SPOTLIGHT*
EGYPT

VIEWS ON AI

April – 2024

Ipsos

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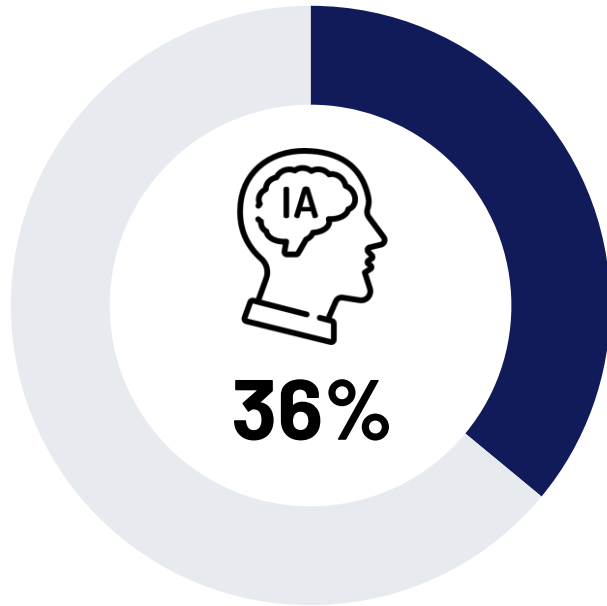
4

Will AI improve life?

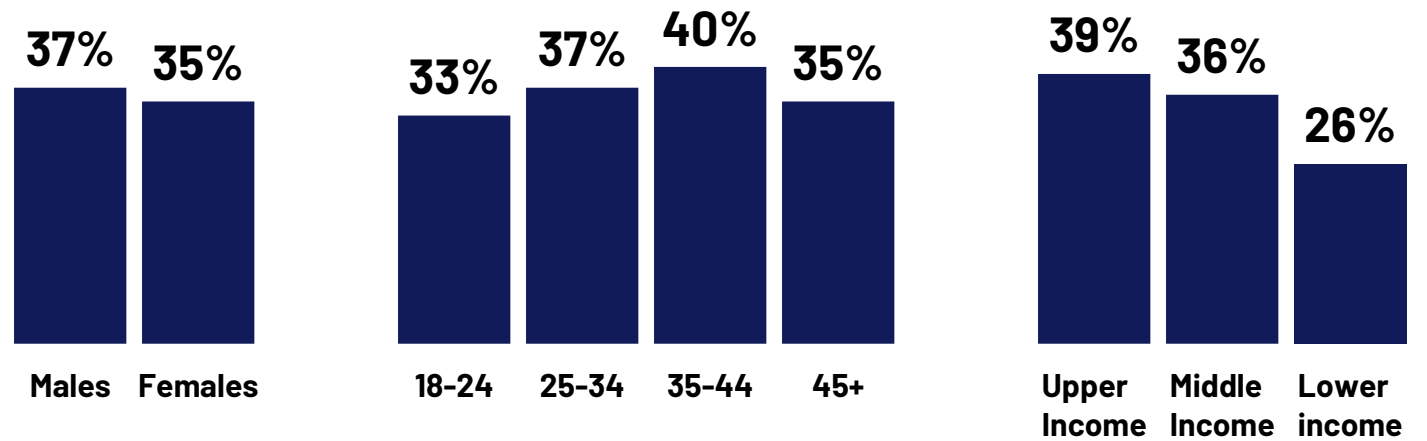# AWARENESS AND UNDERSTANDING OF AI

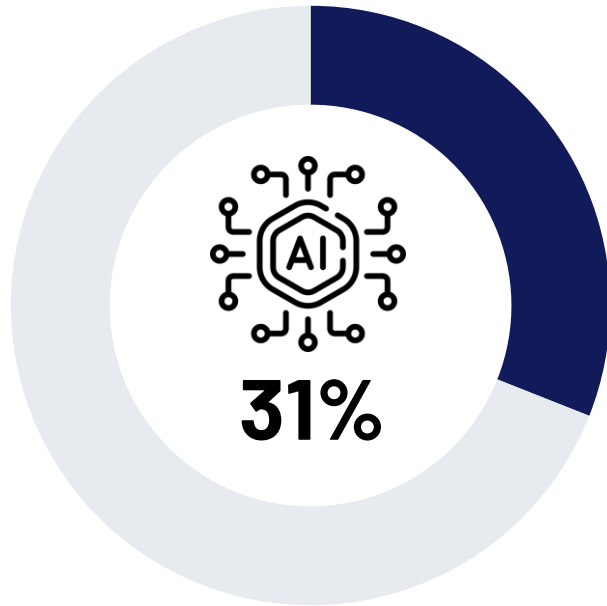# Awareness of AI

% Agree – by demographics

36%

I have heard about artificial intelligence
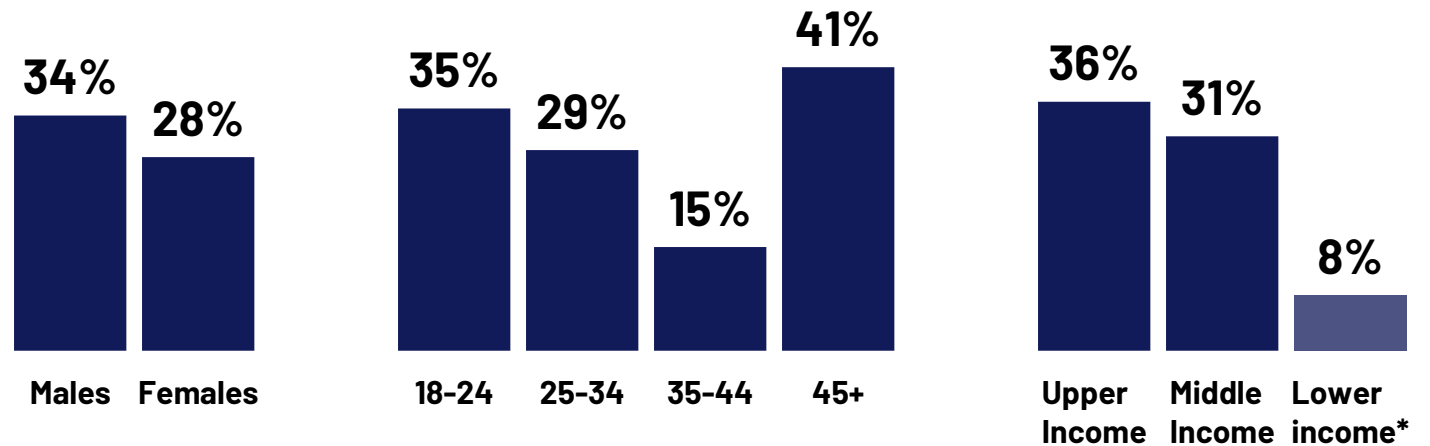
37%	35%
Males	Females

