

THE IPSOS AI MONITOR 2024

A 32-country Ipsos
Global Advisor Survey – NZ report

June 2024

Introduction: A peak or plateau?

There is no denying that the last 12 months have been huge for the technical advancement of generative AI. But how are people feeling about it?

ChatGPT 3.0 exploded on the scene in late 2022 and by mid-2023 when Ipsos released the second instalment of its AI Monitor people were expressing a pronounced 12-point increase in agreement that products and services using AI made them nervous. That was a sizeable increase in just 18 months since the previous wave, and there was an increase measured in each of the trended markets. A majority (52%) agreed with that statement. But a

majority (54%) also agreed that products and services with AI made them excited.

Fast forward to this year and the AI news never slowed down. In this year's report we see a continuation of that split between the wonder and the worry of AI.

But overall there is very little change in the data year-over-year. One plausible explanation is that we have hit a peak in many attitudes. That as we become more used to AI in our lives it's not driving more worry, and the 2-point decrease in people saying AI makes them nervous (well within the margins) is actually recognizing a growing comfort with AI tools. Although, for all

the change and hype it certainly hasn't revolutionized everyone's life in every market ... yet.

There's another plausible theory that we are merely at a plateau. That the worry is very real and as new and improved AI tools begin working into every aspect of our lives – from creation of entertainment, to our schools and our workplaces that the worry (or the wonder for that matter) will rise.

While much of the Ipsos AI Monitor is an annual check-in on the pulse of global citizens two new statements were added to the survey this year.



Introduction: peak or plateau?

One is that while only 54% of global citizens trust AI not to discriminate or show bias, even fewer (45%) trust *people* not to discriminate or show bias. So despite headlines about the bias in AI, we actually trust our fellow humans less than we trust the computers.

Second is that while a majority are hopeful that AI will lead to more efficiency (being able to get things done faster) and create more entertainment options, that's about it.

For the moment, we don't see AI having a big (or at least a positive) impact on our health, the economy where we live, our jobs or the overall job market.

However, we are least hopeful that AI will have a positive impact on the amount of disinformation on the Internet. That's especially important in a year like 2024 when half of the world's population is having elections.

Lingering under all of this are a couple of points of fairly existential wonder and worry. Six in ten think that it's likely that AI will change how they do their jobs in the next five years. Nearly four in ten (37%) think it will replace their jobs in that span. There's a steep gradient in the generational splits with young people twice as likely to feel that way as their elders.

Matt Carmichael, SVP, Global Trends & Foresight, Ipsos Strategy3

To learn more about consumer attitudes about AI, see the [2023](#) and [2022](#) monitor.



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Talking points

New Zealand at a glance



69%

of New Zealanders say they have a **good understanding** of what AI is, but only 40% know what products and services use it.



43%

say they are **excited** for products and services that use AI. However, 66% say this makes them **nervous**.

43%

trust AI to **not discriminate** or **show bias** towards any group of people. In comparison, 40% trust **people** to not discriminate or show bias.

64%

say AI will **profoundly change their daily life** in the next 3-5 years. 37% say it already has.

39%

trust that companies that use AI will protect their personal data.

47%

think AI will **change how they do their current job** in the next five years. 23% think AI will **replace their current job** in the next five years.

Key findings – New Zealand



New Zealanders are still nervous about AI...

66% of New Zealanders say AI makes them nervous, placing us as the country with the second highest level of concern (behind Ireland at 67%). Meanwhile, 43% say they are excited for products and services that use AI.



...despite being more familiar with it

Compared to a year ago, significantly more New Zealanders say they have a good understanding of AI (69%, c.f. 62% in 2023). More of us also know which types of products and services use AI (40%, c.f. 35% in 2023), though this is still significantly lower than the global average of 52%.



AI will change New Zealanders' lives in the future

64% think AI will profoundly change their daily life in the next 3-5 years (global average of 66%). 37% of New Zealanders also said products and services using AI have profoundly changed their daily life in the past 3-5 years.



Higher level of concern over disinformation

Over half of New Zealanders (54%) think AI will make disinformation worse in the next 3-5 years (significantly higher than the global average of 37%). This places New Zealand as the country with the second highest level of concern (behind Sweden at 55%).



Greater recognition of AI's impact on jobs

55% of New Zealanders think it is likely that AI will change how they do their current job in the next five years. This is significantly higher than in 2023 (47%), but significantly lower than the global average (60%). Additionally, only 25% of us think that AI will replace their current job in the next 5 years (c.f. 35% global average).



Humans are viewed as more likely to discriminate than AI

43% of New Zealanders say they trust AI to not discriminate or show bias towards any group of people, while 40% trust people to not discriminate or show bias. Globally, in 29 out of the 32 countries surveyed, more people think humans are more likely to discriminate against other people than AI is.

What people know about AI





What people know about AI

New Zealand % agree

I have a good understanding of what artificial intelligence is



I know which types of products and services use artificial intelligence

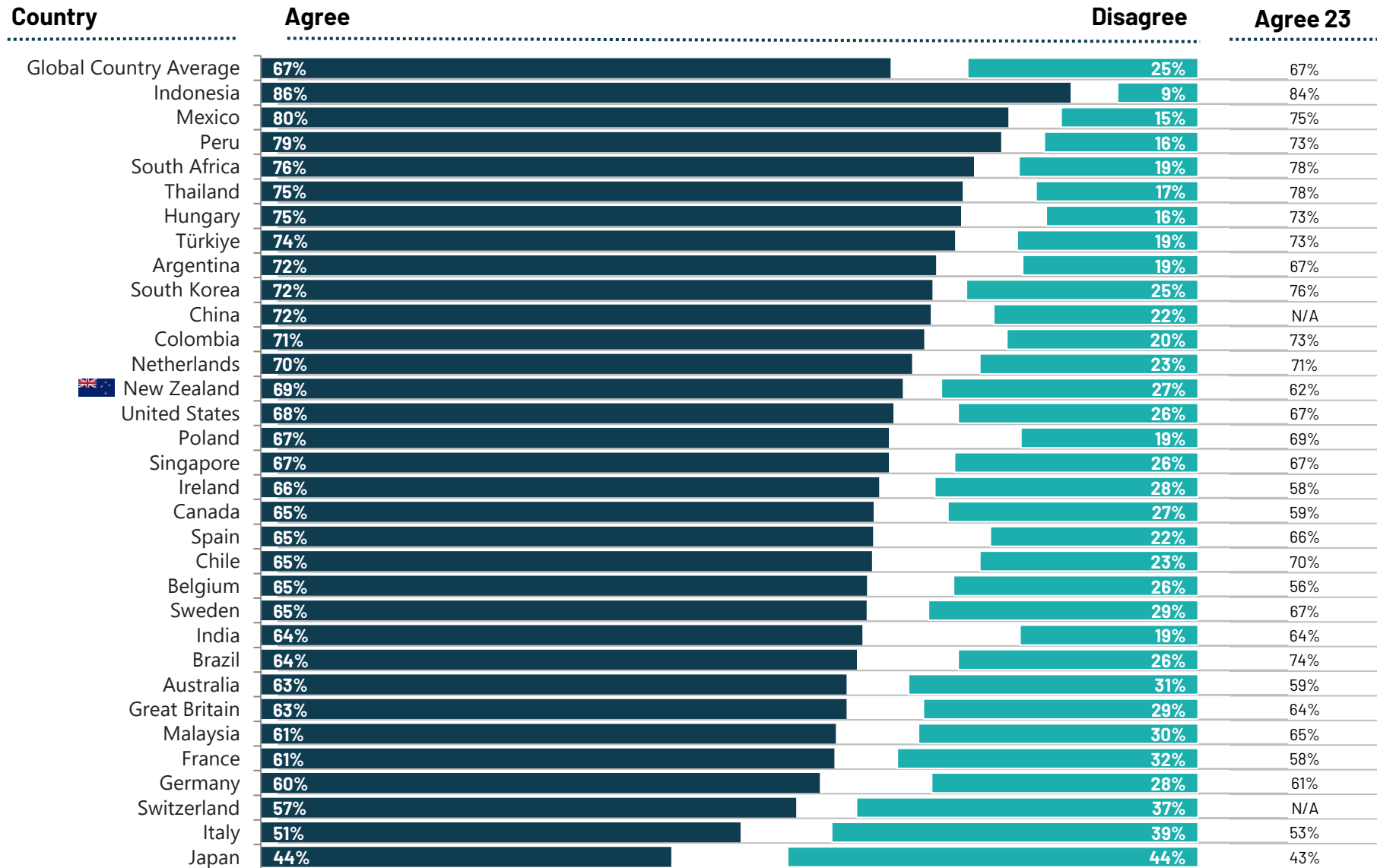


■ April / May 2024 ■ May / June 2023

▲ / ▼ indicates significant increase / decrease compared to the previous fieldwork period

Base: 2024 - 1,000 online adults under age 75 in New Zealand, interviewed April 19 - May 3, 2024. 2023 - 1,004 online adults under age 75 in New Zealand, interviewed May 26 - June 9, 2023.

