THE IPSOS AI MONITOR 2025

A 30-country Ipsos
Global Advisor Survey

June 2025

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 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 and Australia) 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.

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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 thing various AI applications are and how uncomfortable those applications 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.

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Excitement seems tied to economic outlooks

Fifty-two per cent say they are excited for products and services that use AI, compared to 53% who say AI makes them nervous. The countries most excited about AI tend to be the countries who most think it will benefit their economies.

We expect that AI will be our search tool

Seventy-nine percent said they think it is likely AI will be used for online search results. Only 28% said they were uncomfortable with that usage.

More trust governments than companies developing AI

54% say they trust their governments to regulate AI responsibly. But only 48% say they trust companies that use AI to keep their data safe.

Brands will lose as much trust than they gain by using AI in advertising

People were split on whether they would trust a brand more or less for using AI to create product images, reviews and descriptive copy.

For most content, we want to keep it real

When asked if they prefer human-created content or AI-generated across a variety of usages like online news, movies, photos for artistic purposes, or for photojournalism, etc..

We're more worried about the job market, than our job

Globally, just 31% think the job market in their country will improve because of AI and 35% think it will get worse. But twice as many (38%) think their own job will get better vs getting worse (16%).

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Key findings

If you use it, disclose it

Seventy-nine percent agree (40% strongly agree) that companies using AI should have to disclose that use.

We think AI is going to make us more efficient

Fifty-four percent think that AI will improve the amount of time it takes to get things done. Only 10% think it will take longer to do things with AI.

Most are comfortable with AI being used to target ads

Fifty-three percent said they would be comfortable with AI being used to target ads. But 62% say that they want their ad content on social platforms to be created by humans rather than AI.

We trust AI more than people not to discriminate

Fifty-four percent trust AI not to discriminate or show bias, but only 45% trust their fellow humans to be so fair.

AI will be good for our health

Almost four in ten (38%) think AI will improve our personal health, compared to just 13% who think our health will worsen due to AI.

Most already say AI has changed their lives

Globally, 52% say that AI products and services have changed their lives in the past 3-5 years. Two in three think that AI will change their lives in the next 3-5 years.

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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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	67%	25%		
Indonesia	91%	7%	84%	86%
Thailand	79%	12%	78%	75%
South Africa	77%	16%	78%	76%
Peru	76%	14%	73%	79%
Mexico	75%	19%	75%	80%
Netherlands	75%	20%	71%	70%
Chile	75%	18%	70%	65%
Hungary	74%	20%	73%	75%
Singapore	74%	23%	67%	67%
Colombia	73%	21%	73%	71%
Türkiye	73%	19%	73%	74%
South Korea	70%	26%	76%	72%
Malaysia	70%	23%	65%	61%
India	67%	24%	64%	64%
Australia	67%	29%	59%	63%
Poland	67%	20%	69%	67%
Brazil	66%	21%	74%	64%
Argentina	66%	24%	67%	72%
United States	66%	27%	67%	68%
Spain	66%	24%	66%	65%
Sweden	65%	28%	67%	65%
Great Britain	64%	28%	64%	63%
Ireland	64%	28%	58%	66%
Canada	59%	32%	59%	65%
Belgium	59%	33%	56%	65%
Germany	59%	33%	61%	60%
France	59%	34%	58%	61%
Switzerland	58%	38%	N/A	57%
Italy	50%	40%	53%	51%
Japan	41%	48%	43%	44%

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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	52%	35%		
Indonesia	84%	11%	76%	80%
Thailand	76%	14%	73%	69%
Malaysia	71%	20%	68%	61%
Singapore	69%	23%	57%	56%
Türkiye	67%	22%	71%	67%
India	65%	25%	62%	62%
South Korea	63%	31%	68%	65%
Mexico	63%	26%	61%	65%
Peru	61%	24%	65%	65%
Chile	60%	29%	58%	53%
South Africa	58%	26%	60%	64%
Brazil	56%	28%	62%	57%
Colombia	54%	29%	53%	60%
Poland	50%	30%	46%	47%
Argentina	49%	31%	44%	51%
Italy	46%	39%	50%	51%
Spain	44%	40%	46%	46%
United States	44%	40%	35%	39%
Ireland	43%	43%	36%	40%
Switzerland	43%	45%	N/A	42%
Sweden	43%	44%	36%	39%
Australia	42%	46%	38%	38%
Netherlands	41%	47%	42%	37%
Hungary	41%	45%	37%	41%
Great Britain	41%	44%	43%	40%
Germany	40%	47%	39%	41%
France	40%	47%	37%	41%
Canada	39%	46%	38%	36%
Japan	38%	49%	38%	40%
Belgium	35%	51%	35%	37%

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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	53%	39%		
Australia	67%	29%	69%	64%
India	65%	25%	58%	51%
Canada	64%	26%	63%	63%
United States	64%	28%	63%	64%
Ireland	64%	30%	62%	67%
Great Britain	61%	29%	65%	64%
Chile	60%	36%	54%	51%
Thailand	58%	32%	57%	52%
Singapore	58%	38%	53%	56%
Türkiye	58%	33%	54%	53%
Colombia	56%	39%	45%	48%
Hungary	55%	38%	46%	44%
Sweden	55%	38%	53%	56%
Malaysia	55%	38%	55%	50%
Mexico	54%	40%	48%	48%
Netherlands	52%	41%	50%	49%
Spain	51%	40%	51%	48%
Switzerland	50%	44%	N/A	51%
France	50%	42%	52%	49%
Belgium	50%	43%	50%	51%
South Africa	47%	45%	53%	54%
Peru	47%	44%	47%	50%
Argentina	46%	45%	46%	47%
Brazil	46%	41%	51%	47%
Germany	46%	46%	46%	44%
Italy	44%	46%	50%	43%
Indonesia	43%	52%	48%	48%
Poland	40%	48%	38%	37%
South Korea	40%	56%	44%	40%
Japan	29%	54%	23%	25%

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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	52%	39%		
Indonesia	80%	16%	75%	76%
Thailand	79%	14%	80%	76%
Malaysia	77%	17%	74%	68%
South Korea	69%	27%	76%	73%
Türkiye	67%	24%	74%	70%
Singapore	67%	27%	65%	64%
Peru	66%	27%	72%	67%
Mexico	65%	29%	74%	70%
India	65%	26%	66%	63%
South Africa	61%	31%	59%	61%
Colombia	60%	32%	62%	63%
Brazil	57%	29%	66%	56%
Chile	53%	41%	51%	46%
Poland	49%	41%	50%	44%
Italy	49%	42%	50%	49%
Japan	46%	40%	51%	47%
Spain	45%	44%	50%	45%
Germany	45%	45%	43%	46%
Hungary	44%	49%	45%	47%
Switzerland	44%	50%	N/A	42%
Argentina	43%	44%	46%	52%
Ireland	41%	50%	38%	40%
Australia	40%	52%	40%	39%
France	40%	51%	36%	39%
Netherlands	39%	55%	42%	40%
United States	38%	53%	36%	34%
Great Britain	37%	53%	42%	38%
Sweden	34%	57%	32%	36%
Belgium	32%	59%	35%	33%
Canada	31%	58%	37%	37%

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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
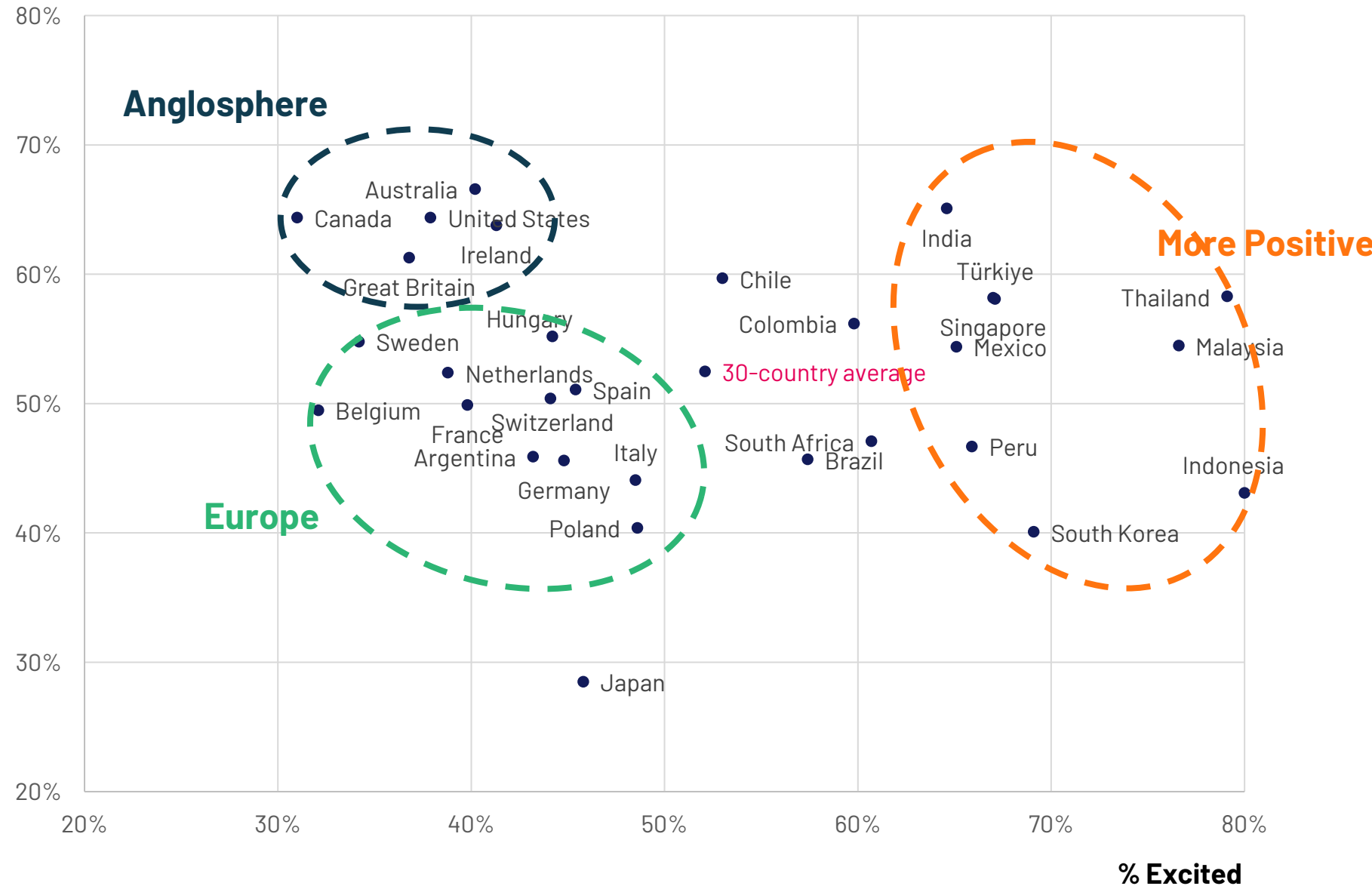
% Excited

Anglosphere

Europe

More Positive

30-country average

Australia
Canada
United States
Ireland
Great Britain
Hungary
Sweden
Netherlands
Spain
Belgium
Switzerland
France
Argentina
Italy
Germany
Poland
Chile
Colombia
South Africa
Brazil
India
Türkiye
Thailand
Singapore
Mexico
Malaysia
Peru
Indonesia
South Korea
Japan

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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**

% Trust

High Trust

- Singapore
- Indonesia
- Malaysia
- Thailand
- Mexico
- Chile
- Colombia
- India
- Argentina
- Poland
- Peru
- Switzerland
- South Africa
- Spain
- Global Country Average
- Italy
- Germany
- Belgium
- Ireland
- Netherlands
- Turkey
- Brazil
- Australia
- South Korea
- Sweden
- France
- Canada
- Great Britain
- Japan
- Hungary
- United States

% Nervous

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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	56%	30%		
Indonesia	85%	10%	78%	80%
Thailand	78%	14%	74%	77%
Singapore	73%	19%	64%	66%
Mexico	70%	24%	73%	70%
Malaysia	70%	22%	69%	63%
Peru	69%	23%	67%	70%
South Korea	67%	24%	66%	66%
India	67%	24%	65%	62%
Türkiye	66%	24%	67%	69%
South Africa	64%	23%	59%	62%
Chile	63%	27%	59%	60%
Colombia	58%	35%	65%	66%
Brazil	58%	28%	64%	56%
Argentina	57%	29%	57%	57%
Italy	53%	34%	55%	53%
Spain	53%	32%	50%	50%
Poland	50%	27%	47%	44%
Germany	49%	37%	42%	47%
Hungary	48%	38%	47%	51%
Ireland	48%	36%	40%	45%
Japan	48%	32%	52%	48%
Australia	47%	37%	40%	44%
Switzerland	45%	41%	N/A	42%
Netherlands	43%	41%	43%	36%
Great Britain	43%	33%	46%	46%
Sweden	43%	39%	39%	43%
United States	42%	41%	37%	39%
Belgium	41%	38%	39%	38%
France	41%	39%	37%	41%
Canada	40%	40%	38%	40%

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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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	48%	42%		
Indonesia	72%	18%	68%	66%
Thailand	70%	19%	72%	68%
India	66%	24%	64%	60%
Singapore	64%	28%	54%	56%
Malaysia	62%	27%	61%	52%
Peru	61%	30%	60%	62%
Mexico	59%	33%	66%	64%
South Africa	59%	33%	58%	62%
Hungary	55%	35%	60%	64%
Italy	54%	35%	59%	58%
Colombia	52%	38%	53%	50%
Poland	51%	33%	55%	45%
Chile	50%	41%	44%	43%
Spain	50%	40%	49%	48%
Brazil	47%	37%	56%	45%
Argentina	47%	39%	45%	46%
Türkiye	46%	44%	57%	46%
Belgium	41%	47%	41%	40%
Germany	41%	50%	44%	43%
Switzerland	41%	50%	N/A	43%
Netherlands	39%	52%	47%	44%
Ireland	39%	50%	38%	42%
South Korea	39%	55%	40%	37%
Great Britain	33%	54%	42%	41%
Australia	33%	58%	38%	32%
United States	33%	58%	32%	33%
France	31%	58%	32%	35%
Japan	31%	49%	32%	27%
Canada	30%	58%	34%	28%
Sweden	29%	60%	39%	35%

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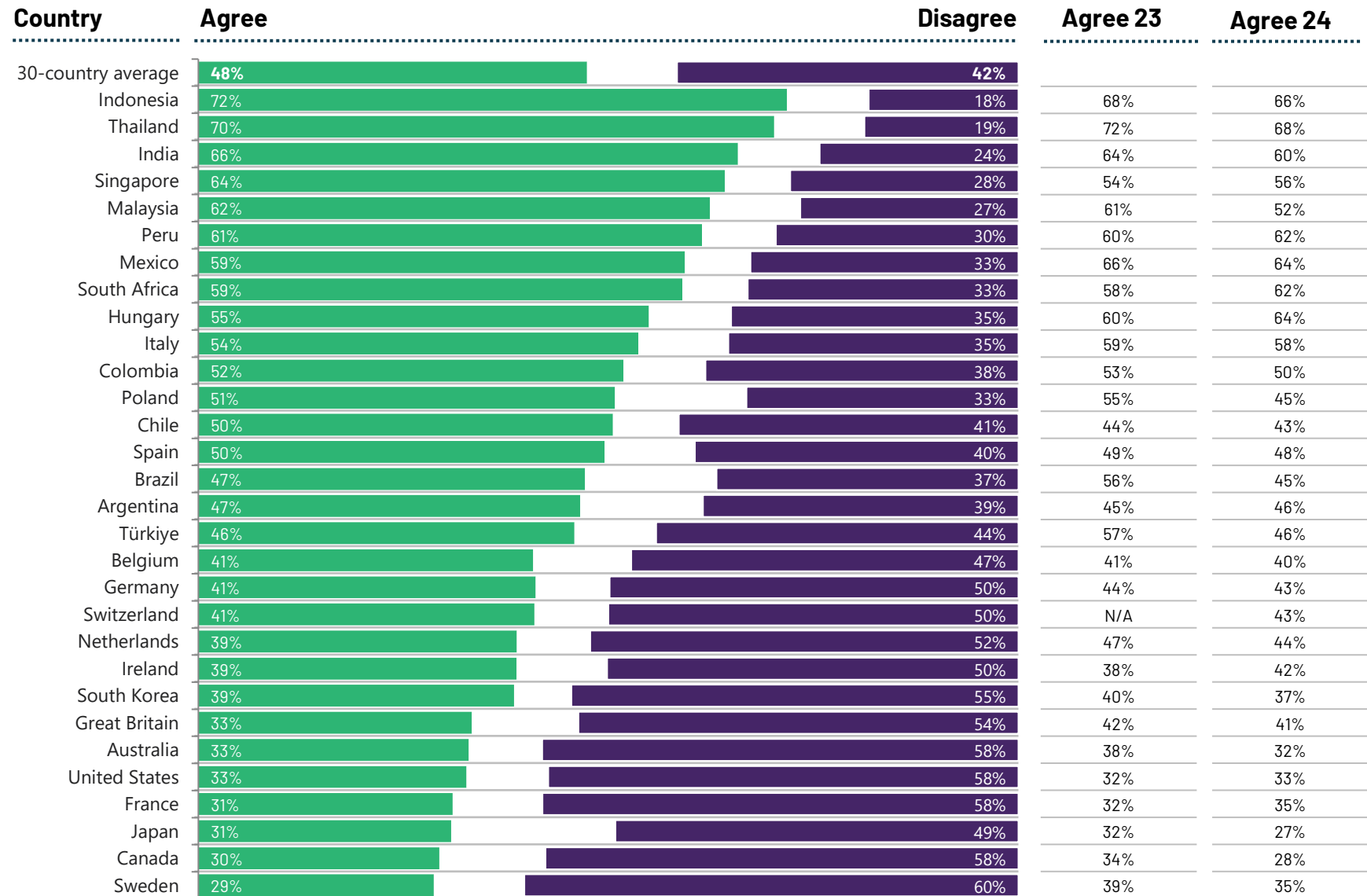
How much do you agree or disagree with the following?
I trust that companies that use artificial intelligence will protect my personal data

Net agree

More trusting

Country	%
30-country average	6%
Indonesia	54%
Thailand	52%
India	42%
Singapore	37%
Malaysia	36%
Peru	32%
Mexico	27%
South Africa	26%
Hungary	20%
Italy	18%
Poland	18%
Colombia	14%
Brazil	10%
Spain	10%
Chile	9%
Argentina	8%
Türkiye	2%
Belgium	-6%
Germany	-9%
Switzerland	-9%
Ireland	-11%
Netherlands	-13%
South Korea	-16%
Japan	-18%
Great Britain	-20%
United States	-25%
Australia	-25%
France	-27%
Canada	-28%
Sweden	-31%

Less trusting

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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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	54%	35%		
Thailand	78%	13%	83%	73%
Indonesia	78%	18%	76%	68%
Mexico	73%	23%	72%	76%
Malaysia	71%	21%	68%	62%
South Africa	71%	22%	65%	72%
Peru	71%	21%	72%	74%
Singapore	70%	25%	63%	60%
India	67%	24%	66%	63%
Colombia	64%	29%	61%	66%
Chile	63%	28%	60%	59%
Argentina	61%	26%	61%	60%
Hungary	60%	30%	66%	64%
Poland	58%	27%	59%	53%
Türkiye	58%	33%	63%	61%
Italy	57%	32%	59%	61%
Brazil	54%	31%	66%	56%
Spain	52%	33%	51%	52%
South Korea	52%	41%	55%	51%
Switzerland	49%	42%	N/A	43%
Germany	47%	40%	47%	48%
Ireland	43%	44%	41%	42%
Australia	40%	49%	44%	42%
Japan	39%	43%	43%	38%
Belgium	39%	47%	41%	37%
Great Britain	38%	47%	47%	44%
France	38%	49%	37%	41%
United States	37%	51%	38%	41%
Canada	35%	51%	44%	41%
Netherlands	33%	57%	42%	38%
Sweden	28%	58%	33%	33%

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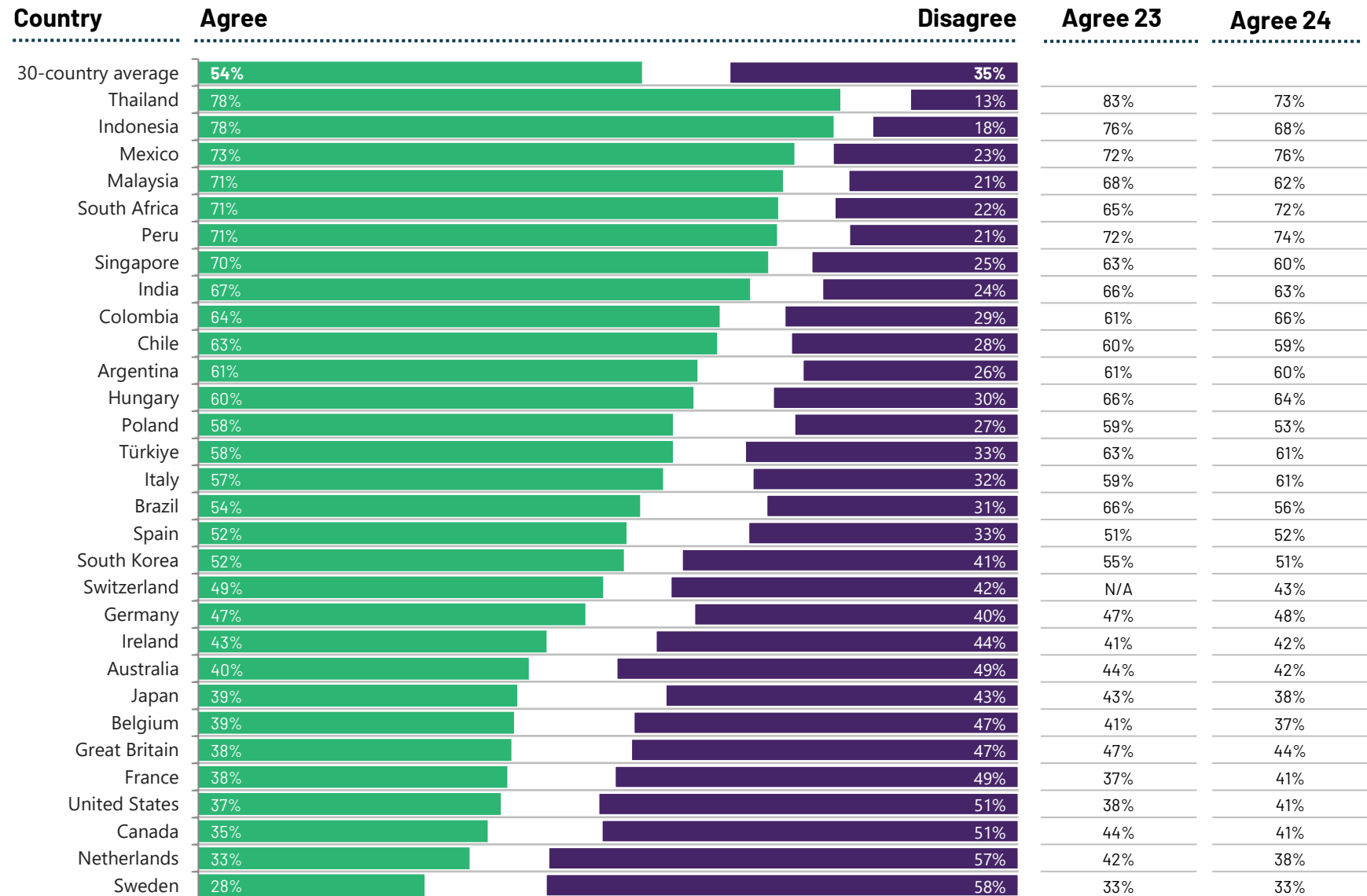
How much do you agree or disagree with the following?