33%	37%	40%	35%
18-24	25-34	35-44	45+

39%	36%	26%
Upper Income	Middle Income	Lower income

Understanding of AI

% Agree – by demographics

31%

I have a good understanding of what artificial intelligence is

34% Males
28% Females

35% 18-24
29% 25-34
15% 35-44
41% 45+
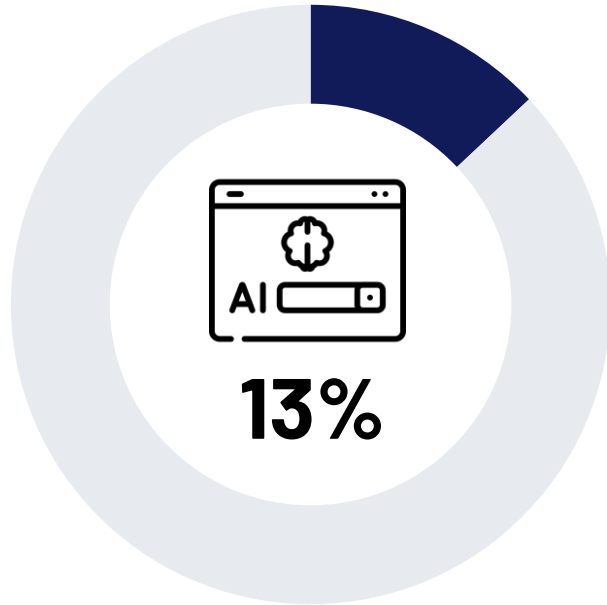
36% Upper Income
31% Middle Income
8% Lower income*

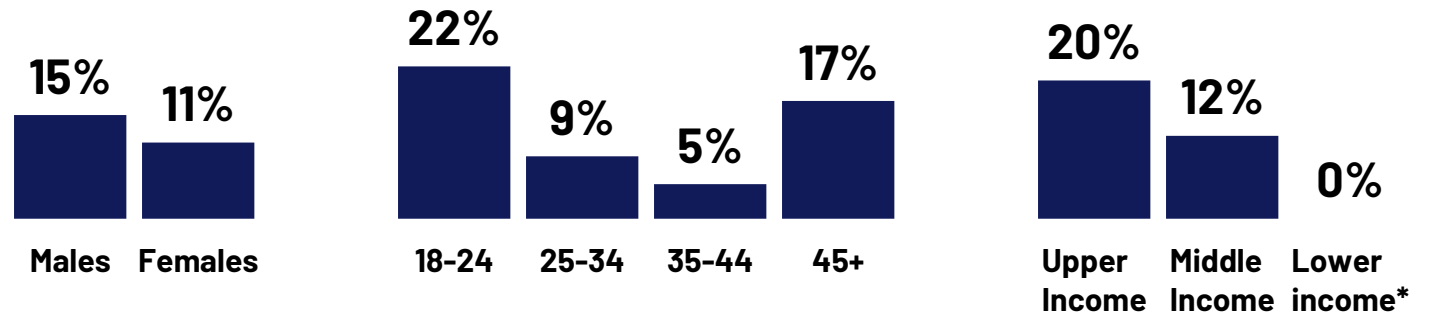Base: % out those who have heard about AI
*Low base, read with caution

Awareness of AI-powered products and services

% Agree – by demographics

13%

I know which types of products and services use artificial intelligence

Males	15%
Females	11%

18-24	22%
25-34	9%
35-44	5%
45+	17%

Upper Income	20%
Middle Income	12%
Lower income*	0%

Base: % out those who have heard about AI
*Low base, read with caution

SENTIMENT TOWARDS AI

Sentiment towards AI

% Agree

30%

Products and services using artificial intelligence have more benefits than drawbacks

25%

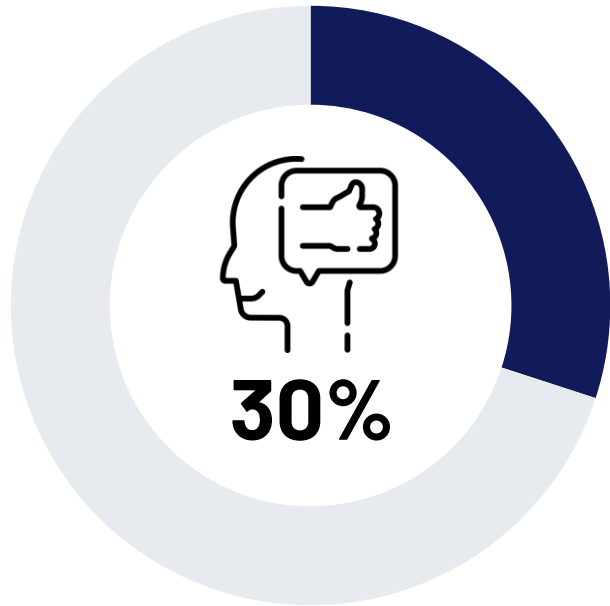Products and services using artificial intelligence make me excited

24%

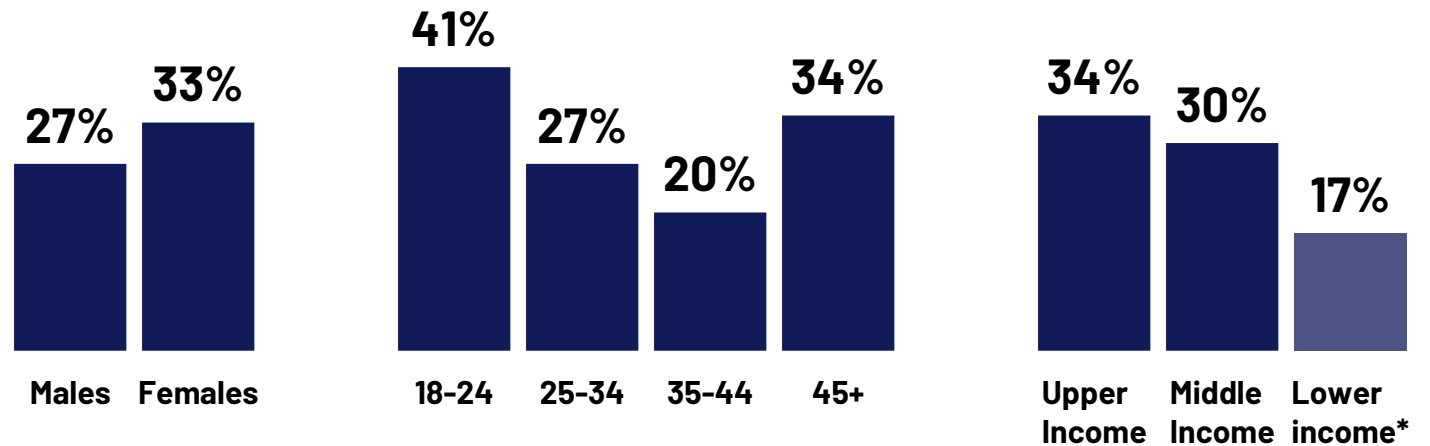Products and services using artificial intelligence make me nervous

