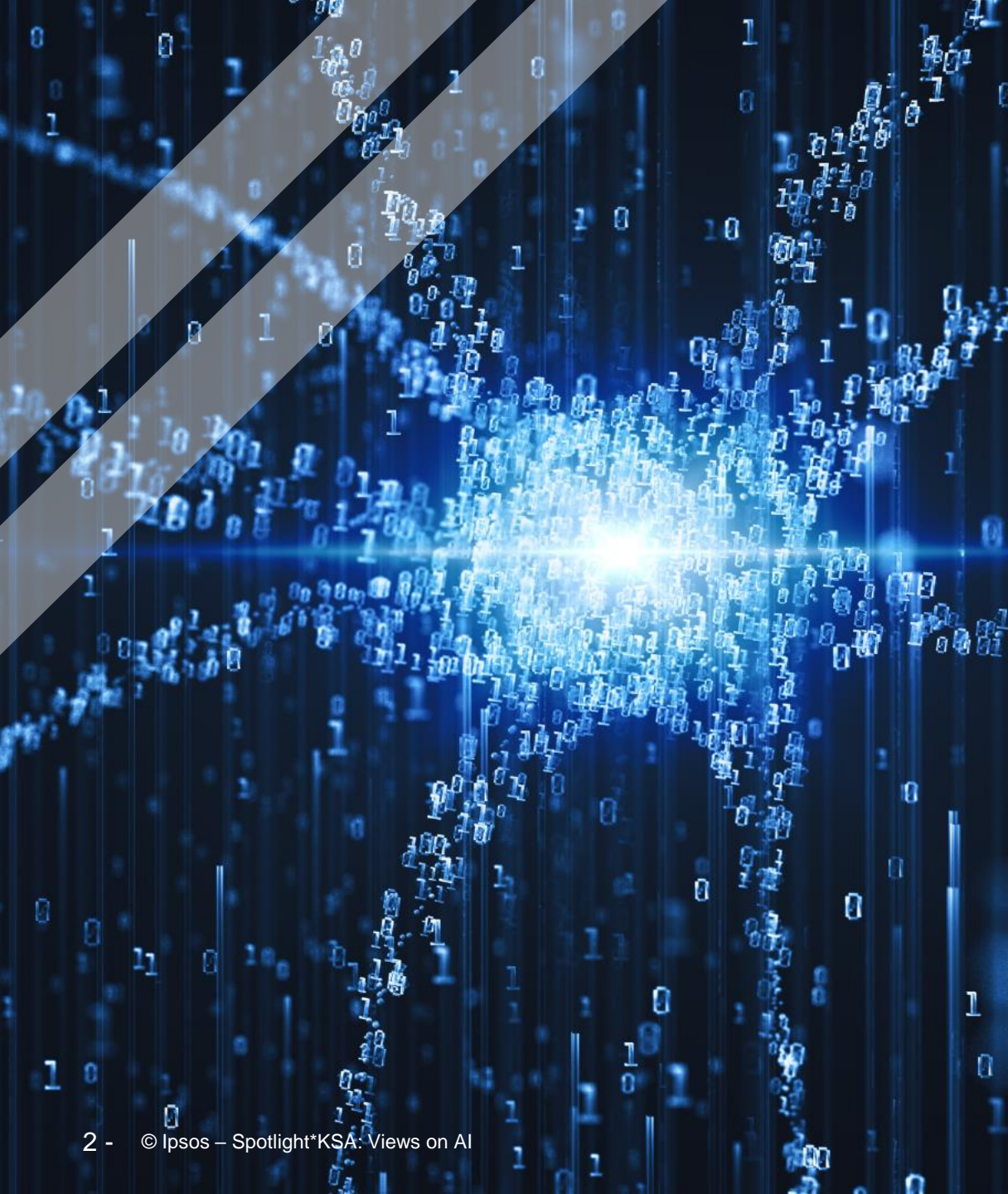


Spotlight* KSA Views On AI

September - 2023

GAME CHANGERS

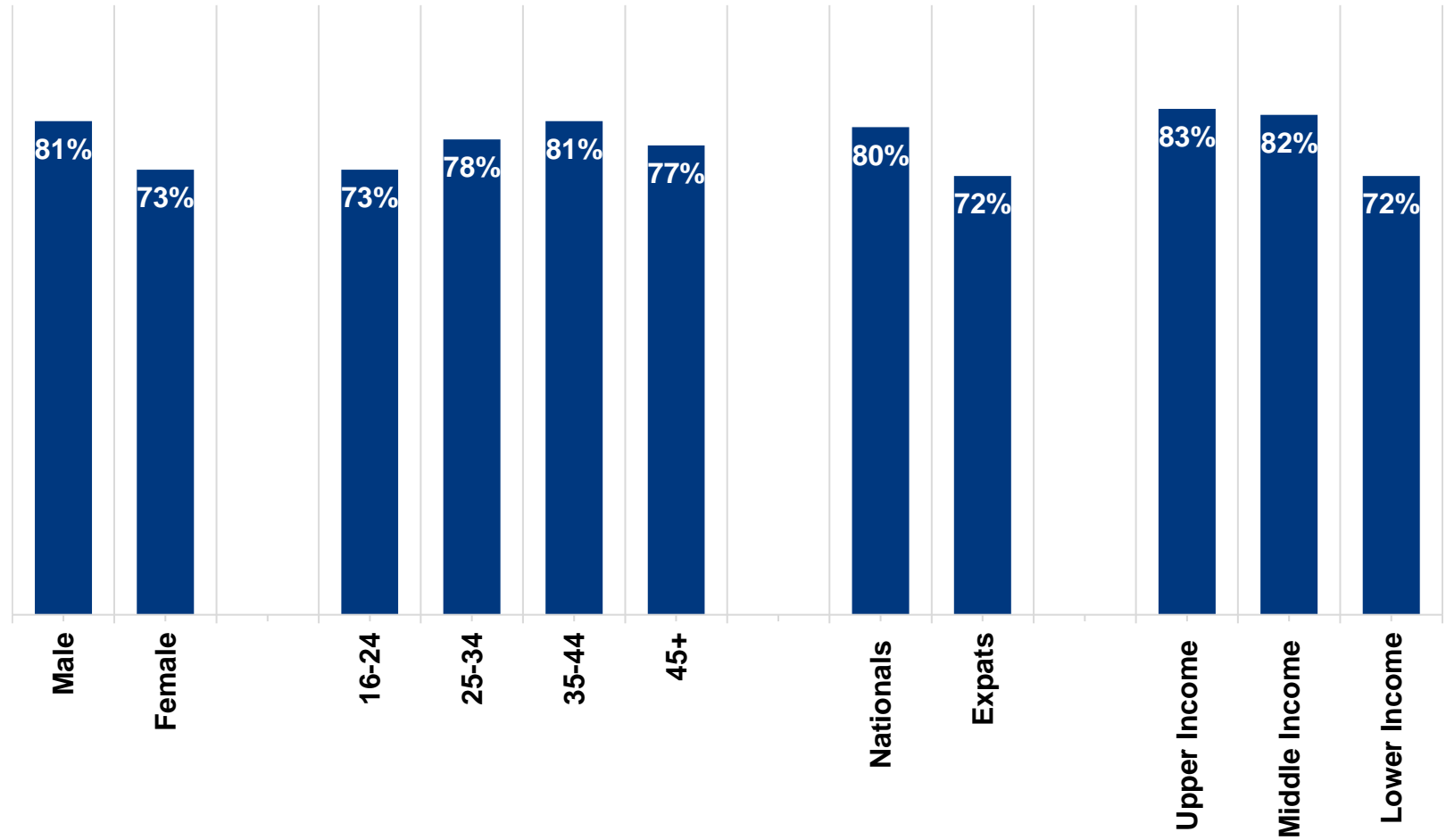
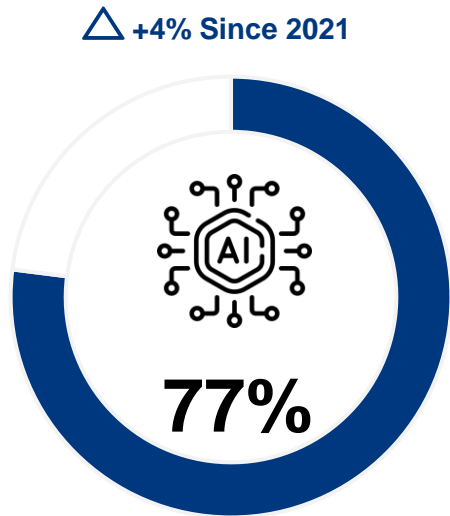