I trust people not to discriminate or show bias towards any group of people

Country	Agree	Disagree	Agree 24
30-Country average	45%	46%	
Singapore	71%	25%	59%
Thailand	68%	24%	65%
Indonesia	67%	27%	65%
India	66%	25%	63%
South Africa	62%	33%	70%
Malaysia	62%	30%	55%
Italy	59%	30%	60%
Hungary	55%	35%	58%
Mexico	53%	40%	57%
Peru	52%	40%	53%
Switzerland	47%	45%	43%
Chile	47%	47%	40%
Colombia	46%	50%	45%
Ireland	46%	48%	47%
Spain	45%	46%	44%
Türkiye	45%	47%	48%
Germany	44%	45%	44%
Australia	39%	55%	41%
Argentina	38%	54%	34%
Brazil	37%	51%	32%
Great Britain	37%	53%	41%
France	34%	55%	38%
Belgium	34%	55%	31%
South Korea	33%	63%	34%
United States	33%	58%	35%
Poland	33%	54%	34%
Canada	32%	58%	36%
Japan	30%	56%	24%
Netherlands	25%	68%	30%
Sweden	22%	69%	20%

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How much do you agree or disagree with the following?

% agree

Gen Z
- 61%
- 49%

Millennials
- 57%
- 47%

Gen X
- 51%
- 44%

Baby Boomers
- 44%
- 39%

■ I trust artificial intelligence to not discriminate or show bias towards any group of people
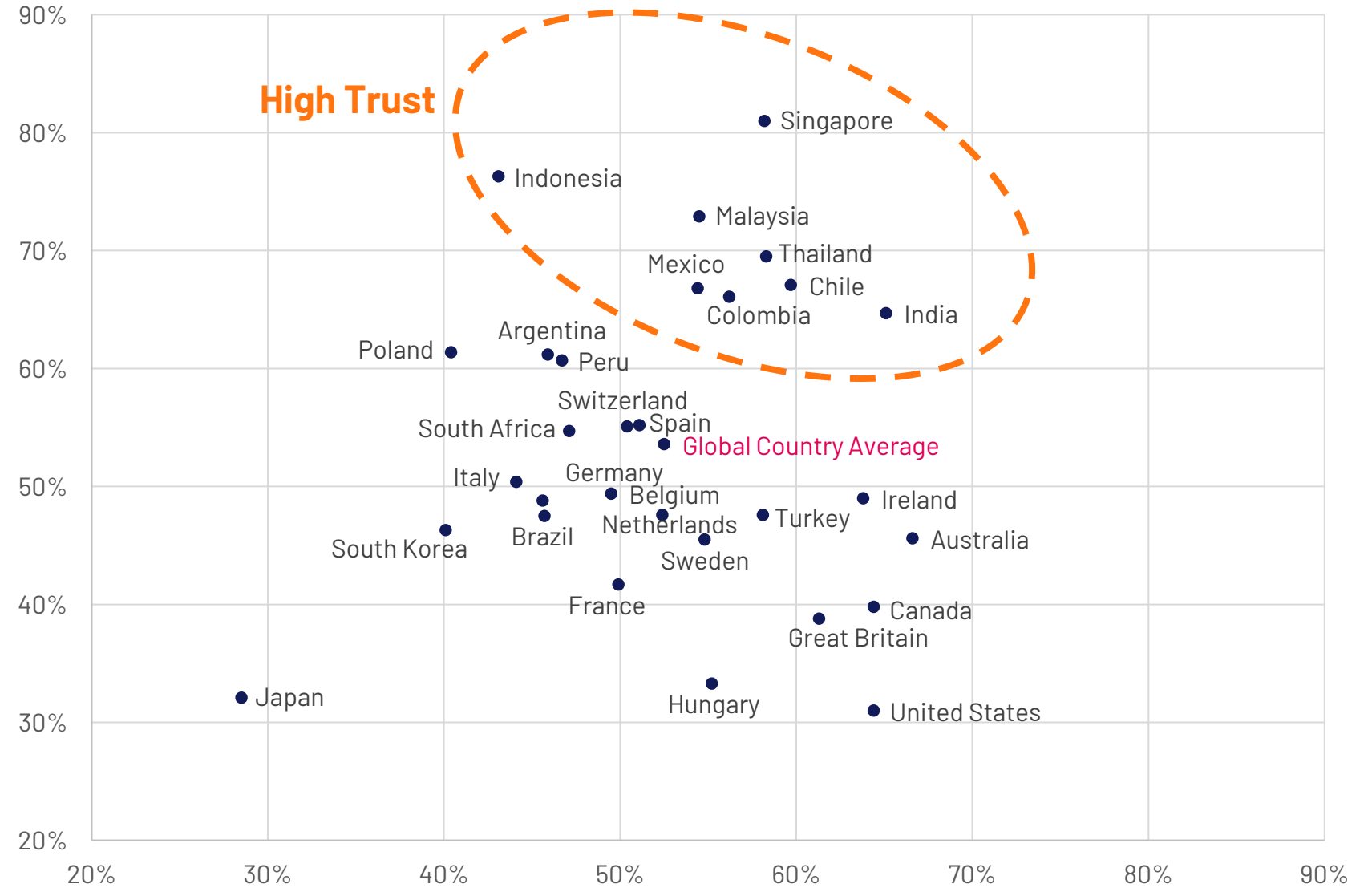
■ I trust people not to discriminate or show bias towards any group of people
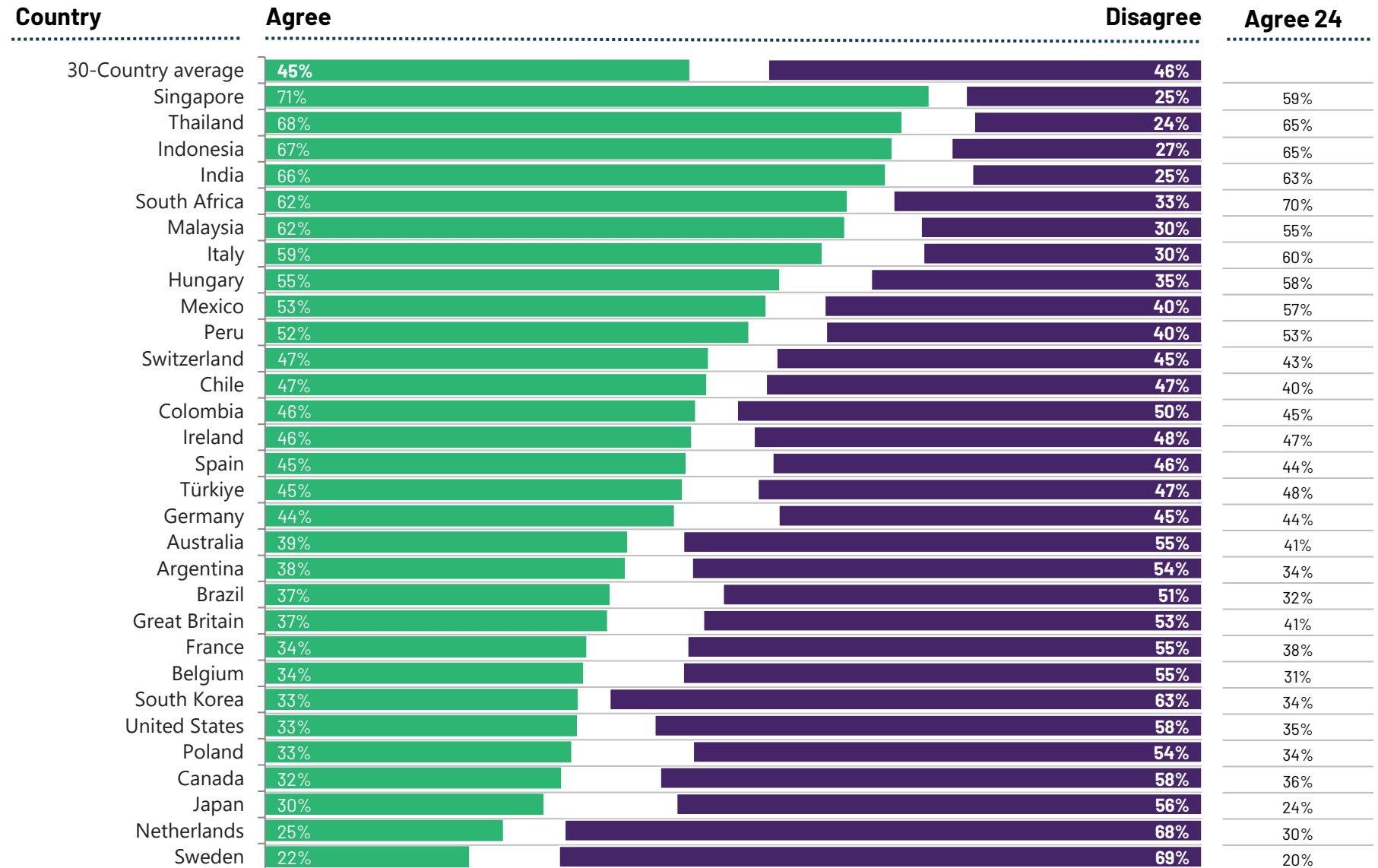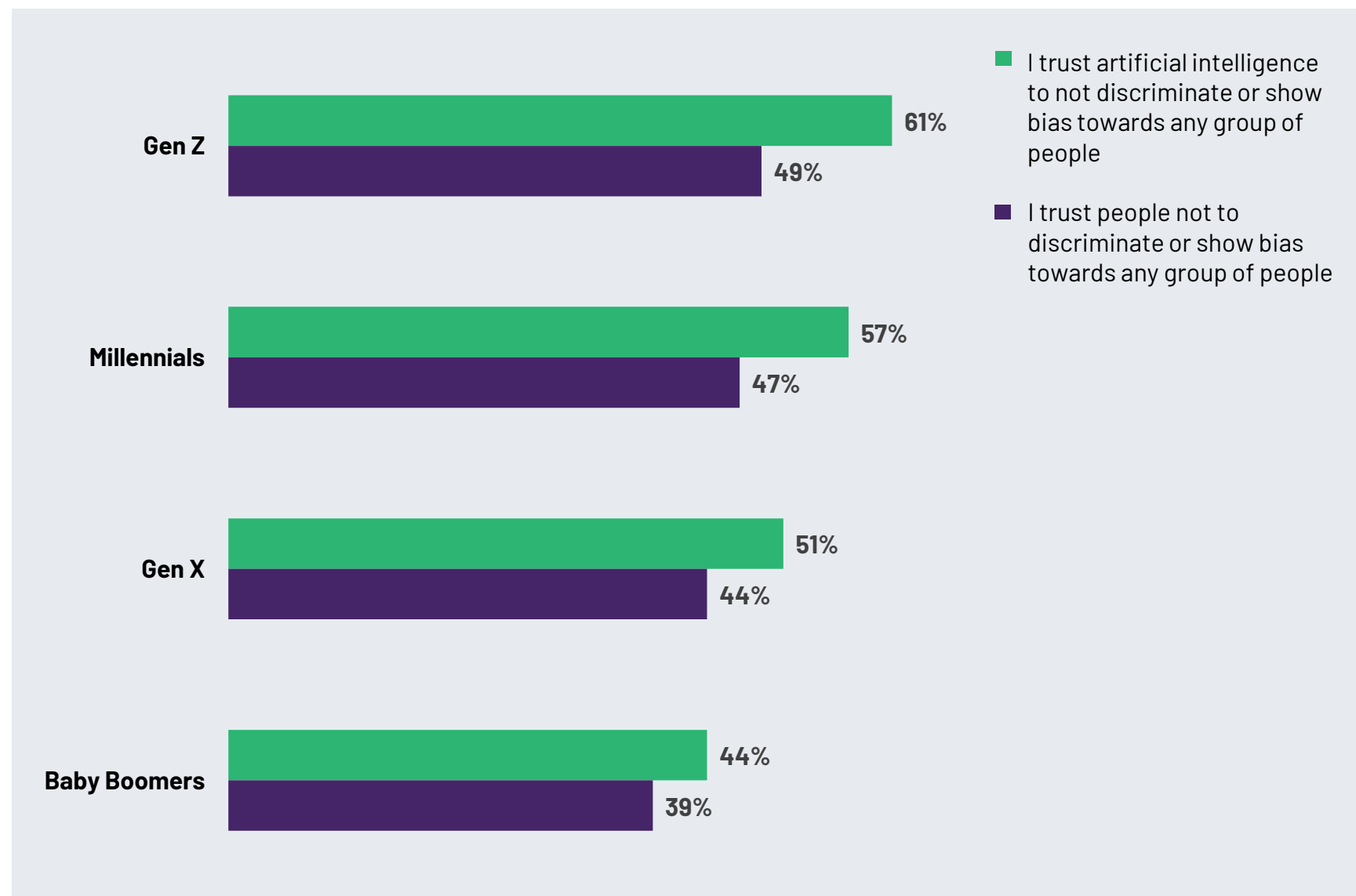
How much do you agree or disagree with the following?
Products and services using artificial intelligence should have to disclose that use

Country	Agree	Disagree
30-country average	79%	14%
Indonesia	91%	8%
Australia	85%	11%
South Korea	85%	13%
Netherlands	84%	11%
Singapore	83%	14%
Chile	83%	13%
Thailand	83%	12%
Great Britain	82%	11%
Poland	82%	12%
Hungary	82%	14%
Canada	81%	12%
France	81%	12%
Peru	80%	14%
Colombia	80%	15%
Malaysia	80%	13%
Mexico	80%	16%
Belgium	80%	14%
United States	79%	13%
Germany	79%	14%
Türkiye	79%	15%
Ireland	78%	15%
Argentina	78%	14%
Italy	77%	16%
Switzerland	77%	18%
Sweden	76%	13%
South Africa	76%	18%
Spain	72%	20%
Brazil	72%	16%
India	67%	23%
Japan	66%	21%

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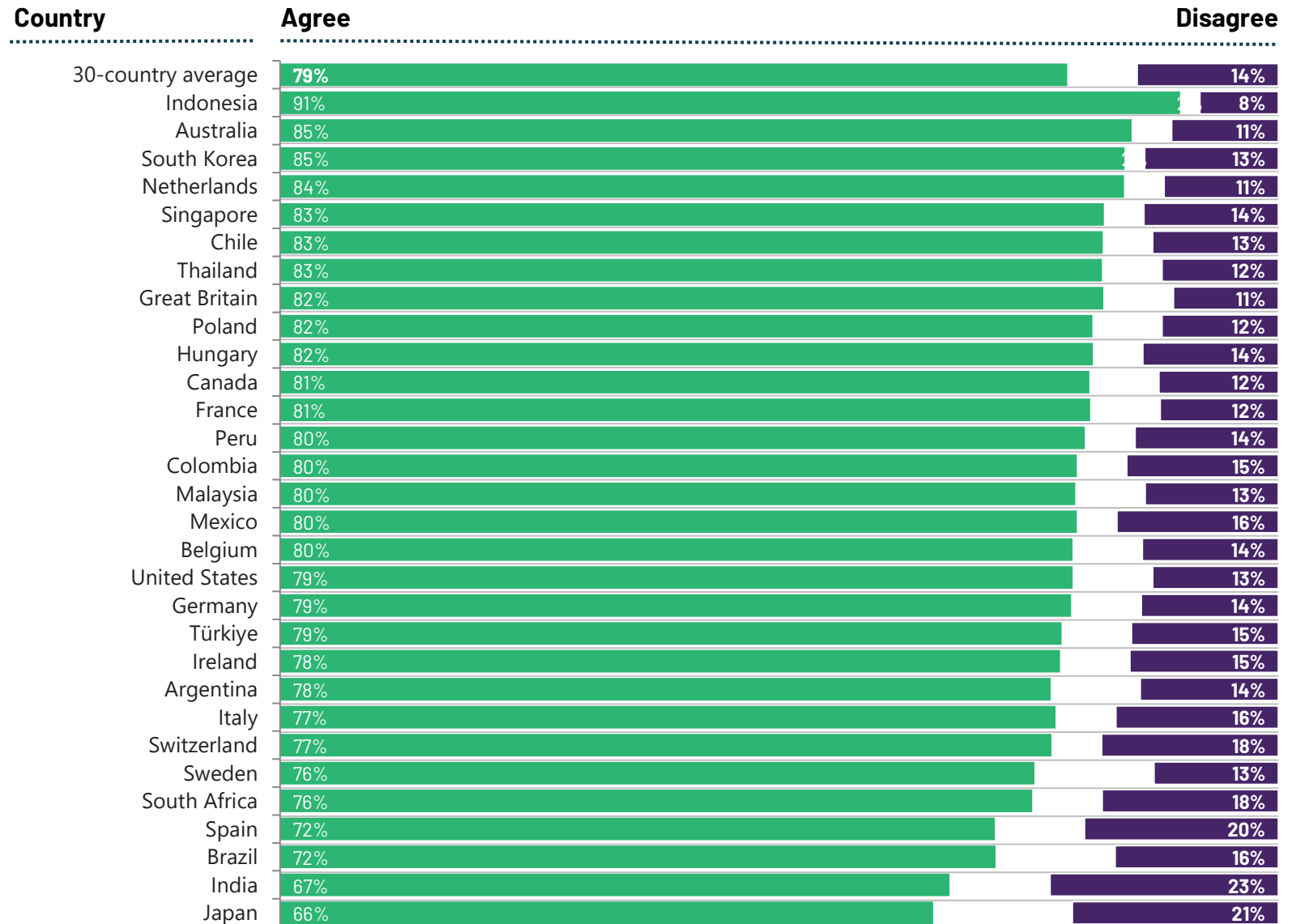
How much do you agree or disagree with the following?
**I trust the government of …
to regulate AI responsibly**

Country	Agree	Disagree
30-country average	54%	37%
Singapore	81%	14%
Indonesia	76%	18%
Malaysia	73%	19%
Thailand	70%	20%
Chile	67%	27%
Mexico	67%	26%
Colombia	66%	26%
India	65%	25%
Poland	61%	28%
Argentina	61%	29%
Peru	61%	30%
Spain	55%	33%
Switzerland	55%	37%
South Africa	55%	38%
Italy	50%	41%
Belgium	49%	40%
Ireland	49%	43%
Germany	49%	42%
Netherlands	48%	44%
Türkiye	48%	43%
Brazil	48%	40%
South Korea	46%	47%
Australia	46%	46%
Sweden	46%	45%
France	42%	49%
Canada	40%	48%
Great Britain	39%	48%
Hungary	33%	59%
Japan	32%	51%
United States	31%	58%

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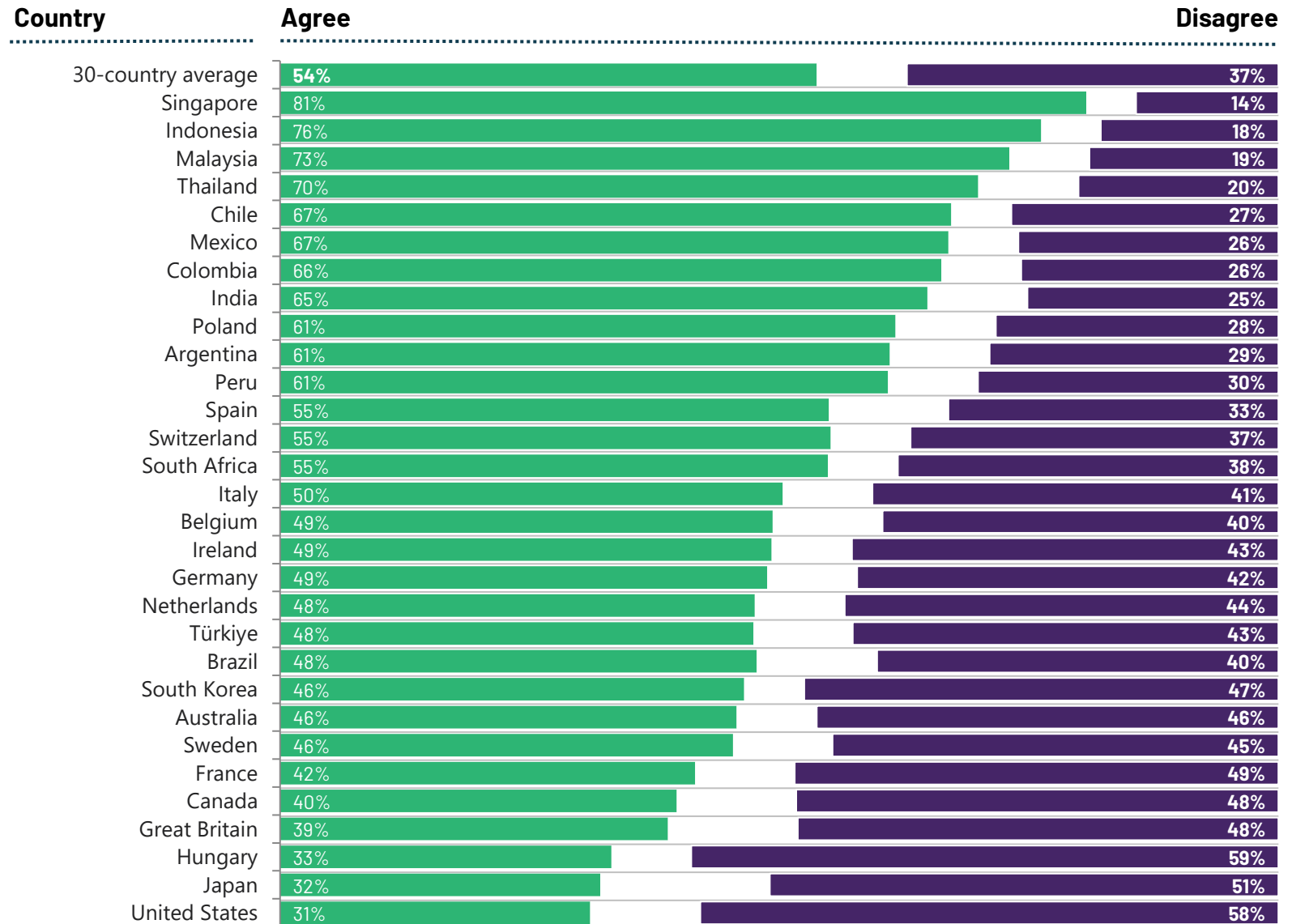
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same? **Enhancing product images**