Base: % out those who have heard about AI
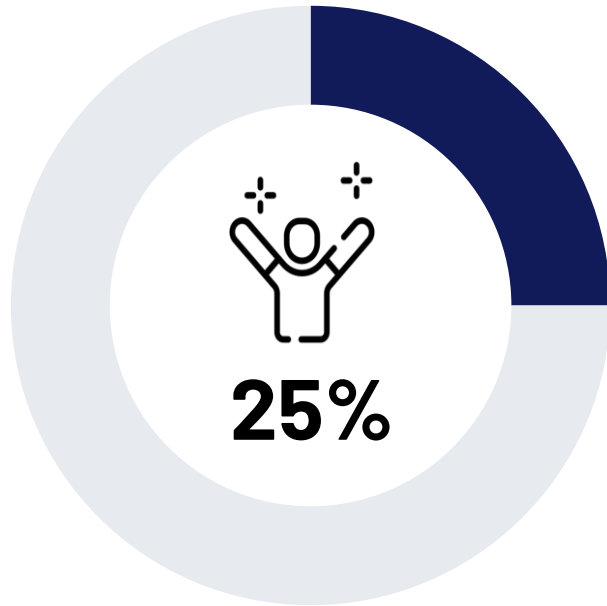
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Embracing AI's benefits

% Agree – by demographics

30%

Products and services using artificial intelligence have more benefits than drawbacks

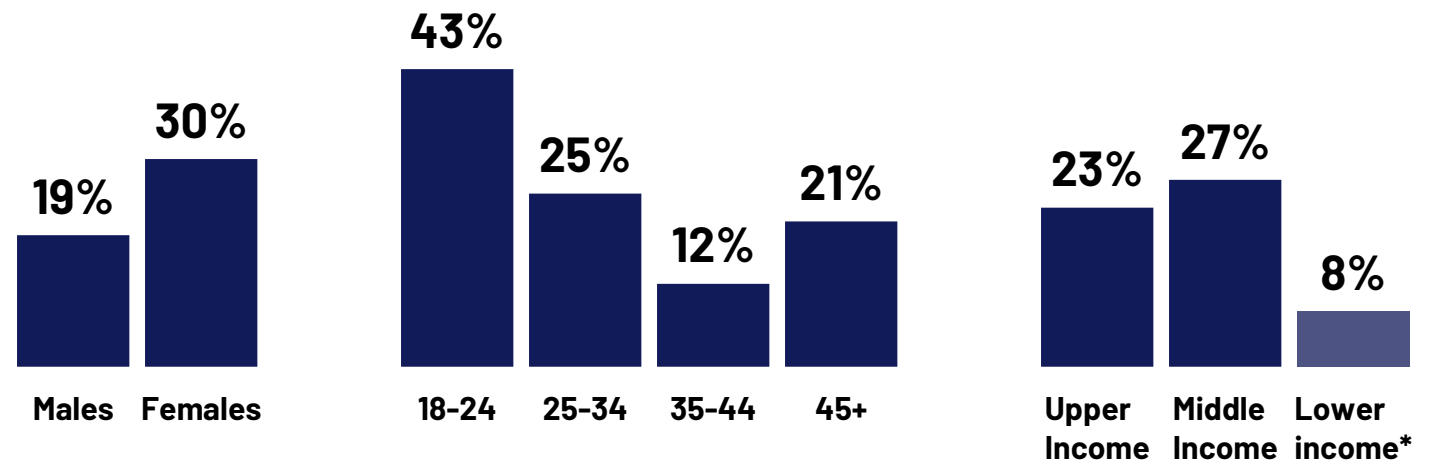**27%** Males
33% Females

41% 18-24
27% 25-34
20% 35-44
34% 45+

34% Upper Income
30% Middle Income
17% Lower income*

Base: % out those who have heard about AI
*Low base, read with caution

Excitement towards AI

% Agree – by demographics

25%

Products and services using artificial intelligence make me excited

19% Males
30% Females

43% 18-24
25% 25-34
12% 35-44
21% 45+

23% Upper Income
27% Middle Income
8% Lower income*

Base: % out those who have heard about AI
*Low base, read with caution
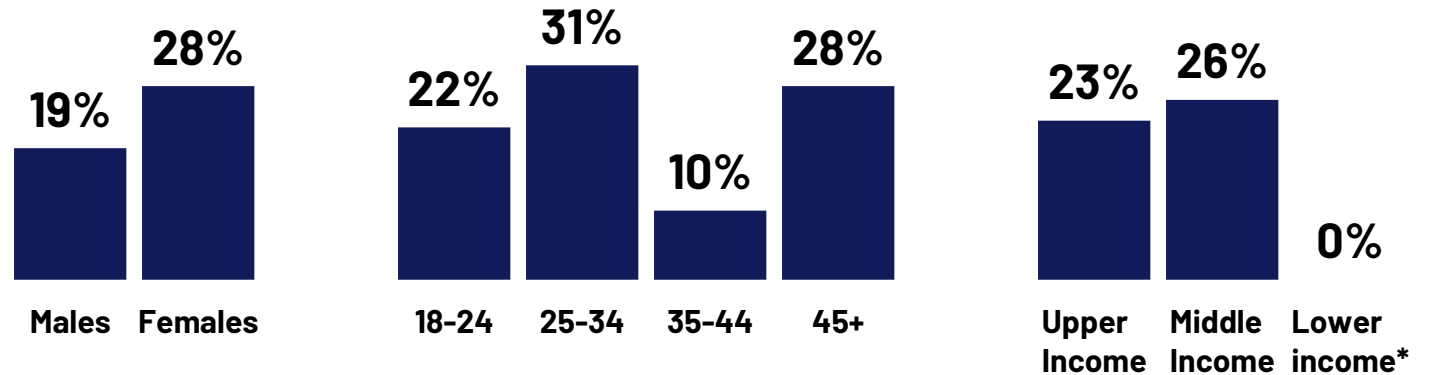
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Anxiety towards AI