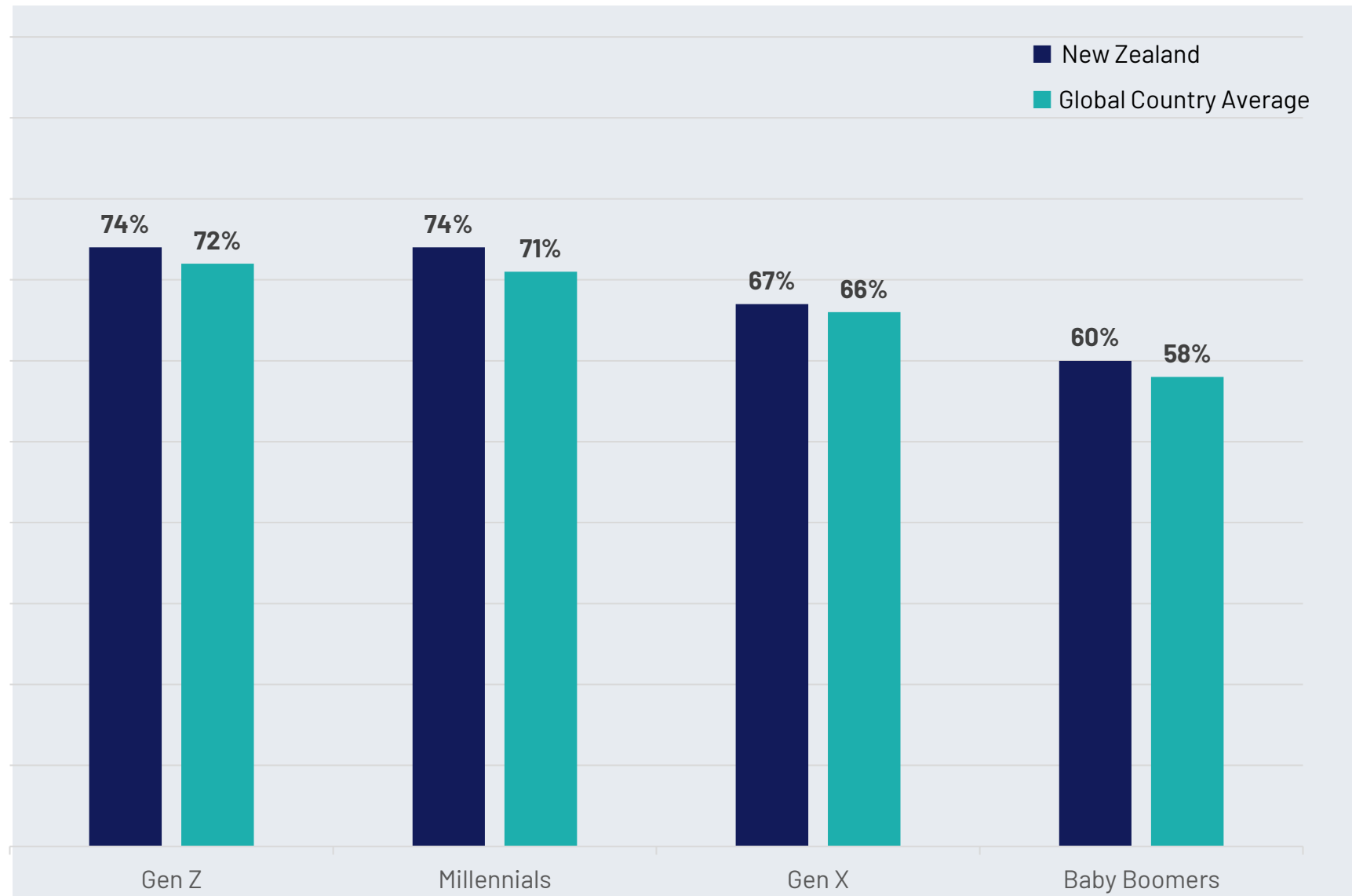
How much do you agree or disagree with the following?
I have a good understanding of what artificial intelligence is



Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

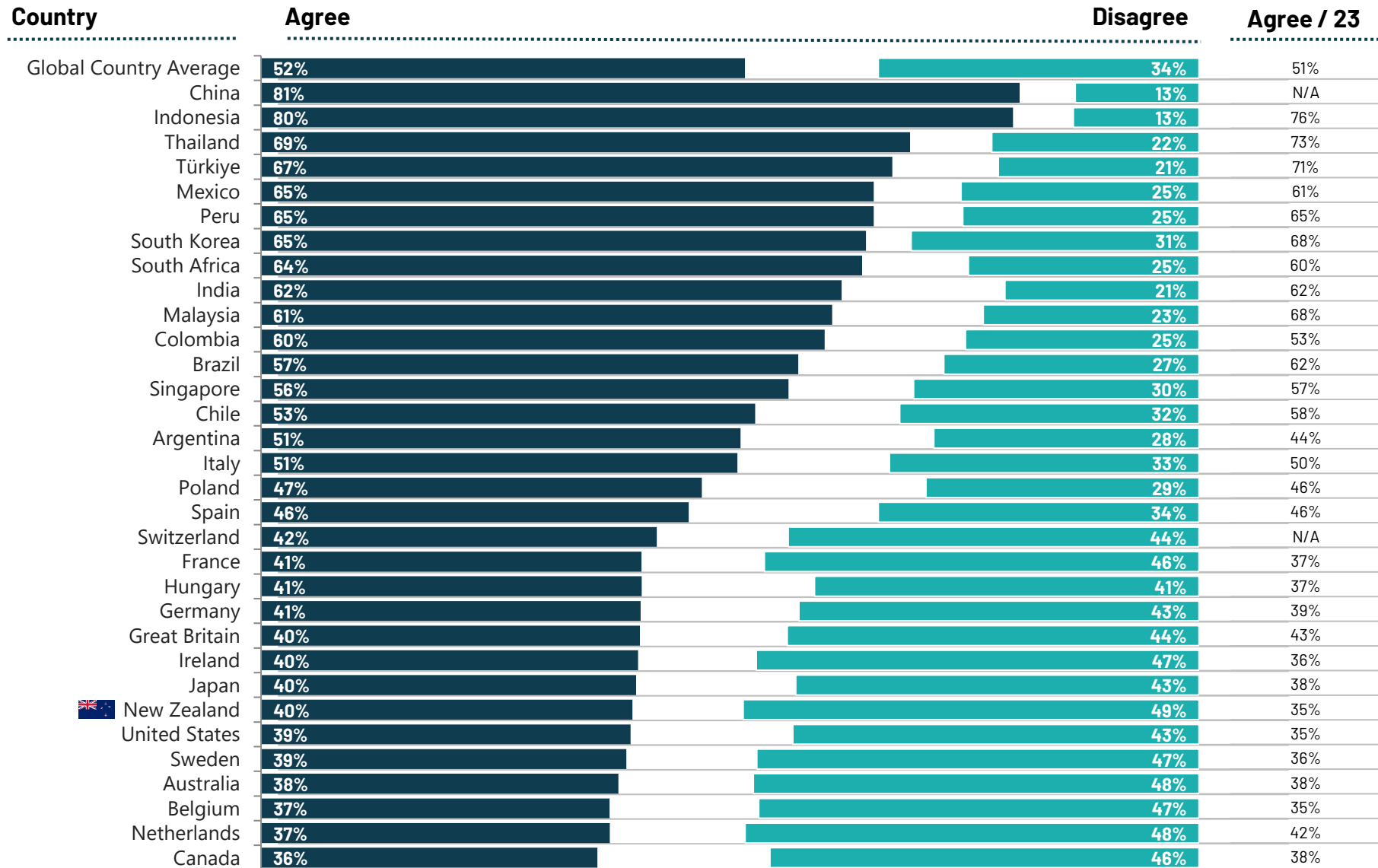
How much do you agree or disagree with the following?
I have a good understanding of what artificial intelligence is

Base: 23,685 online adults across 32 countries (global country average) and 1,000 online adults in New Zealand under age 75, interviewed April 19 – May 3, 2024