Country	Trust	Distrust
Global Country Average	34%	27%
Thailand	70%	9%
Indonesia	70%	10%
Malaysia	56%	9%
South Africa	54%	20%
Peru	49%	18%
India	47%	21%
Mexico	45%	20%
Türkiye	45%	18%
Singapore	45%	19%
Colombia	42%	27%
Argentina	37%	21%
Brazil	36%	20%
Chile	35%	26%
South Korea	34%	20%
Spain	29%	26%
Hungary	28%	26%
Switzerland	27%	32%
Germany	26%	30%
Ireland	25%	42%
Japan	24%	16%
Italy	24%	32%
Sweden	22%	38%
United States	22%	38%
France	21%	40%
Great Britain	20%	44%
Poland	20%	34%
Australia	20%	49%
Netherlands	20%	35%
Belgium	20%	36%
Canada	17%	44%

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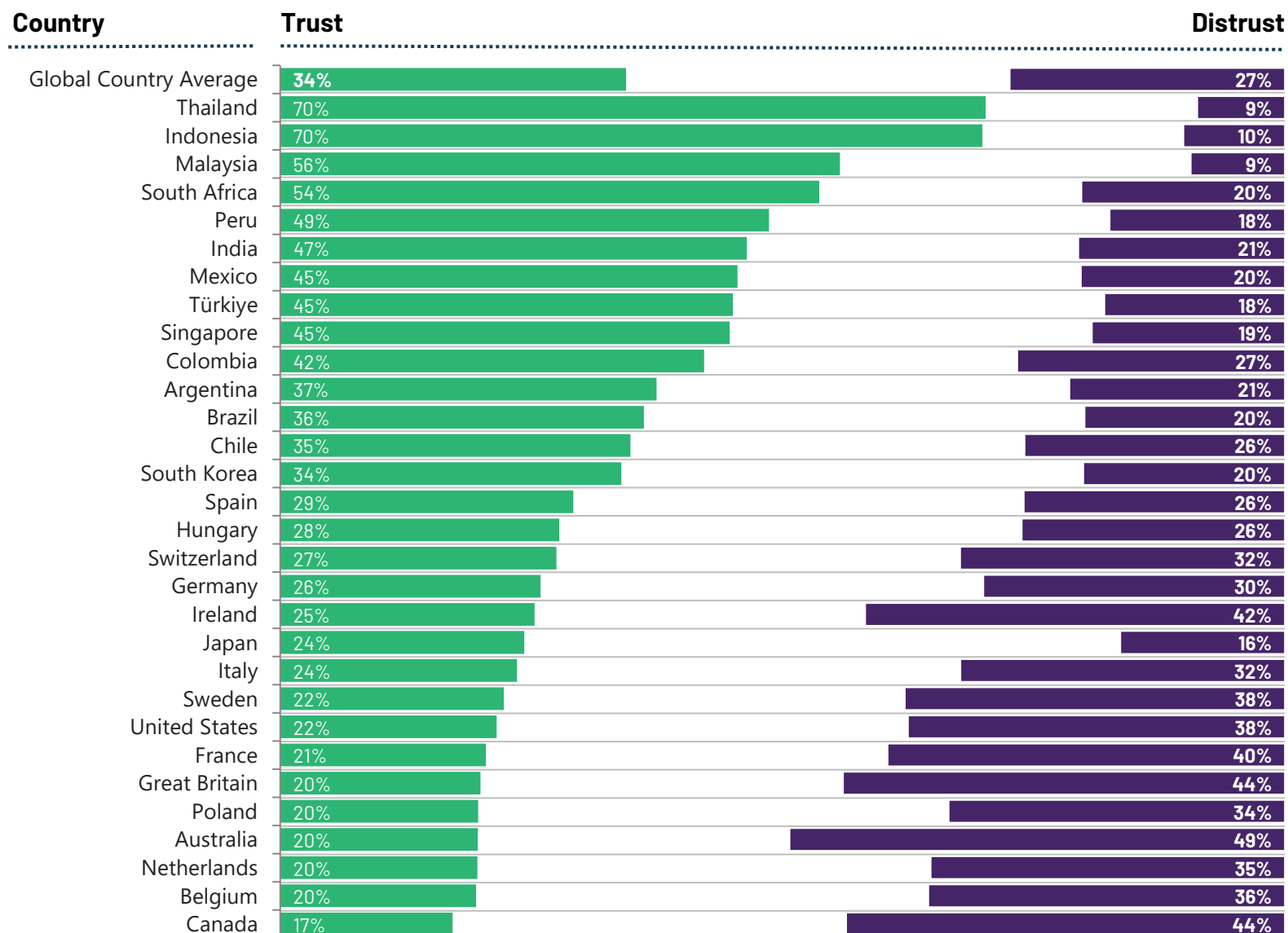
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same? **Writing product descriptions or instructions**

Country	Trust	Distrust
Global Country Average	33%	25%
Indonesia	73%	7%
Thailand	66%	10%
South Africa	54%	17%
Malaysia	48%	12%
Türkiye	46%	15%
Singapore	45%	16%
India	44%	22%
Mexico	44%	18%
Peru	43%	19%
South Korea	39%	16%
Colombia	38%	26%
Brazil	38%	20%
Argentina	35%	23%
Chile	33%	22%
Hungary	27%	25%
Japan	26%	14%
Spain	26%	26%
Switzerland	26%	30%
Italy	25%	25%
United States	24%	29%
Ireland	24%	38%
Germany	23%	29%
Sweden	23%	36%
Australia	22%	37%
France	20%	36%
Belgium	20%	34%
Poland	19%	32%
Great Britain	18%	37%
Netherlands	17%	34%
Canada	16%	35%

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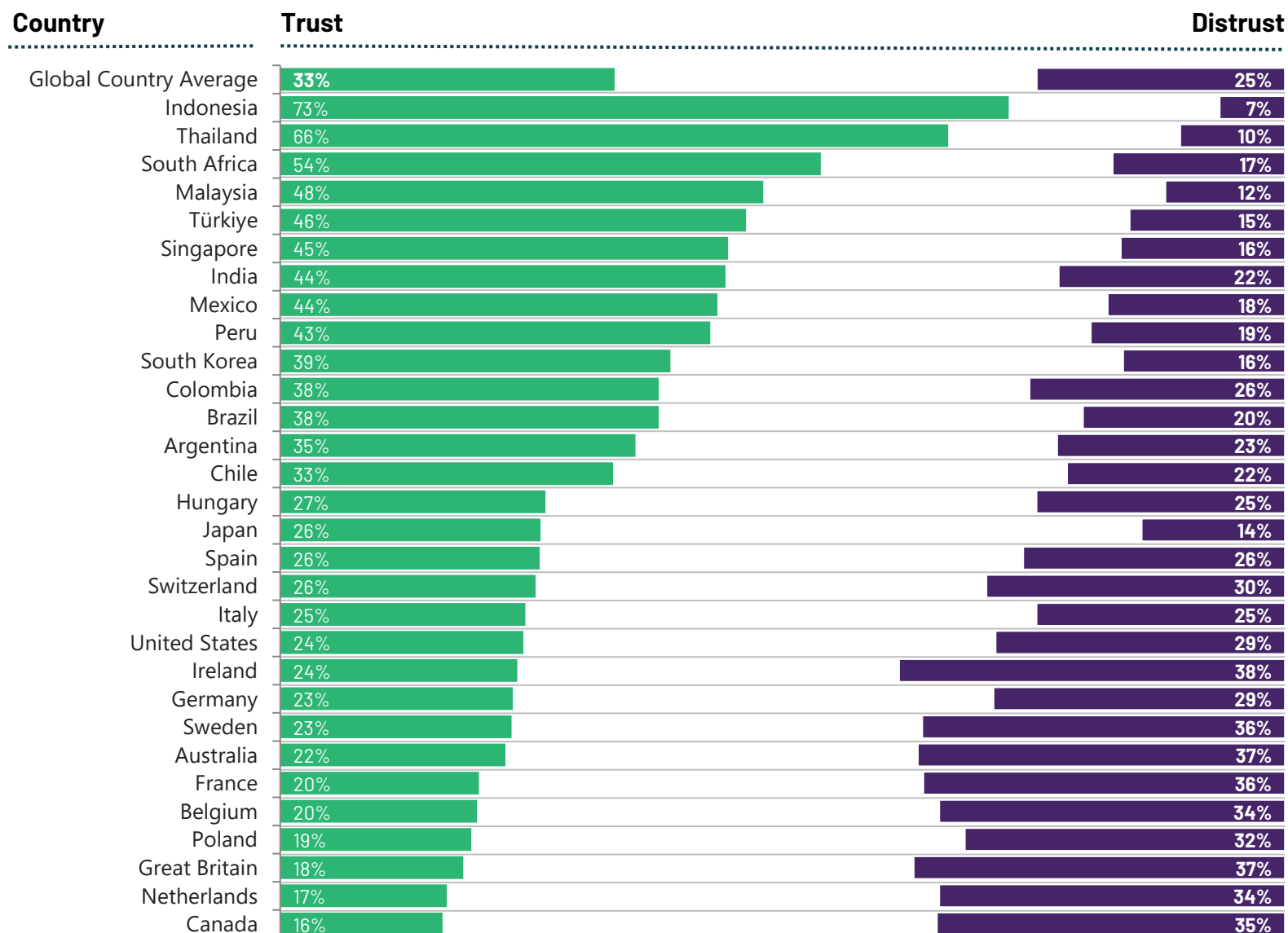
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?
Creating images or video used in advertising

Country	Trust	Distrust
Global Country Average	30%	31%
Indonesia	72%	11%
Thailand	72%	8%
South Africa	50%	20%
Malaysia	50%	14%
India	44%	23%
Peru	43%	24%
Türkiye	43%	19%
Singapore	39%	24%
Mexico	38%	27%
Brazil	35%	26%
Colombia	33%	34%
South Korea	30%	25%
Argentina	29%	34%
Chile	29%	34%
Spain	24%	32%
Ireland	23%	40%
Switzerland	23%	37%
Germany	22%	36%
Hungary	22%	33%
Italy	21%	35%
Japan	21%	20%
Great Britain	19%	44%
United States	19%	38%
Sweden	17%	44%
Poland	17%	36%
Australia	17%	48%
Netherlands	16%	44%
France	16%	46%
Belgium	15%	41%
Canada	15%	45%

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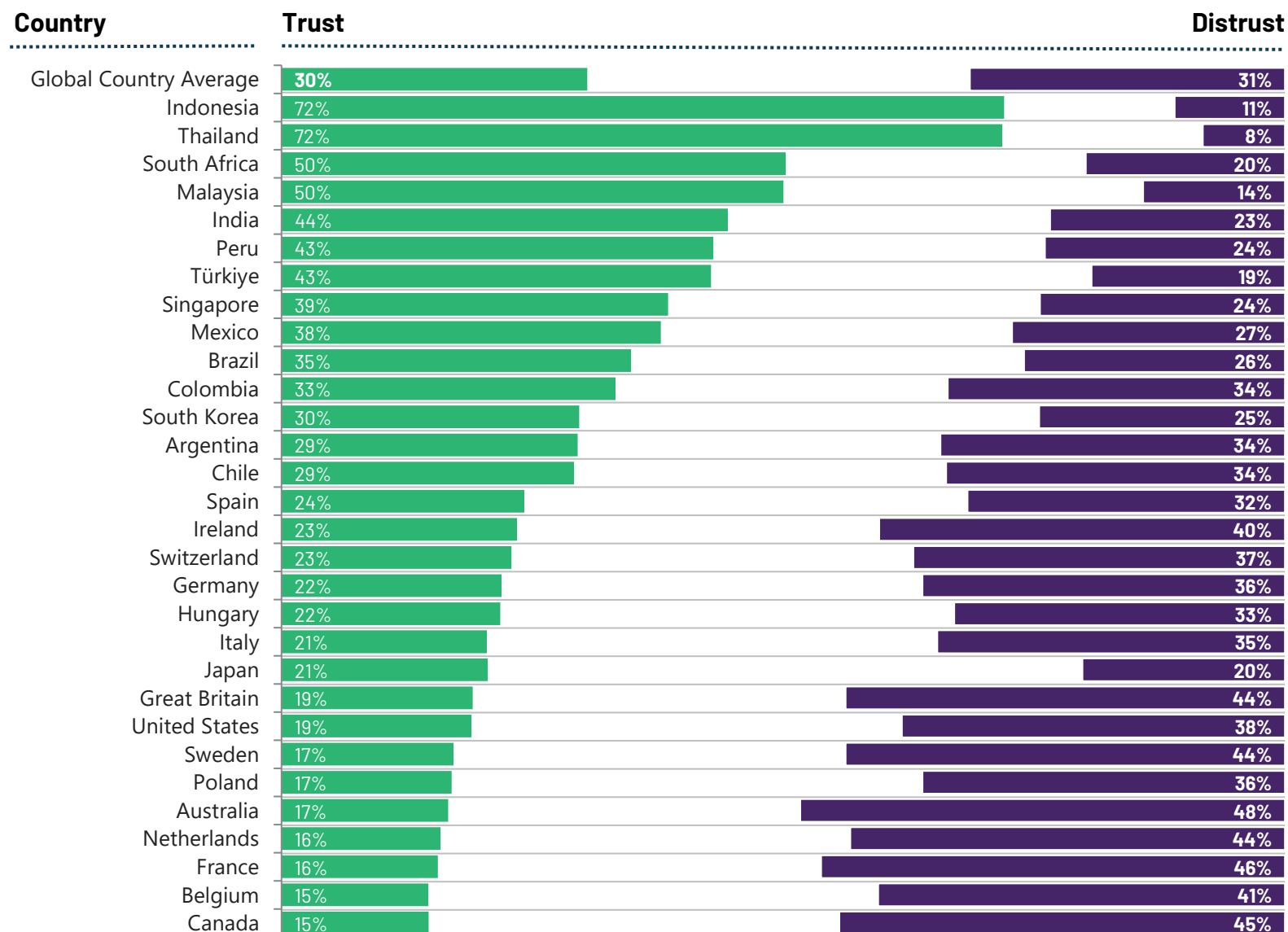
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?
Writing product reviews

Country	Trust	Distrust
30-country average	29%	35%
Indonesia	69%	14%
Thailand	65%	9%
Malaysia	50%	12%
Türkiye	46%	16%
South Africa	45%	31%
India	45%	23%
Peru	42%	20%
Mexico	39%	27%
Singapore	37%	27%
Colombia	35%	32%
Chile	35%	30%
Brazil	34%	21%
Argentina	29%	32%
South Korea	24%	36%
Hungary	24%	37%
Spain	23%	36%
Switzerland	23%	38%
Ireland	21%	49%
Italy	19%	42%
Japan	19%	24%
United States	18%	47%
Germany	18%	43%
Poland	17%	44%
Great Britain	16%	50%
Australia	15%	55%
France	15%	51%
Netherlands	15%	51%
Belgium	14%	49%
Sweden	13%	54%
Canada	12%	53%

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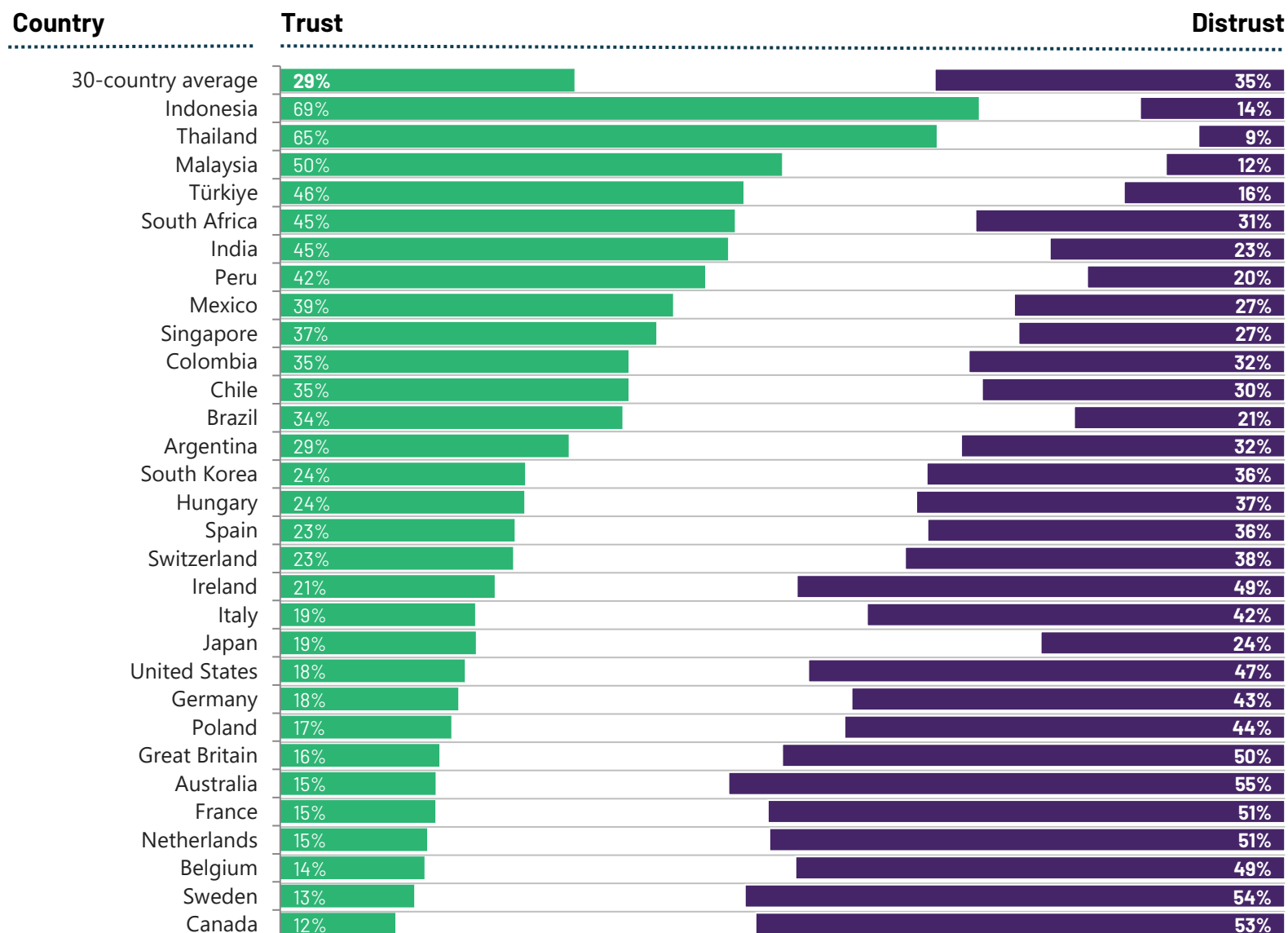
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.
Online news articles or websites