Understanding Of AI

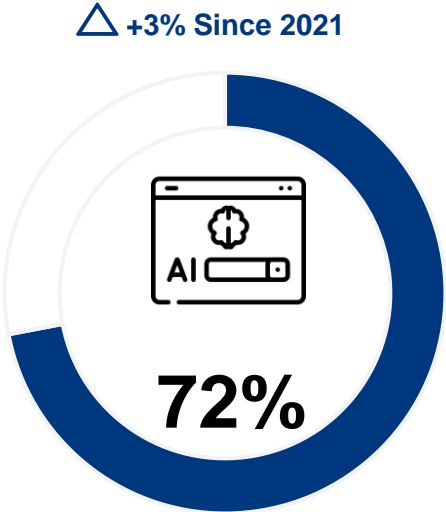
Understanding Of AI

%Agree - By Demographics

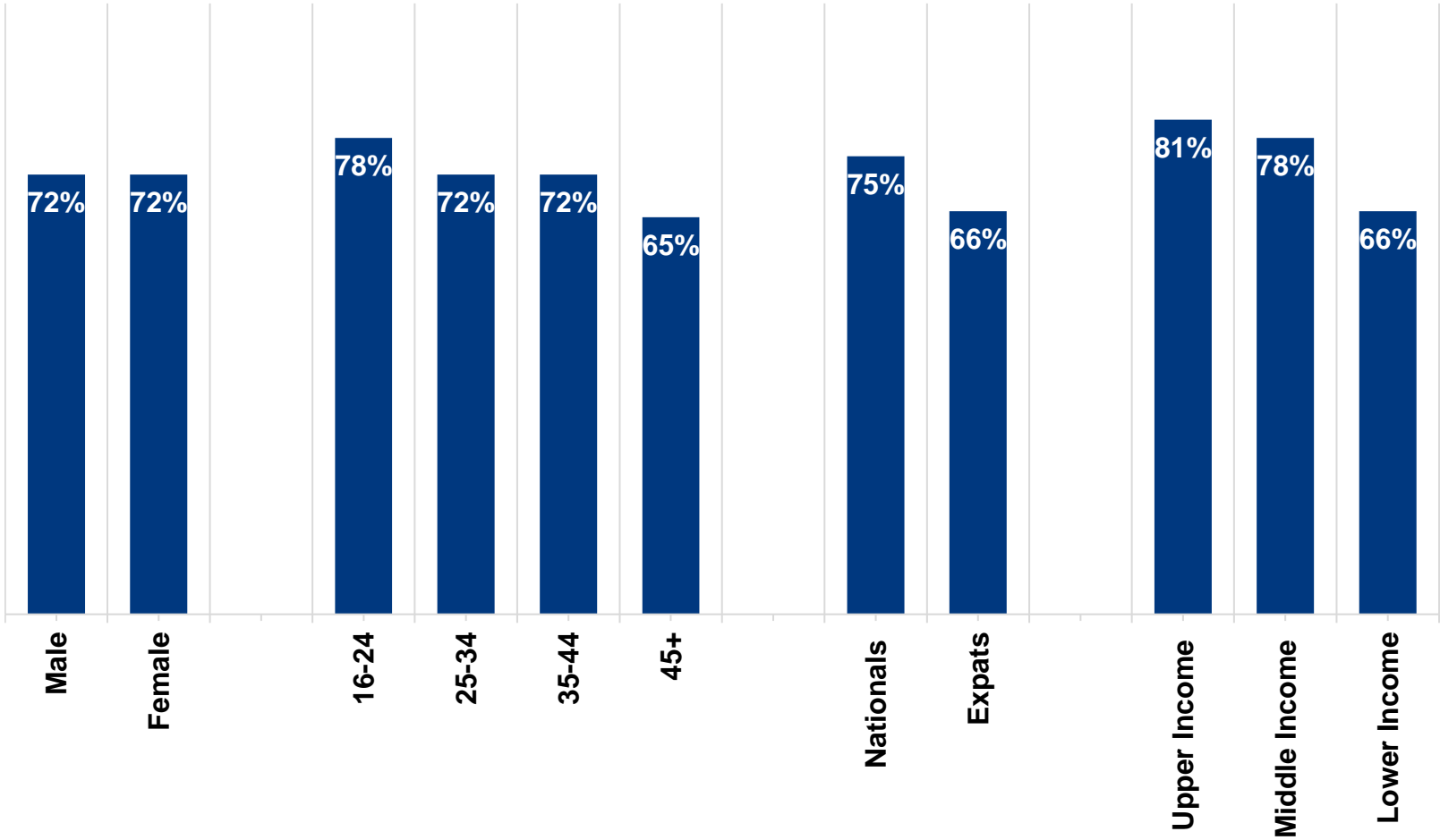


Awareness Of AI-powered Products And Services

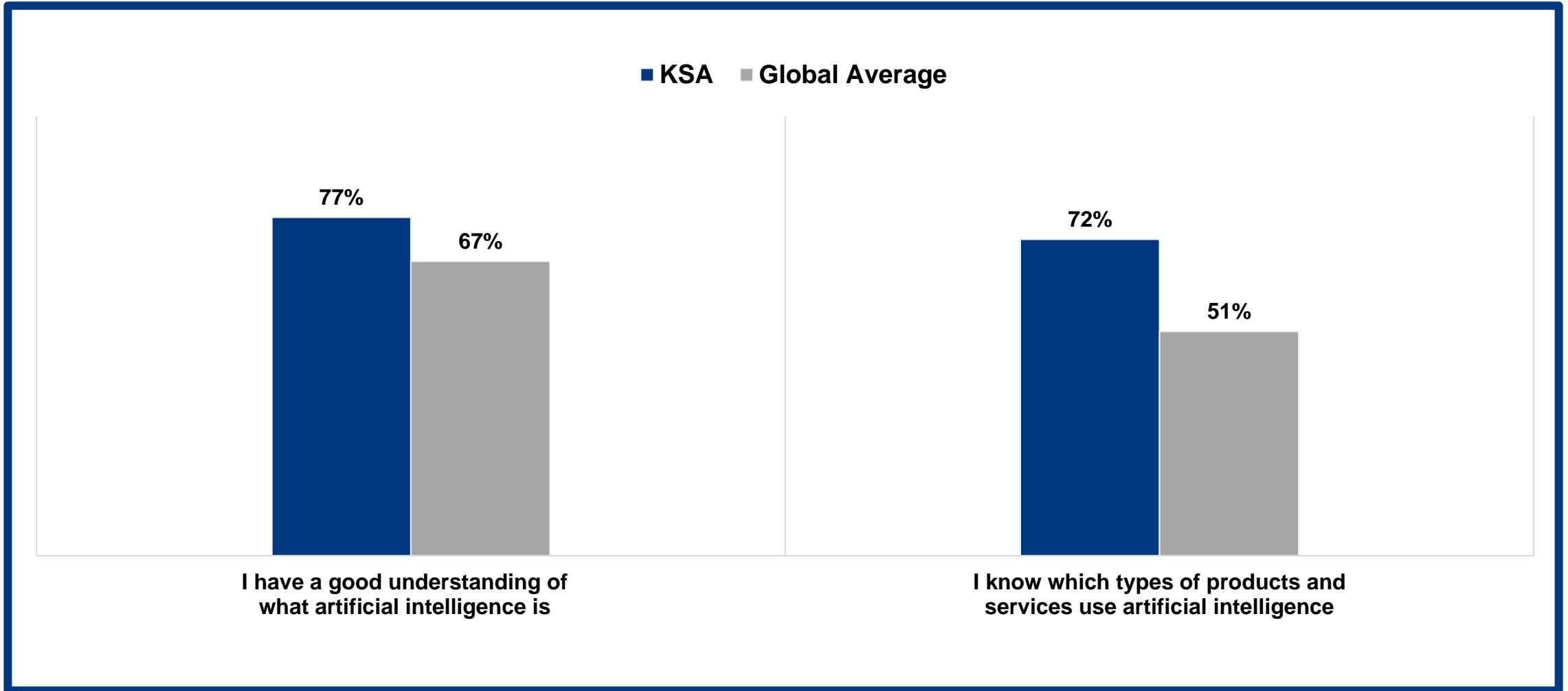
%Agree - By Demographics



I know which types of products and services use artificial intelligence



Understanding And Awareness Of AI

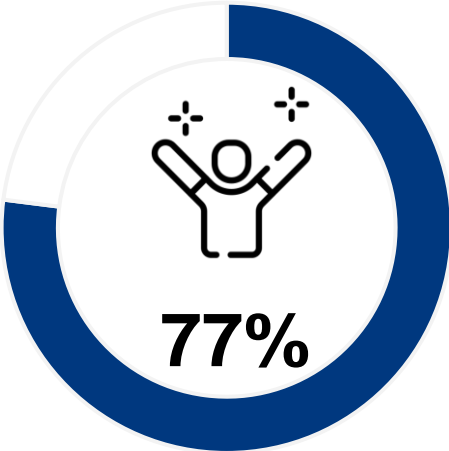




Sentiment Towards AI