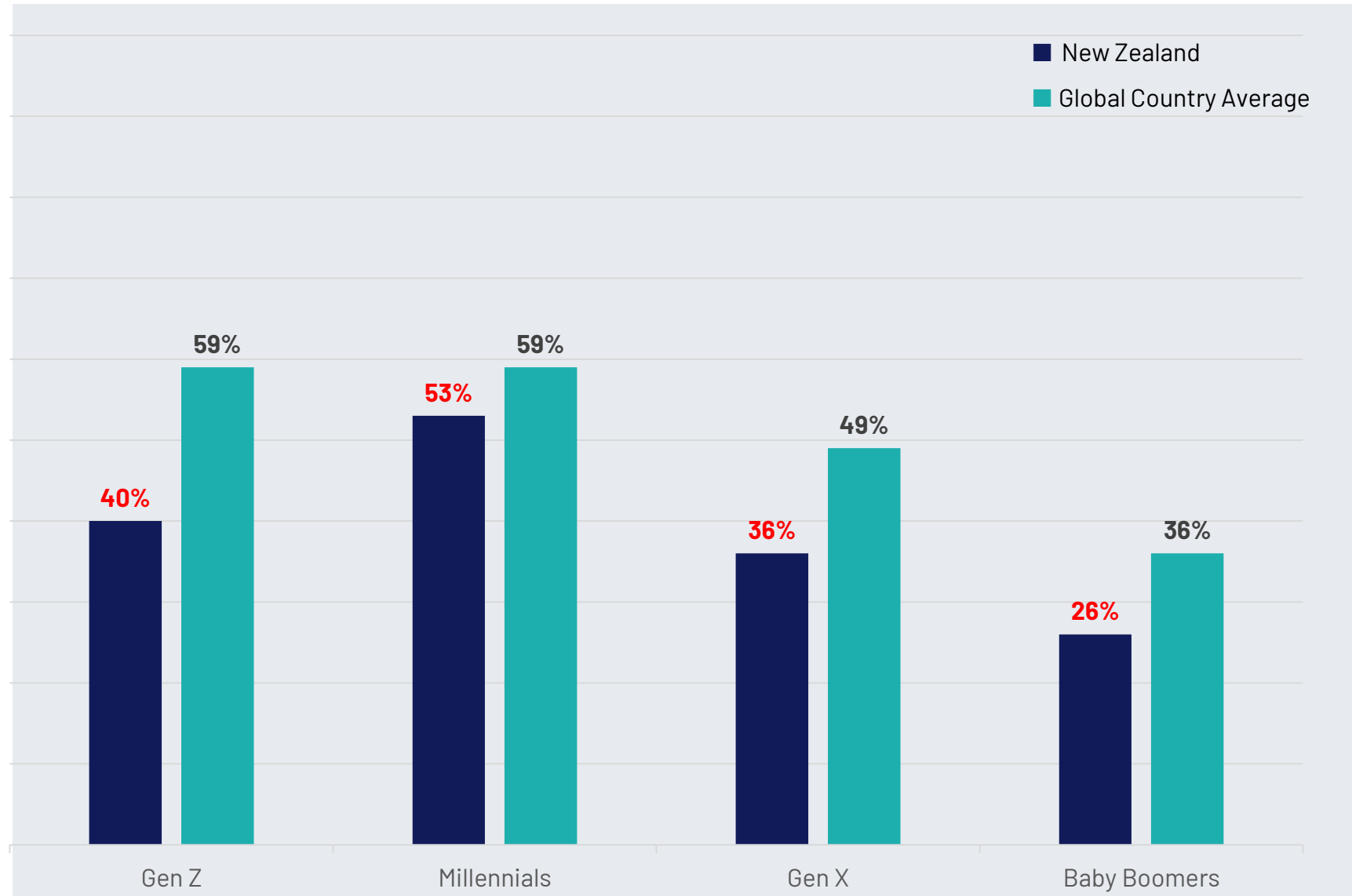
How much do you agree or disagree with the following?
I know which types of products and services use artificial intelligence

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



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

Base: 23,685 online adults across 32 countries (global country average) and 1,000 online adults in New Zealand under age 75, interviewed April 19 – May 3, 2024



▲ / ▼ indicates significantly higher / lower compared to the global country average



How much do you agree or disagree with the following?

New Zealand % agree

Products and services using artificial intelligence make me nervous



Products and services using artificial intelligence have more benefits than drawbacks



Products and services using artificial intelligence make me excited



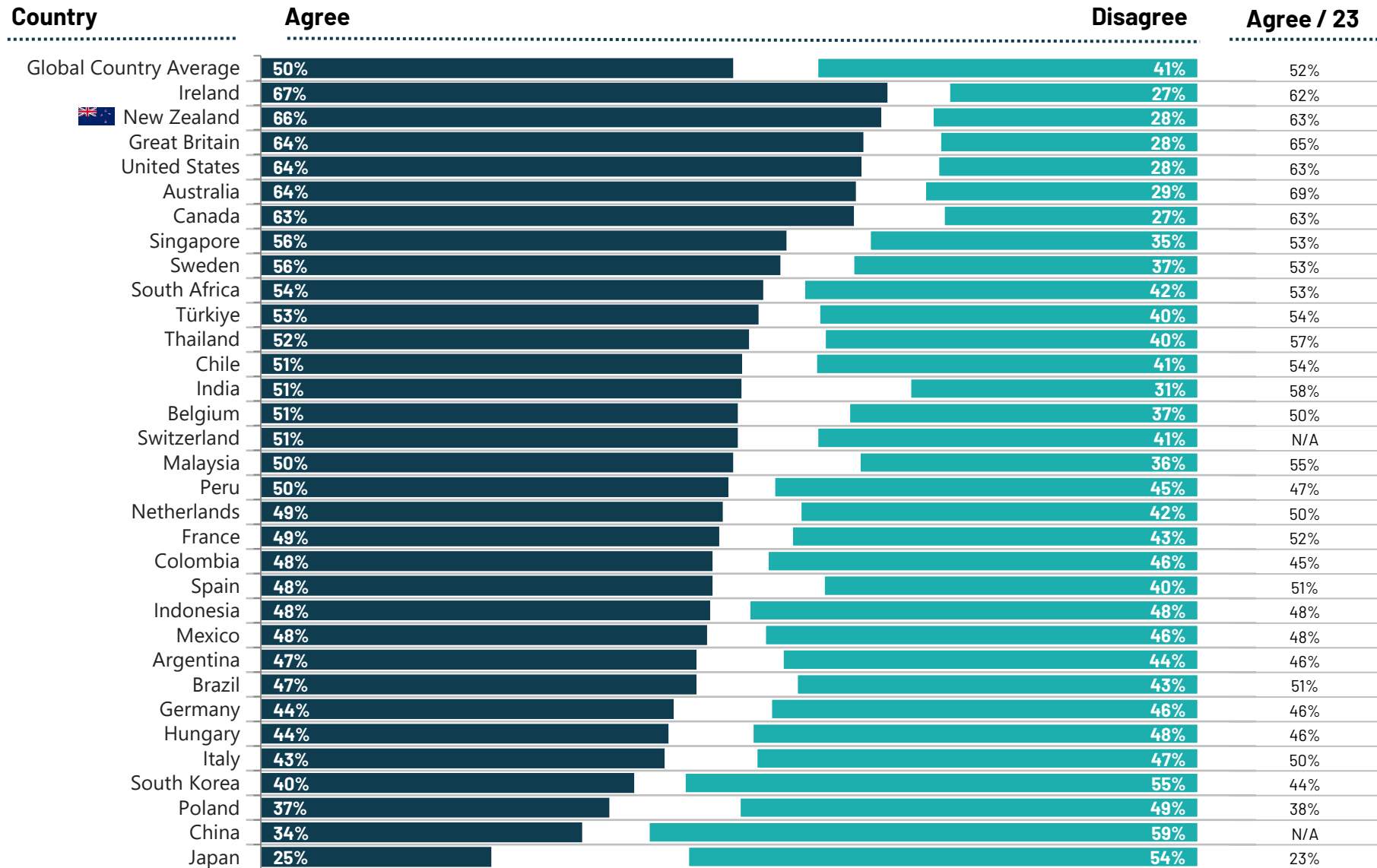
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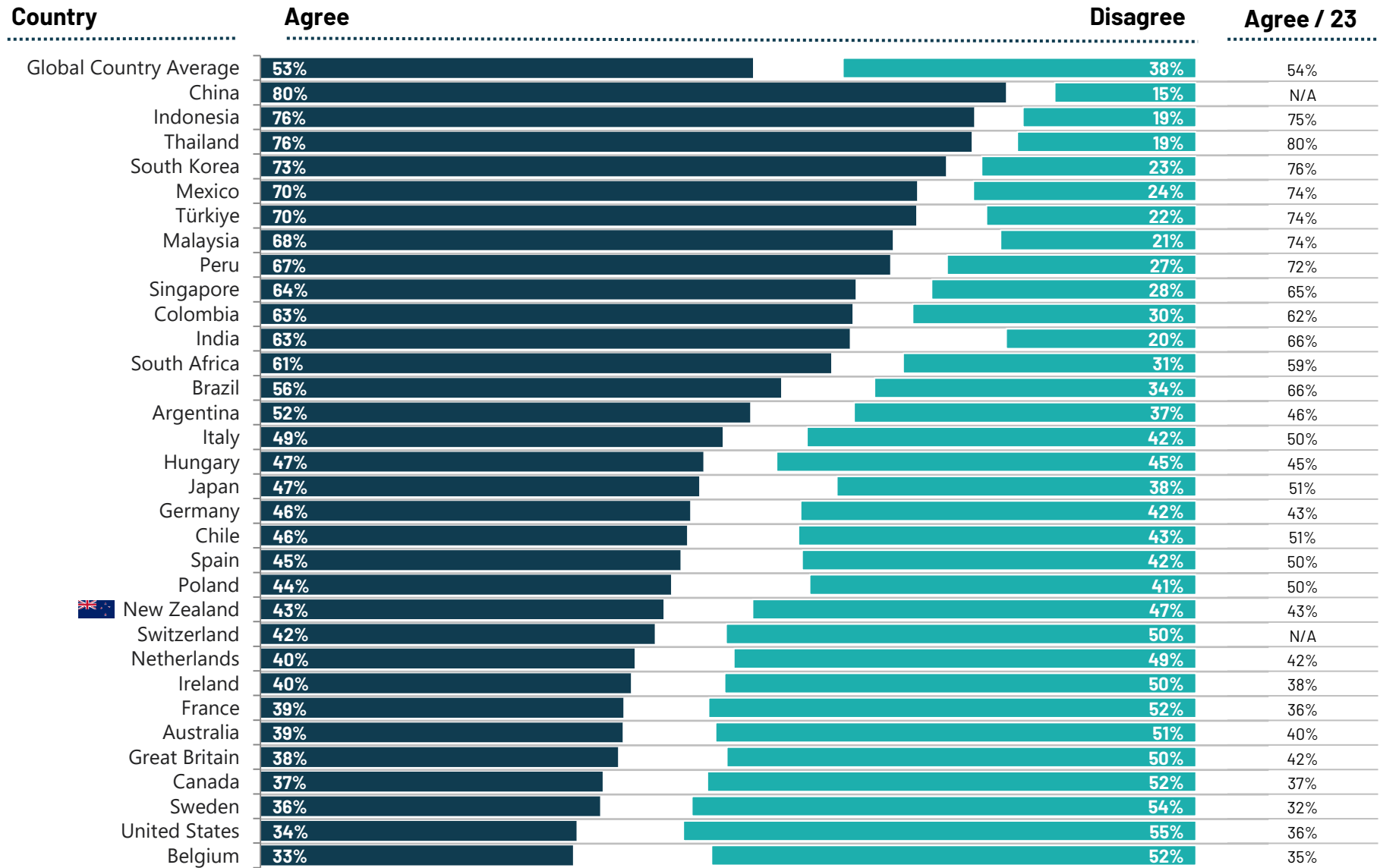
How much do you agree or disagree with the following?
Products and services using artificial intelligence make me nervous