% Agree – by demographics

24%

Products and services
using artificial intelligence
make me nervous

19%	**28%**
Males	Females

22%	**31%**	**10%**	**28%**
18-24	25-34	35-44	45+

23%	**26%**	**0%**
Upper Income	Middle Income	Lower income*

Base: % out those who have heard about AI
*Low base, read with caution

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Trust in AI

% Agree

27%

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

25%

I don't trust companies that use artificial intelligence as much as I trust other companies
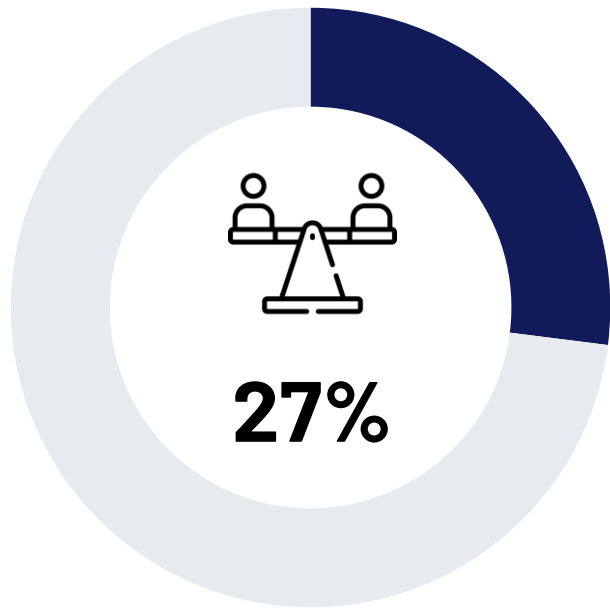
23%

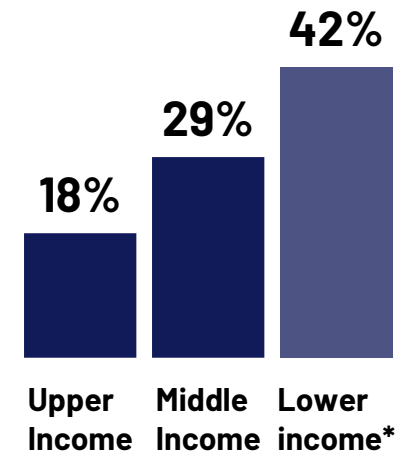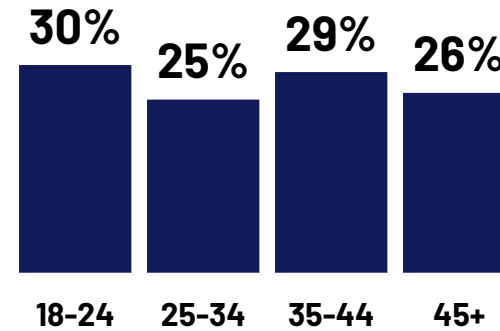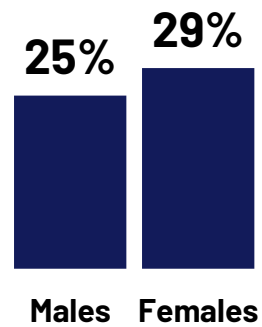I trust that companies that use artificial intelligence will protect my personal data

Base: % out those who have heard about AI

Ipsos

Trust in AI's fairness and non-bias

% Agree – by demographics

27%

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

Males	Females
25%	29%

18-24	25-34	35-44	45+
30%	25%	29%	26%

Upper Income	Middle Income	Lower income*
18%	29%	42%

Base: % out those who have heard about AI
*Low base, read with caution

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Trust in companies that use AI