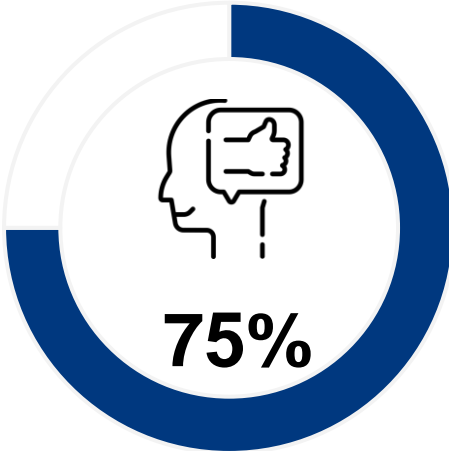
Sentiment Towards AI

%Agree



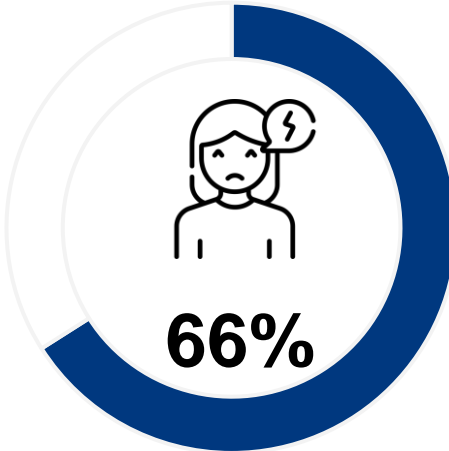
Products and services using artificial intelligence make me excited

▽ -1% Since 2021



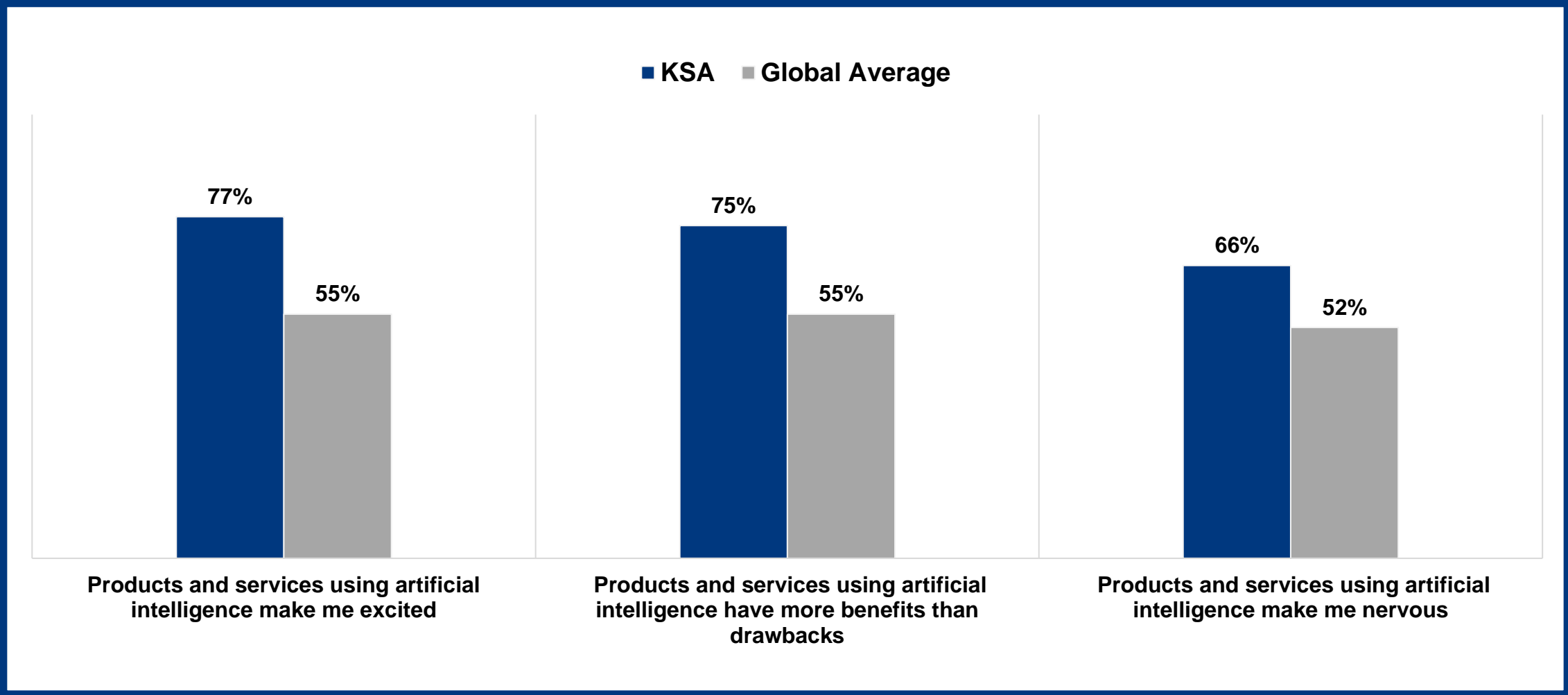
Products and services using artificial intelligence have more benefits than drawbacks

△ +15% Since 2021



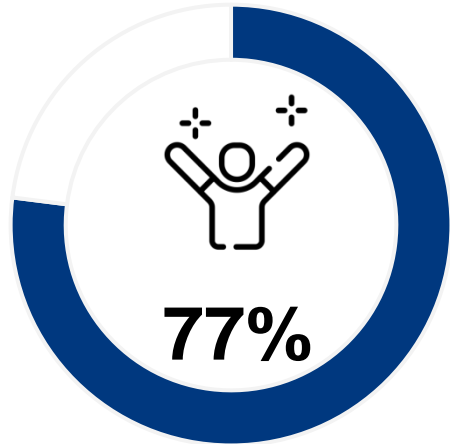
Products and services using artificial intelligence make me nervous