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



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

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

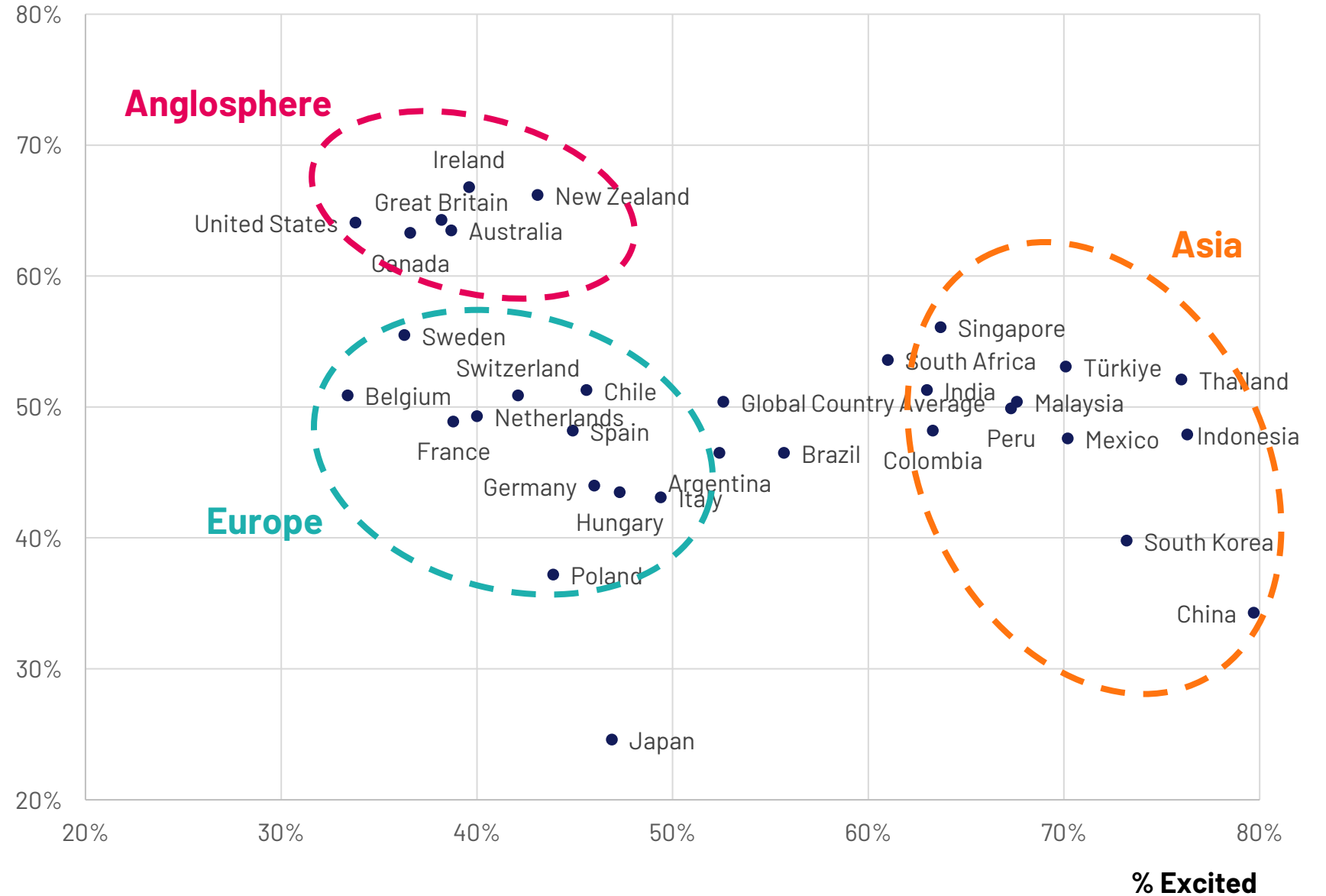


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **Products and services using artificial intelligence make me excited**

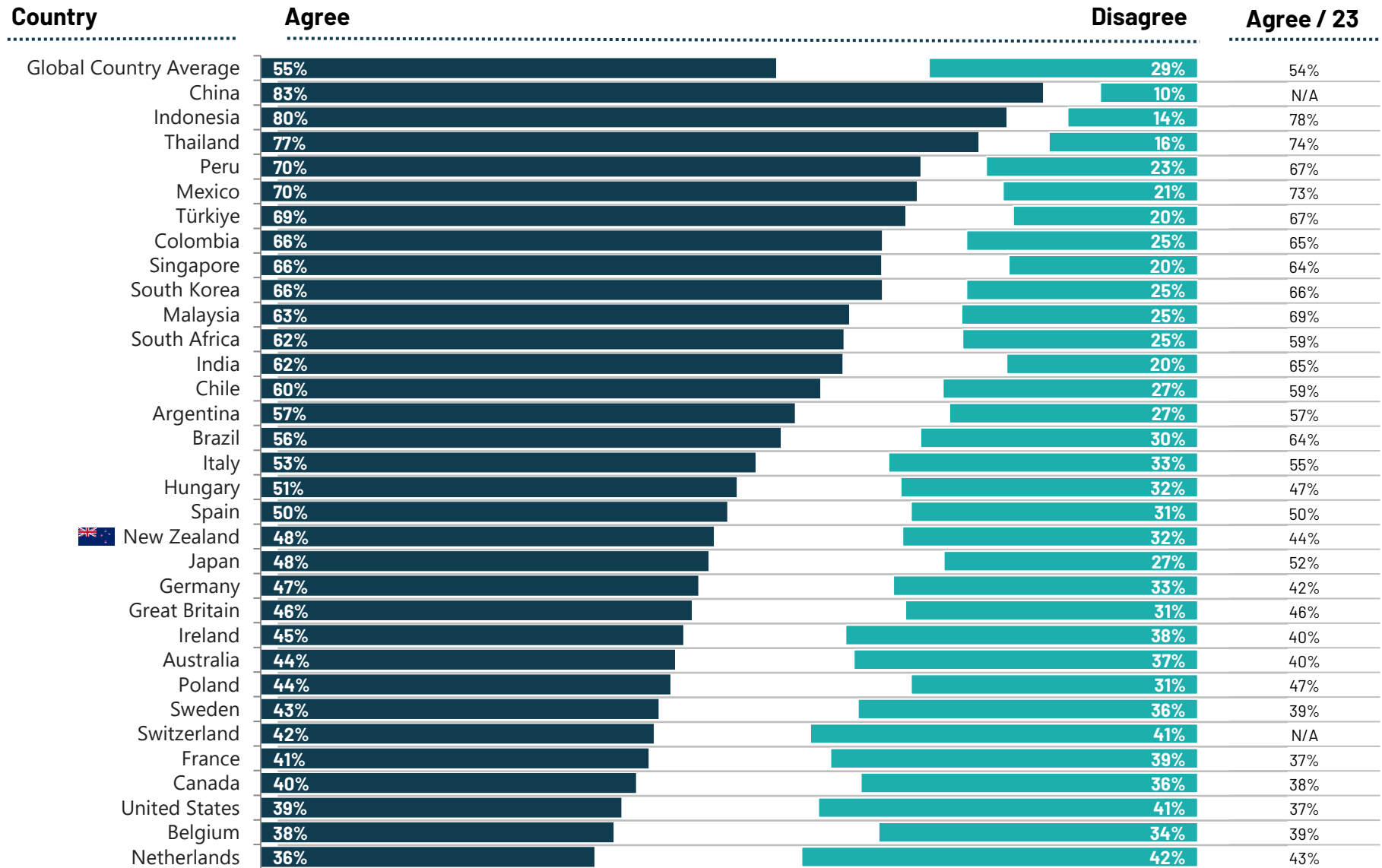
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

% Nervous



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

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



AI and trust



How much do you agree or disagree with the following?