% Agree – by demographics
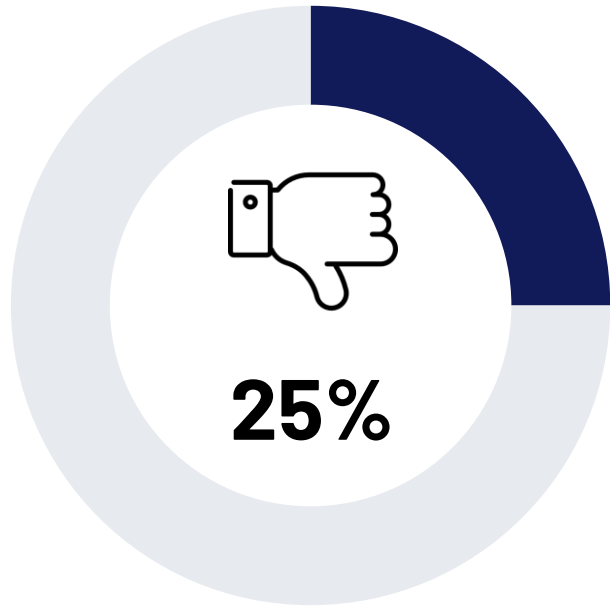
25%

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

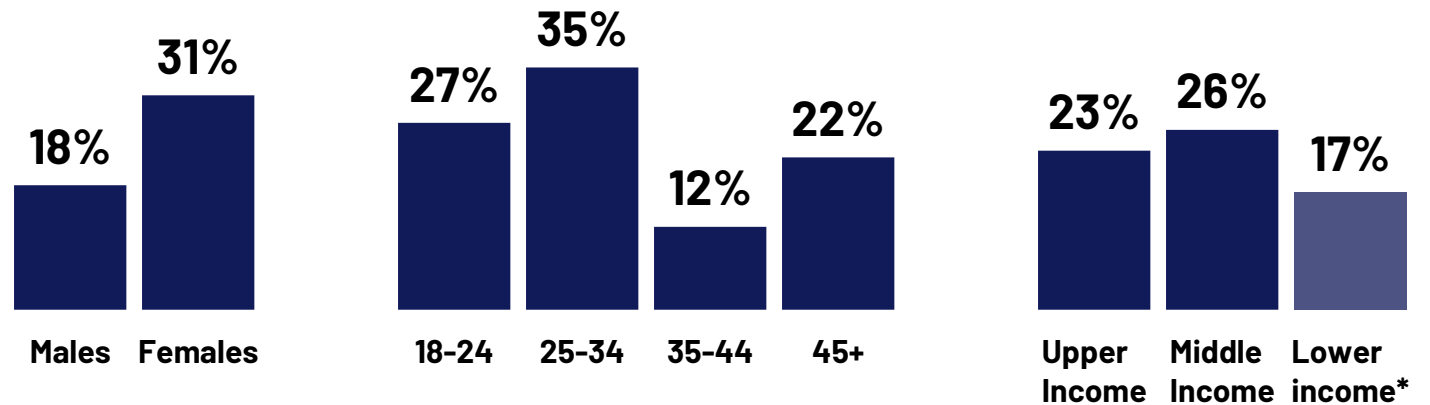| Males	Females
18%	31%

18-24	25-34	35-44	45+
27%	35%	12%	22%

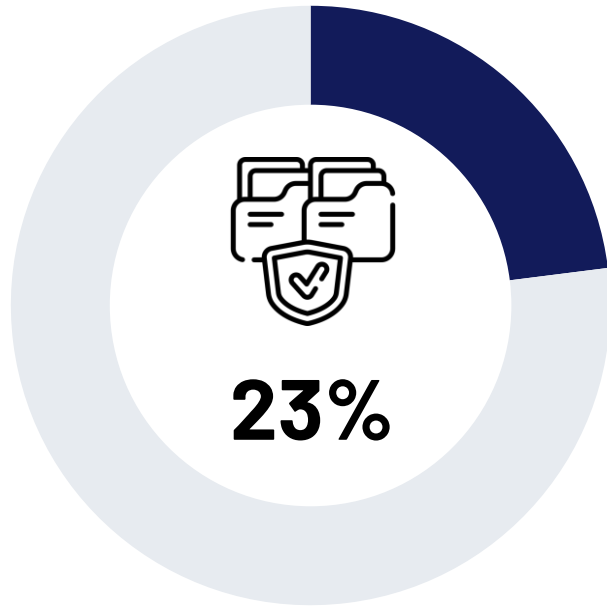| Upper Income	Middle Income	Lower income*
23%	26%	17%

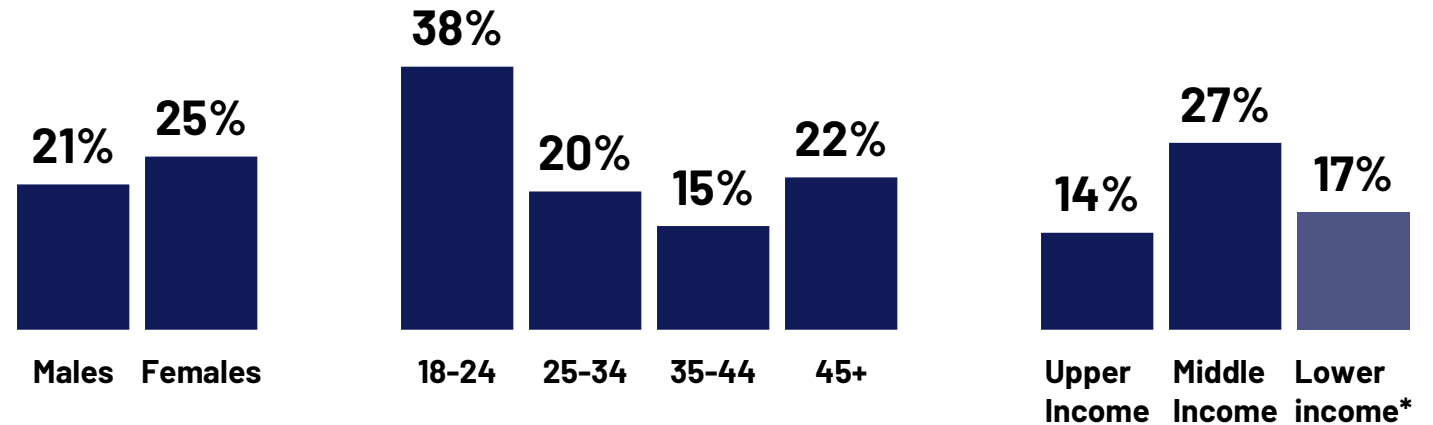Base: % out those who have heard about AI

*Low base, read with caution

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Trust in AI for data protection

% Agree – by demographics

23%

I trust that companies that use artificial intelligence will protect my personal data
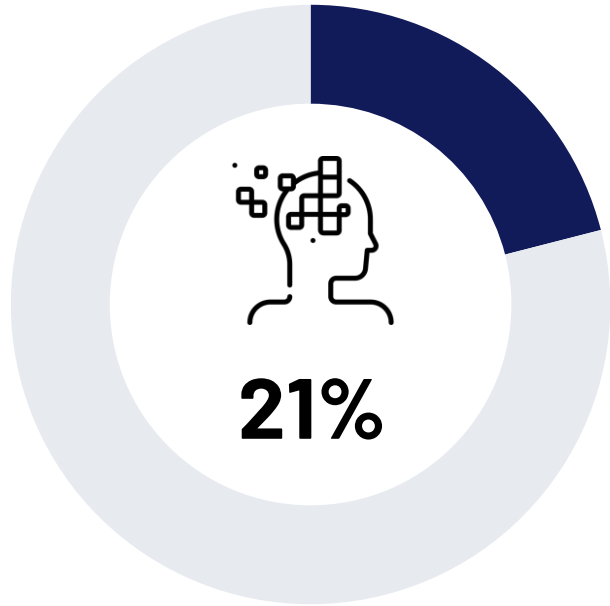
21% Males
25% Females

38% 18-24
20% 25-34
15% 35-44
22% 45+

14% Upper Income
27% Middle Income
17% Lower income*

Base: % out those who have heard about AI
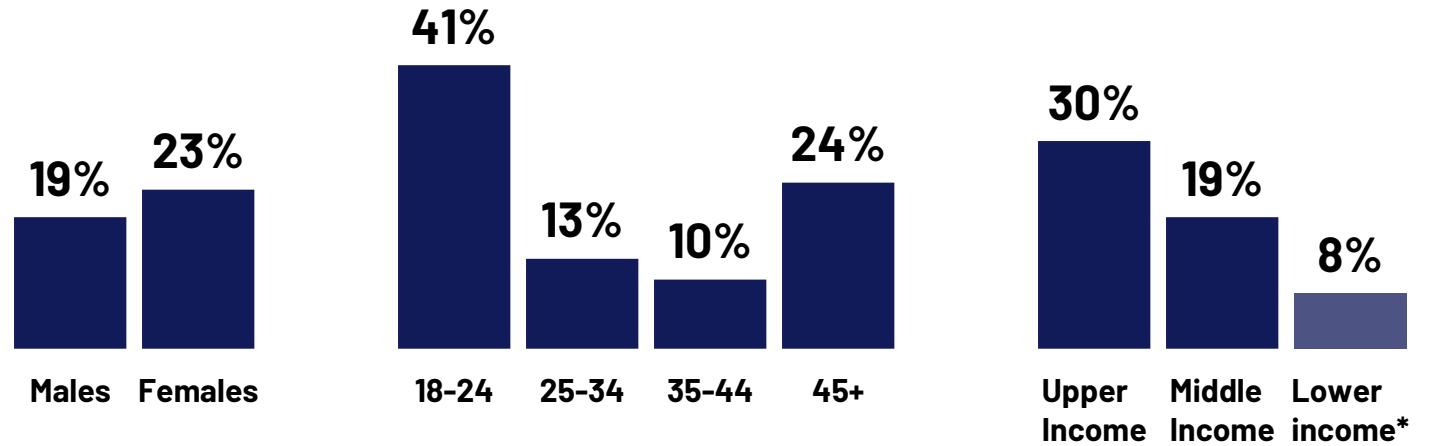*Low base, read with caution

