have heard about artificial intelligence**

**Awareness of AI is uneven across demographic groups, with higher familiarity among males, adults aged 25–34, and upper-income segments.**

Among those who are aware of AI, 1 in 3 believe they have a good understanding of what it is, and about a 1 in 4 are aware of AI-powered products and services.

# 36%

**of those aware of AI are excited about its products and services**

**Despite this, caution remains, with 1 in 4 feeling nervous about AI,** indicating a sense of cautious optimism. Additionally, 1 in 3 say they trust AI more than humans to avoid bias, while only 1 in 4 trust companies to protect personal data.

# 64%

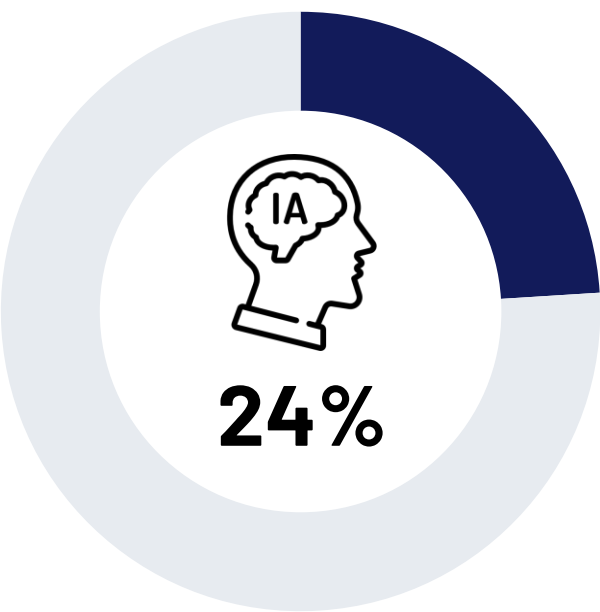
**of those aware of AI believe it will make the world better**

**39% believe AI will profoundly change their daily life in the next 3–5 years, compared with 30% who feel it already has.** Looking ahead, optimism outweighs fear: 64% think AI will improve the world, while 23% worry it could make things worse.