Country	Prefer human-driven	Prefer AI-driven
30-country average	70%	19%
Netherlands	83%	8%
Canada	80%	8%
Australia	80%	12%
Sweden	79%	10%
Colombia	79%	16%
Great Britain	78%	11%
Chile	77%	17%
Ireland	74%	17%
Spain	74%	16%
Germany	73%	12%
Poland	73%	12%
Belgium	73%	12%
Mexico	72%	23%
United States	72%	15%
France	71%	13%
Italy	71%	18%
Switzerland	71%	17%
Singapore	70%	22%
Peru	70%	23%
Argentina	69%	21%
South Africa	68%	26%
Brazil	67%	18%
Malaysia	67%	25%
Hungary	67%	19%
Thailand	63%	32%
South Korea	63%	25%
Indonesia	61%	37%
Türkiye	57%	32%
Japan	54%	18%
India	46%	40%
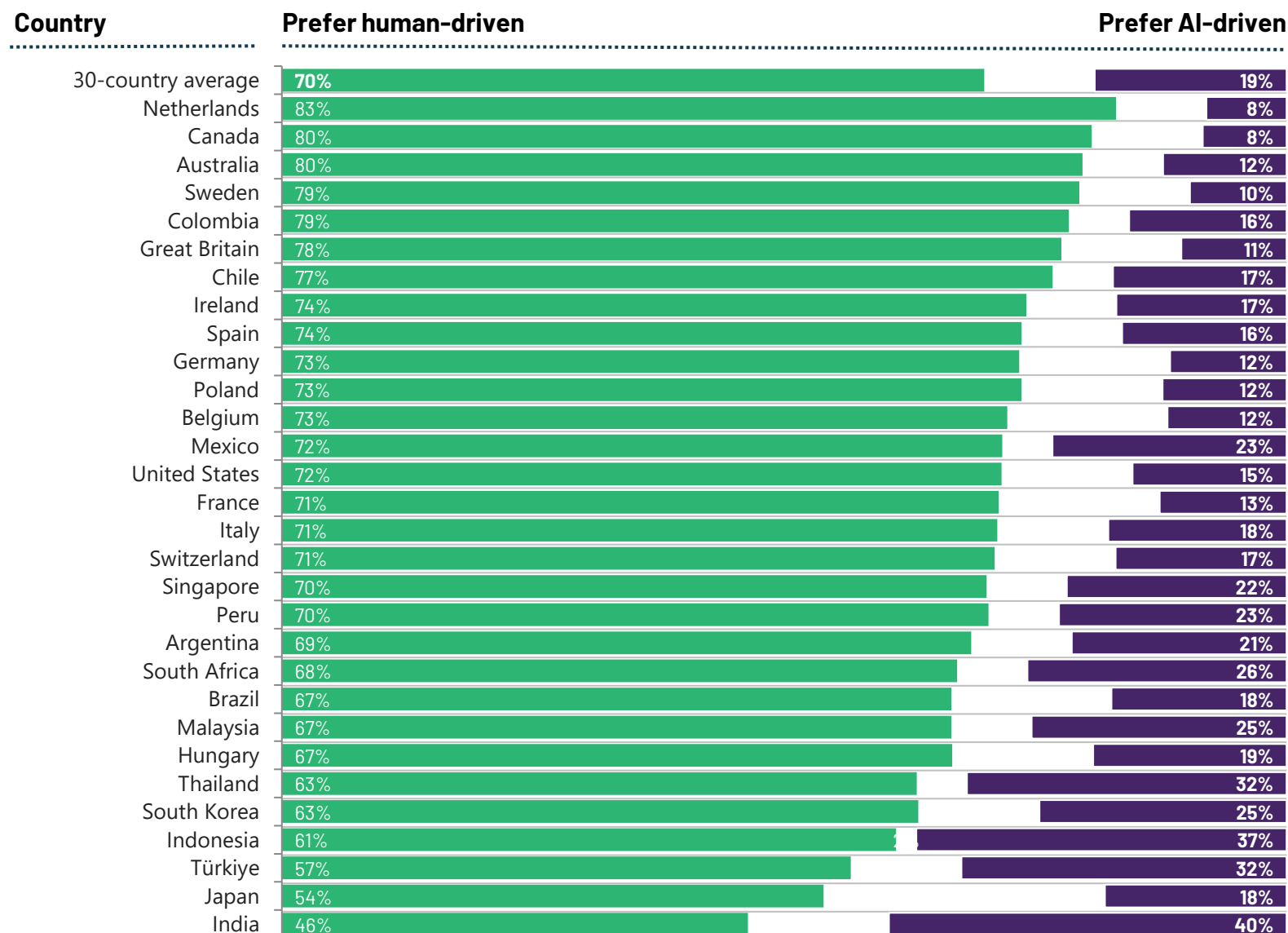
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Customer marketing websites

Country	Prefer human-driven	Prefer AI-driven
30-country average	60%	25%
Australia	69%	16%
Canada	69%	12%
Chile	67%	26%
Netherlands	66%	14%
Sweden	65%	16%
Great Britain	65%	16%
Colombia	65%	29%
Ireland	65%	22%
Mexico	63%	31%
Spain	62%	23%
Thailand	62%	33%
United States	62%	20%
Brazil	61%	21%
Switzerland	61%	23%
Argentina	60%	28%
Germany	60%	19%
Belgium	60%	17%
France	59%	16%
South Korea	59%	26%
South Africa	59%	35%
Hungary	59%	23%
Poland	59%	20%
Singapore	59%	30%
Italy	58%	27%
Peru	58%	34%
Malaysia	54%	36%
Indonesia	52%	44%
Türkiye	47%	41%
India	47%	39%
Japan	45%	22%

Ipsos

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.

Photojournalism, or pictures for a news story

Country	Prefer human-driven	Prefer AI-driven
30-country average	71%	18%
Netherlands	83%	7%
Colombia	82%	14%
Australia	80%	11%
Canada	80%	8%
Sweden	79%	9%
Chile	79%	16%
Mexico	78%	20%
Argentina	77%	14%
France	77%	10%
Ireland	77%	15%
Switzerland	76%	12%
Great Britain	75%	13%
Belgium	74%	11%
United States	74%	12%
Germany	73%	12%
Poland	72%	13%
Spain	71%	18%
Peru	70%	22%
Italy	69%	20%
South Korea	68%	21%
Indonesia	68%	29%
Malaysia	68%	25%
Singapore	68%	24%
Brazil	68%	17%
Hungary	68%	20%
South Africa	67%	27%
Thailand	67%	28%
Türkiye	56%	33%
Japan	53%	17%
India	45%	41%
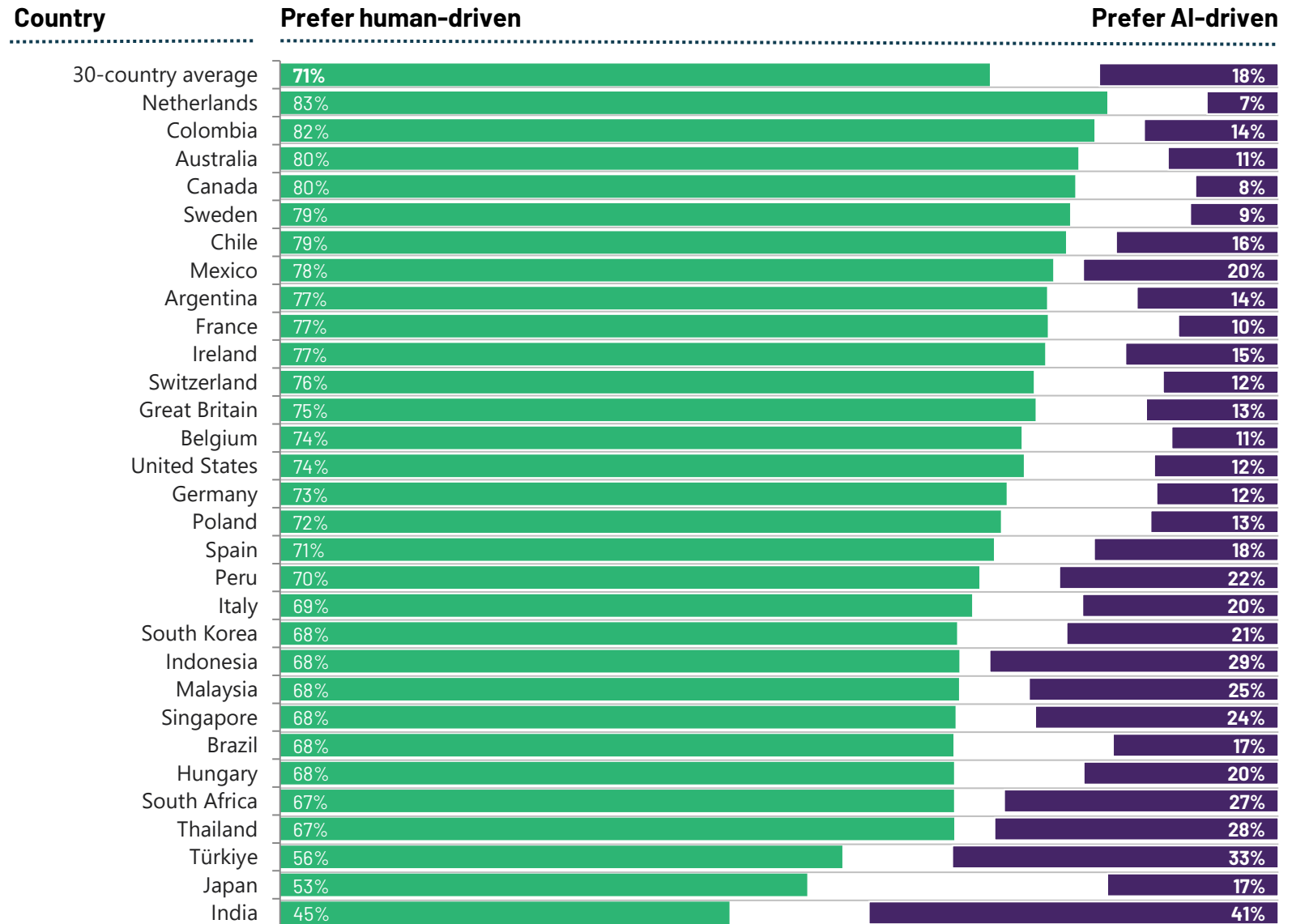
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Movies for streaming networks or theatrical release

Country	Prefer human-driven	Prefer AI-driven
30-country average	67%	21%
Mexico	75%	21%
France	75%	10%
Canada	75%	11%
Colombia	74%	21%
Australia	74%	15%
Ireland	72%	19%
Chile	72%	21%
Argentina	70%	22%
Great Britain	70%	14%
Netherlands	70%	14%
Sweden	70%	14%
United States	70%	14%
Spain	69%	20%
Indonesia	69%	29%
Switzerland	68%	17%
Italy	67%	21%
Poland	67%	16%
Brazil	67%	16%
Peru	67%	27%
South Korea	67%	21%
Malaysia	66%	26%
Belgium	65%	15%
Germany	65%	16%
South Africa	62%	31%
Hungary	62%	21%
Singapore	61%	30%
Thailand	58%	37%
Japan	52%	16%
Türkiye	50%	38%
India	48%	38%

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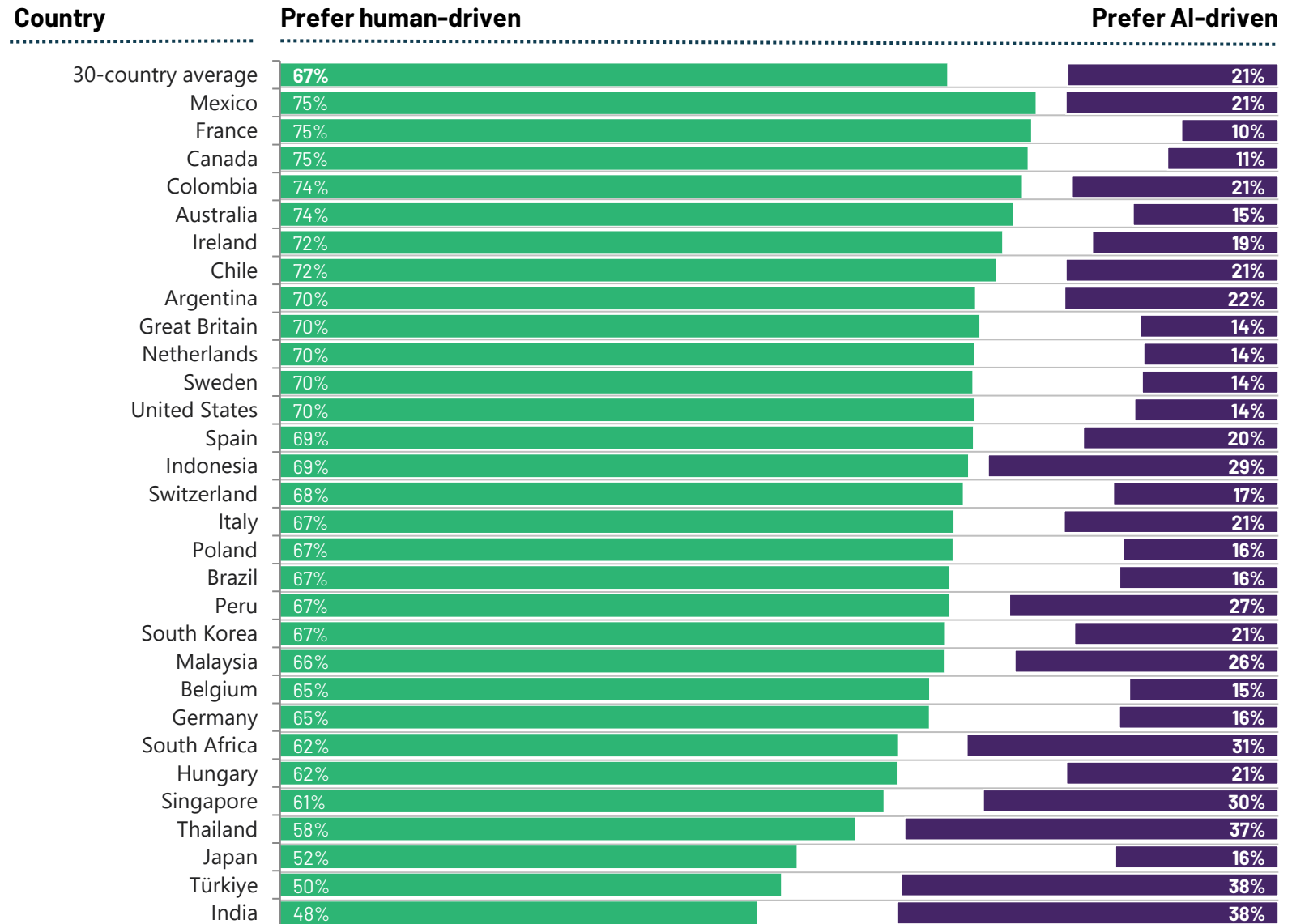
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

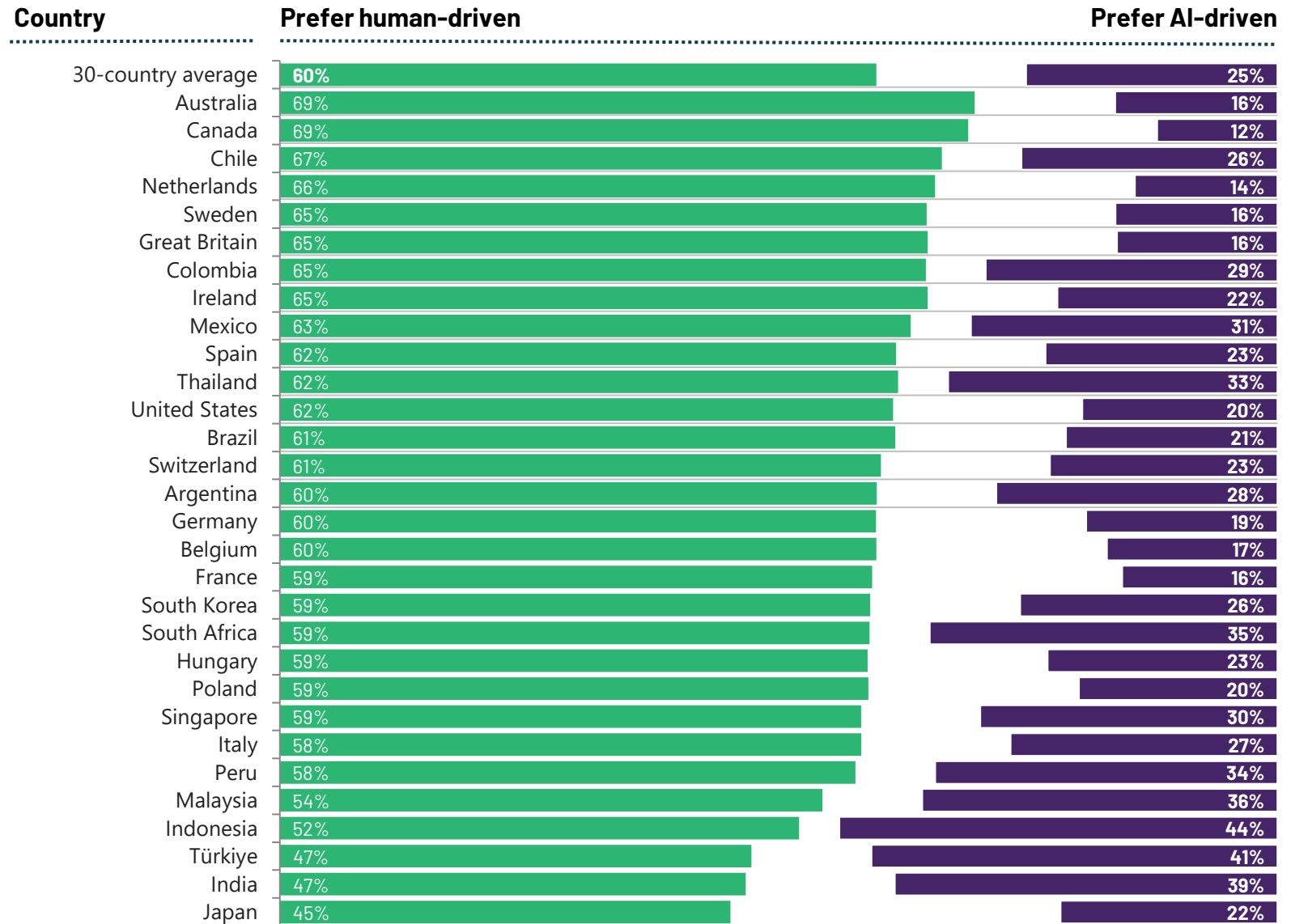**Advertising, such as TV ads or video ads on social platforms such as YouTube or TikTok**

Country	Prefer human-driven	Prefer AI-driven
30-country average	62%	24%
Canada	73%	10%
Australia	72%	15%
Colombia	69%	26%
Mexico	68%	27%
Netherlands	68%	12%
Ireland	67%	22%
South Africa	65%	29%
United States	64%	18%
Chile	64%	28%
Switzerland	64%	18%
South Korea	64%	23%
Great Britain	64%	15%
Spain	64%	22%
Indonesia	63%	34%
France	63%	14%
Sweden	63%	15%
Brazil	62%	22%
Belgium	62%	15%
Malaysia	62%	31%
Germany	61%	17%
Singapore	61%	28%
Italy	61%	23%
Argentina	61%	29%
Hungary	59%	23%
Peru	58%	35%
Poland	58%	20%
Thailand	55%	41%
Japan	48%	19%
Türkiye	48%	41%
India	47%	40%

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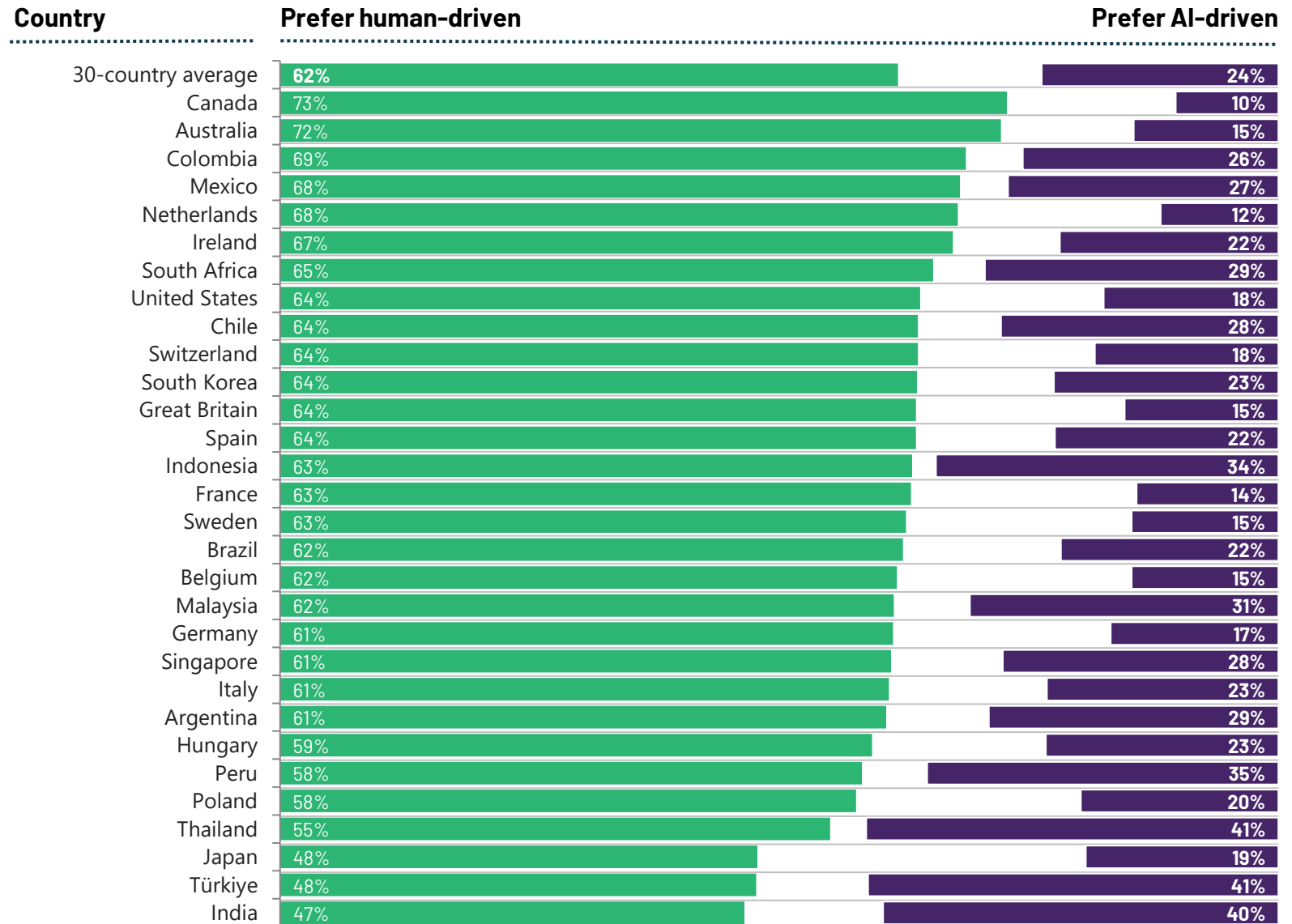
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Screening job applicants