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AI IMPACT ON ONE'S DAILY LIFE AND JOB

Past impact of AI

% Agree – by demographics

21%

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

19%	23%
Males	**Females**

41%	13%	10%	24%
18-24	**25-34**	**35-44**	**45+**

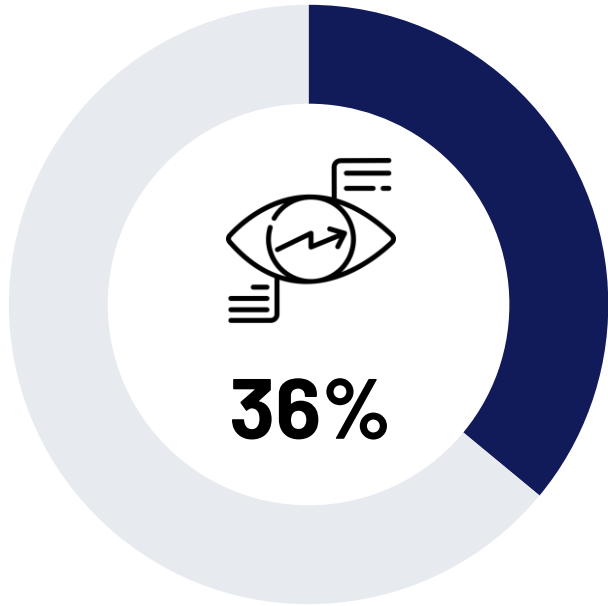|		
30%	19%	8%
Upper Income	**Middle Income**	**Lower income***

Base: % out those who have heard about AI
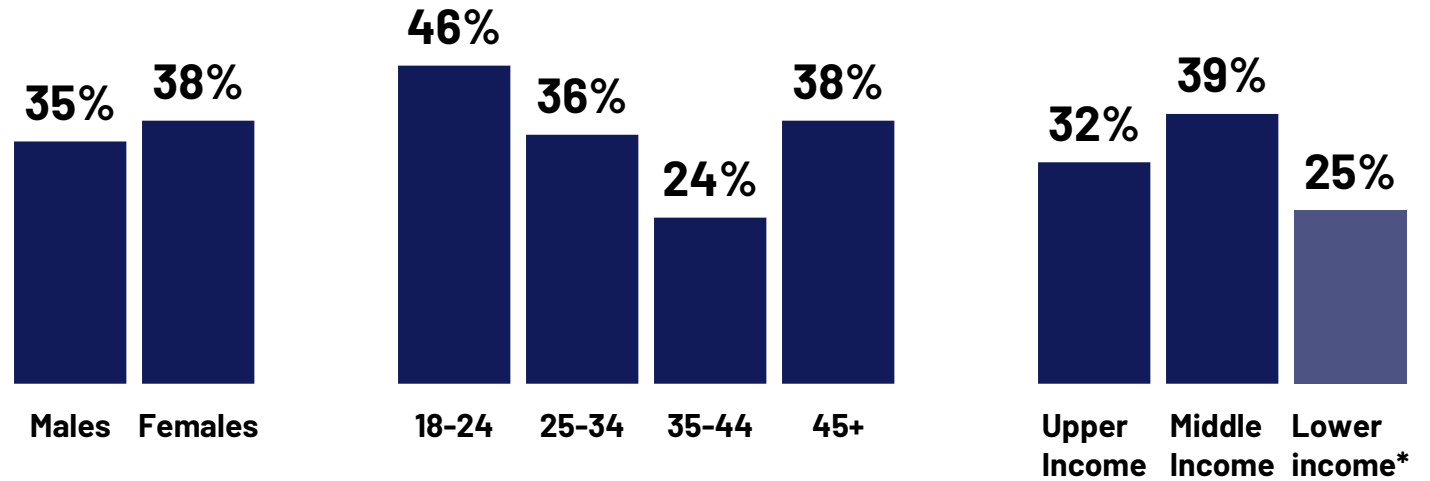*Low base, read with caution

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Future impact of AI

% Agree – by demographics

36%

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

35%
Males

38%
Females

46%
18-24

36%
25-34

24%
35-44

38%
45+

32%
Upper Income

39%
Middle Income

25%
Lower income*

Base: % out those who have heard about AI
*Low base, read with caution

Ipsos

The potential of AI reshaping current jobs

% - by demographics

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

71% Likely
25% Not likely
5% Don't know

Likely ■ **Not likely** ■ **Don't know**

	Males	Females
Don't know	6%	3%
Not likely	26%	23%
Likely	67%	74%

	18-24	25-34	35-44	45+
Don't know	5%	4%	2%	10%
Not likely		31%	32%	26%
Likely	95%	65%	66%	64%