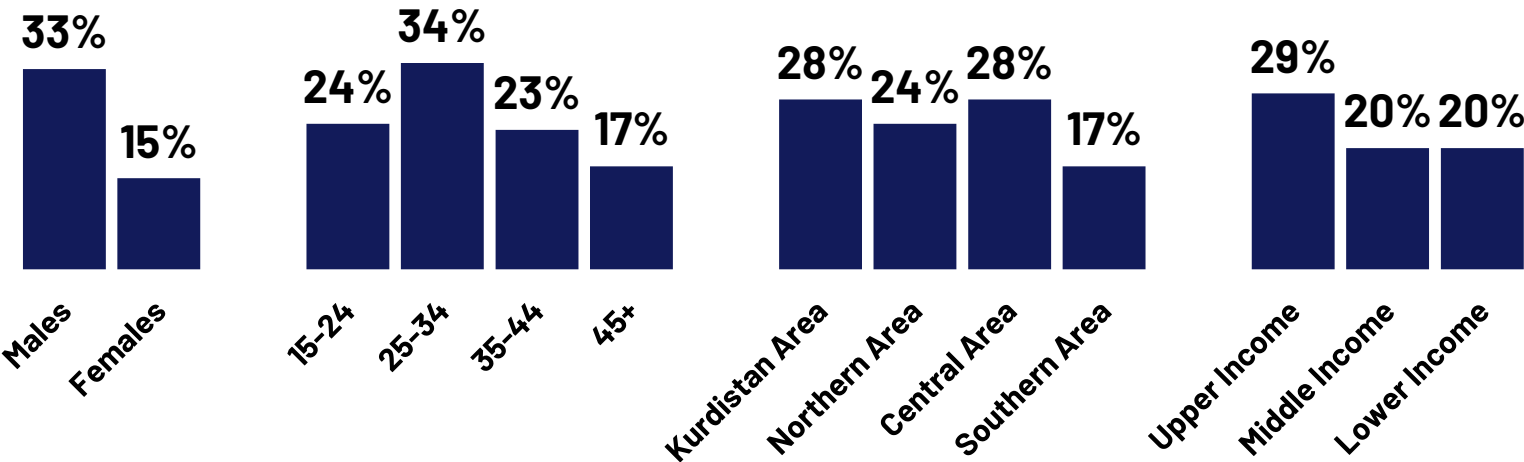
# AWARENESS AND UNDERSTANDING OF AI

# Awareness of AI

%– by demographics

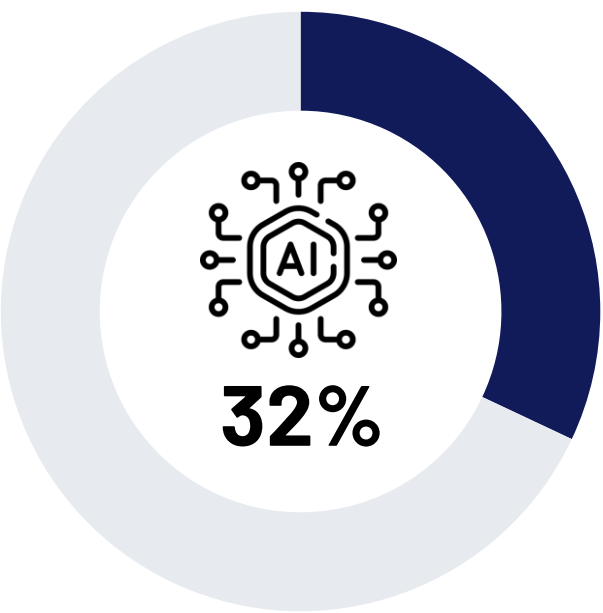


Have heard about artificial intelligence

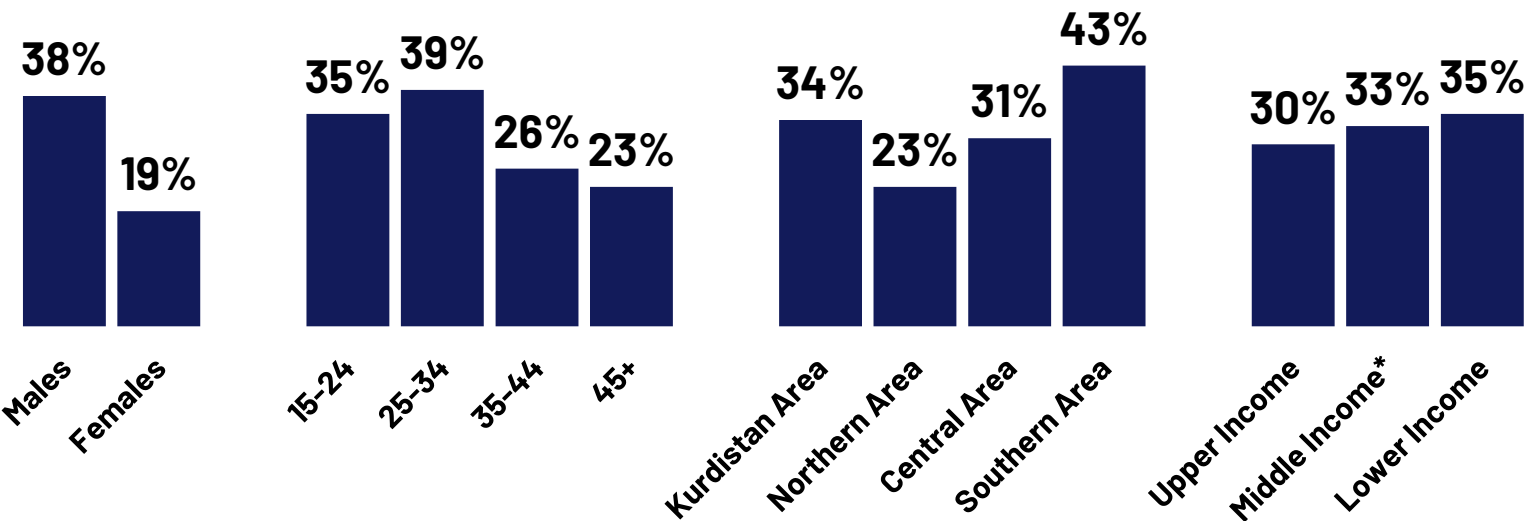


# Understanding of AI

% Agree – by demographics

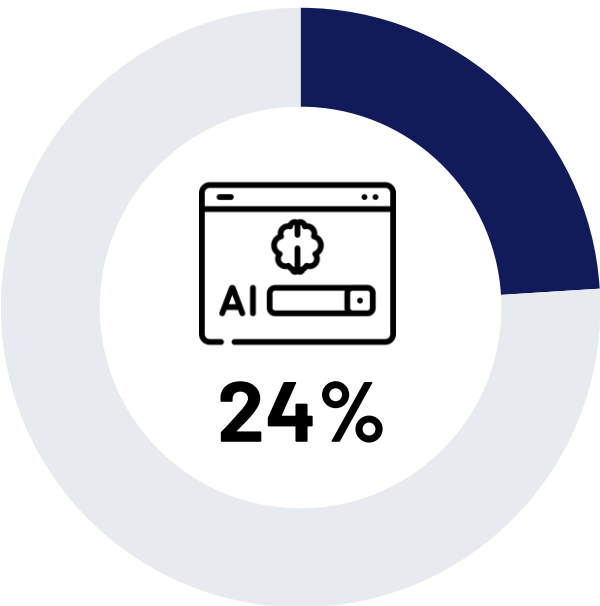


I have a good understanding of what artificial intelligence is

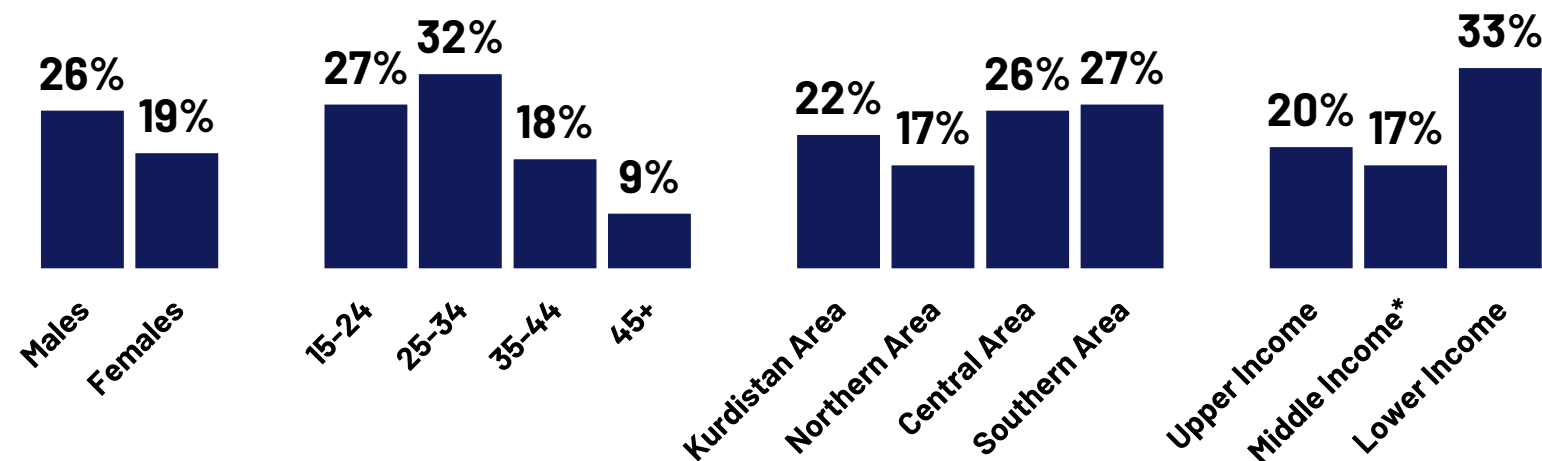


# Awareness of AI-powered products and services

% Agree – by demographics



I know which types of products and services use artificial intelligence



# SENTIMENT TOWARDS AI

# Sentiment towards AI

% Agree

# 36%

Products and services using artificial intelligence make me excited



# 31%

Products and services using artificial intelligence have more benefits than drawbacks