Country	Likely	Not likely
30-country average	69%	20%
South Africa	82%	12%
Thailand	80%	16%
Peru	78%	15%
Colombia	78%	19%
Australia	76%	15%
Chile	75%	18%
Malaysia	75%	19%
Singapore	74%	20%
Indonesia	73%	25%
Great Britain	73%	13%
Argentina	73%	18%
Sweden	73%	17%
Mexico	72%	23%
Türkiye	72%	19%
Hungary	71%	18%
Canada	71%	16%
Ireland	70%	20%
Brazil	69%	17%
United States	69%	18%
Netherlands	67%	22%
Spain	65%	23%
Poland	64%	22%
Germany	63%	22%
Switzerland	63%	25%
India	63%	26%
South Korea	61%	28%
Italy	57%	27%
Belgium	55%	27%
France	55%	28%
Japan	55%	19%
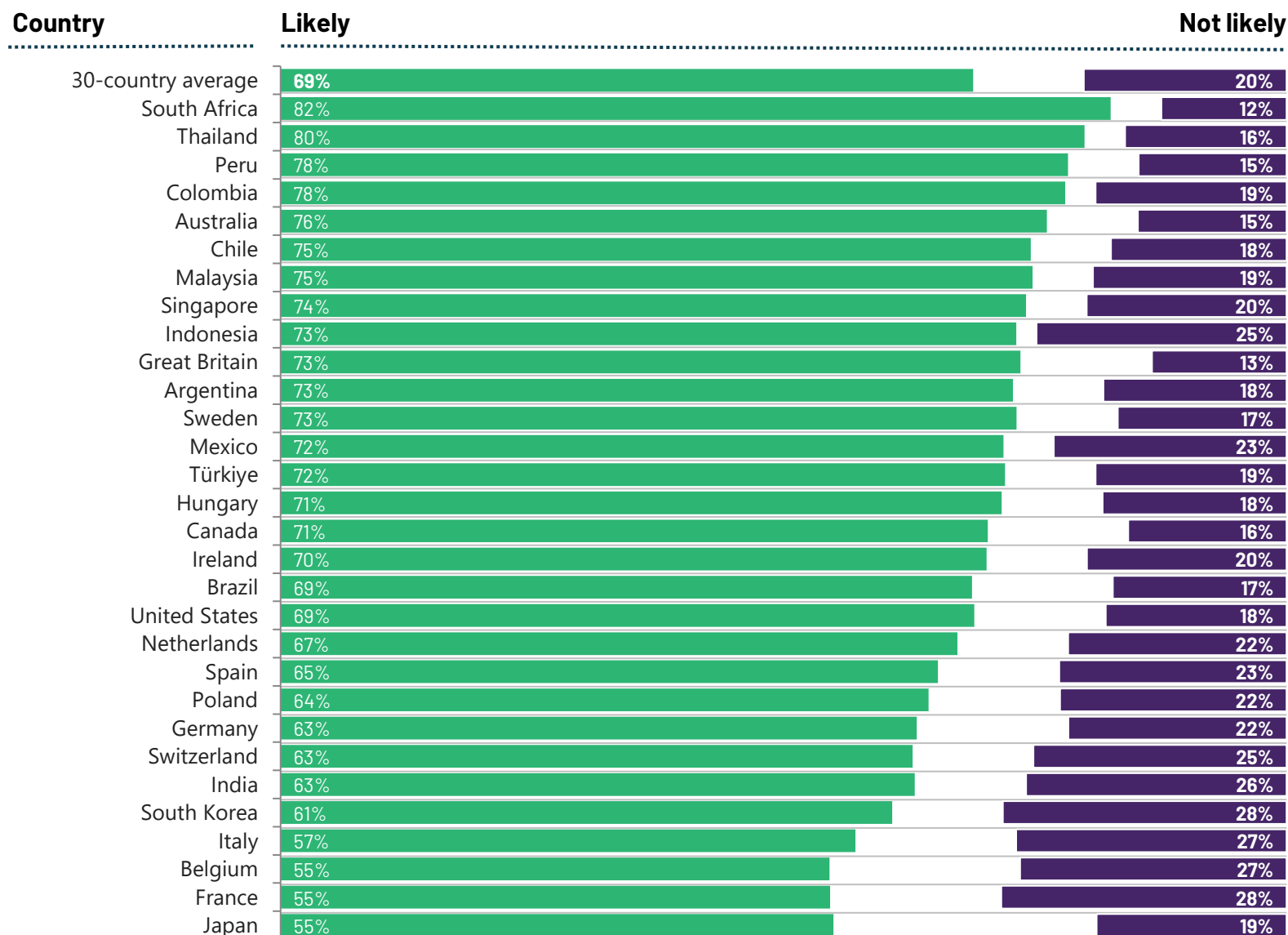
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?
Writing scripts for movies or TV shows

Country	Likely	Not likely
30-country average	67%	22%
Indonesia	79%	20%
Colombia	78%	18%
Malaysia	77%	17%
Thailand	77%	18%
Peru	76%	17%
Chile	74%	18%
Singapore	73%	23%
Türkiye	73%	20%
Netherlands	70%	20%
South Africa	70%	24%
Argentina	69%	22%
Australia	69%	22%
Mexico	69%	27%
Brazil	68%	18%
Hungary	68%	20%
India	65%	24%
Switzerland	65%	26%
Spain	65%	24%
Italy	64%	22%
Canada	63%	22%
Poland	63%	24%
Great Britain	63%	22%
Ireland	62%	28%
Belgium	62%	24%
South Korea	62%	30%
Germany	61%	24%
France	60%	26%
United States	60%	25%
Sweden	58%	29%
Japan	58%	19%

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

Country	Likely	Not likely
30-country average	58%	29%
Indonesia	81%	17%
Thailand	79%	14%
Mexico	73%	21%
Malaysia	73%	22%
Colombia	72%	22%
Peru	71%	21%
Singapore	68%	24%
Chile	67%	23%
Türkiye	66%	22%
South Africa	64%	29%
Brazil	63%	21%
India	62%	27%
Argentina	62%	27%
South Korea	59%	30%
Spain	57%	29%
Ireland	52%	34%
Italy	51%	33%
Poland	50%	33%
Australia	49%	36%
Great Britain	49%	29%
Switzerland	49%	37%
United States	48%	34%
Hungary	47%	41%
Germany	47%	34%
Japan	47%	24%
Belgium	46%	34%
Canada	46%	34%
France	44%	36%
Netherlands	44%	38%
Sweden	43%	37%

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

Country	Likely	Not likely
30-country average	71%	18%
Thailand	82%	12%
Colombia	81%	15%
Indonesia	79%	17%
Peru	79%	14%
Türkiye	77%	14%
Hungary	77%	15%
Argentina	76%	15%
Chile	76%	19%
Mexico	75%	20%
South Africa	75%	18%
Malaysia	74%	20%
Australia	74%	16%
Singapore	74%	21%
Poland	72%	15%
South Korea	72%	20%
Spain	70%	18%
Canada	69%	16%
Ireland	69%	20%
Brazil	68%	19%
Netherlands	67%	21%
Sweden	67%	19%
United States	67%	18%
Switzerland	67%	22%
Italy	67%	20%
Great Britain	67%	16%
India	65%	24%
Germany	65%	21%
France	62%	23%
Belgium	61%	23%
Japan	54%	20%

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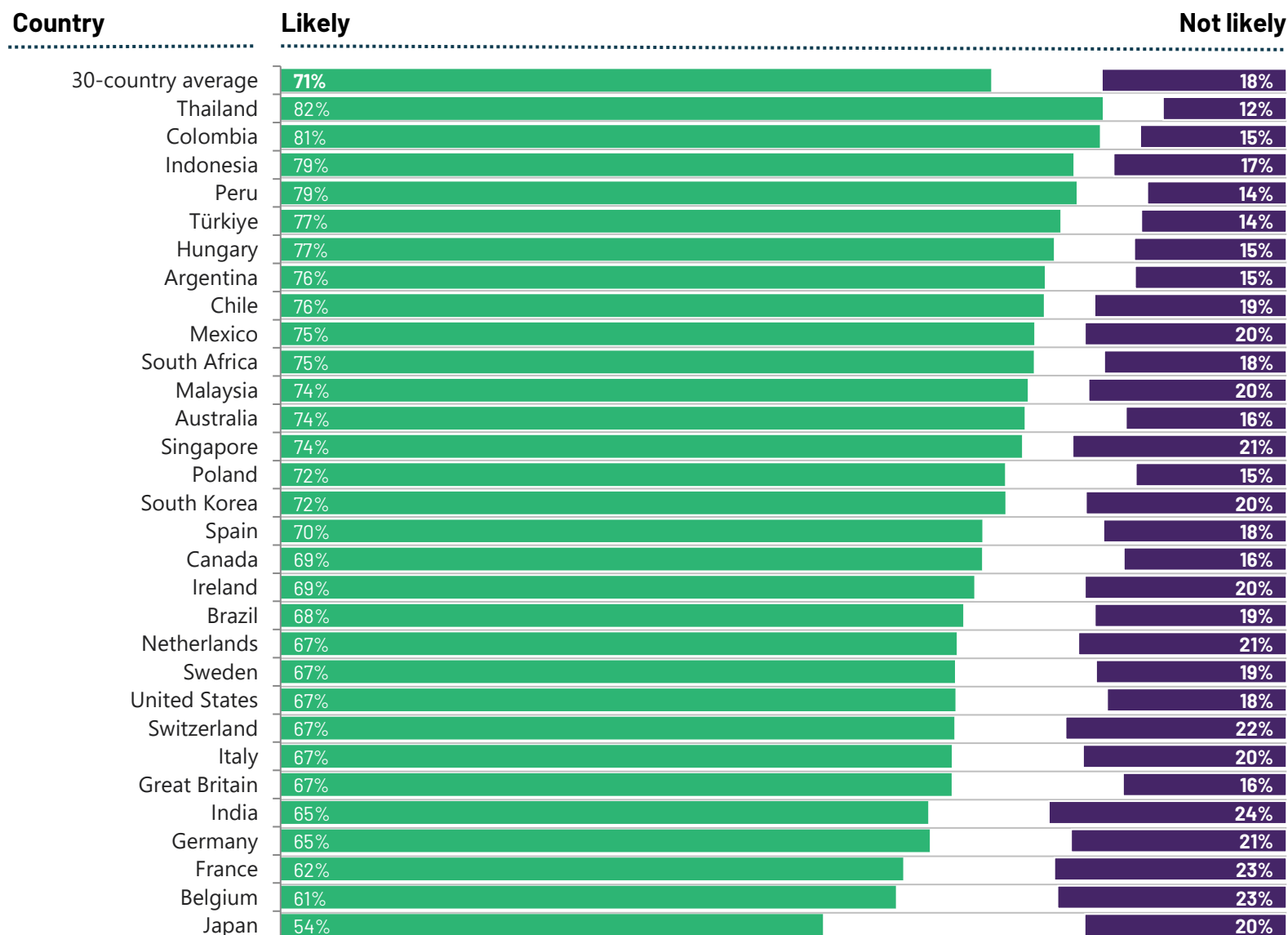
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Assisting with order taking at restaurants

Country	Likely	Not likely
30-country average	73%	17%
Thailand	88%	8%
Malaysia	85%	11%
Indonesia	84%	14%
Peru	83%	11%
Mexico	81%	15%
Chile	80%	13%
Colombia	80%	15%
South Korea	80%	14%
Singapore	78%	17%
South Africa	78%	18%
Argentina	78%	12%
Australia	78%	13%
Türkiye	76%	15%
Brazil	70%	15%
Ireland	70%	19%
Poland	70%	18%
Canada	69%	18%
Sweden	69%	20%
Hungary	69%	22%
Netherlands	69%	21%
Italy	68%	18%
Great Britain	68%	16%
United States	67%	18%
Spain	67%	21%
Germany	66%	20%
Japan	64%	17%
India	63%	25%
Switzerland	63%	27%
Belgium	60%	26%
France	59%	26%

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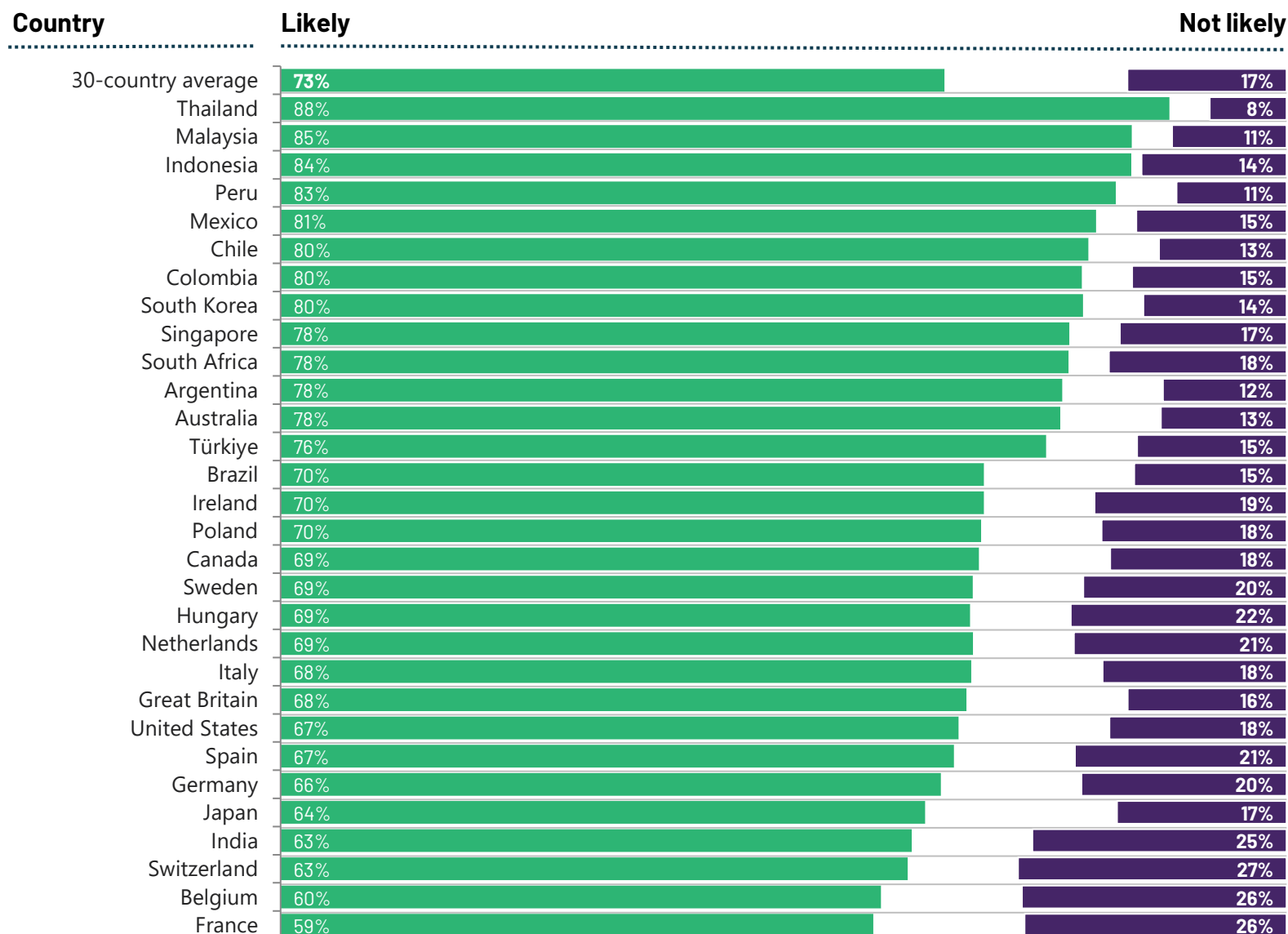
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

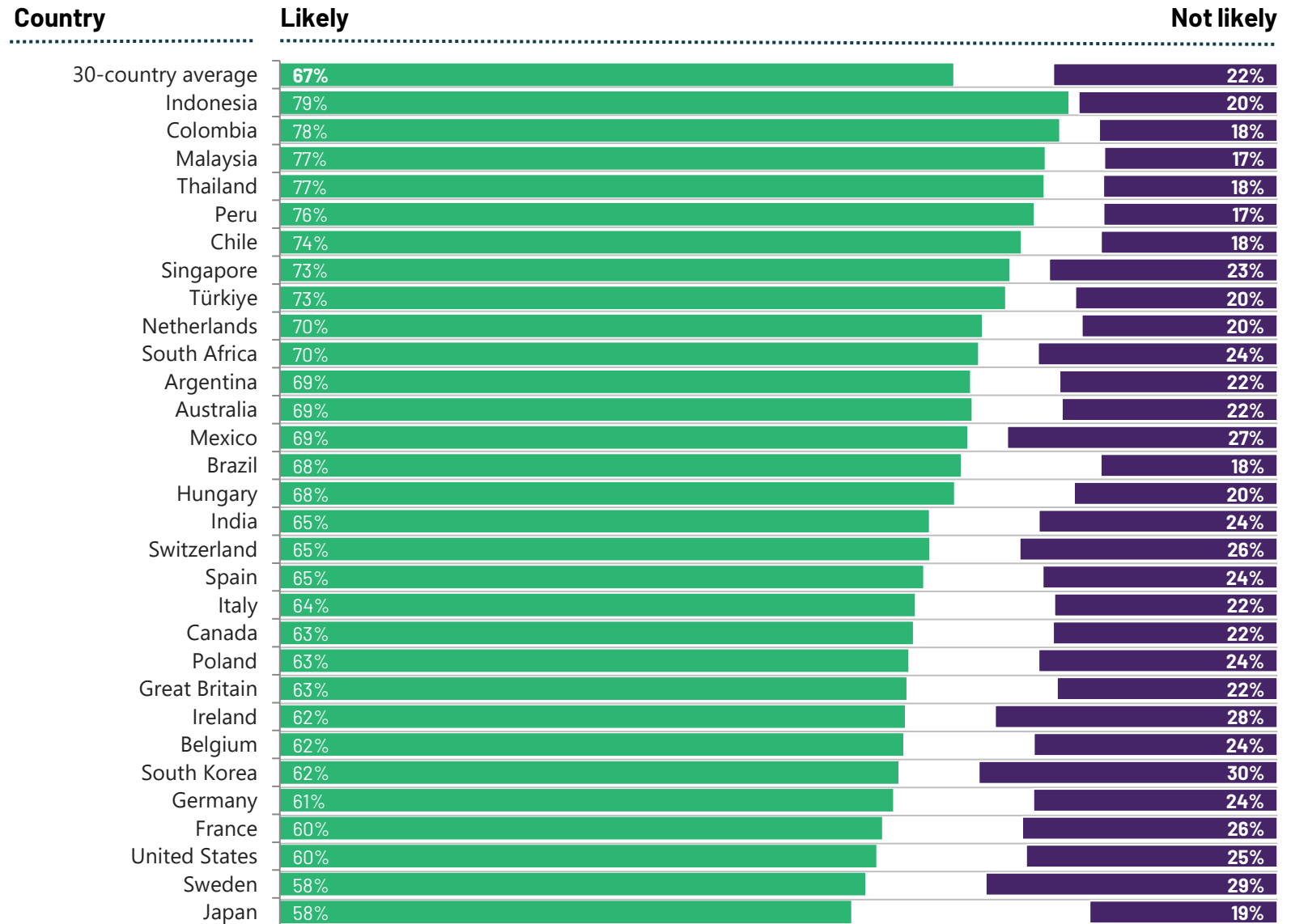**Writing news stories and articles for publication**

Country	Likely	Not likely
30-country average	70%	20%
Indonesia	82%	16%
Mexico	79%	17%
Thailand	79%	16%
Peru	79%	16%
Colombia	78%	18%
Chile	77%	17%
Malaysia	76%	19%
Argentina	75%	18%
Singapore	74%	21%
Australia	72%	19%
Türkiye	72%	19%
South Africa	71%	24%
South Korea	70%	22%
Italy	70%	18%
Brazil	69%	18%
Poland	69%	19%
Great Britain	69%	17%
Canada	68%	18%
Spain	68%	21%
Ireland	67%	24%
Hungary	67%	24%
United States	66%	20%
Switzerland	65%	25%
Germany	63%	22%
Sweden	63%	24%
Belgium	63%	23%
India	63%	26%
Netherlands	63%	25%
France	62%	23%
Japan	59%	19%

Ipsos

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?
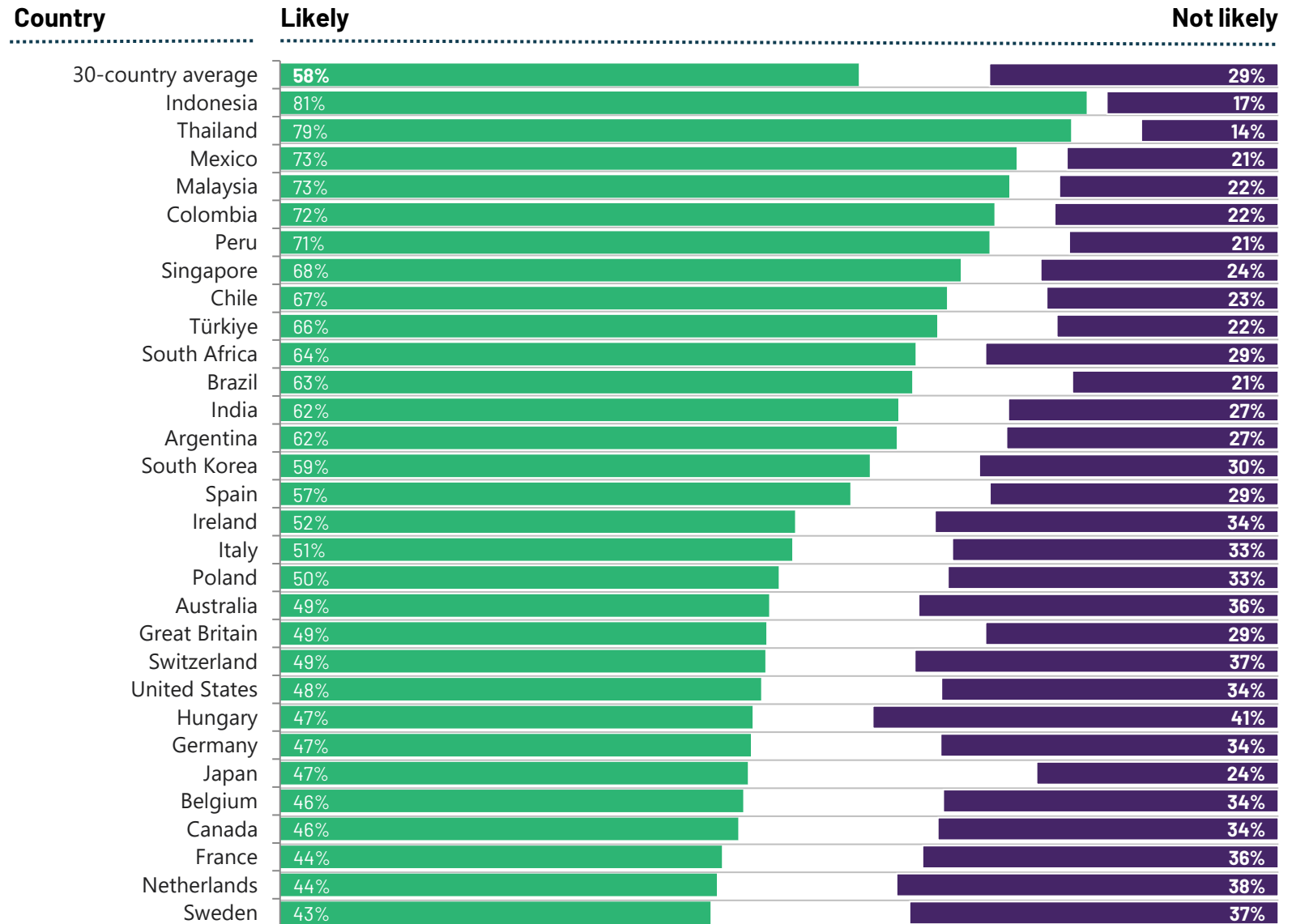**Creating content for brand advertising**