Sentiment Towards AI

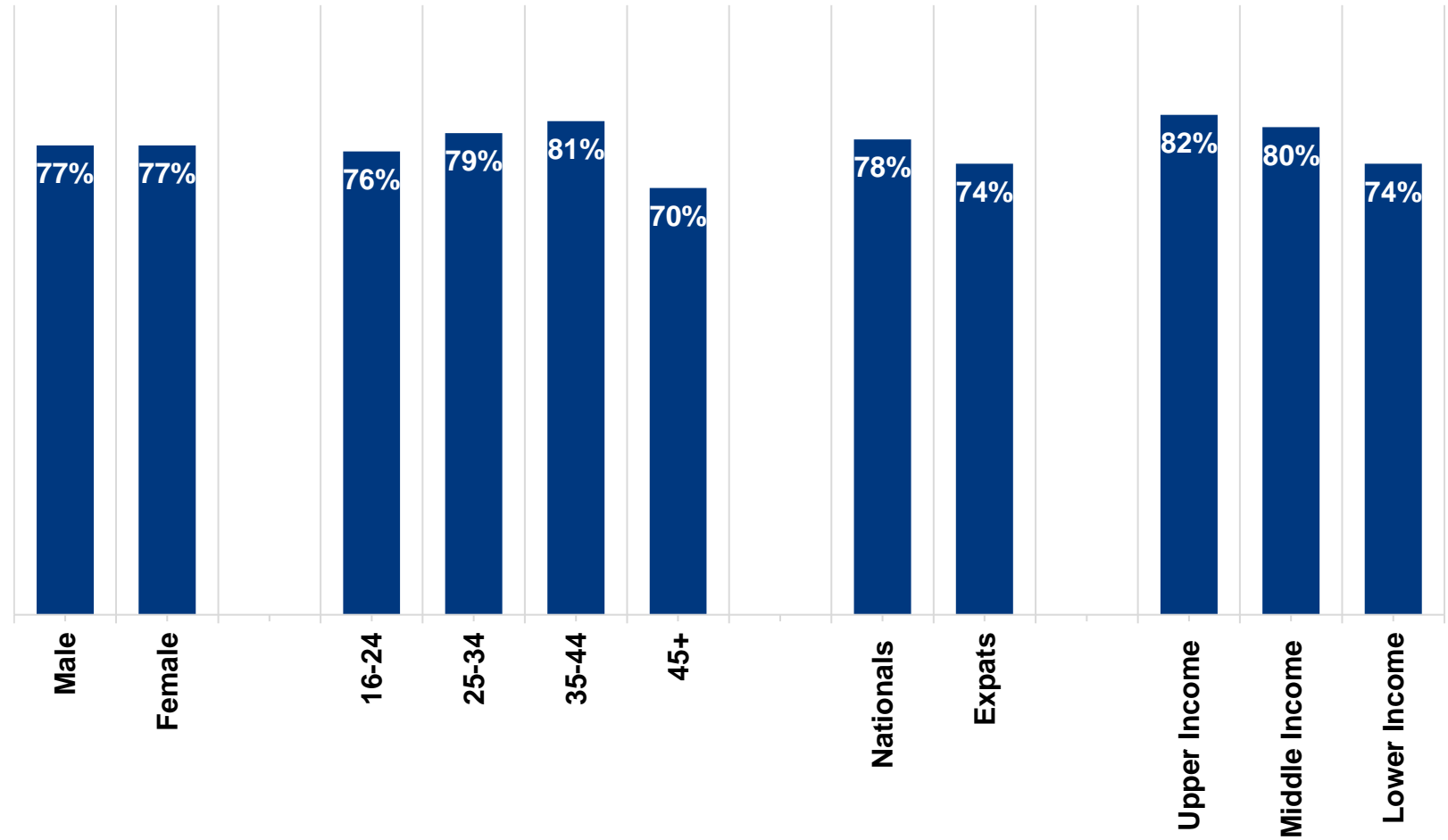


Excitement Towards AI

%Agree - By Demographics

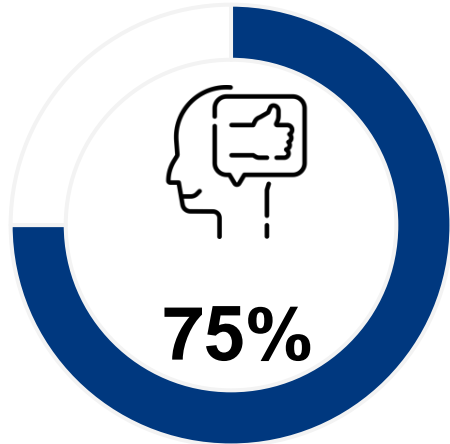


Products and services using artificial intelligence make me excited

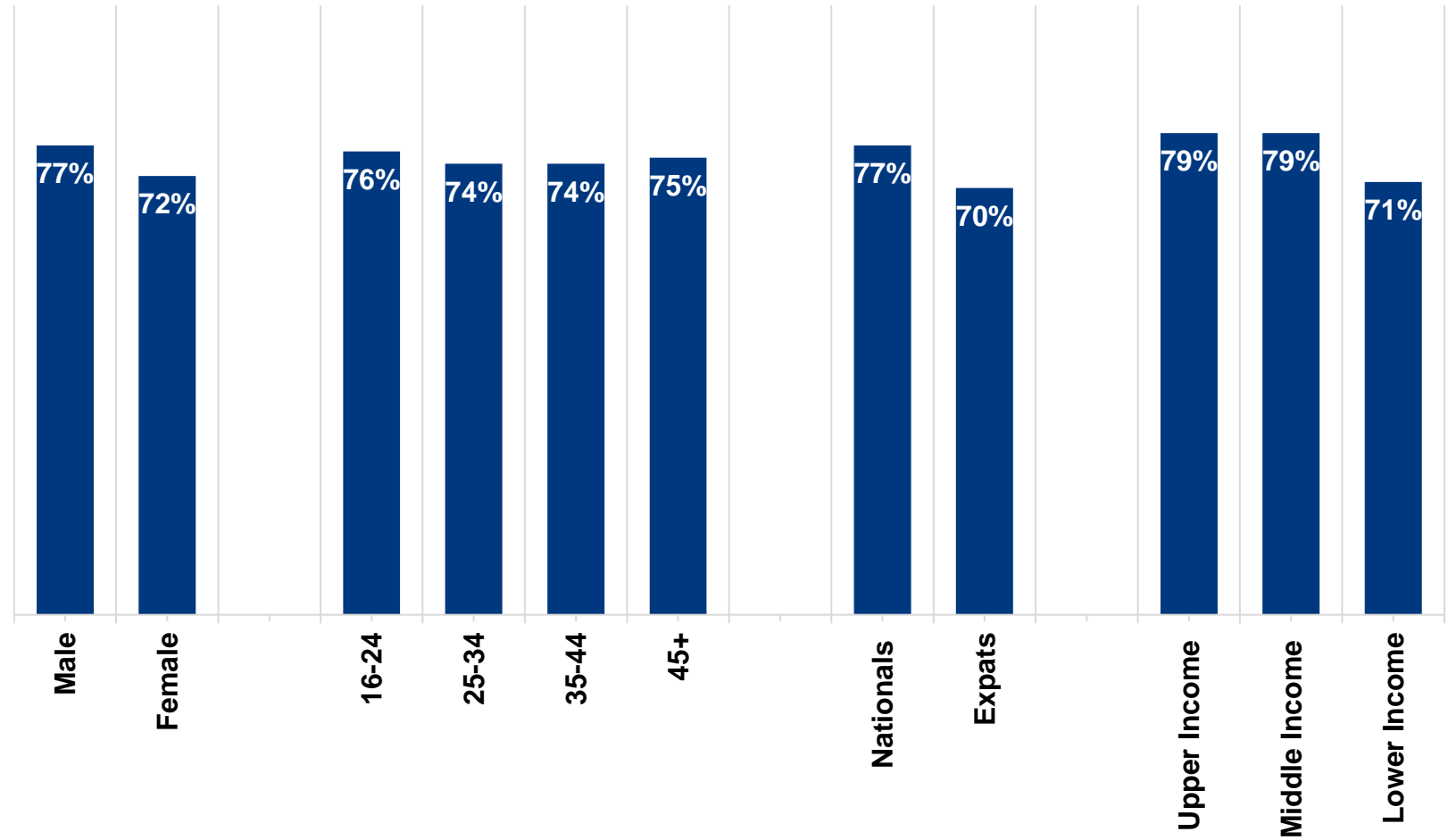


Embracing AI's Benefits

%Agree - By Demographics

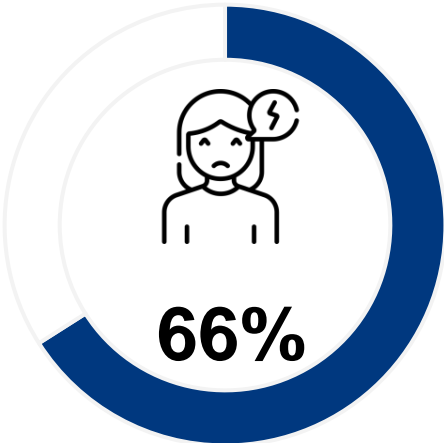


Products and services using artificial intelligence have more benefits than drawbacks