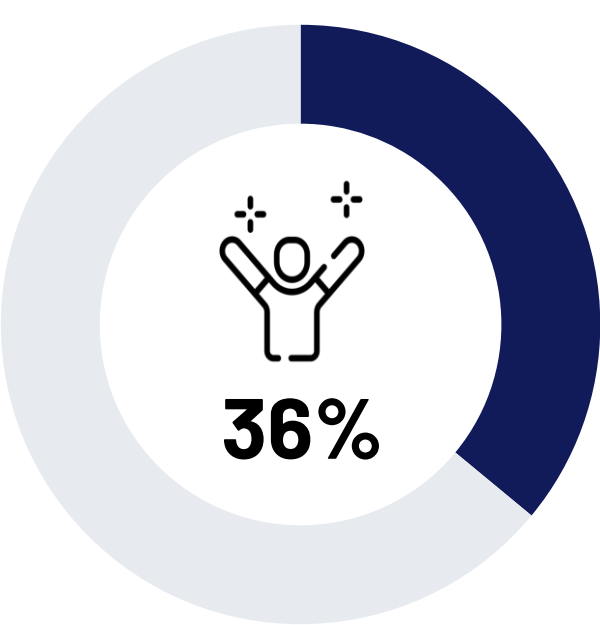
# 24%

Products and services using artificial intelligence make me nervous

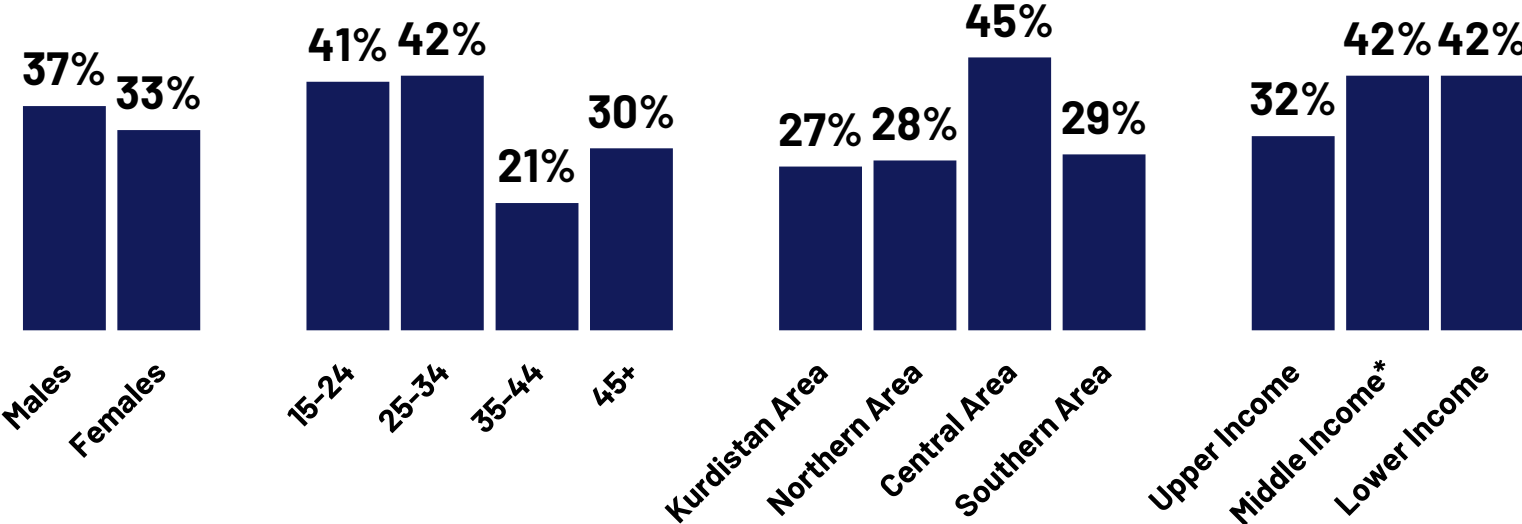


# Excitement towards AI

% Agree – by demographics

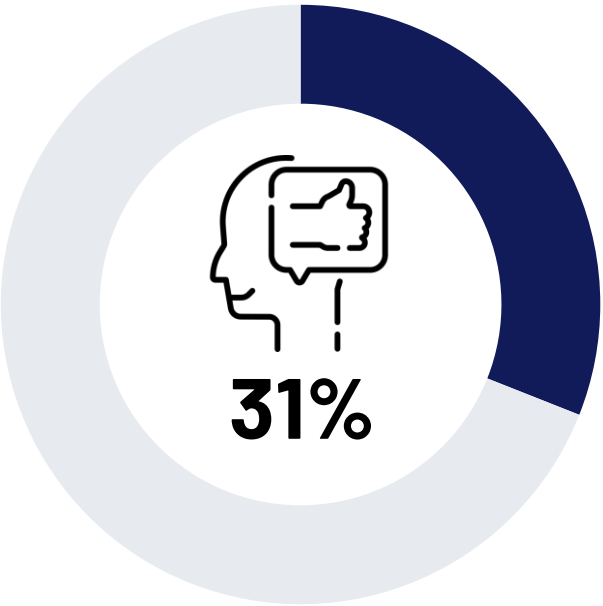


Products and services using artificial intelligence make me excited

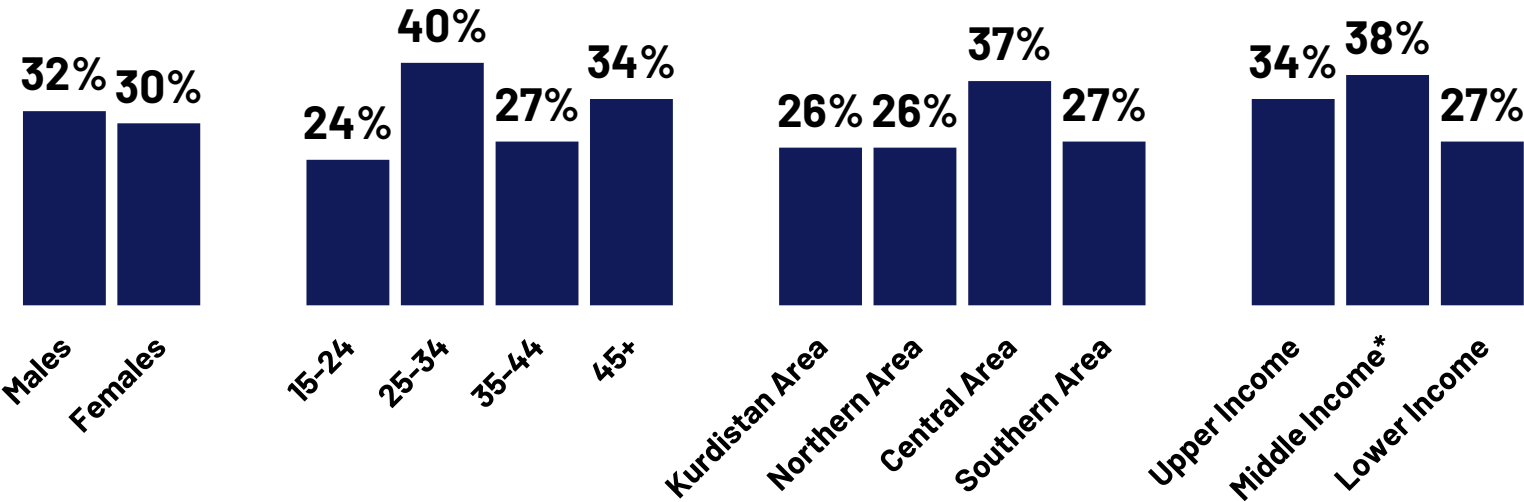


# Embracing AI's benefits

% Agree – by demographics

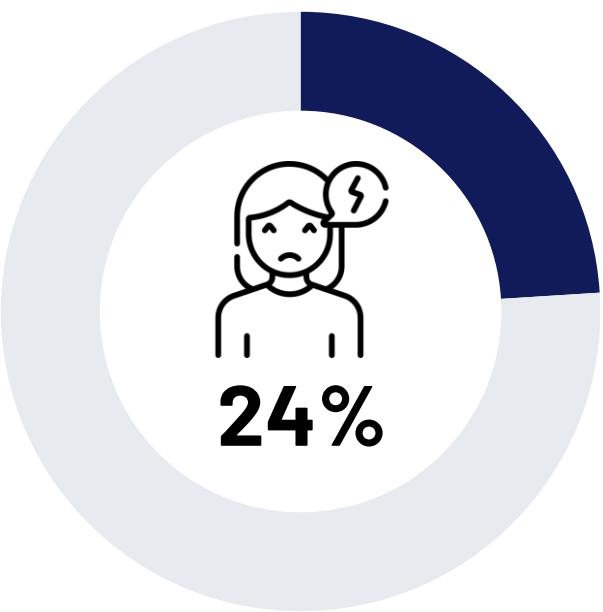


Products and services using artificial intelligence have more benefits than drawbacks