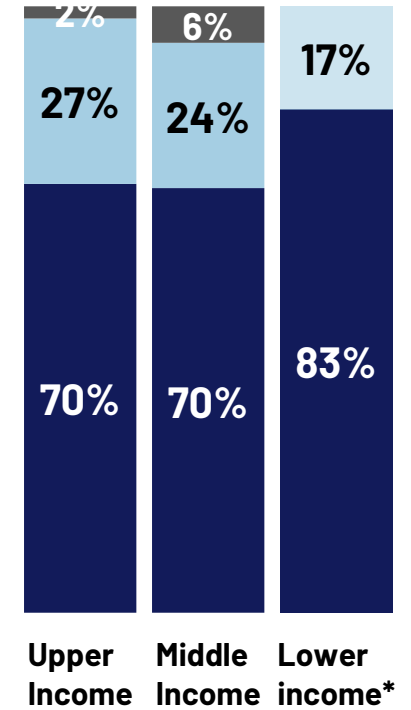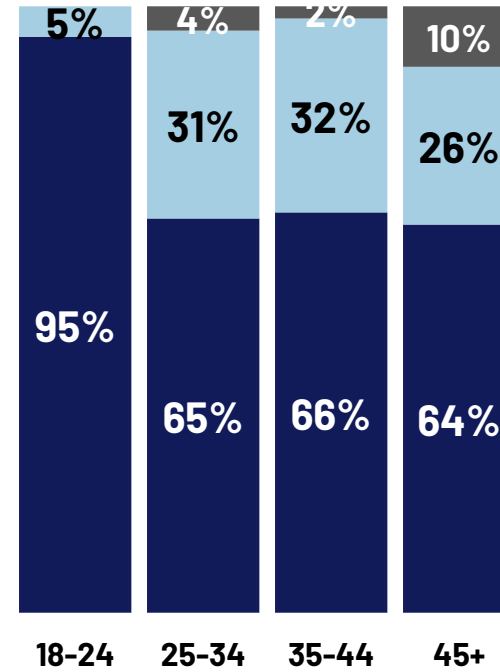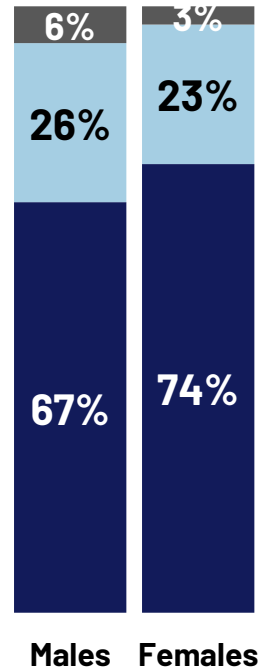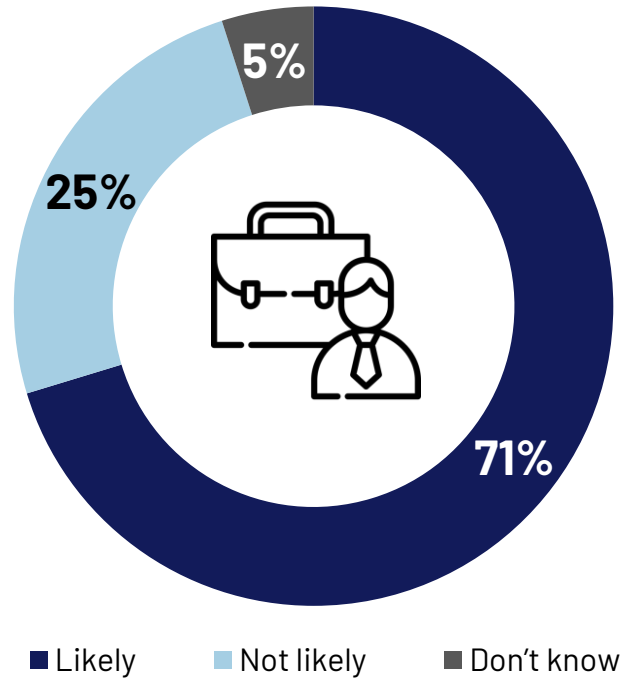|	Upper Income	Middle Income	Lower income*
Don't know	2%	6%	
Not likely	27%	24%	17%
Likely	70%	70%	83%

Base: % out those who have heard about AI
*Low base, read with caution

The potential of AI replacing current jobs

% - by demographics

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

4%

30%

66%

■ Likely   ■ Not likely   ■ Don't know

	Males	Females
Don't know	6%	2%
Not likely	29%	30%
Likely	64%	68%

	18-24	25-34	35-44	45+
Don't know	3%	4%		9%
Not likely	16%	36%	37%	28%
Likely	81%	60%	63%	64%

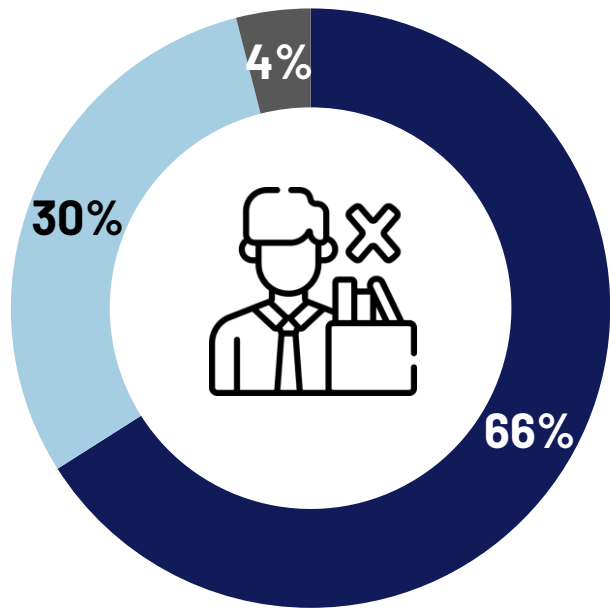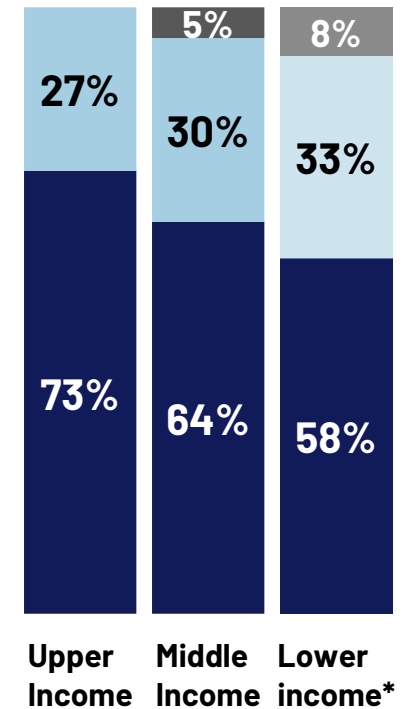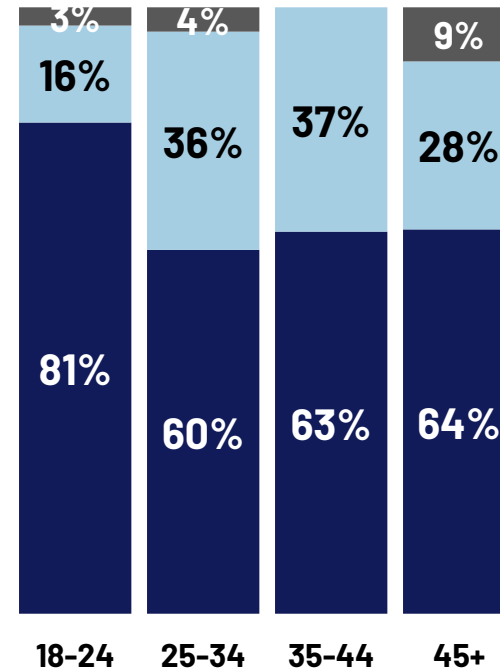|	Upper Income	Middle Income	Lower income*
Don't know		5%	8%
Not likely	27%	30%	33%
Likely	73%	64%	58%