Country	Likely	Not likely
30-country average	77%	14%
Thailand	88%	8%
Indonesia	87%	12%
Malaysia	85%	13%
Colombia	84%	12%
Mexico	84%	13%
South Africa	83%	13%
Chile	83%	12%
Peru	83%	13%
Argentina	82%	12%
Australia	81%	11%
Türkiye	79%	12%
Singapore	79%	16%
Hungary	78%	14%
Netherlands	77%	13%
Sweden	77%	12%
Poland	76%	12%
Ireland	76%	16%
Canada	76%	12%
Great Britain	76%	11%
Italy	74%	14%
South Korea	74%	19%
Spain	73%	17%
Switzerland	73%	18%
Germany	73%	15%
Brazil	72%	15%
United States	72%	15%
France	71%	17%
Belgium	71%	16%
India	64%	25%
Japan	59%	18%

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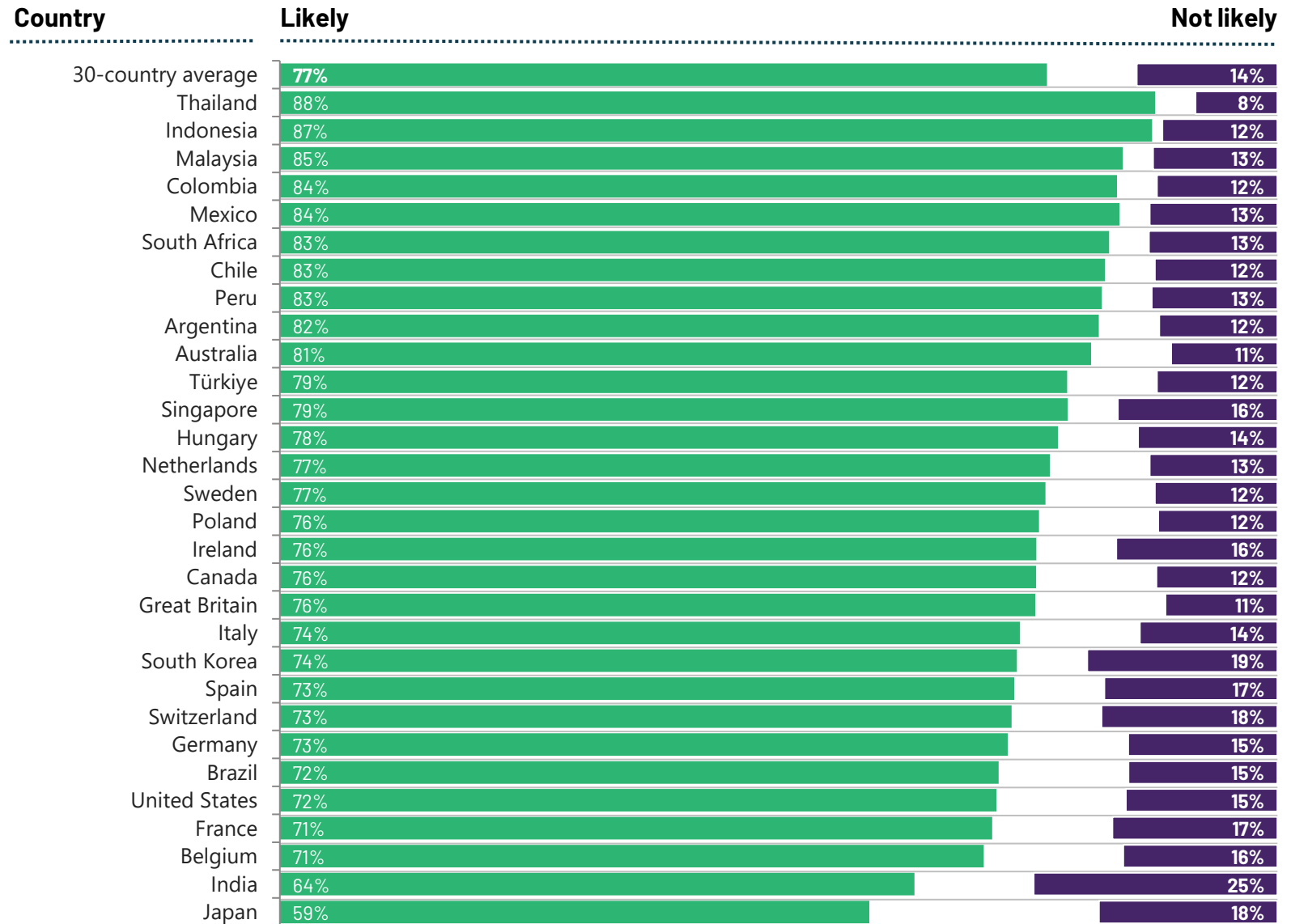
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Online search results

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

Country	Likely	Not likely
30-country average	79%	12%
Indonesia	93%	6%
Thailand	91%	6%
Peru	86%	9%
South Africa	85%	10%
Mexico	85%	12%
Argentina	85%	9%
Colombia	85%	11%
Singapore	83%	11%
Chile	82%	12%
Australia	82%	9%
Malaysia	82%	14%
Netherlands	81%	10%
Hungary	80%	11%
Sweden	80%	11%
South Korea	79%	15%
Canada	78%	10%
Poland	78%	10%
Ireland	77%	14%
United States	77%	11%
Great Britain	76%	11%
Switzerland	76%	16%
Germany	76%	12%
Spain	76%	15%
Türkiye	76%	16%
Italy	74%	14%
France	73%	16%
Belgium	73%	14%
Brazil	73%	13%
India	66%	22%
Japan	66%	15%

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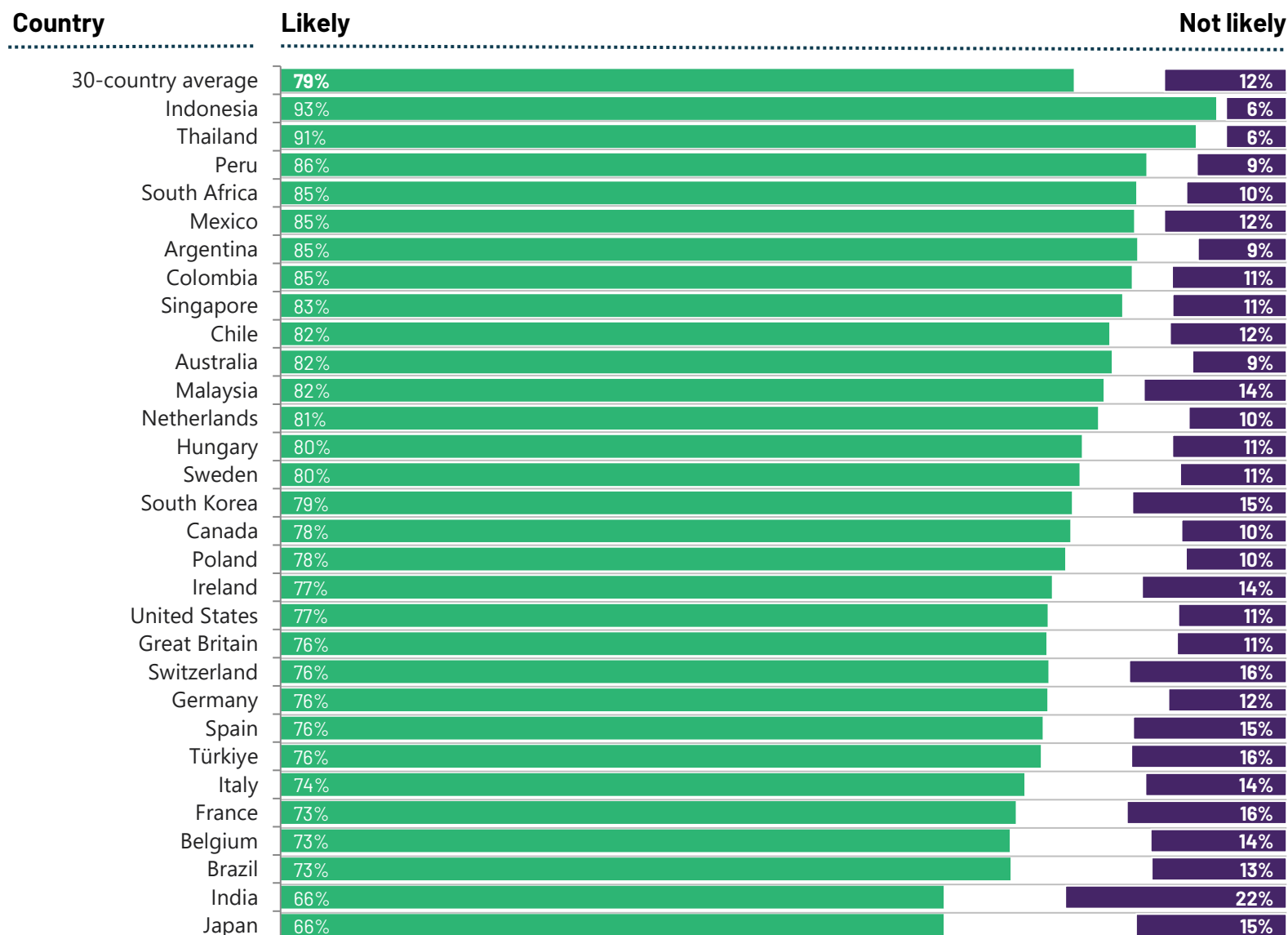
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Targeting disinformation campaigns

Country	Likely	Not likely
30-country average	66%	20%
Indonesia	82%	15%
Thailand	81%	13%
Colombia	78%	16%
Mexico	77%	18%
South Africa	74%	18%
Malaysia	73%	19%
Peru	73%	19%
Chile	72%	17%
Singapore	72%	21%
Sweden	72%	14%
Türkiye	71%	19%
Poland	70%	15%
Netherlands	69%	16%
Hungary	68%	18%
Brazil	68%	17%
Argentina	66%	21%
South Korea	65%	21%
Spain	65%	20%
Australia	63%	22%
India	62%	26%
Italy	61%	22%
Belgium	59%	21%
Ireland	59%	26%
Canada	58%	24%
France	55%	25%
Switzerland	55%	31%
United States	55%	25%
Japan	53%	18%
Great Britain	53%	24%
Germany	48%	31%

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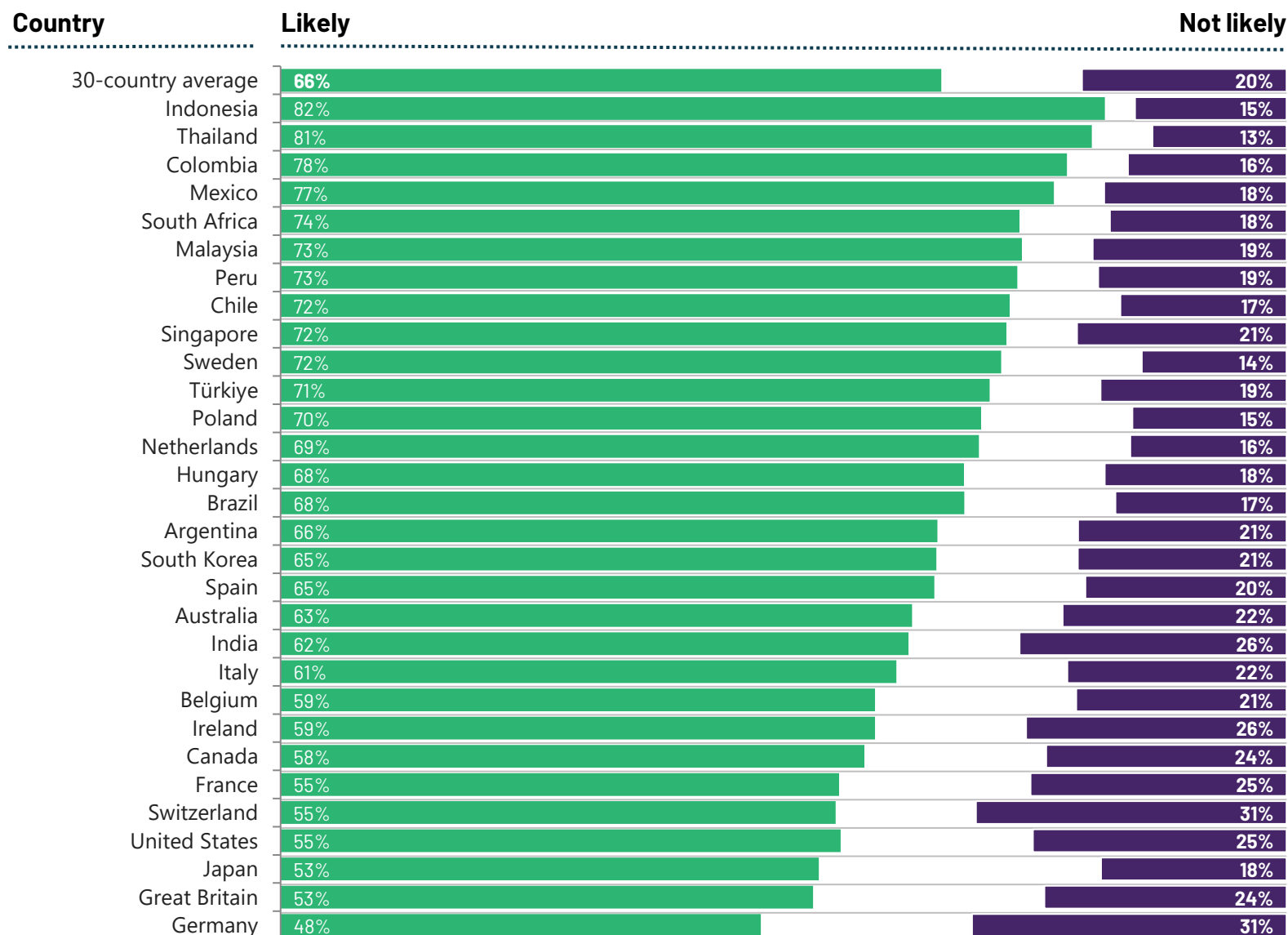
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?
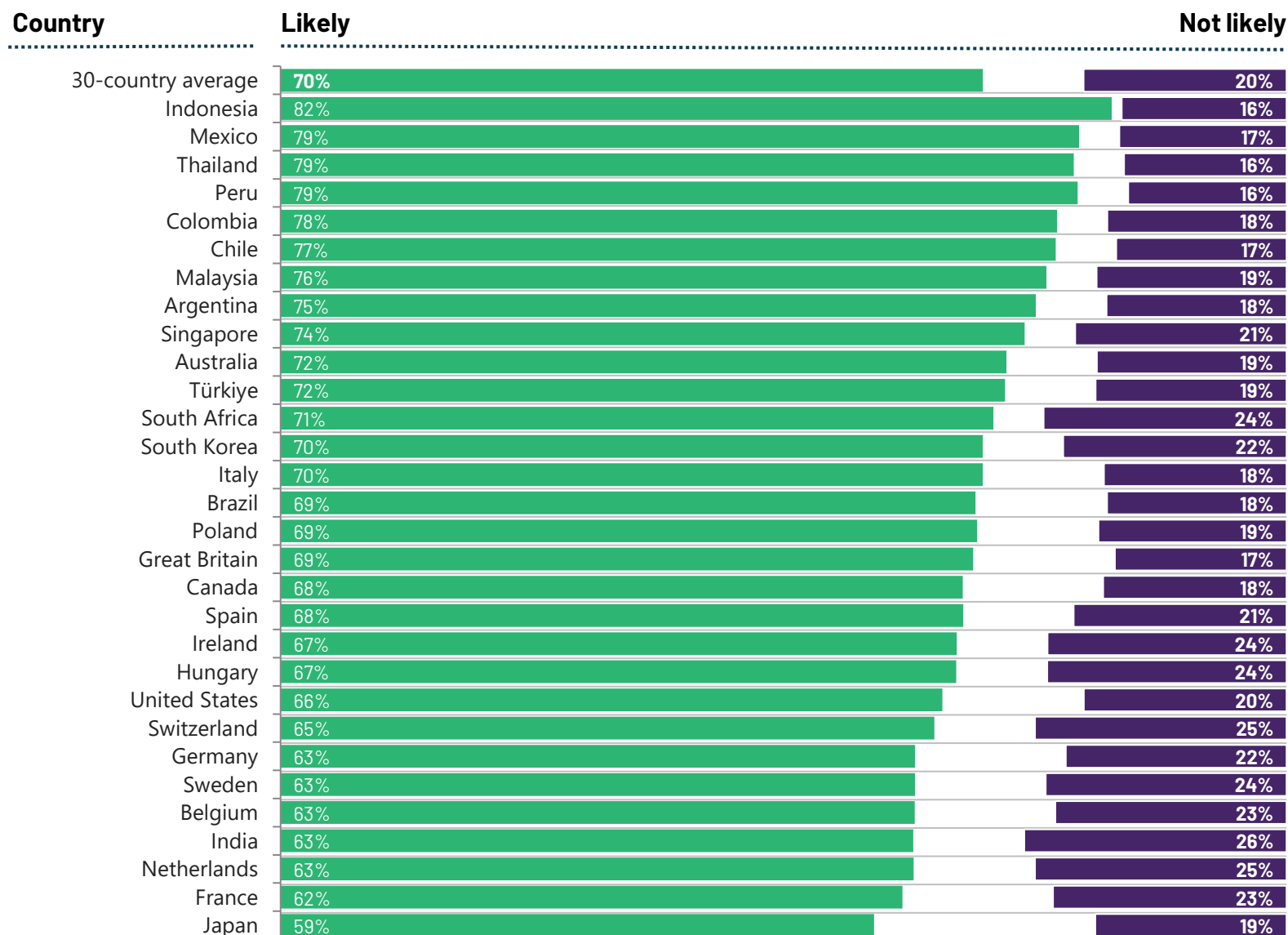**Targeting advertising messages**

Country	Likely	Not likely
30-country average	76%	14%
Colombia	84%	13%
Indonesia	83%	12%
Thailand	83%	11%
Malaysia	83%	12%
South Africa	83%	13%
Peru	83%	12%
Mexico	82%	15%
Chile	82%	13%
Netherlands	80%	9%
Argentina	79%	13%
Australia	79%	12%
Singapore	78%	18%
Hungary	78%	12%
Sweden	76%	13%
South Korea	75%	17%
Switzerland	75%	16%
Great Britain	75%	11%
Türkiye	74%	15%
Canada	74%	12%
Italy	74%	15%
Germany	73%	14%
Poland	73%	13%
Ireland	72%	17%
United States	72%	14%
Belgium	71%	14%
France	71%	15%
Spain	70%	18%
Brazil	70%	16%
India	63%	26%
Japan	62%	16%