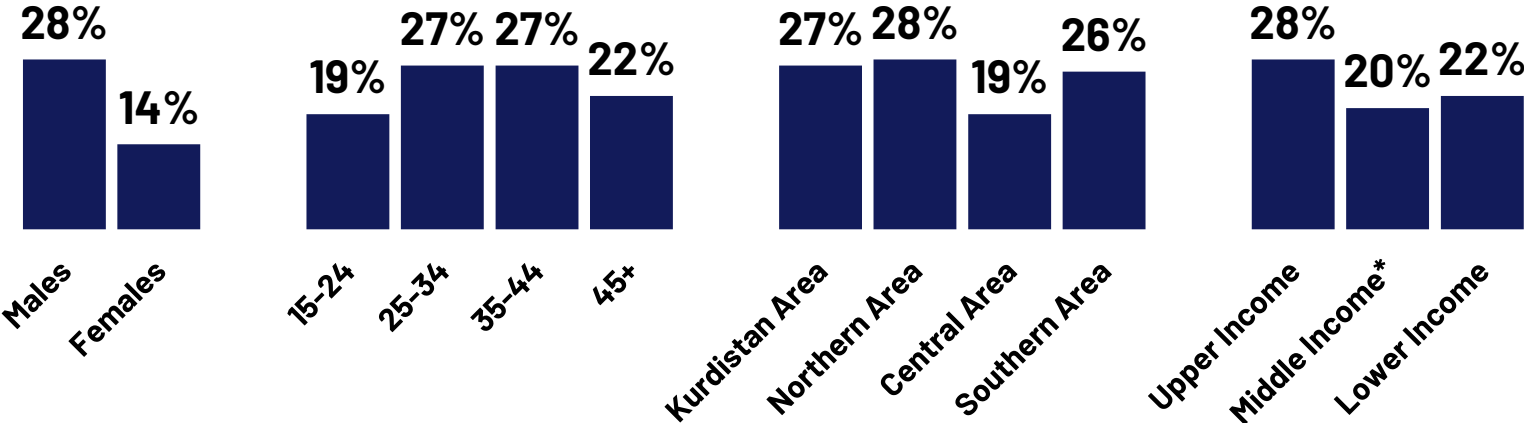


# Anxiety towards AI

% Agree – by demographics



Products and services using artificial intelligence make me nervous



# Trust in AI

% Agree

# 35%

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



# 30%

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



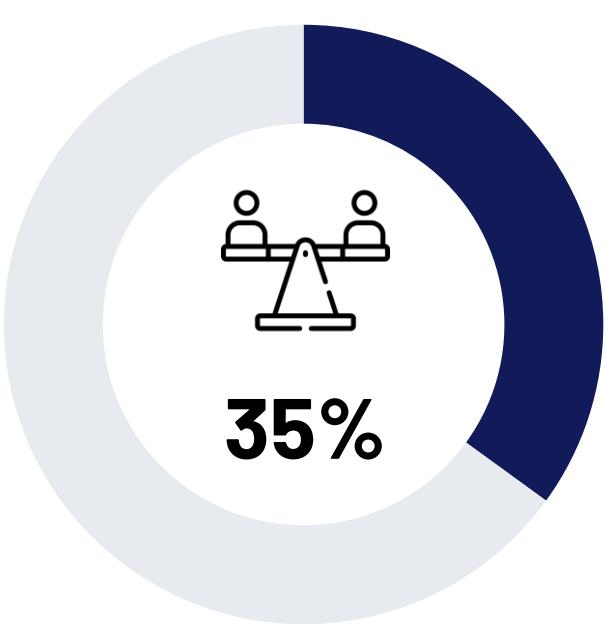
# 25%

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

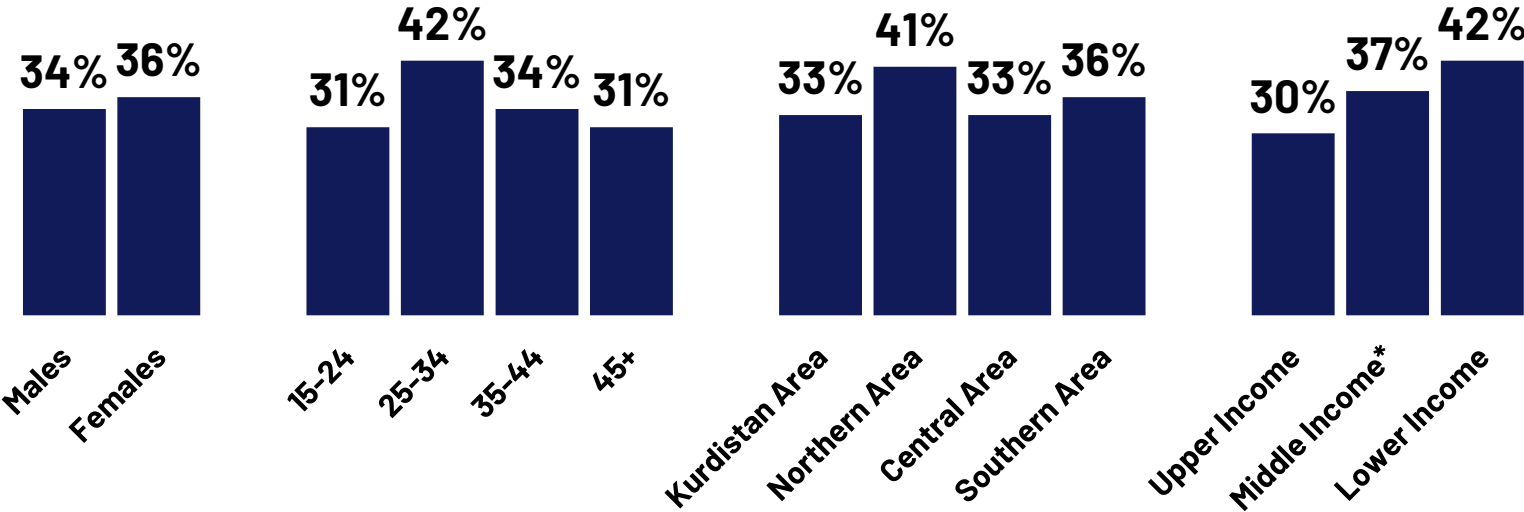


# Trust in AI's fairness and non-bias

% Agree – by demographics

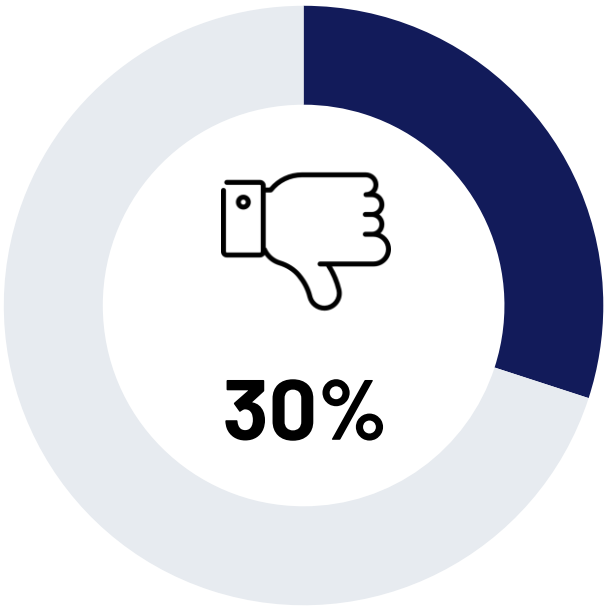


I trust artificial intelligence more than people to not discriminate or show bias towards any group of people