New Zealand % 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

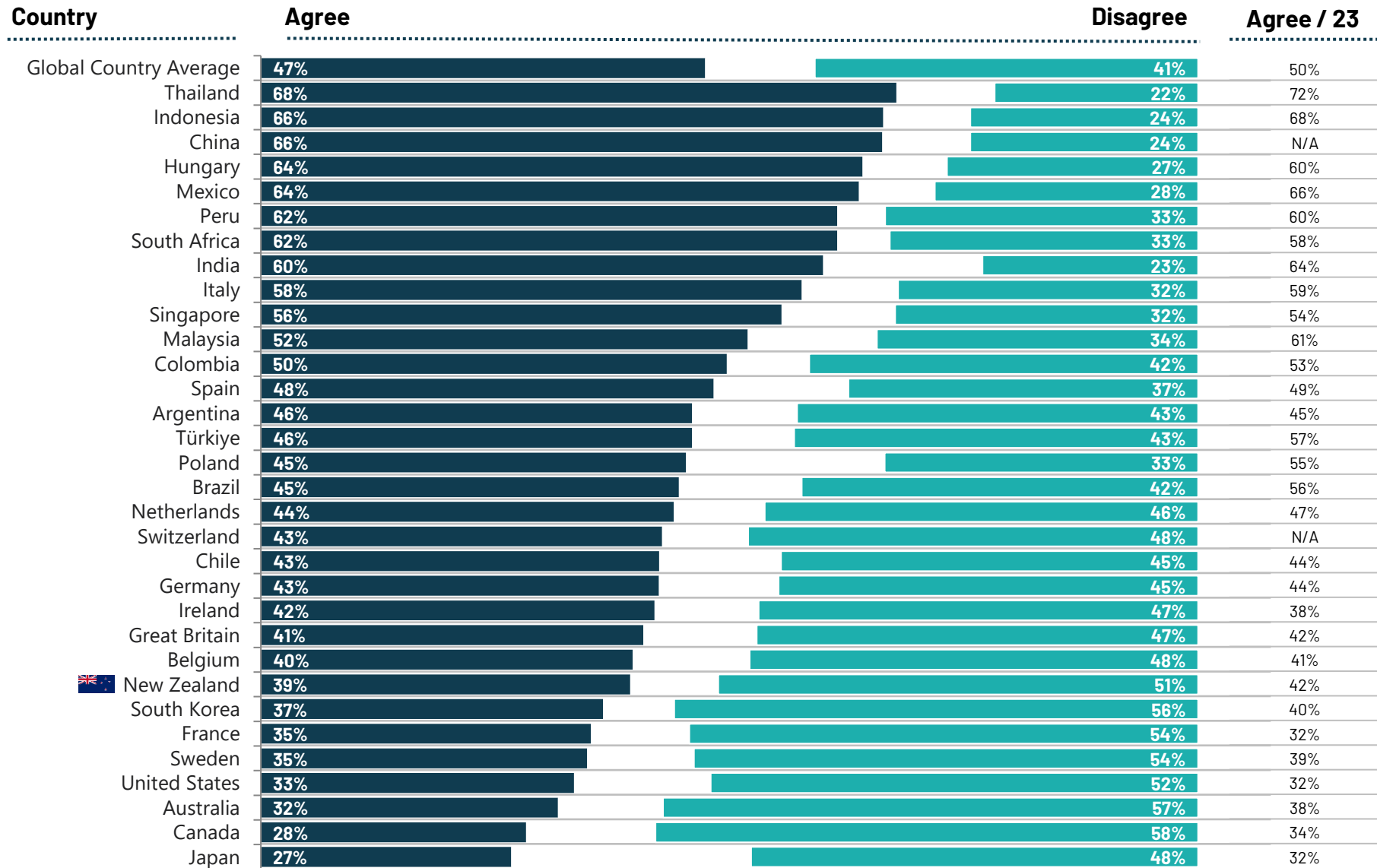


■ April / May 2024 ■ May / June 2023

Base: 2024 - 1,000 online adults under age 75 in New Zealand, interviewed April 19 - May 3, 2024. 2023 - 1,004 online adults under age 75 in New Zealand, interviewed May 26 - June 9, 2023.

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

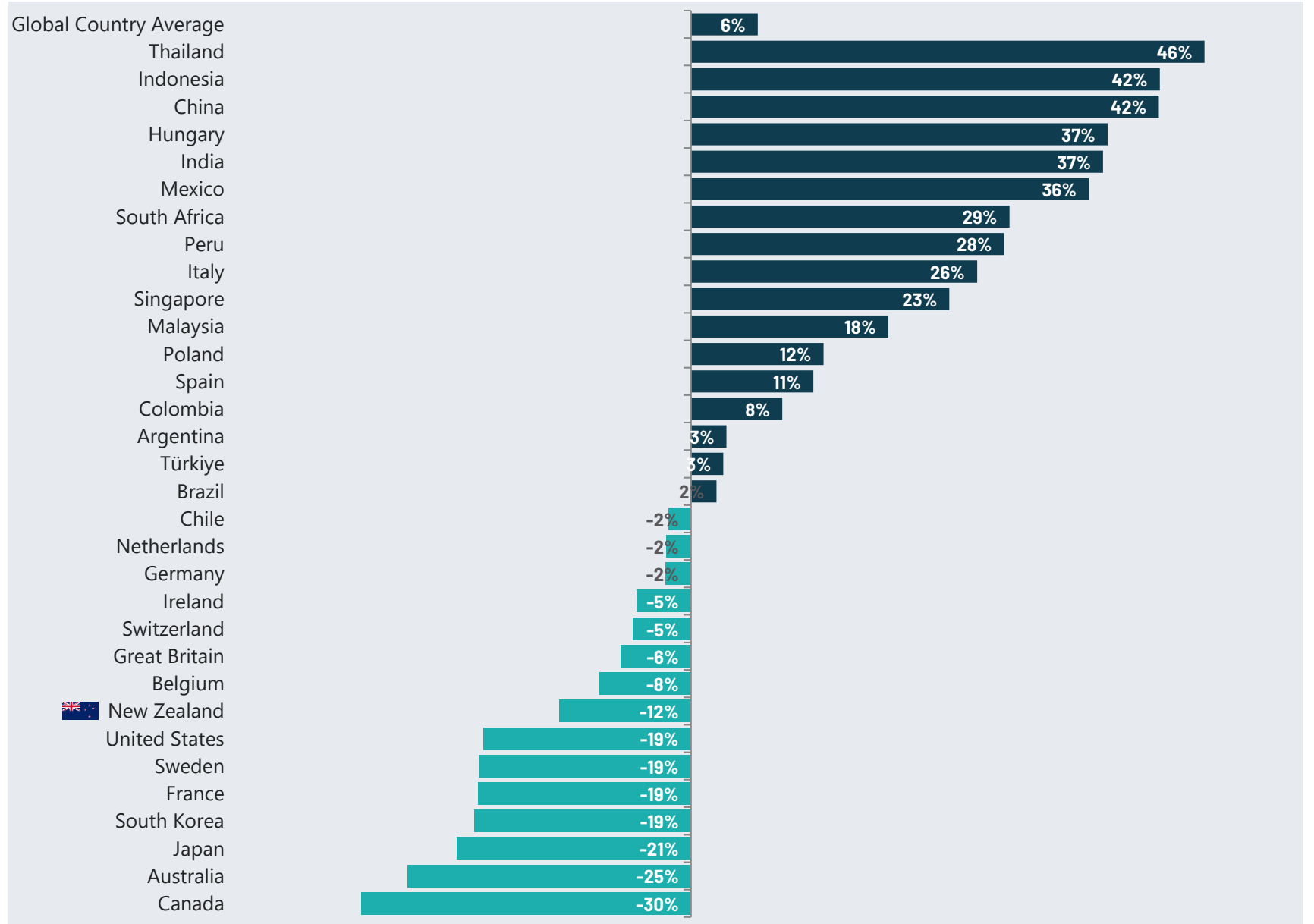
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



