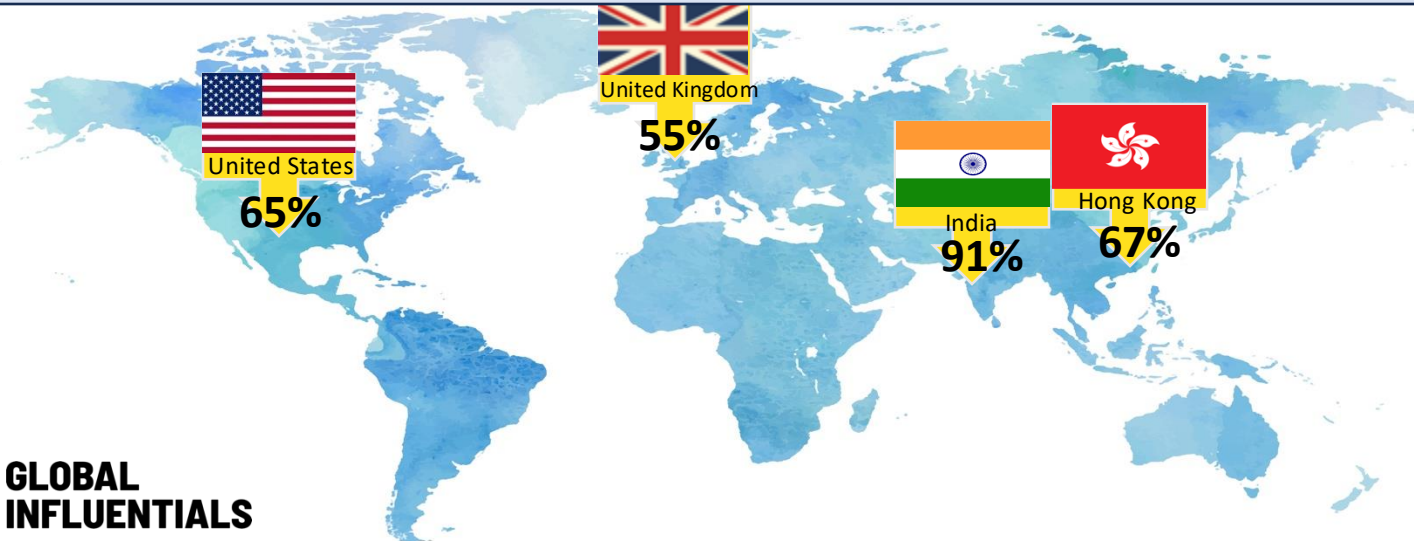


Adoption of AI strong among Global Influentials

Like most new technological developments, high-earning Influentials are the earliest adopters in using Artificial Intelligence (AI). While more than half of Influentials in the **U.S., U.K., and Hong Kong** are incorporating AI into their work and personal life, it is **India** that really stands out with **9 in 10 saying that have used AI**. Indian Influentials are also most likely to feel that AI makes their work more valuable to their companies. At the same time, both Indian Influentials and Hong Kong Influentials are most likely to say that AI will replace roles currently held by humans in their companies, but **fewer than 1 in 20 Influentials (across the 4 countries) believe it threatens their own job security**.



Influentials who have used AI

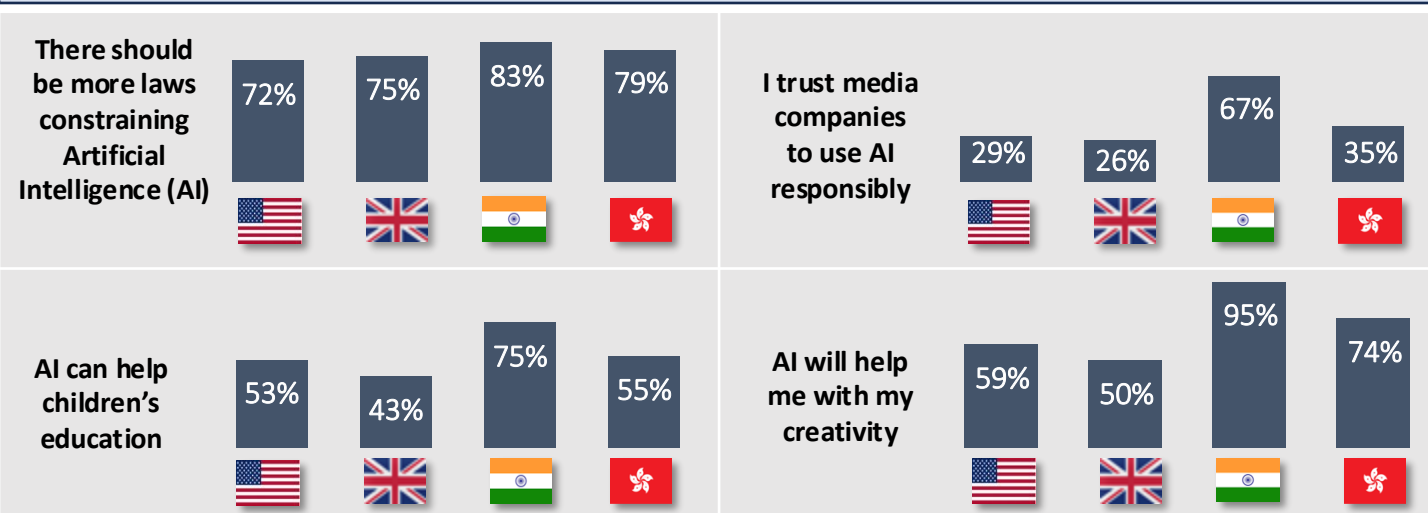


GLOBAL INFLUENTIALS

AI & Influentials at work

United States	United Kingdom	India	Hong Kong
34% AI makes my work more valuable to my company	32% AI makes my work more valuable to my company	77% AI makes my work more valuable to my company	36% AI makes my work more valuable to my company
30% Company has an AI strategy	30% Company has an AI strategy	62% Company has an AI strategy	30% Company has an AI strategy
43% I believe AI will replace jobs	50% I believe AI will replace jobs	57% I believe AI will replace jobs	57% I believe AI will replace jobs

Influential's view on AI



Influentials in the **U.S., UK, India, and Hong Kong** are using artificial intelligence and have strong opinions about it. Despite their embracing of AI, many are concerned about the risks, citing the need for laws constraining it, and in many cases worries that media companies will use AI responsibly. Even with those concerns, a majority of Influentials believe it will help them be more creative.

Source: Ipsos Global Influentials Q2 2024 Barometer.

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