Ipsos
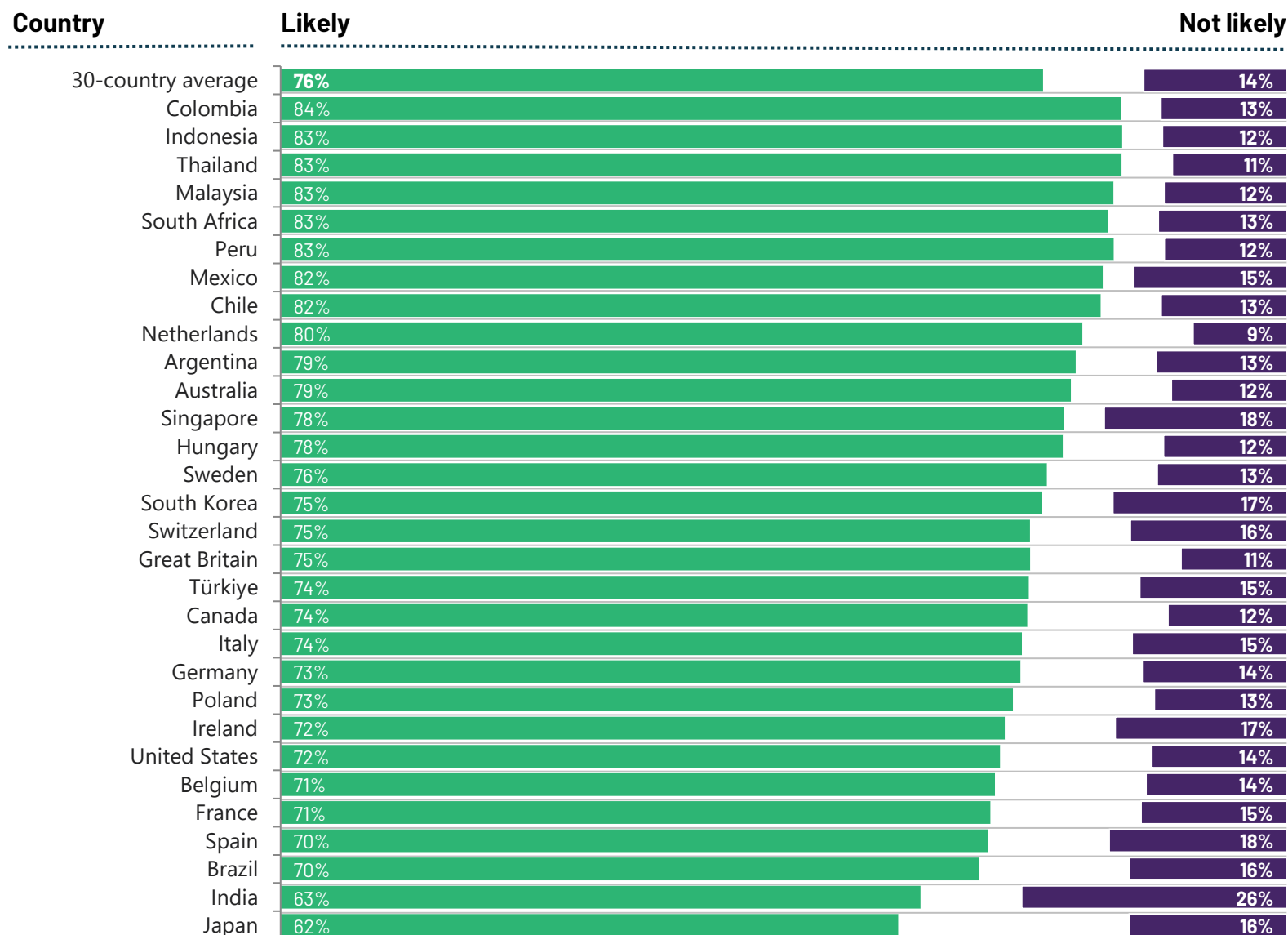
AI and the future

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

Country	Agree	Disagree	Agree 23	Agree 24
Global Country Average	53%	37%		
Thailand	77%	15%	72%	73%
Indonesia	76%	19%	72%	71%
Malaysia	75%	18%	71%	64%
South Korea	75%	21%	73%	71%
Singapore	70%	24%	64%	68%
Mexico	68%	27%	66%	69%
India	67%	23%	63%	63%
South Africa	62%	28%	57%	63%
Türkiye	62%	28%	63%	61%
Peru	59%	34%	65%	66%
Chile	59%	33%	54%	51%
Colombia	59%	33%	54%	55%
Brazil	53%	34%	63%	53%
Argentina	53%	36%	45%	48%
Poland	49%	40%	46%	41%
Spain	49%	40%	41%	43%
Italy	46%	45%	44%	40%
Australia	46%	44%	40%	40%
Hungary	44%	47%	36%	37%
Ireland	44%	43%	31%	42%
Japan	43%	43%	36%	43%
Switzerland	43%	48%	N/A	38%
Netherlands	41%	47%	36%	32%
Germany	40%	51%	33%	39%
United States	39%	47%	34%	37%
Belgium	36%	51%	31%	34%
Great Britain	35%	48%	34%	38%
Sweden	35%	53%	31%	31%
France	35%	55%	32%	35%
Canada	33%	55%	34%	37%

Ipsos

How much do you agree or disagree with the following? **Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years**

Country	Agree	Disagree	Agree 23	Agree 24
Global Country Average	67%	23%		
Indonesia	84%	12%	79%	80%
Thailand	82%	11%	79%	78%
South Korea	80%	16%	82%	79%
Singapore	80%	15%	78%	79%
Malaysia	80%	14%	78%	71%
South Africa	77%	16%	70%	76%
Türkiye	75%	20%	81%	76%
Mexico	74%	19%	71%	76%
Chile	73%	22%	71%	69%
Colombia	72%	20%	67%	77%
Peru	71%	22%	76%	76%
Netherlands	69%	20%	63%	63%
Argentina	68%	22%	64%	67%
Hungary	67%	23%	62%	64%
India	67%	24%	65%	65%
Australia	65%	26%	62%	61%
Poland	63%	22%	59%	56%
Italy	62%	27%	63%	60%
Switzerland	61%	33%	N/A	55%
Spain	60%	27%	61%	59%
Japan	60%	26%	65%	63%
Germany	59%	29%	56%	59%
Belgium	58%	29%	52%	61%
Brazil	58%	27%	70%	62%
Sweden	58%	31%	55%	52%
United States	57%	28%	57%	58%
Canada	56%	29%	54%	61%
France	55%	32%	51%	57%
Ireland	54%	30%	53%	59%
Great Britain	52%	29%	58%	58%

Ipsos

Country	Very likely	Somewhat likely	Not likely	Likely 23	Likely 24
Global Country Average	22%	37%	34%		
Indonesia	45%	41%	13%	87%	88%
South Africa	45%	30%	19%	71%	78%
India	34%	32%	21%	62%	65%
Brazil	34%	27%	31%	73%	67%
Thailand	31%	52%	15%	78%	80%
Colombia	30%	43%	22%	69%	72%
Malaysia	28%	55%	13%	81%	78%
Peru	28%	44%	24%	68%	79%
Mexico	25%	43%	27%	63%	70%
Chile	24%	38%	34%	60%	62%
Argentina	23%	40%	29%	59%	62%
Türkiye	22%	40%	34%	63%	62%
Spain	21%	39%	32%	57%	57%
Great Britain	20%	31%	39%	49%	50%
Singapore	20%	51%	25%	67%	71%
United States	20%	36%	38%	48%	52%
Australia	19%	34%	42%	52%	51%
Ireland	19%	32%	44%	47%	49%
Switzerland	19%	40%	37%	N/A	53%
France	15%	39%	38%	50%	53%
Hungary	15%	31%	46%	38%	45%
Belgium	15%	33%	46%	40%	48%
Canada	14%	30%	45%	43%	45%
South Korea	13%	39%	39%	50%	51%
Germany	12%	31%	48%	35%	43%
Netherlands	12%	35%	45%	42%	38%
Italy	11%	40%	40%	53%	47%
Sweden	10%	35%	48%	35%	47%
Japan	9%	30%	42%	41%	43%
Poland	9%	38%	43%	52%	44%

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

Ipsos

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

Country	Very likely	Somewhat likely	Not likely	Likely 23	Likely 24
Global Country Average	11%	25%	58%		
South Africa	24%	29%	42%	47%	53%
Thailand	21%	53%	24%	69%	68%
India	21%	34%	33%	51%	54%
Indonesia	19%	32%	44%	62%	66%
Brazil	17%	25%	47%	57%	50%
Malaysia	17%	46%	32%	62%	62%
Peru	16%	30%	46%	46%	49%
Colombia	16%	27%	50%	44%	46%
Mexico	13%	26%	57%	36%	37%
Chile	13%	29%	54%	38%	38%
Türkiye	13%	29%	52%	42%	38%
Argentina	12%	21%	58%	32%	36%
Singapore	10%	40%	46%	41%	43%
United States	9%	17%	66%	28%	24%
Ireland	8%	19%	66%	27%	27%
Switzerland	8%	21%	65%	N/A	22%
Hungary	8%	11%	74%	19%	23%
Australia	7%	18%	69%	31%	26%
Spain	7%	23%	63%	32%	31%
Italy	7%	23%	61%	31%	27%
Great Britain	6%	19%	65%	28%	28%
France	6%	20%	64%	29%	32%
Belgium	6%	20%	68%	21%	20%
Netherlands	6%	10%	79%	21%	11%
Canada	5%	14%	73%	23%	19%
Japan	5%	24%	53%	33%	35%
Germany	5%	14%	74%	19%	21%
South Korea	4%	30%	57%	31%	38%
Poland	4%	19%	68%	33%	21%
Sweden	3%	11%	83%	17%	20%

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

Ipsos

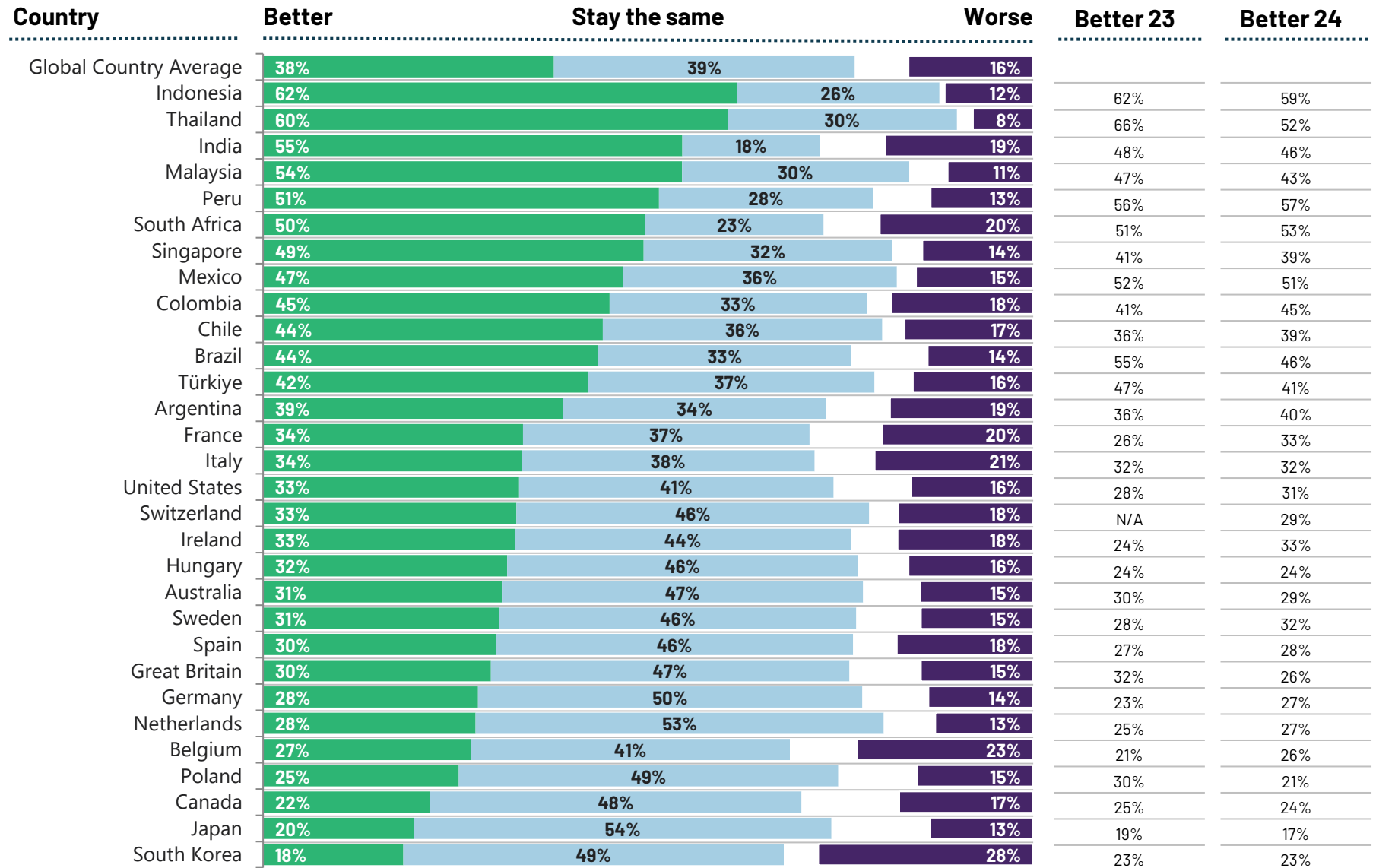Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **My job***

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	38%	39%	16%		
Indonesia	62%	26%	12%	62%	59%
Thailand	60%	30%	8%	66%	52%
India	55%	18%	19%	48%	46%
Malaysia	54%	30%	11%	47%	43%
Peru	51%	28%	13%	56%	57%
South Africa	50%	23%	20%	51%	53%
Singapore	49%	32%	14%	41%	39%
Mexico	47%	36%	15%	52%	51%
Colombia	45%	33%	18%	41%	45%
Chile	44%	36%	17%	36%	39%
Brazil	44%	33%	14%	55%	46%
Türkiye	42%	37%	16%	47%	41%
Argentina	39%	34%	19%	36%	40%
France	34%	37%	20%	26%	33%
Italy	34%	38%	21%	32%	32%
United States	33%	41%	16%	28%	31%
Switzerland	33%	46%	18%	N/A	29%
Ireland	33%	44%	18%	24%	33%
Hungary	32%	46%	16%	24%	24%
Australia	31%	47%	15%	30%	29%
Sweden	31%	46%	15%	28%	32%
Spain	30%	46%	18%	27%	28%
Great Britain	30%	47%	15%	32%	26%
Germany	28%	50%	14%	23%	27%
Netherlands	28%	53%	13%	25%	27%
Belgium	27%	41%	23%	21%	26%
Poland	25%	49%	15%	30%	21%
Canada	22%	48%	17%	25%	24%
Japan	20%	54%	13%	19%	17%
South Korea	18%	49%	28%	23%	23%

Ipsos

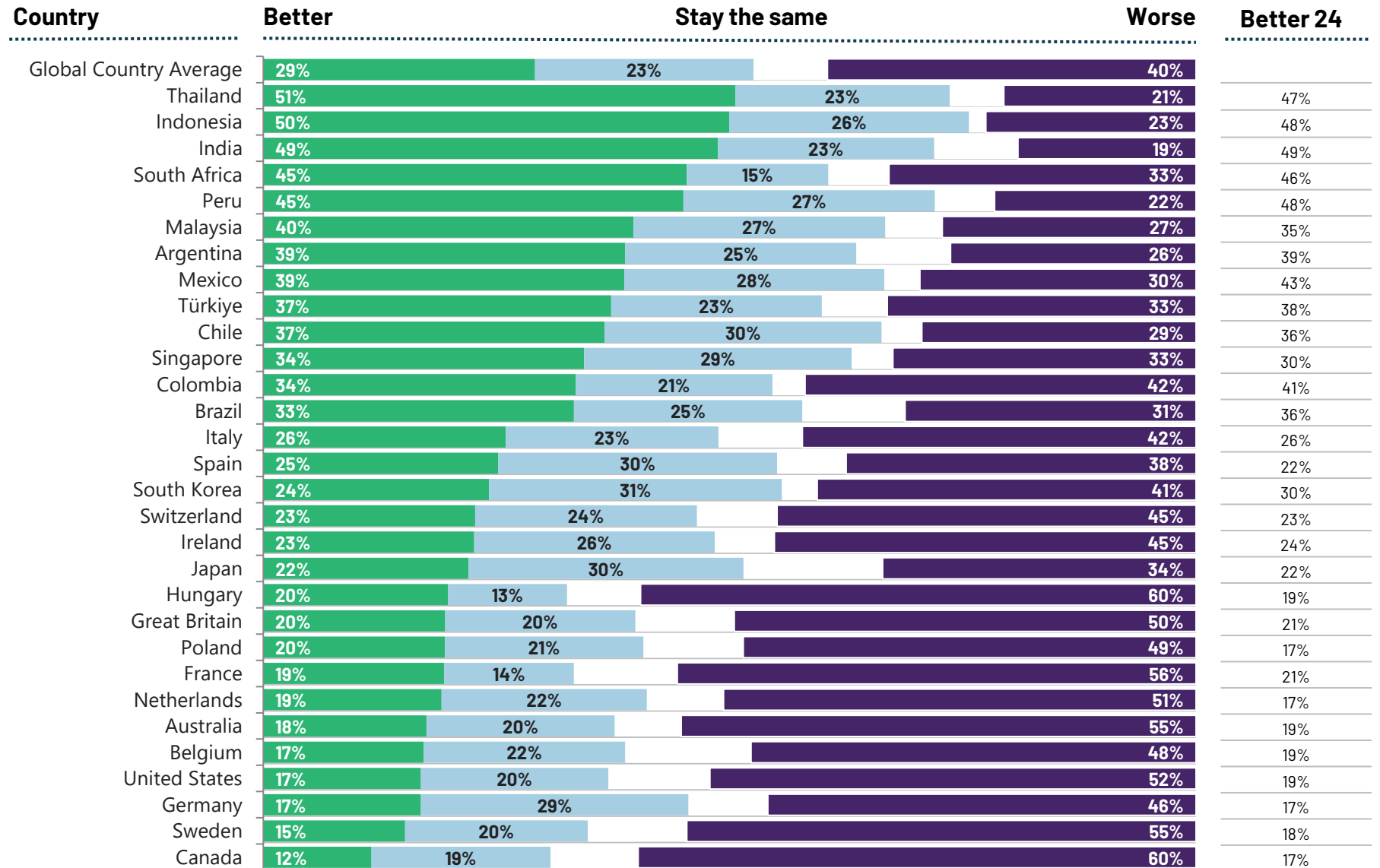Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **The amount of disinformation on the internet**
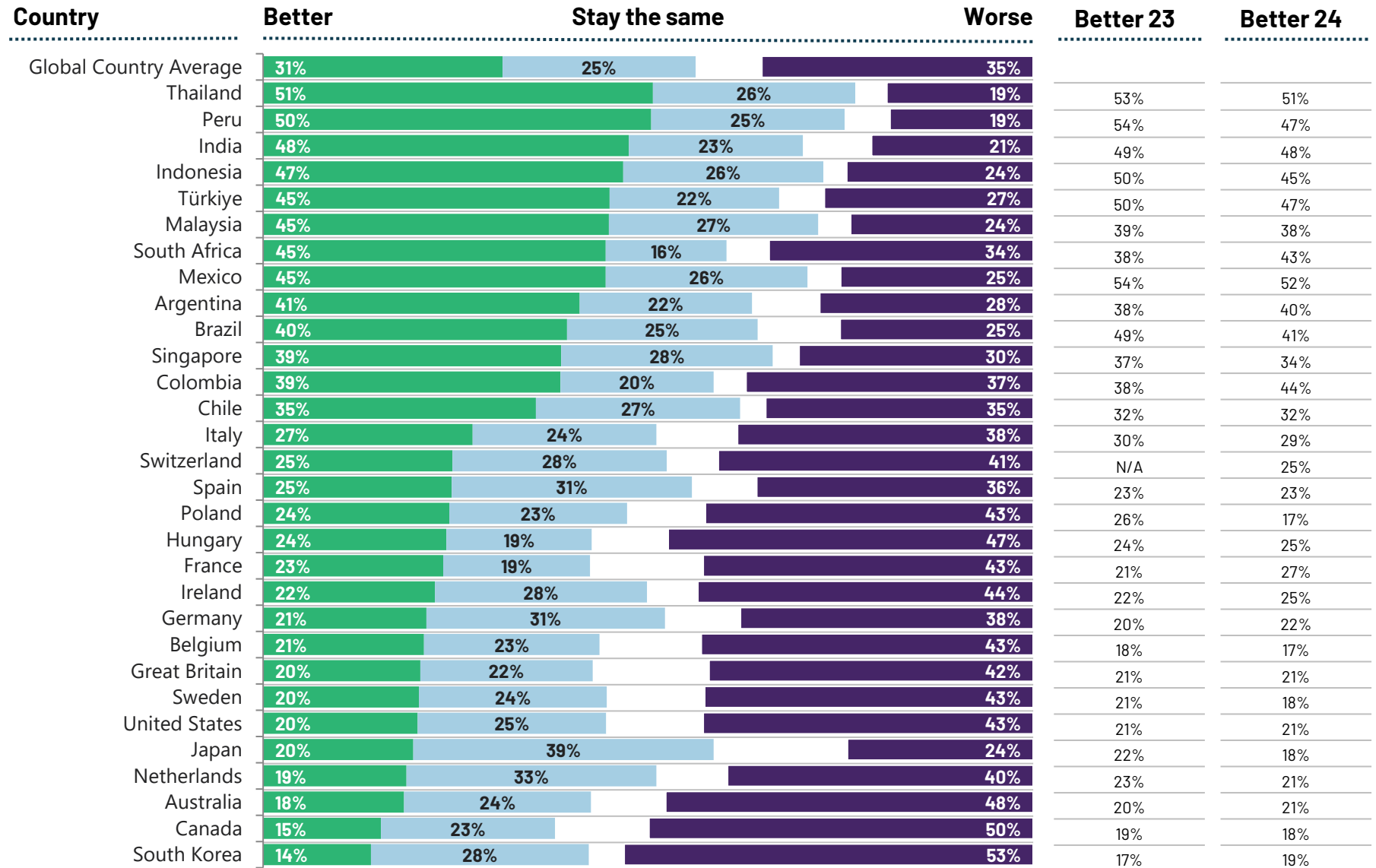
Country	Better	Stay the same	Worse	Better 24
Global Country Average	29%	23%	40%	
Thailand	51%	23%	21%	47%
Indonesia	50%	26%	23%	48%
India	49%	23%	19%	49%
South Africa	45%	15%	33%	46%
Peru	45%	27%	22%	48%
Malaysia	40%	27%	27%	35%
Argentina	39%	25%	26%	39%
Mexico	39%	28%	30%	43%
Türkiye	37%	23%	33%	38%
Chile	37%	30%	29%	36%
Singapore	34%	29%	33%	30%
Colombia	34%	21%	42%	41%
Brazil	33%	25%	31%	36%
Italy	26%	23%	42%	26%
Spain	25%	30%	38%	22%
South Korea	24%	31%	41%	30%
Switzerland	23%	24%	45%	23%
Ireland	23%	26%	45%	24%
Japan	22%	30%	34%	22%
Hungary	20%	13%	60%	19%
Great Britain	20%	20%	50%	21%
Poland	20%	21%	49%	17%
France	19%	14%	56%	21%
Netherlands	19%	22%	51%	17%
Australia	18%	20%	55%	19%
Belgium	17%	22%	48%	19%
United States	17%	20%	52%	19%
Germany	17%	29%	46%	17%
Sweden	15%	20%	55%	18%
Canada	12%	19%	60%	17%