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

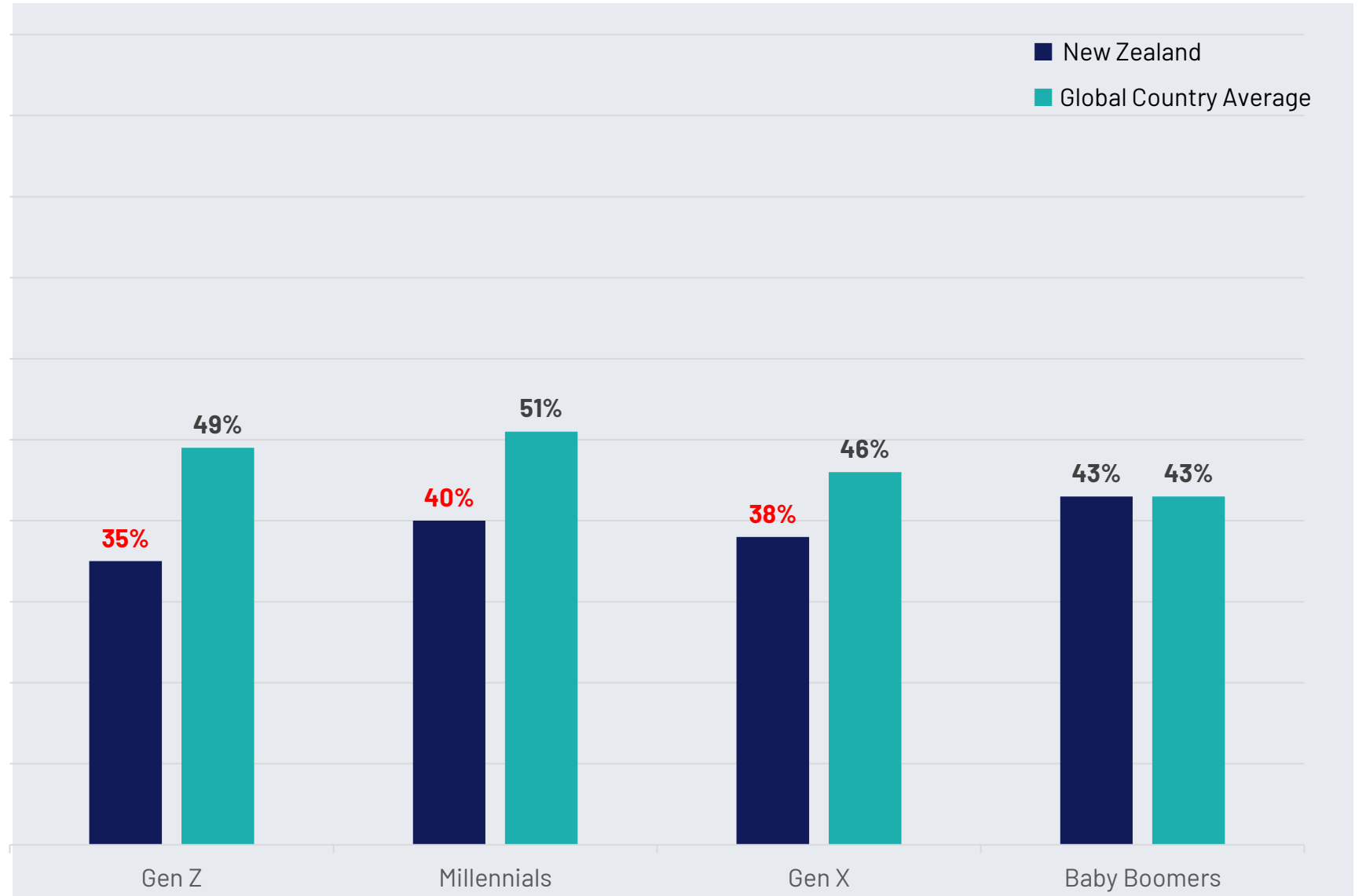
Net agree

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



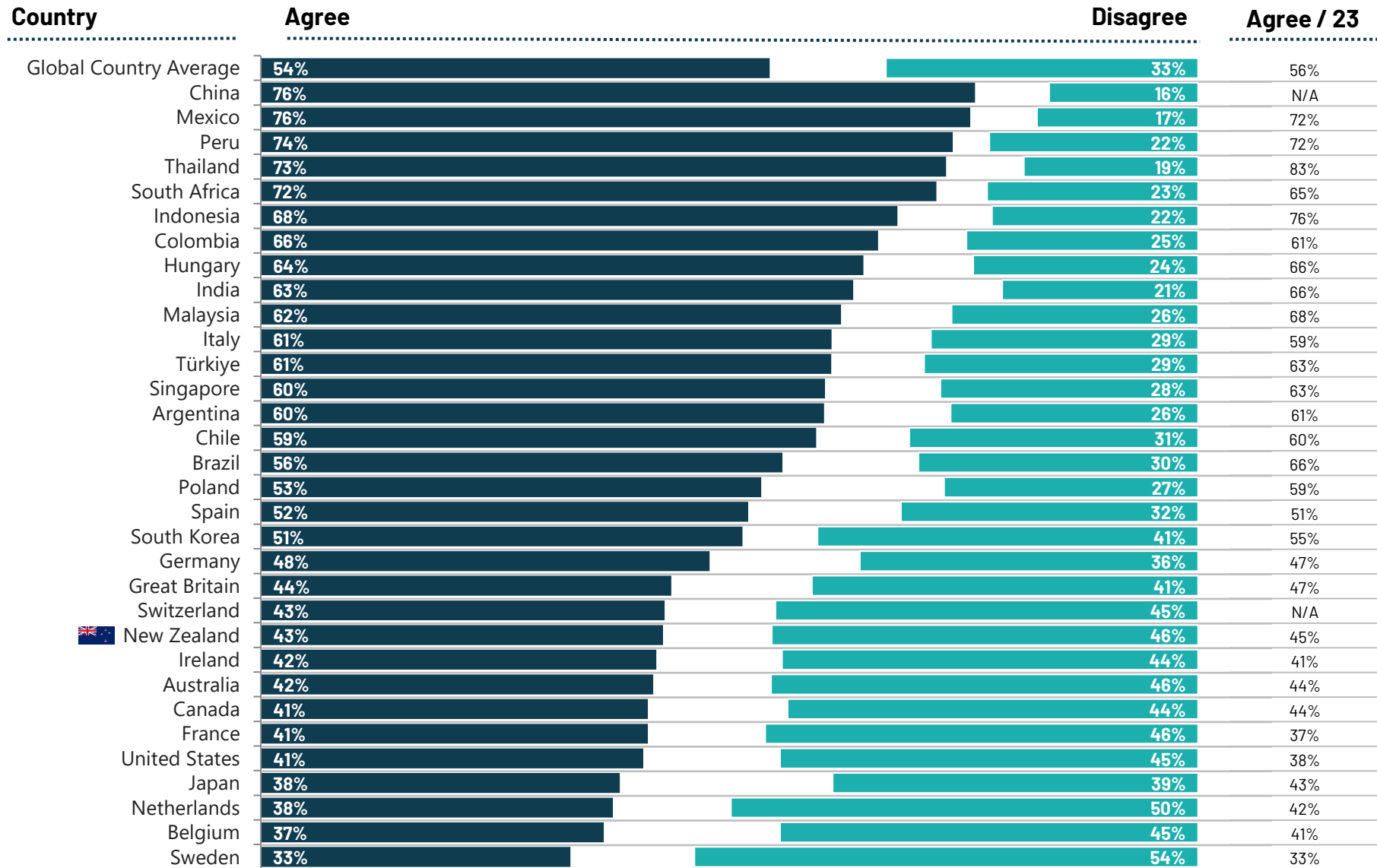
How much do you agree or disagree with the following?
I trust that companies that use artificial intelligence will protect my personal data

Base: 23,685 online adults across 32 countries (global country average) and 1,000 online adults in New Zealand under age 75, interviewed April 19 – May 3, 2024



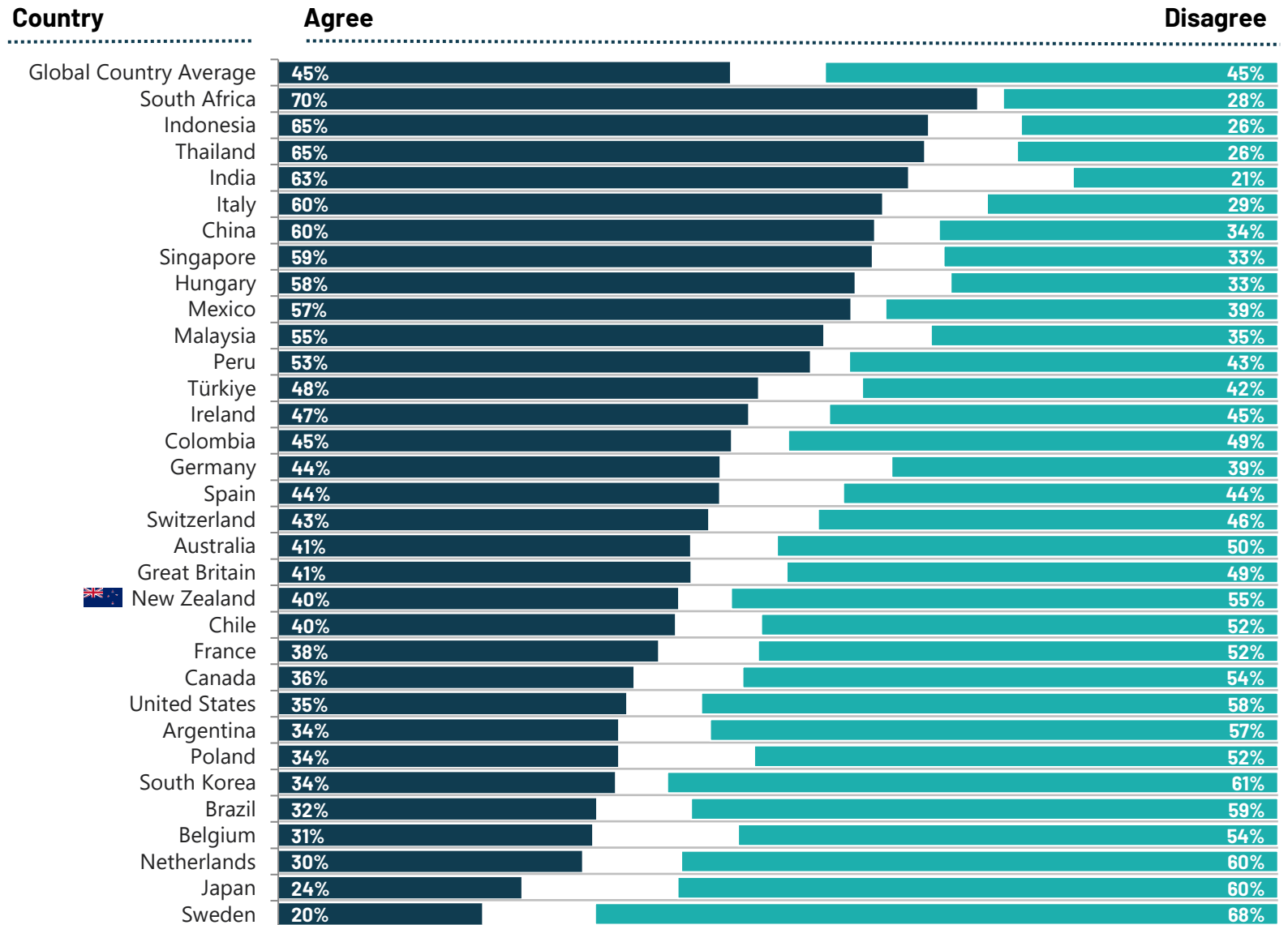
How much do you agree or disagree with the following?
I trust artificial intelligence to not discriminate or show bias towards any group of people