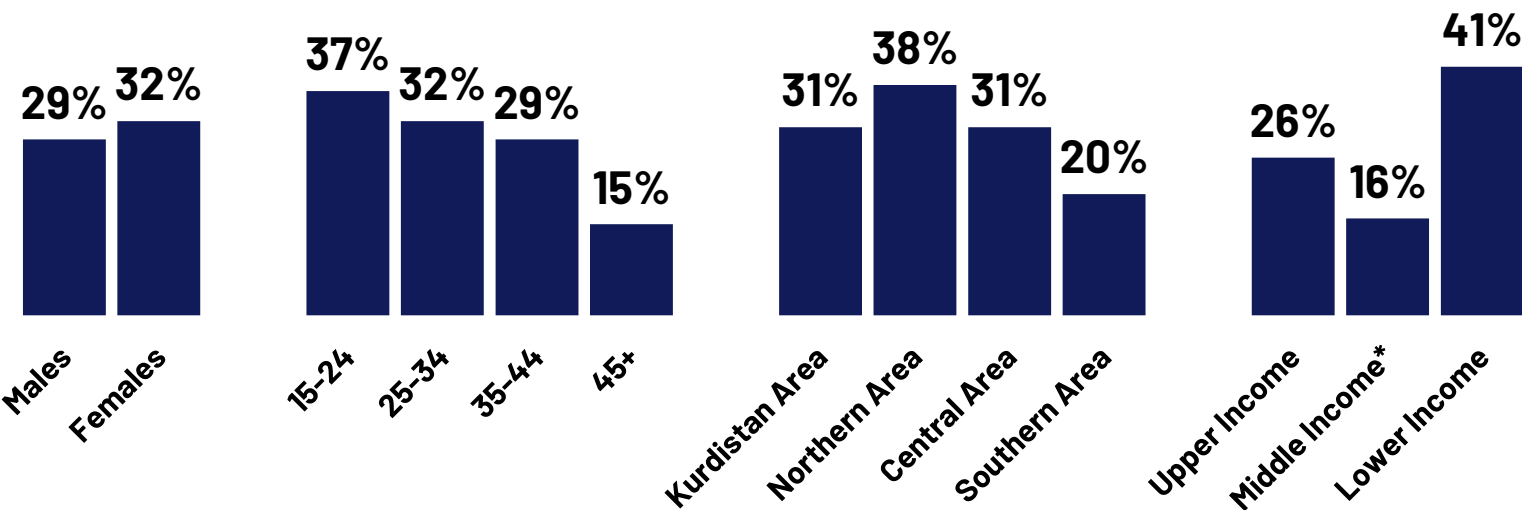


# Trust in companies that use AI

% Agree – by demographics

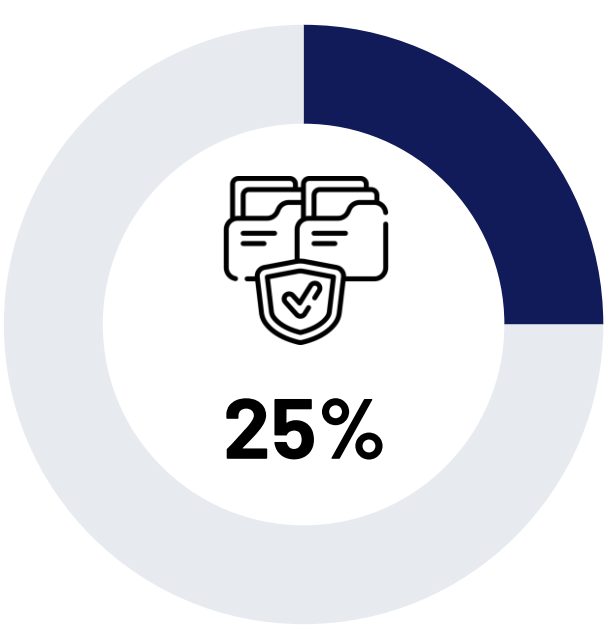


I don't trust companies that use artificial intelligence as much as I trust other companies

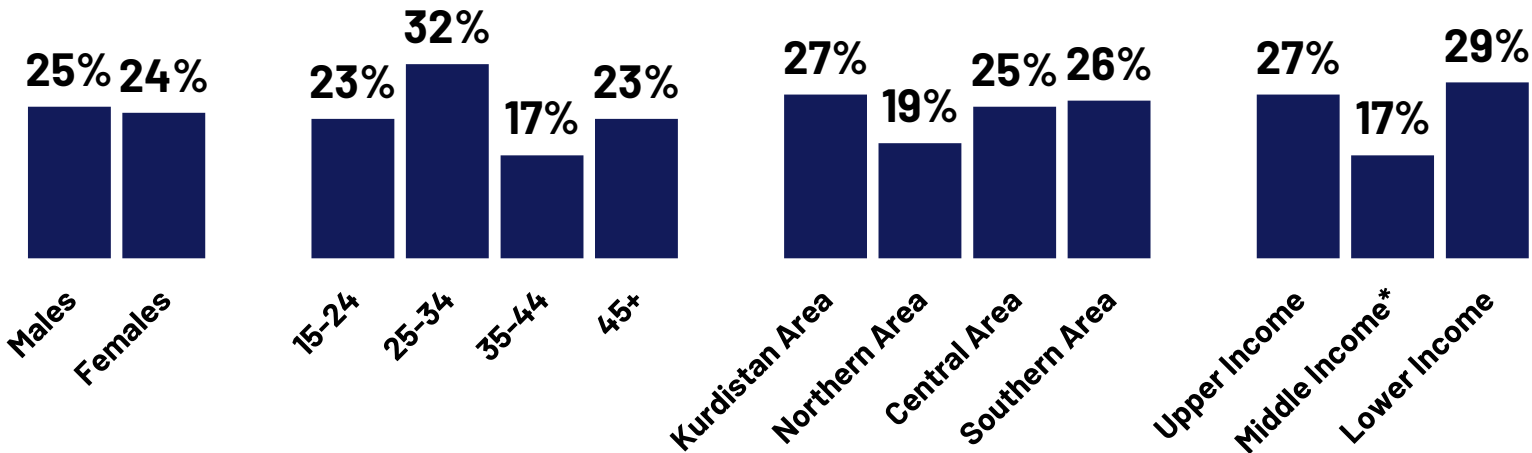


# Trust in AI for data protection

% Agree – by demographics



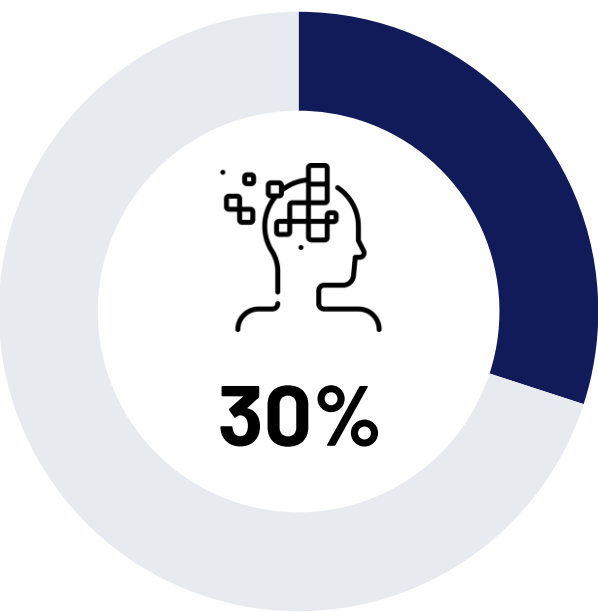
I trust that companies that use artificial intelligence will protect my personal data