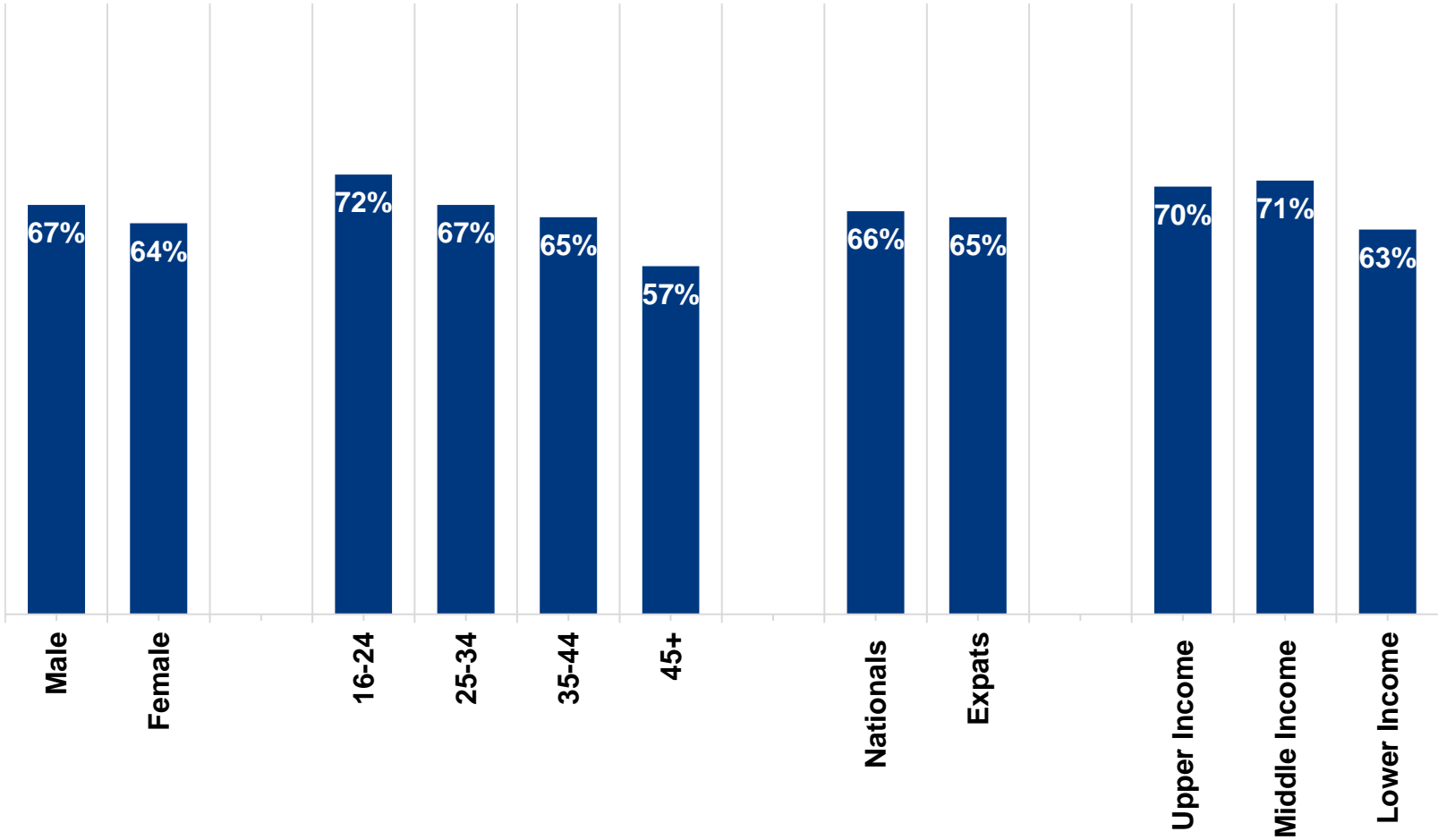


Anxiety Towards AI

%Agree - By Demographics

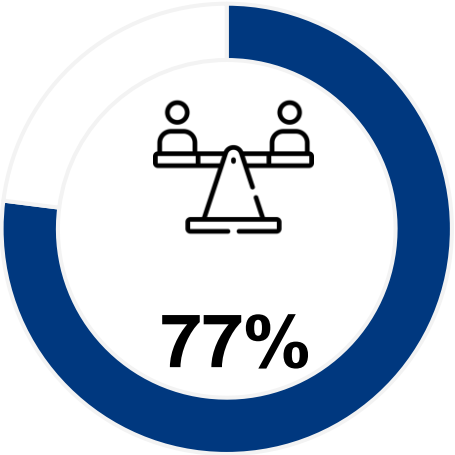


Products and services using artificial intelligence make me nervous

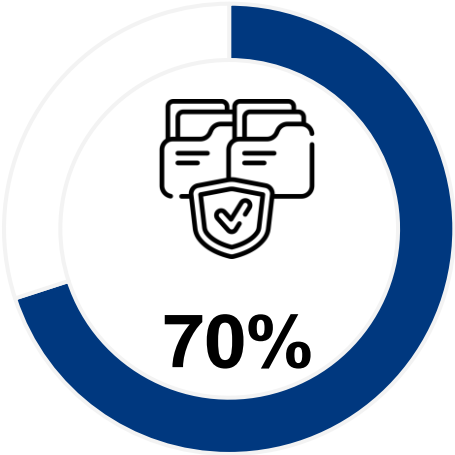


Trust In AI

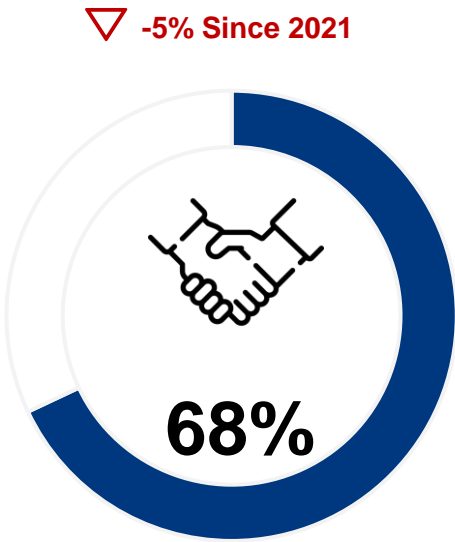
%Agree



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



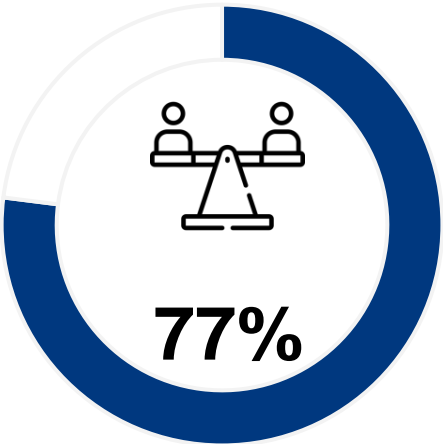
I trust that companies that use artificial intelligence will protect my personal data



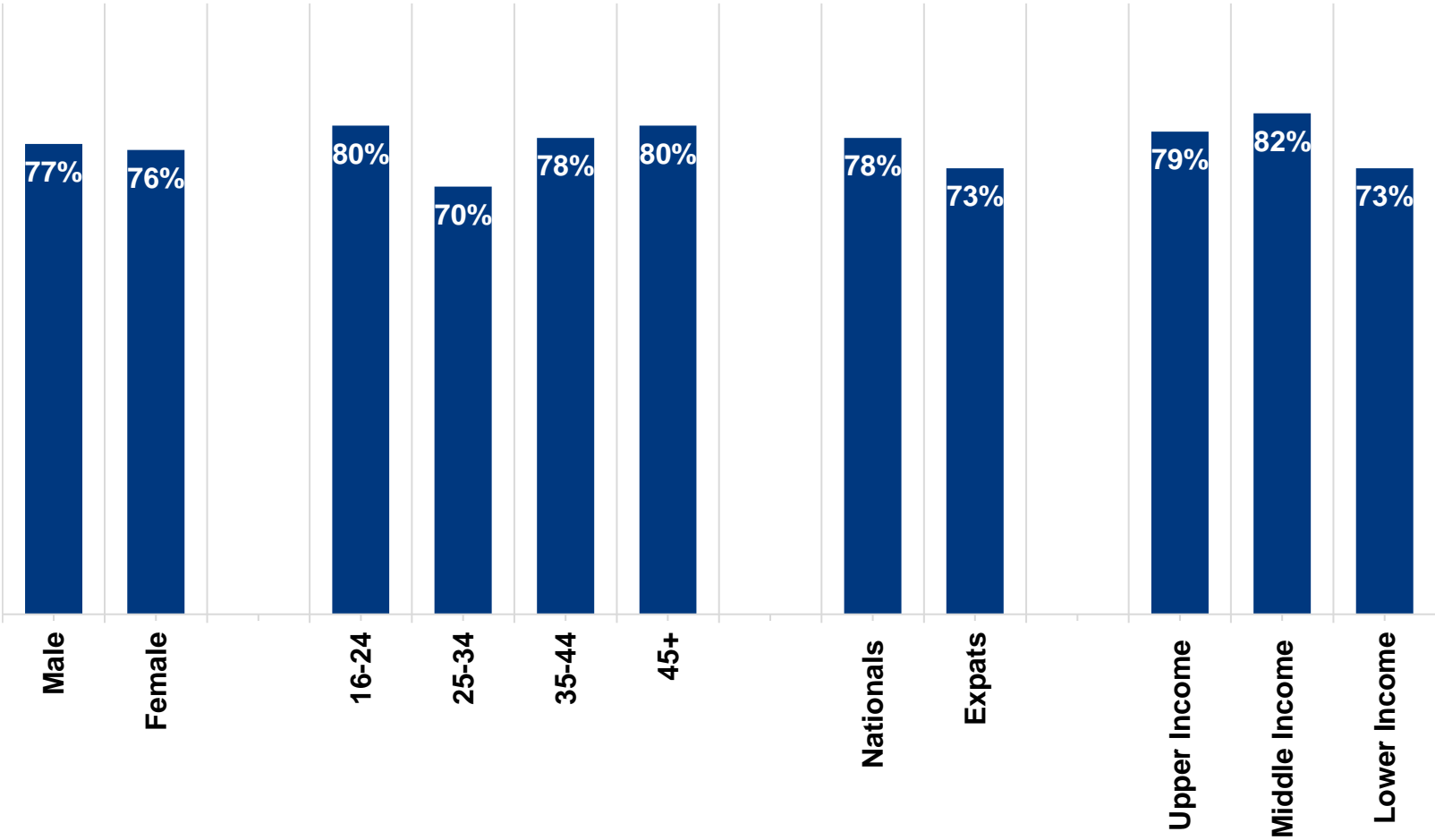
I trust companies that use artificial intelligence as much as I trust other companies

Trust In AI's Fairness And Non-bias

%Agree - By Demographics

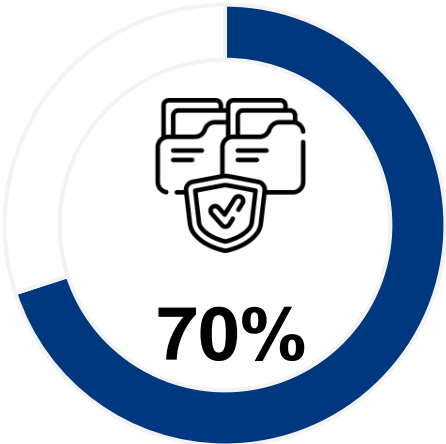


I trust artificial intelligence to not discriminate or show bias towards any group of people