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



How much do you agree or disagree with the following?
I trust people not to discriminate or show bias towards any group of people

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

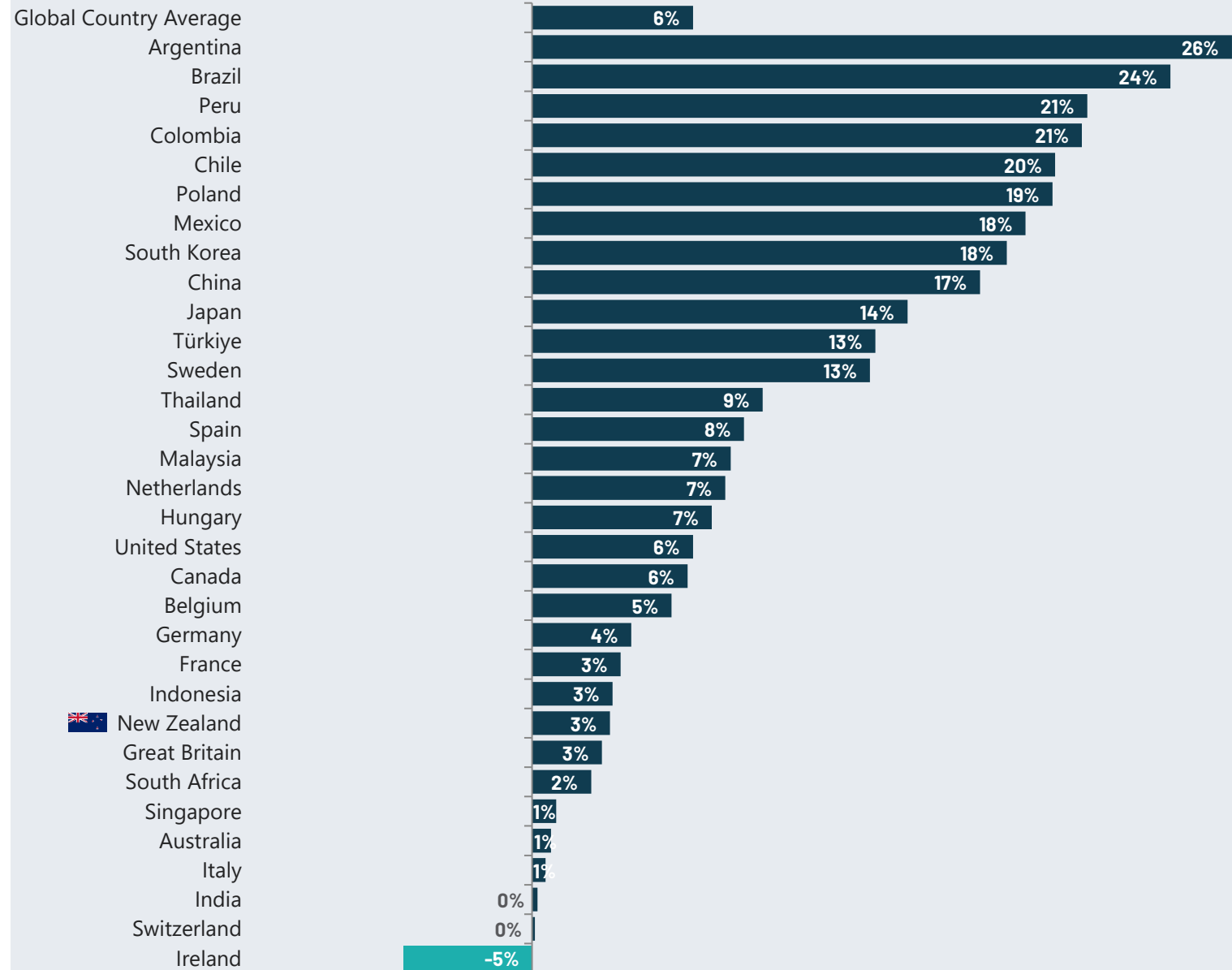


% agree I trust artificial intelligence not to discriminate or show bias towards any group of people

minus

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

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



AI and the future





How much do you agree or disagree with the following?

New Zealand % agree

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



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

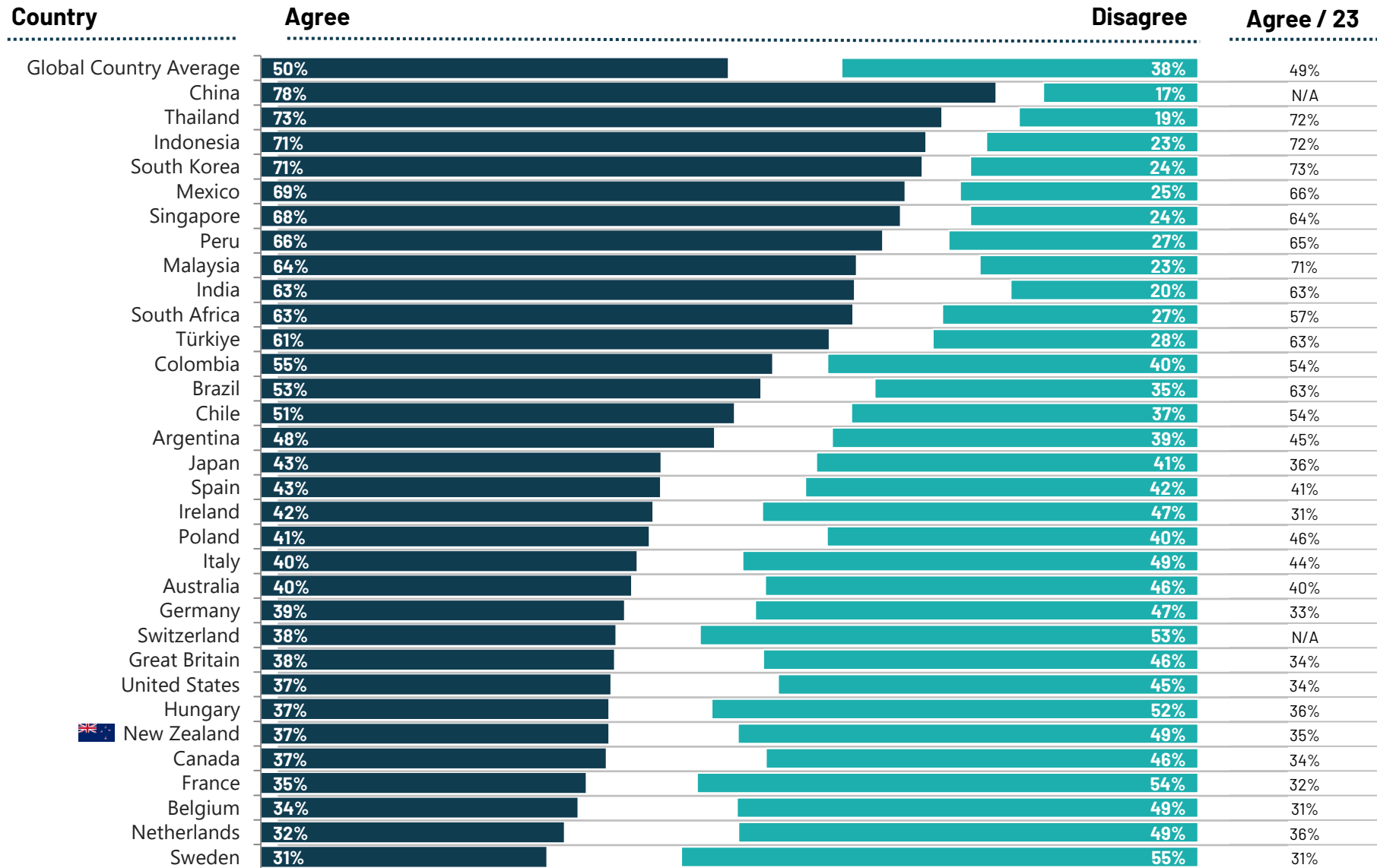


■ April / May 2024 ■ May / June 2023

Base: 2024 - 1,000 online employed adults under age 75 in New Zealand, interviewed April 19 - May 3, 2024.
2023 - 1,004 online adults under age 75 in New Zealand, interviewed May 26 - June 9, 2023.