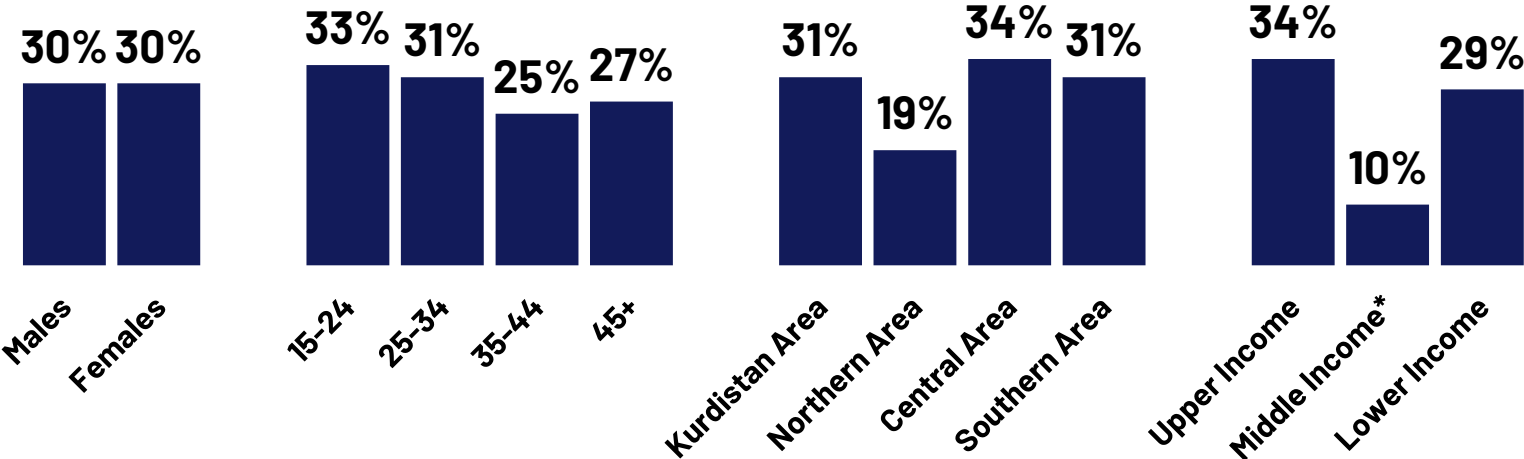
# AI IMPACT ON ONE'S DAILY LIFE AND JOB

# Past impact of AI

% Agree – by demographics

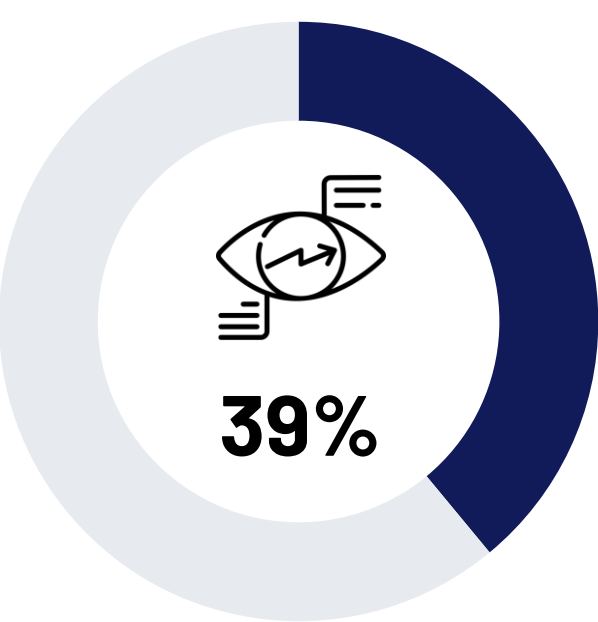


Products and services using AI have profoundly changed my daily life in the past 3-5 years

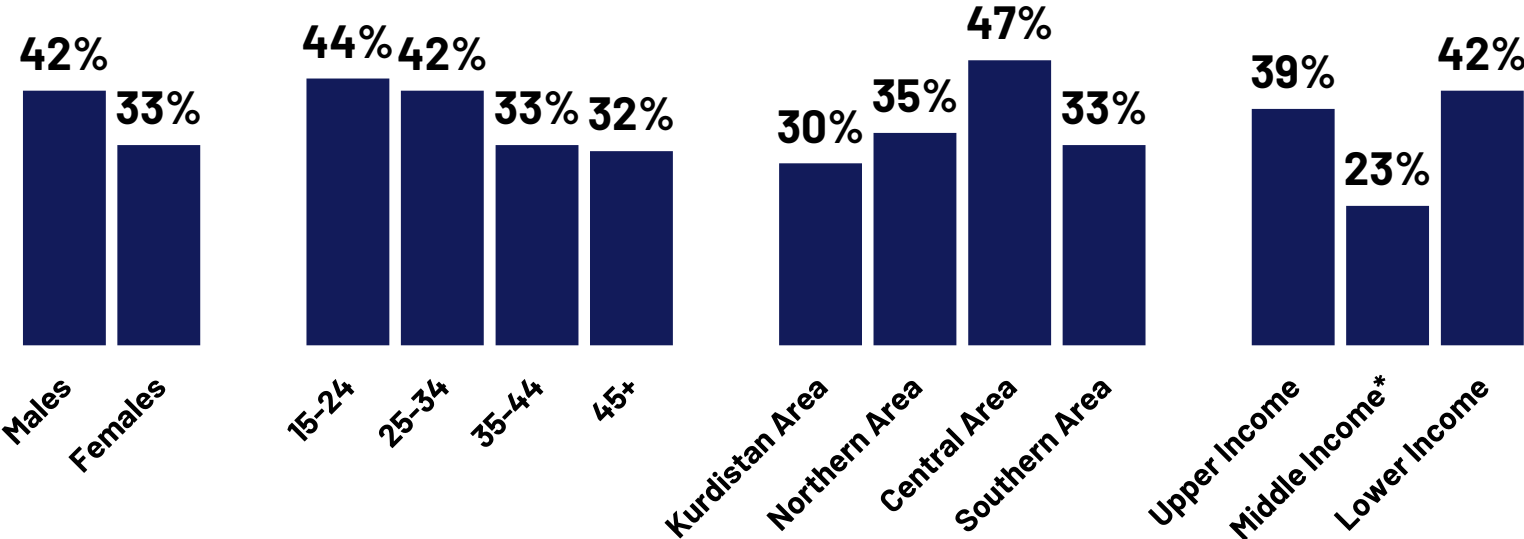


# Future impact of AI

% Agree – by demographics

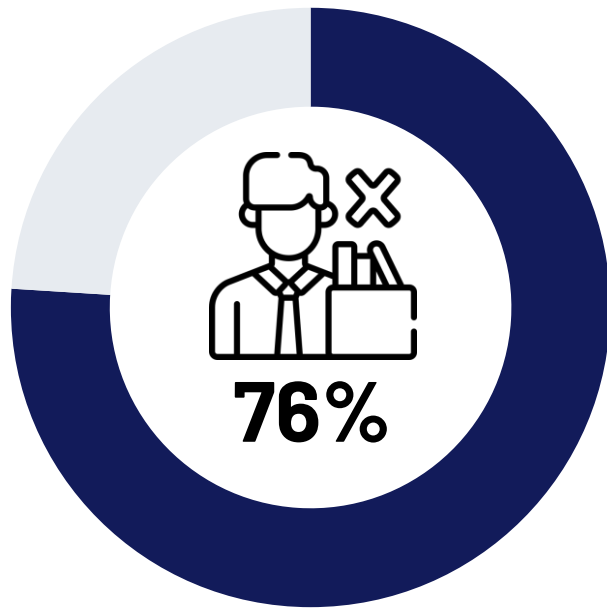


Products and services using AI will profoundly change my daily life in the next 3-5 years