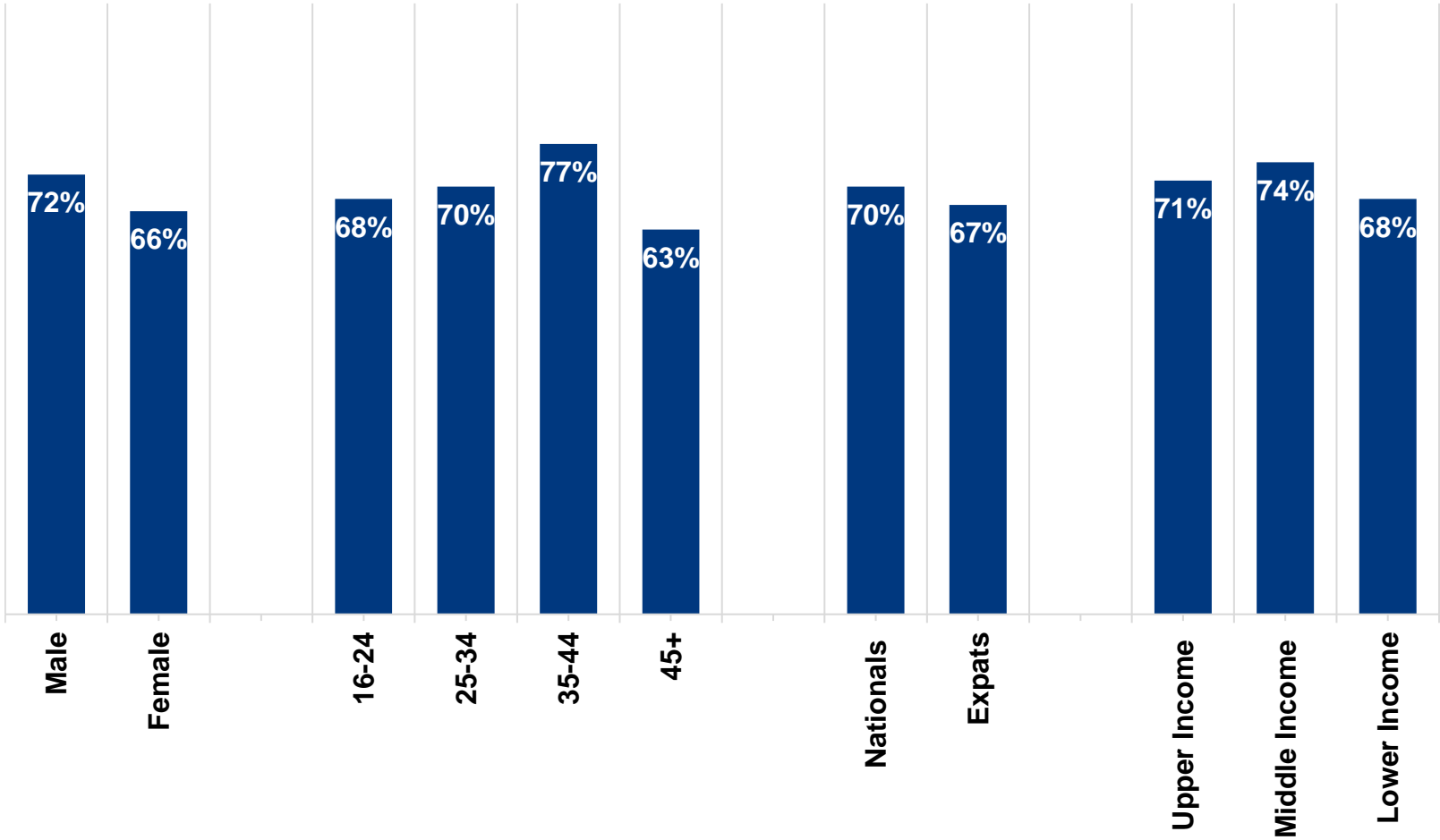


Trust In AI For Data Protection

%Agree - By Demographics

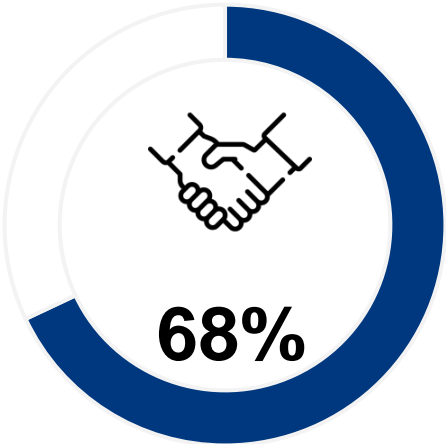


I trust that companies that use artificial intelligence will protect my personal data

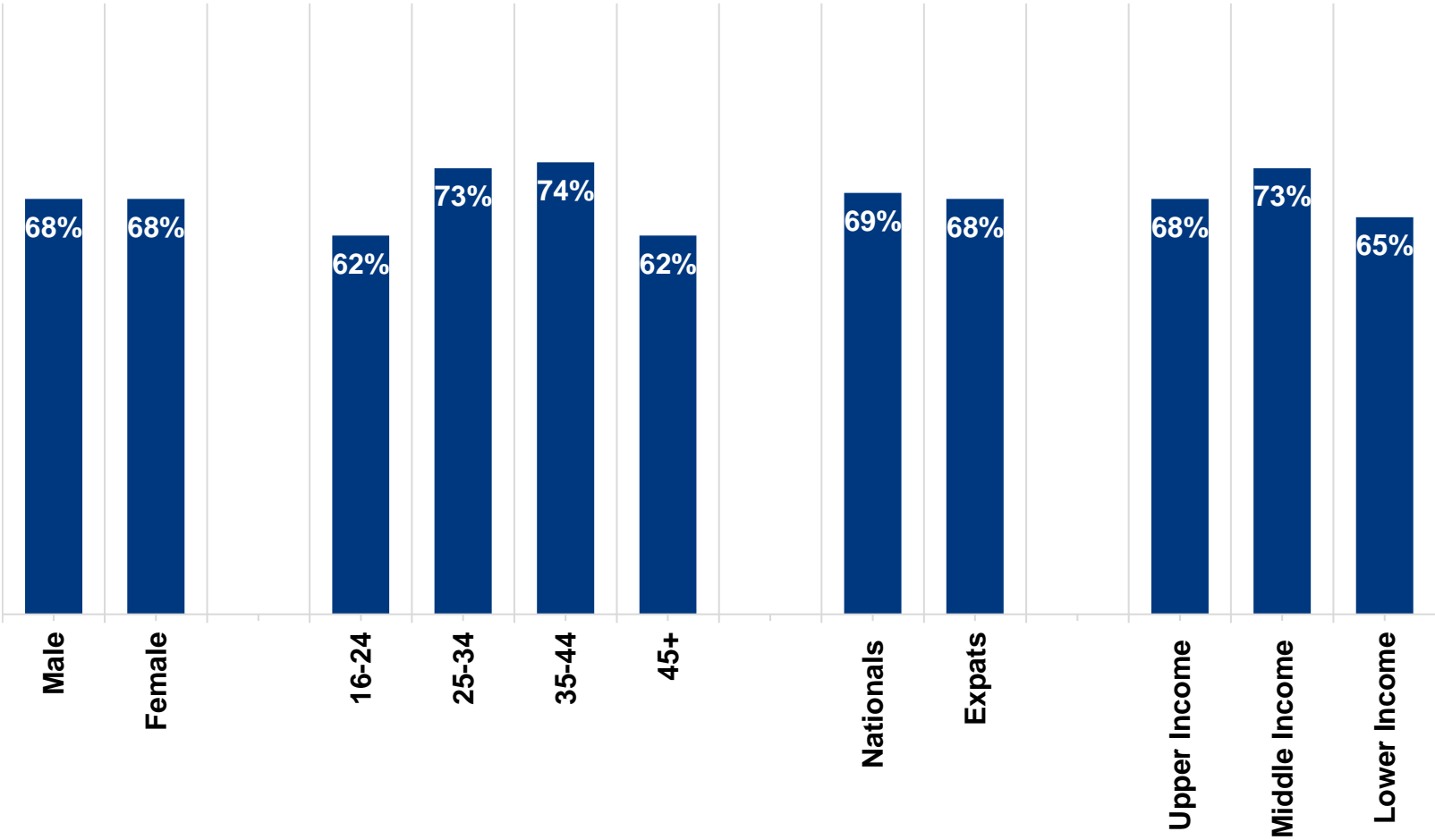


Trust In Companies That Use AI

%Agree - By Demographics



I trust companies that use artificial intelligence as much as I trust other companies