Ipsos

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

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	31%	25%	35%		
Thailand	51%	26%	19%	53%	51%
Peru	50%	25%	19%	54%	47%
India	48%	23%	21%	49%	48%
Indonesia	47%	26%	24%	50%	45%
Türkiye	45%	22%	27%	50%	47%
Malaysia	45%	27%	24%	39%	38%
South Africa	45%	16%	34%	38%	43%
Mexico	45%	26%	25%	54%	52%
Argentina	41%	22%	28%	38%	40%
Brazil	40%	25%	25%	49%	41%
Singapore	39%	28%	30%	37%	34%
Colombia	39%	20%	37%	38%	44%
Chile	35%	27%	35%	32%	32%
Italy	27%	24%	38%	30%	29%
Switzerland	25%	28%	41%	N/A	25%
Spain	25%	31%	36%	23%	23%
Poland	24%	23%	43%	26%	17%
Hungary	24%	19%	47%	24%	25%
France	23%	19%	43%	21%	27%
Ireland	22%	28%	44%	22%	25%
Germany	21%	31%	38%	20%	22%
Belgium	21%	23%	43%	18%	17%
Great Britain	20%	22%	42%	21%	21%
Sweden	20%	24%	43%	21%	18%
United States	20%	25%	43%	21%	21%
Japan	20%	39%	24%	22%	18%
Netherlands	19%	33%	40%	23%	21%
Australia	18%	24%	48%	20%	21%
Canada	15%	23%	50%	19%	18%
South Korea	14%	28%	53%	17%	19%

Ipsos

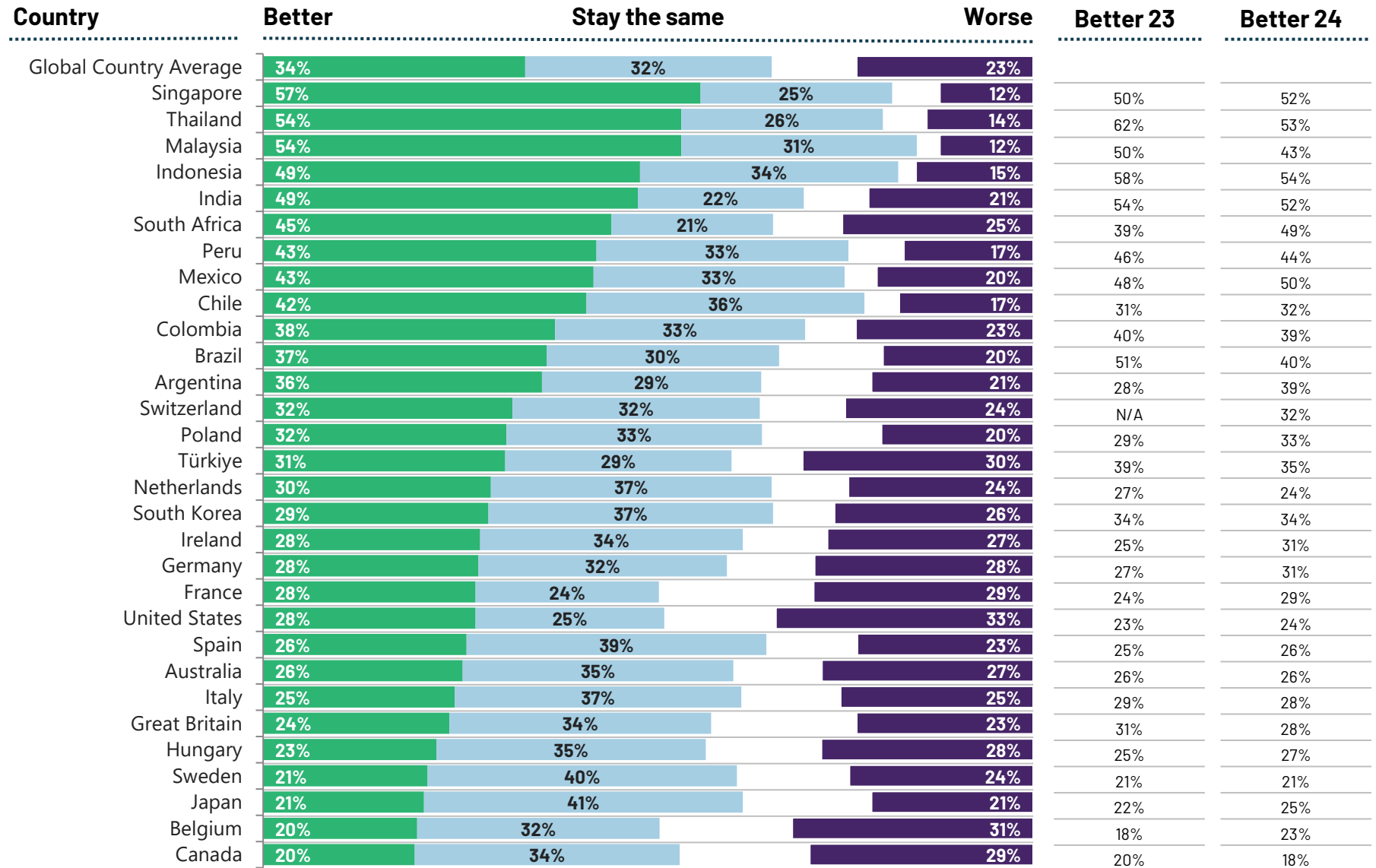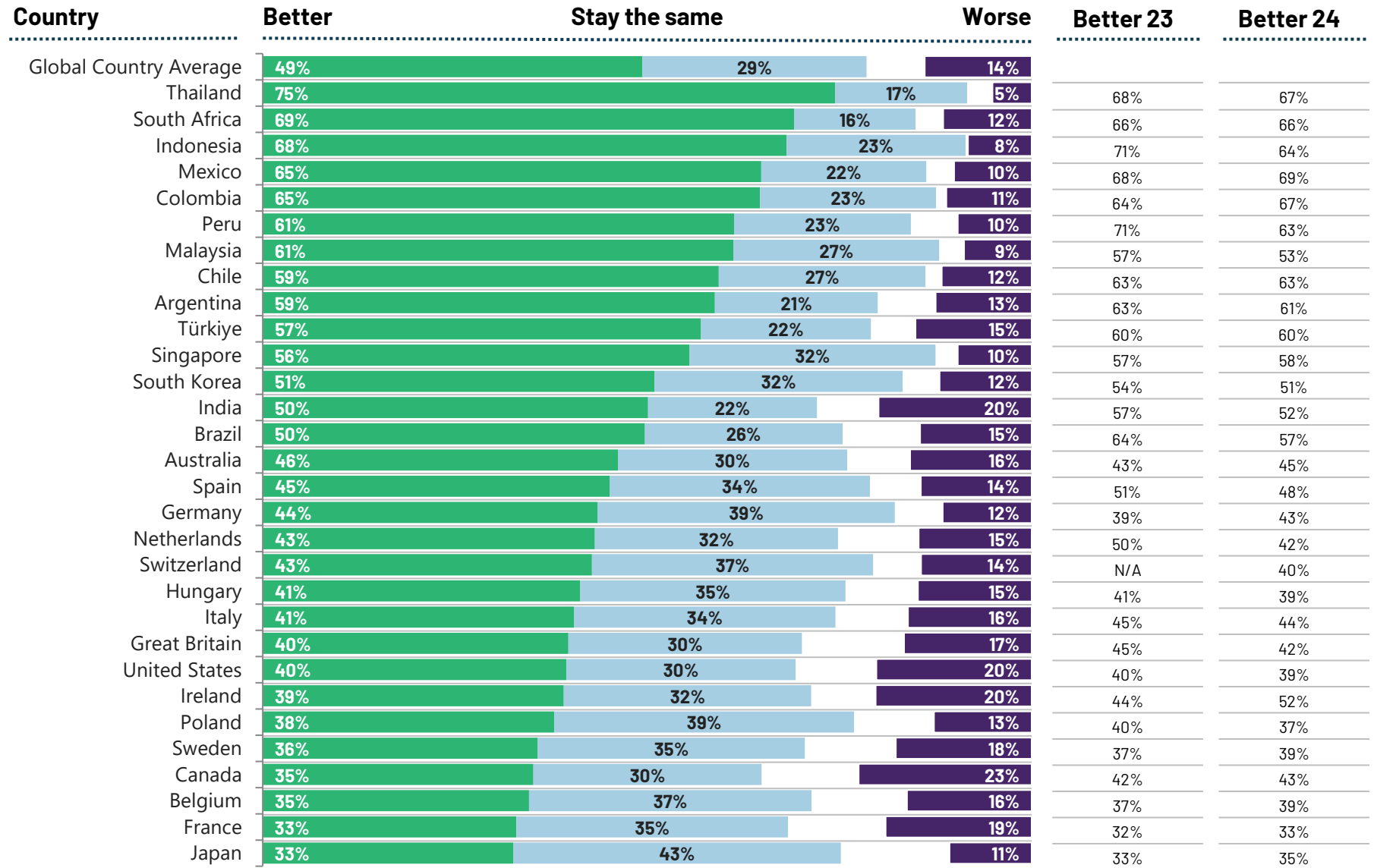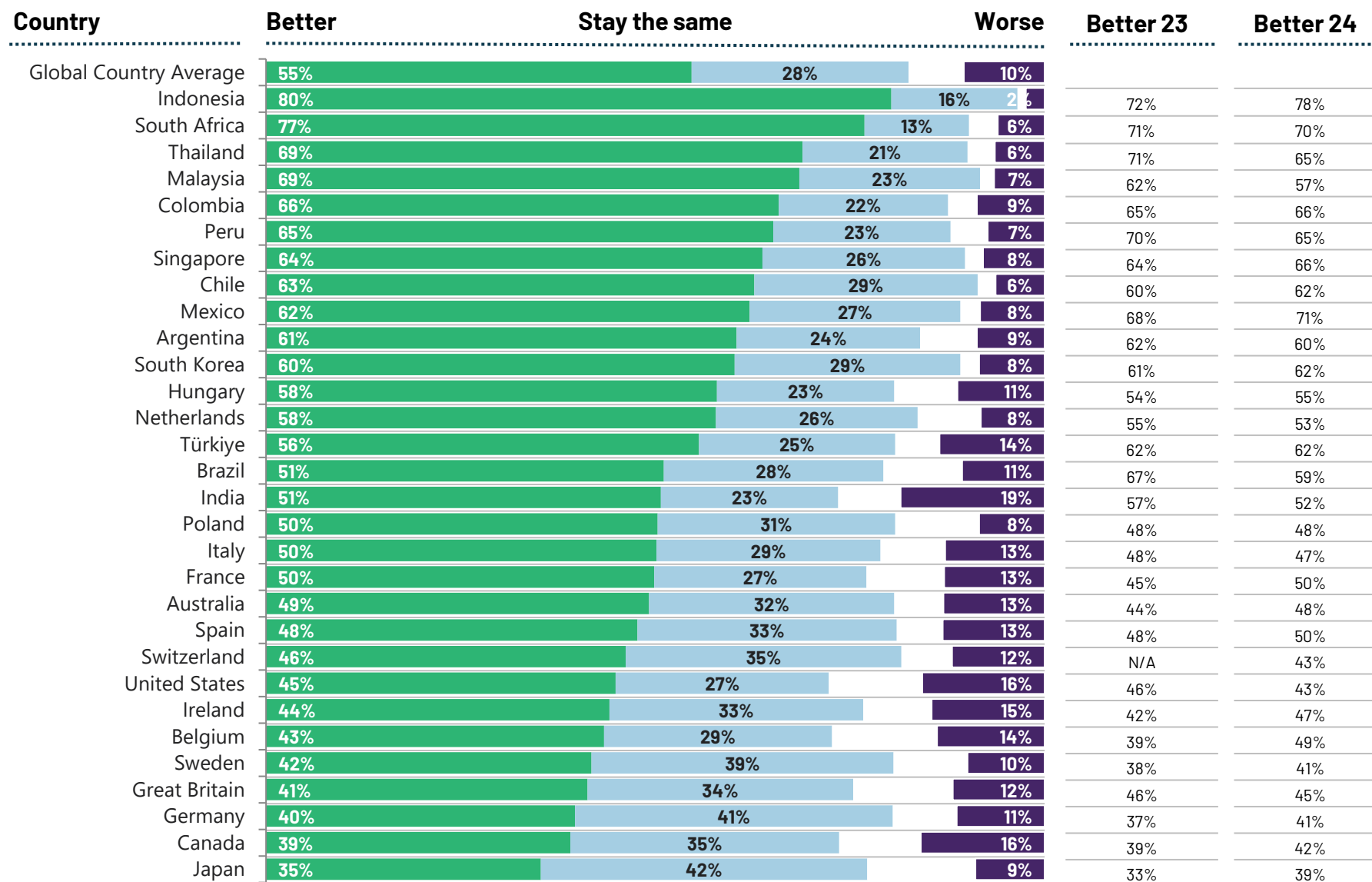Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **The economy in …**

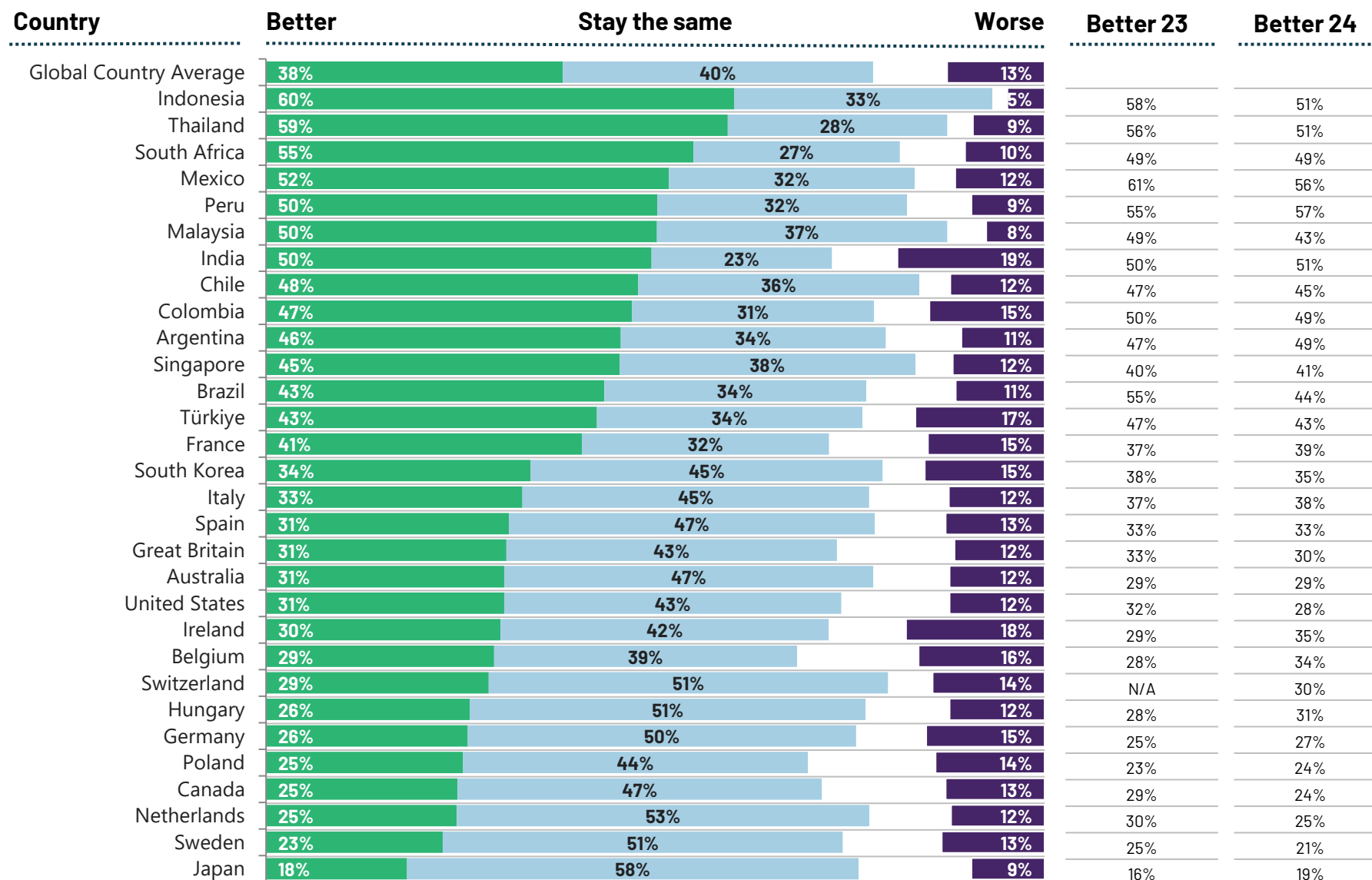| Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	34%	32%	23%		
Singapore	57%	25%	12%	50%	52%
Thailand	54%	26%	14%	62%	53%
Malaysia	54%	31%	12%	50%	43%
Indonesia	49%	34%	15%	58%	54%
India	49%	22%	21%	54%	52%
South Africa	45%	21%	25%	39%	49%
Peru	43%	33%	17%	46%	44%
Mexico	43%	33%	20%	48%	50%
Chile	42%	36%	17%	31%	32%
Colombia	38%	33%	23%	40%	39%
Brazil	37%	30%	20%	51%	40%
Argentina	36%	29%	21%	28%	39%
Switzerland	32%	32%	24%	N/A	32%
Poland	32%	33%	20%	29%	33%
Türkiye	31%	29%	30%	39%	35%
Netherlands	30%	37%	24%	27%	24%
South Korea	29%	37%	26%	34%	34%
Ireland	28%	34%	27%	25%	31%
Germany	28%	32%	28%	27%	31%
France	28%	24%	29%	24%	29%
United States	28%	25%	33%	23%	24%
Spain	26%	39%	23%	25%	26%
Australia	26%	35%	27%	26%	26%
Italy	25%	37%	25%	29%	28%
Great Britain	24%	34%	23%	31%	28%
Hungary	23%	35%	28%	25%	27%
Sweden	21%	40%	24%	21%	21%
Japan	21%	41%	21%	22%	25%
Belgium	20%	32%	31%	18%	23%
Canada	20%	34%	29%	20%	18%

Ipsos

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)**

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	49%	29%	14%		
Thailand	75%	17%	5%	68%	67%
South Africa	69%	16%	12%	66%	66%
Indonesia	68%	23%	8%	71%	64%
Mexico	65%	22%	10%	68%	69%
Colombia	65%	23%	11%	64%	67%
Peru	61%	23%	10%	71%	63%
Malaysia	61%	27%	9%	57%	53%
Chile	59%	27%	12%	63%	63%
Argentina	59%	21%	13%	63%	61%
Türkiye	57%	22%	15%	60%	60%
Singapore	56%	32%	10%	57%	58%
South Korea	51%	32%	12%	54%	51%
India	50%	22%	20%	57%	52%
Brazil	50%	26%	15%	64%	57%
Australia	46%	30%	16%	43%	45%
Spain	45%	34%	14%	51%	48%
Germany	44%	39%	12%	39%	43%
Netherlands	43%	32%	15%	50%	42%
Switzerland	43%	37%	14%	N/A	40%
Hungary	41%	35%	15%	41%	39%
Italy	41%	34%	16%	45%	44%
Great Britain	40%	30%	17%	45%	42%
United States	40%	30%	20%	40%	39%
Ireland	39%	32%	20%	44%	52%
Poland	38%	39%	13%	40%	37%
Sweden	36%	35%	18%	37%	39%
Canada	35%	30%	23%	42%	43%
Belgium	35%	37%	16%	37%	39%
France	33%	35%	19%	32%	33%
Japan	33%	43%	11%	33%	35%

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**

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	55%	28%	10%		
Indonesia	80%	16%	2%	72%	78%
South Africa	77%	13%	6%	71%	70%
Thailand	69%	21%	6%	71%	65%
Malaysia	69%	23%	7%	62%	57%
Colombia	66%	22%	9%	65%	66%
Peru	65%	23%	7%	70%	65%
Singapore	64%	26%	8%	64%	66%
Chile	63%	29%	6%	60%	62%
Mexico	62%	27%	8%	68%	71%
Argentina	61%	24%	9%	62%	60%
South Korea	60%	29%	8%	61%	62%
Hungary	58%	23%	11%	54%	55%
Netherlands	58%	26%	8%	55%	53%
Türkiye	56%	25%	14%	62%	62%
Brazil	51%	28%	11%	67%	59%
India	51%	23%	19%	57%	52%
Poland	50%	31%	8%	48%	48%
Italy	50%	29%	13%	48%	47%
France	50%	27%	13%	45%	50%
Australia	49%	32%	13%	44%	48%
Spain	48%	33%	13%	48%	50%
Switzerland	46%	35%	12%	N/A	43%
United States	45%	27%	16%	46%	43%
Ireland	44%	33%	15%	42%	47%
Belgium	43%	29%	14%	39%	49%
Sweden	42%	39%	10%	38%	41%
Great Britain	41%	34%	12%	46%	45%
Germany	40%	41%	11%	37%	41%
Canada	39%	35%	16%	39%	42%
Japan	35%	42%	9%	33%	39%

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

Ipsos

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**

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	38%	40%	13%		
Indonesia	60%	33%	5%	58%	51%
Thailand	59%	28%	9%	56%	51%
South Africa	55%	27%	10%	49%	49%
Mexico	52%	32%	12%	61%	56%
Peru	50%	32%	9%	55%	57%
Malaysia	50%	37%	8%	49%	43%
India	50%	23%	19%	50%	51%
Chile	48%	36%	12%	47%	45%
Colombia	47%	31%	15%	50%	49%
Argentina	46%	34%	11%	47%	49%
Singapore	45%	38%	12%	40%	41%
Brazil	43%	34%	11%	55%	44%
Türkiye	43%	34%	17%	47%	43%
France	41%	32%	15%	37%	39%
South Korea	34%	45%	15%	38%	35%
Italy	33%	45%	12%	37%	38%
Spain	31%	47%	13%	33%	33%
Great Britain	31%	43%	12%	33%	30%
Australia	31%	47%	12%	29%	29%
United States	31%	43%	12%	32%	28%
Ireland	30%	42%	18%	29%	35%
Belgium	29%	39%	16%	28%	34%
Switzerland	29%	51%	14%	N/A	30%
Hungary	26%	51%	12%	28%	31%
Germany	26%	50%	15%	25%	27%
Poland	25%	44%	14%	23%	24%
Canada	25%	47%	13%	29%	24%
Netherlands	25%	53%	12%	30%	25%
Sweden	23%	51%	13%	25%	21%
Japan	18%	58%	9%	16%	19%

Ipsos

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.

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.

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.

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For more information

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