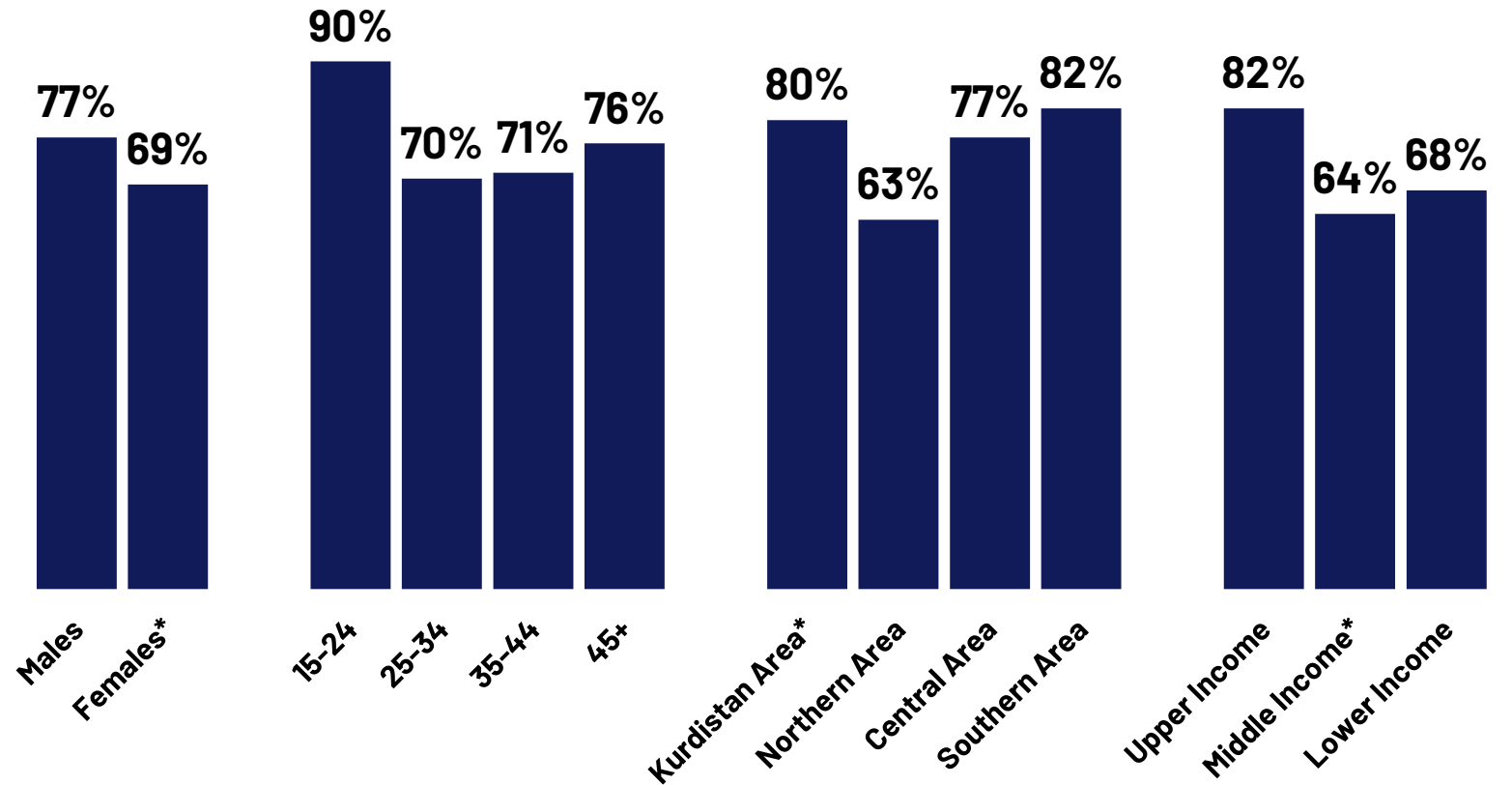


# The potential of AI reshaping current jobs

% - by demographics

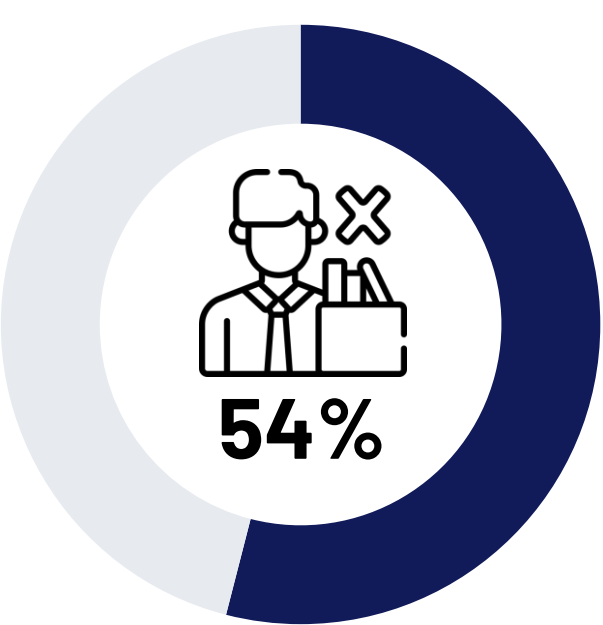


Think AI will change how they do their current job in the next 5 years

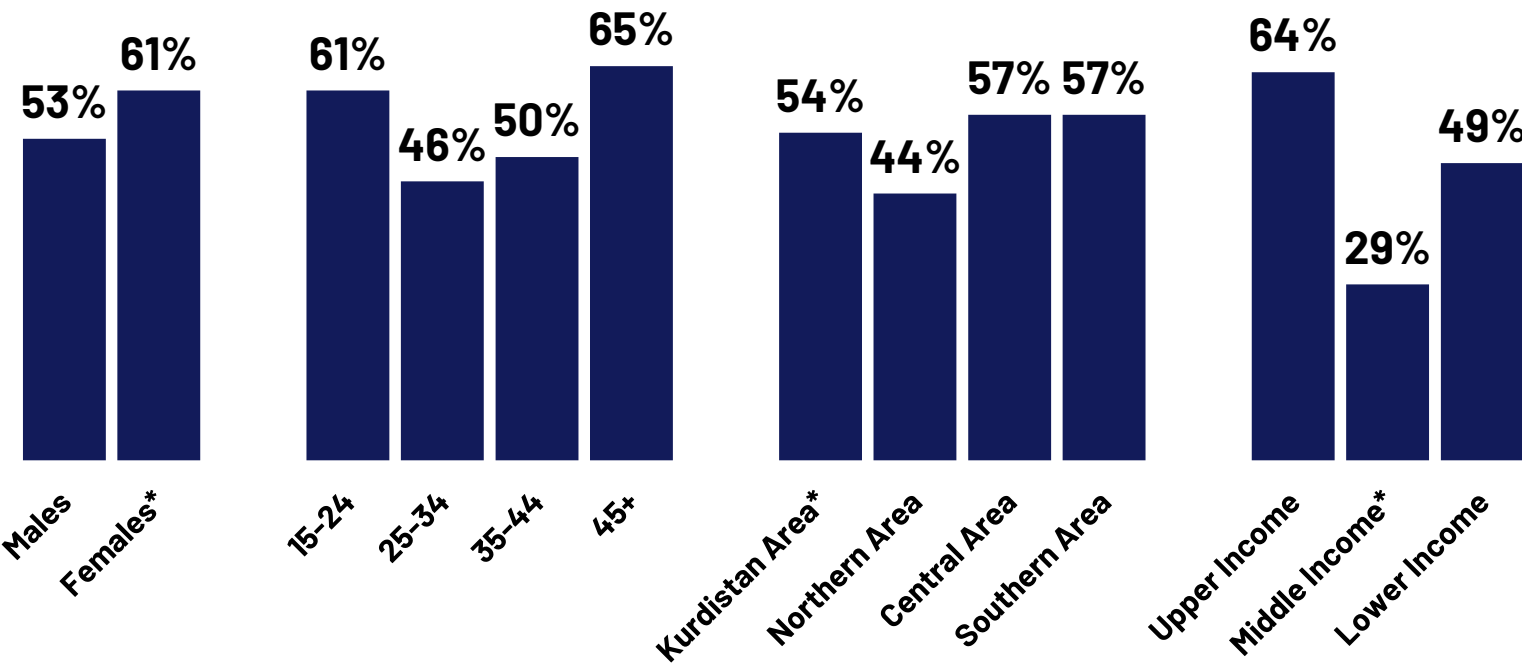


# The potential of AI replacing current jobs

% - by demographics



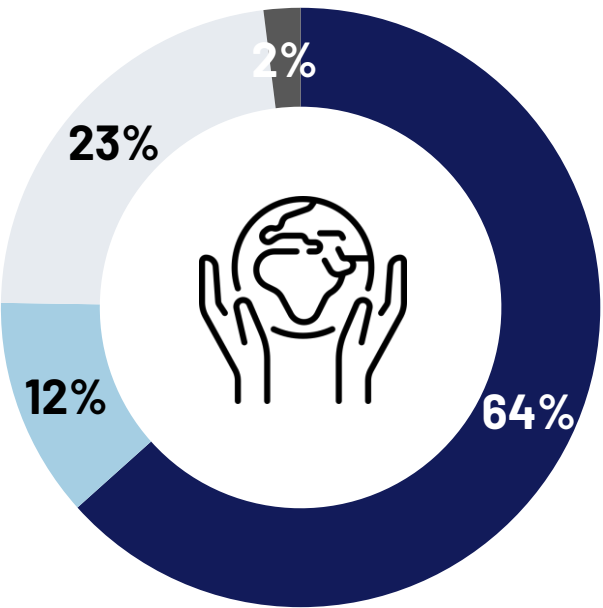
Think AI will replace their current job in the next 5 years



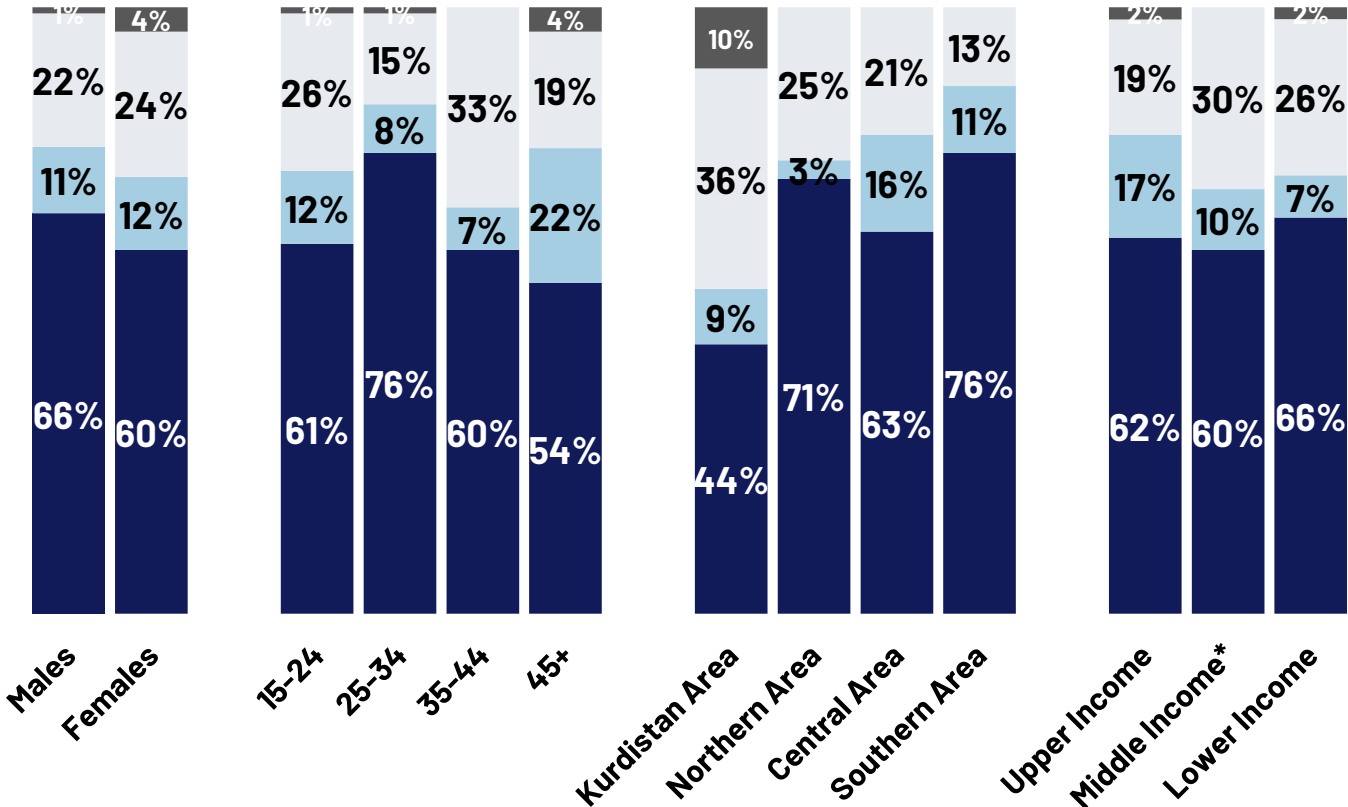
# WILL AI IMPROVE LIFE?

# 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



# Sample and methodology

## Sample size

1017 respondents

## Sample criteria

General public  
representative of the population across gender, age  
(15+) and region

## Methodology

The survey was conducted via computer-aided  
telephone interviews

## Geographical coverage

Conducted in Iraq  
with a nationwide coverage

# FOR MORE INFORMATION

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