Base: % out those who have heard about AI
*Low base, read with caution

Ipsos

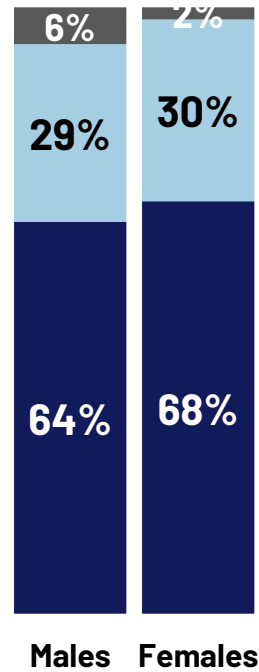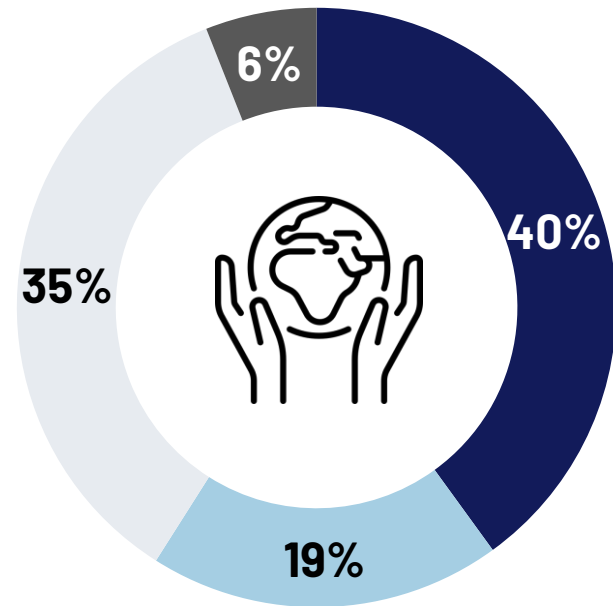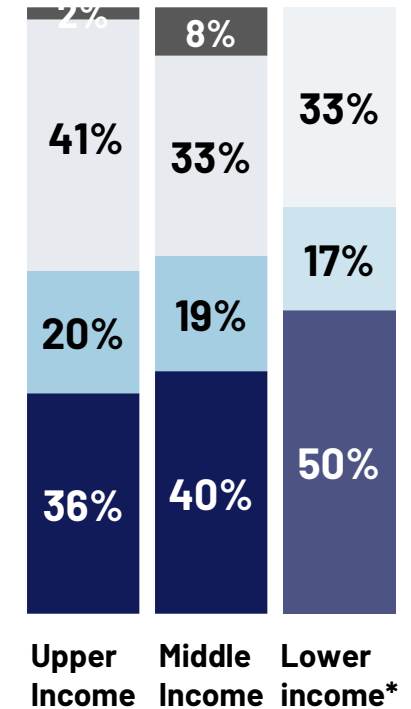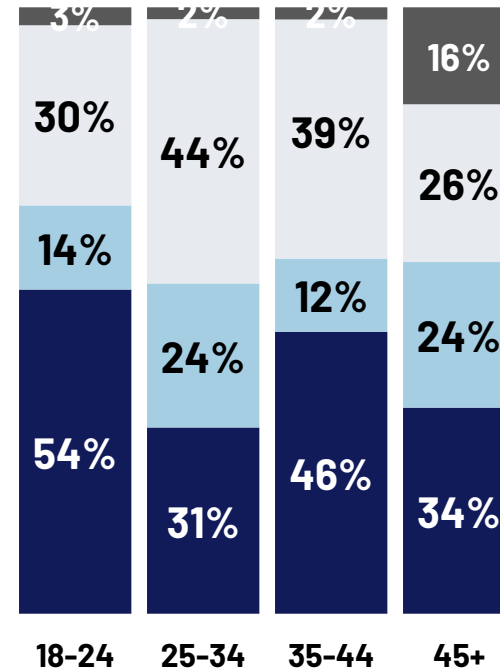# WILL AI IMPROVE LIFE?

AI's impact on our world in the next 3-5 years

% - by demographics

Legend:
- AI will make our world better
- It will stay the same
- AI will make our world worse
- Don't know

Donut chart:
- 40% AI will make our world better
- 19% It will stay the same
- 35% AI will make our world worse
- 6% Don't know

By Gender:

	Males	Females
Don't know	9%	3%
AI will make our world worse	28%	41%
It will stay the same	24%	15%
AI will make our world better	38%	42%

By Age:

	18-24	25-34	35-44	45+
Don't know	3%	2%	2%	16%
AI will make our world worse	30%	44%	39%	26%
It will stay the same	14%	24%	12%	24%
AI will make our world better	54%	31%	46%	34%

By Income:

	Upper Income	Middle Income	Lower income*
Don't know	2%	8%	
AI will make our world worse	41%	33%	33%
It will stay the same	20%	19%	17%
AI will make our world better	36%	40%	50%

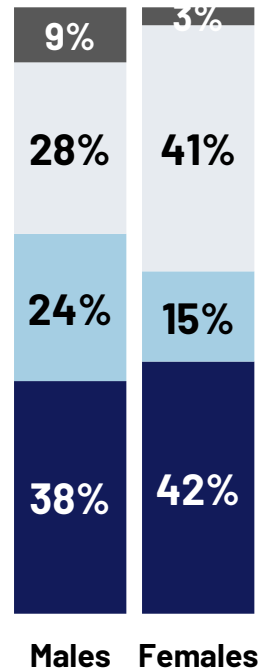Base: % out those who have heard about AI
*Low base, read with caution

Sample and methodology

Sample size
529 respondents

Sample criteria
General public
representative of the population across gender and age (18+)

Methodology
The survey was conducted via computer-aided
telephone interviews

Geographical coverage
Conducted in Egypt
with a nationwide coverage

FOR MORE INFORMATION

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Client Organization Senior Director

Ipsos in Egypt

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