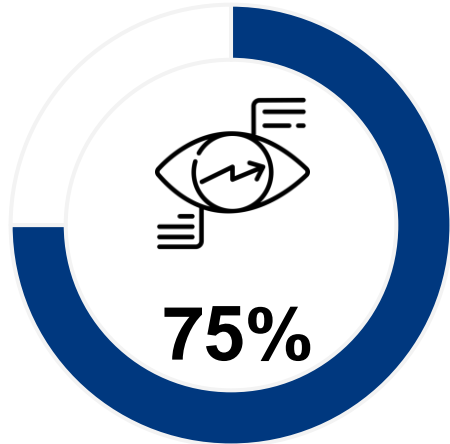




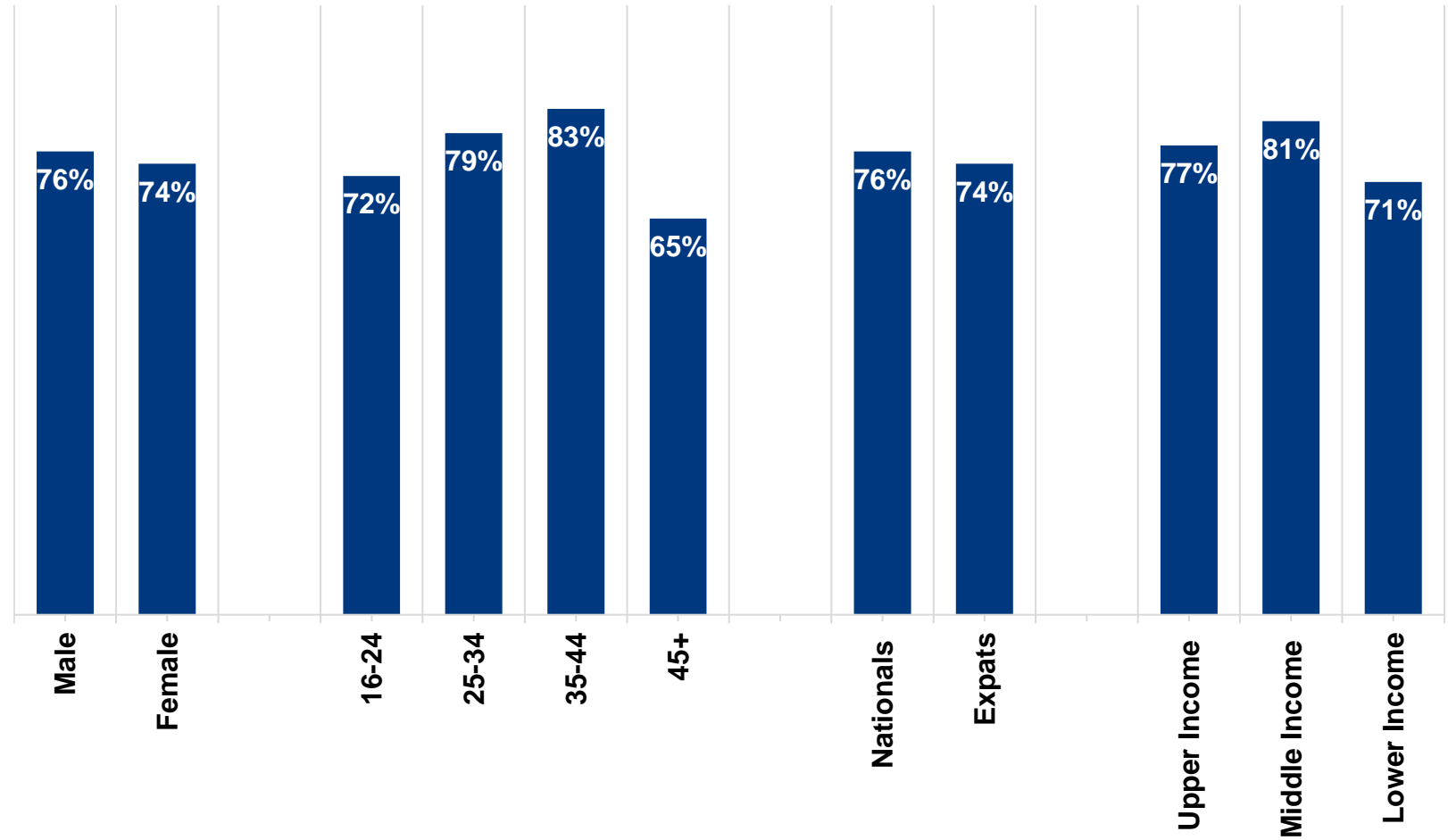
AI Impact On One's Daily Life And Job

Future Impact Of AI

%Agree - By Demographics



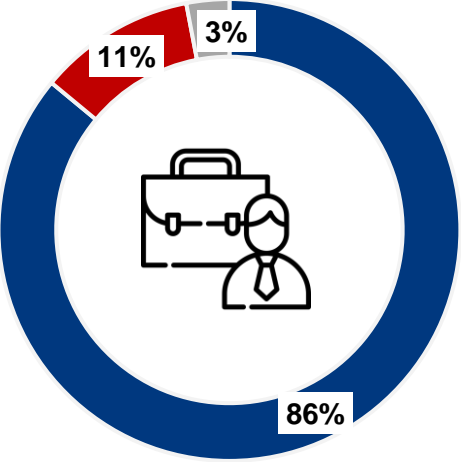
Products and services using AI will profoundly change my daily life in the next 3-5 years



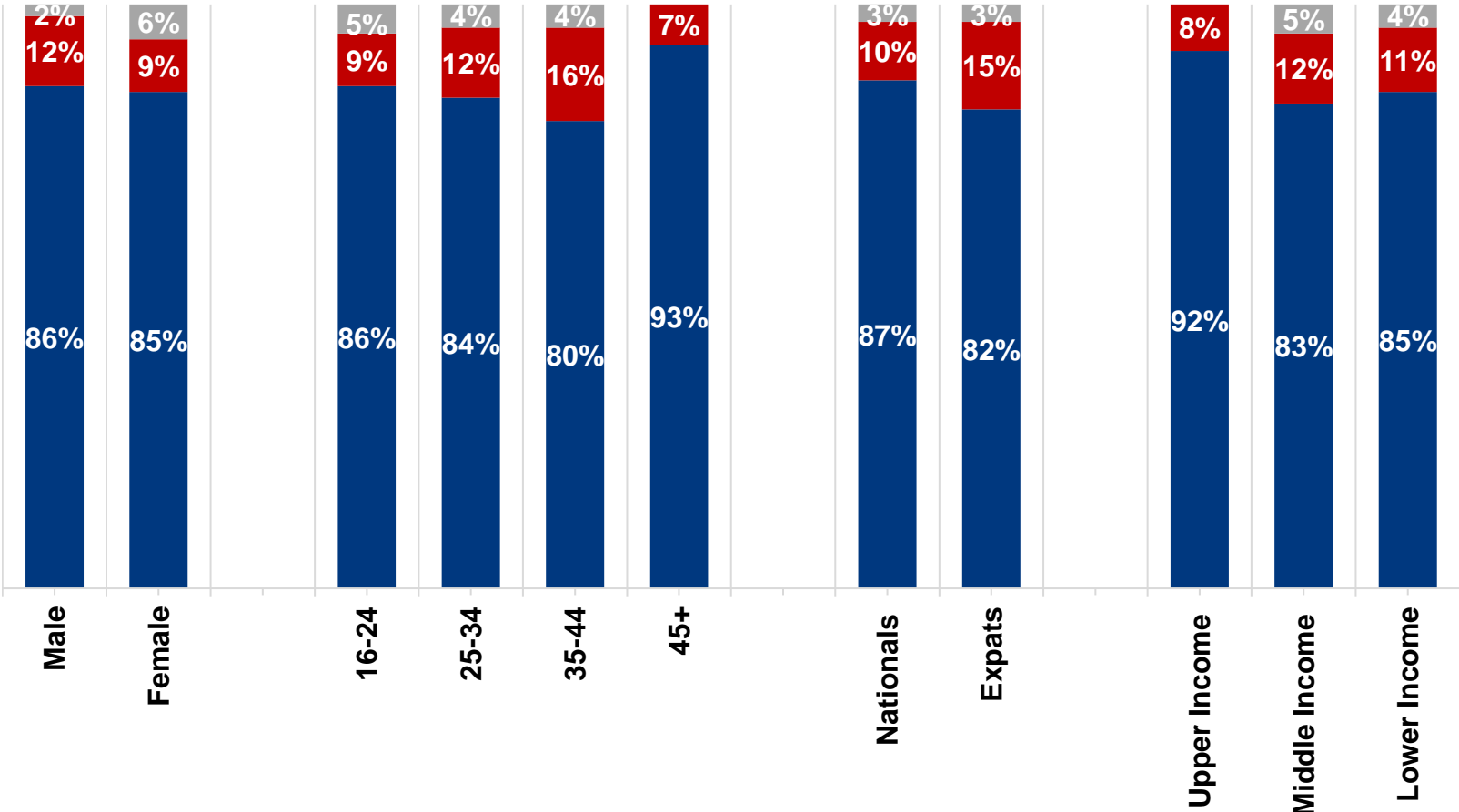
The Potential Of AI Reshaping Current Jobs

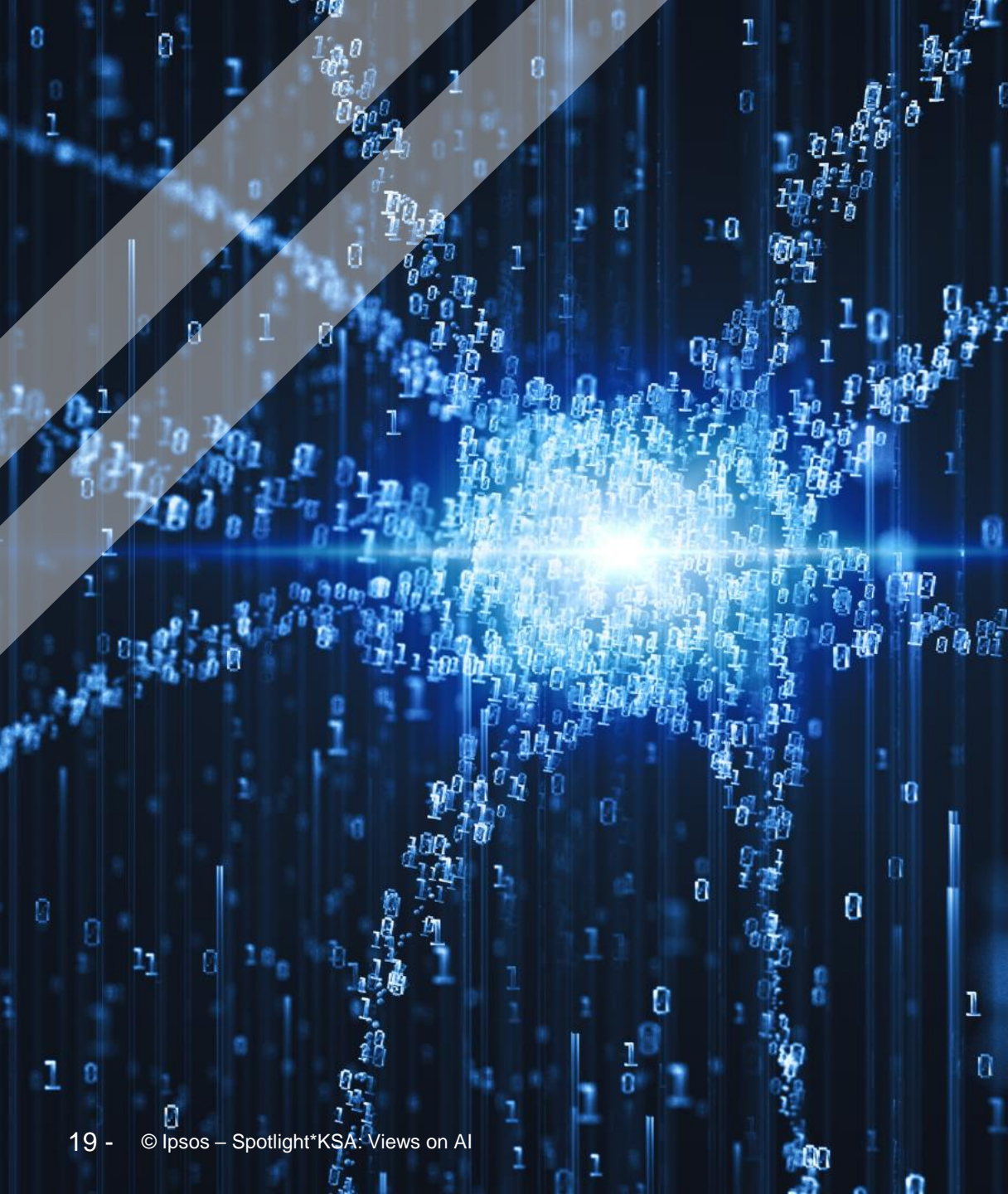
The Potential Of AI Reshaping Current Jobs - By Demographics

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



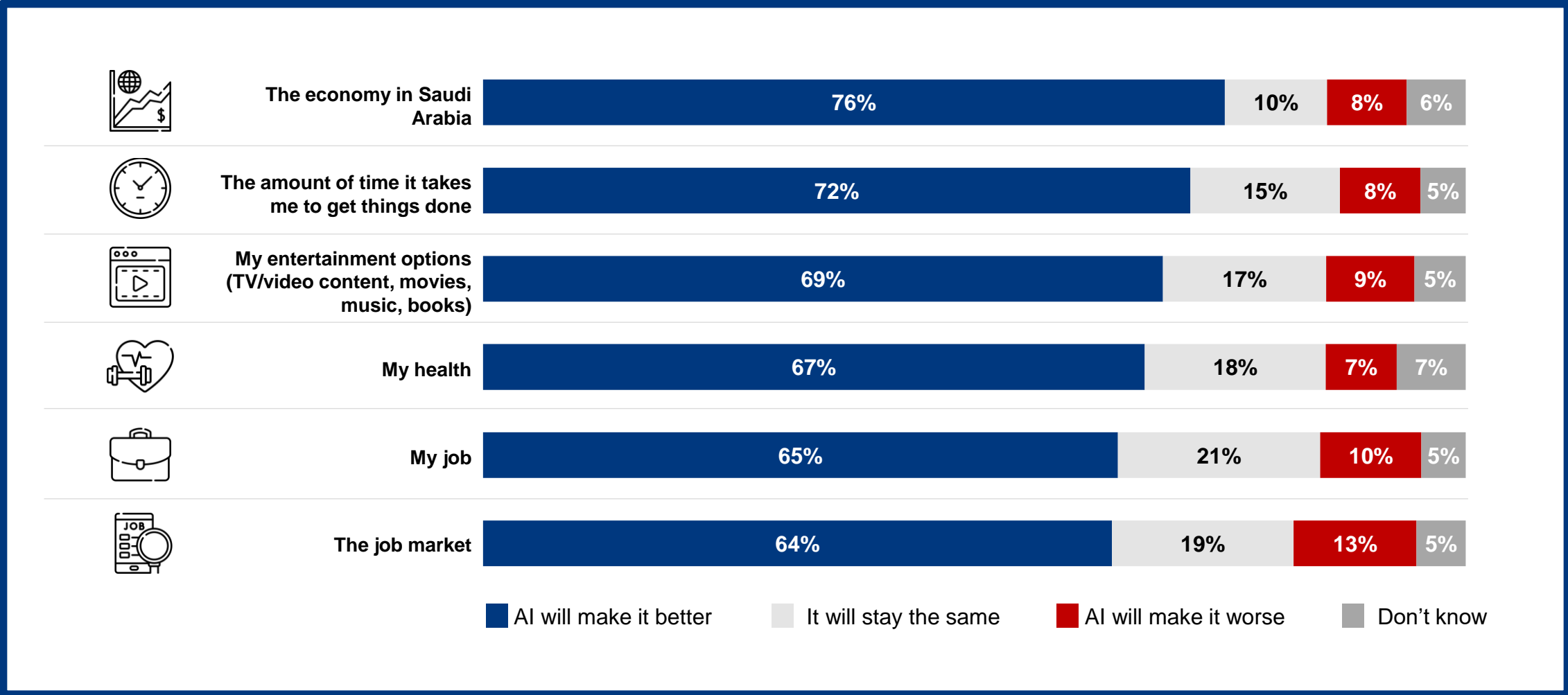
- Likely
- Not Likely
- Don't Know





Will AI Improve Life?

AI's Impact On Various Aspects In The Next 3-5 Years



AI's Impact On Various Aspects In The Next 3-5 Years

%Better By Demographics

	The economy in Saudi Arabia	The amount of time it takes me to get things done	My entertainment options	My health	My job	The job market
Total	76%	72%	69%	67%	65%	64%
Male	77%	70%	69%	66%	65%	62%
Female	74%	74%	70%	70%	64%	66%
16-24	68%	61%	66%	66%	61%	63%
25-34	73%	73%	73%	68%	66%	66%
35-44	80%	72%	65%	68%	67%	70%
45+	83%	85%	73%	68%	63%	55%
Nationals	74%	71%	71%	66%	69%	65%
Expats	79%	75%	65%	69%	54%	62%
Upper Income	77%	76%	76%	77%	65%	68%
Middle Income	79%	74%	77%	69%	68%	67%
Lower Income	74%	70%	64%	62%	63%	62%

Methodology



Sample Size

500 Respondents



Sample Criteria

General Public



Methodology

The Survey Was Conducted Via
The Ipsos Online Panel.



Geographical Coverage

Conducted in Saudi Arabia, Across
The Kingdom. Saudi Arabia was one
of 32 countries included in a global
survey.

For More Information:

Mohamad Jobeilly
Research Director
Ipsos in Saudi Arabia
Email: mohamad.jobeilly@ipsos.com

Nicola Qahoush
Research Director
Ipsos in Saudi Arabia
Email: nicola.qahoush@ipsos.com

GAME CHANGERS