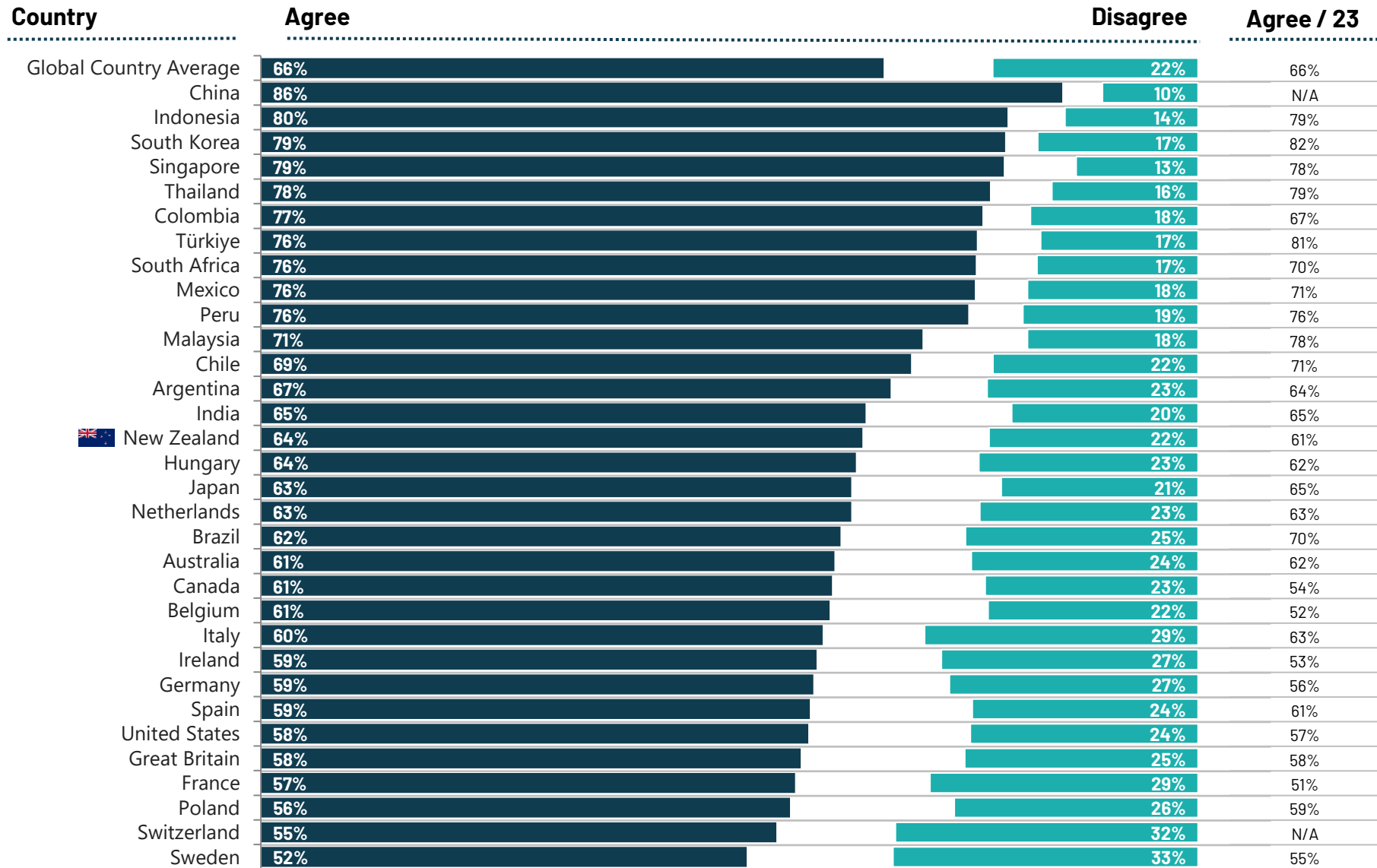
How much do you agree or disagree with the following?
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

Base: 15,786 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



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

Base: 15,786 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024





How likely, if at all, do you think it is that..?

New Zealand % likely

AI will replace your current job in the next five years



AI will change how you do your current job in the next five years

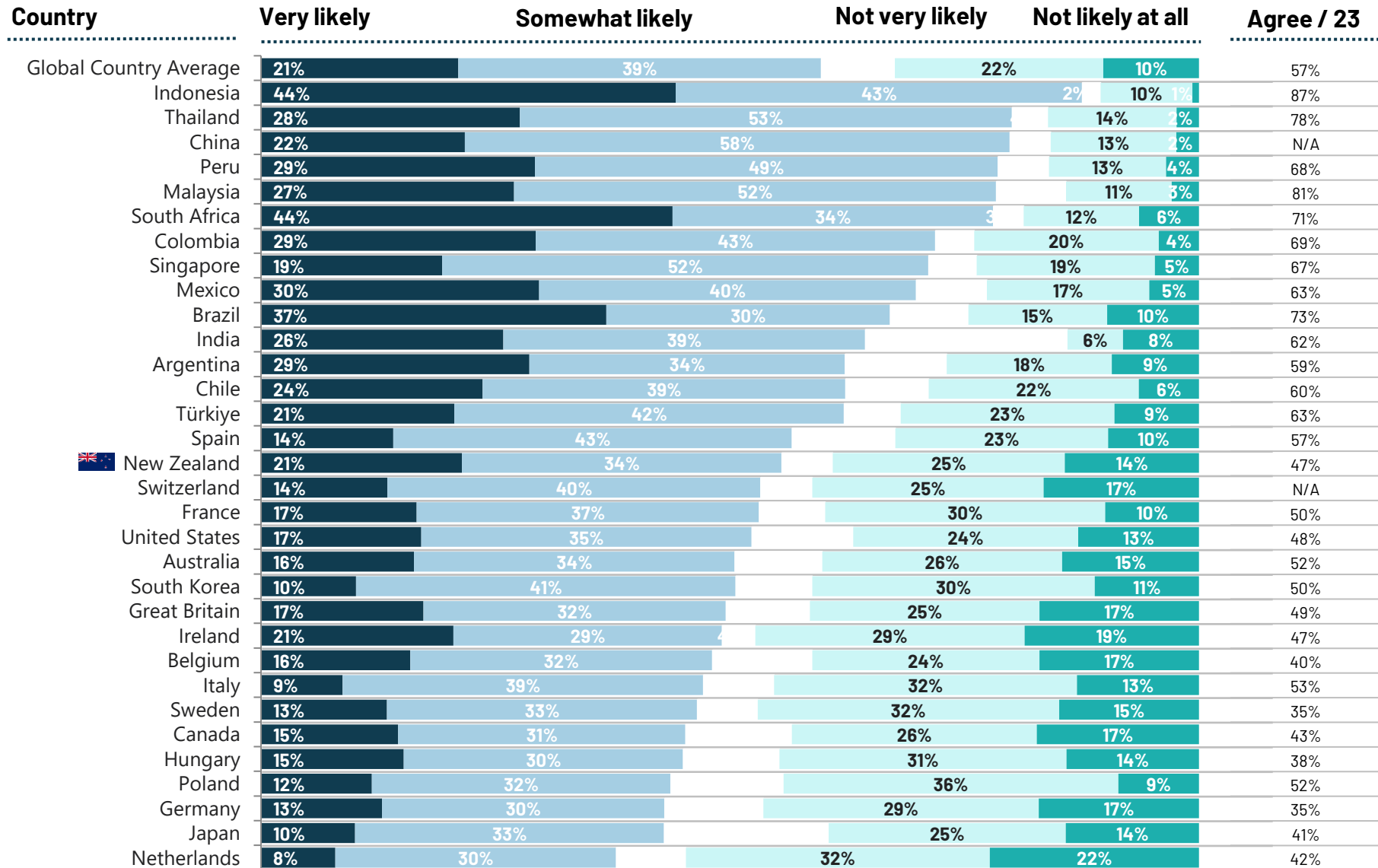


■ April / May 2024 ■ May / June 2023

Base: 2024 - 699 online employed adults under age 75 in New Zealand, interviewed April 19 - May 3, 2024.
2023 - 720 online employed adults under age 75 in New Zealand, interviewed May 26 - June 9, 2023.

▲ / ▼ indicates significant increase / decrease compared to the previous fieldwork period

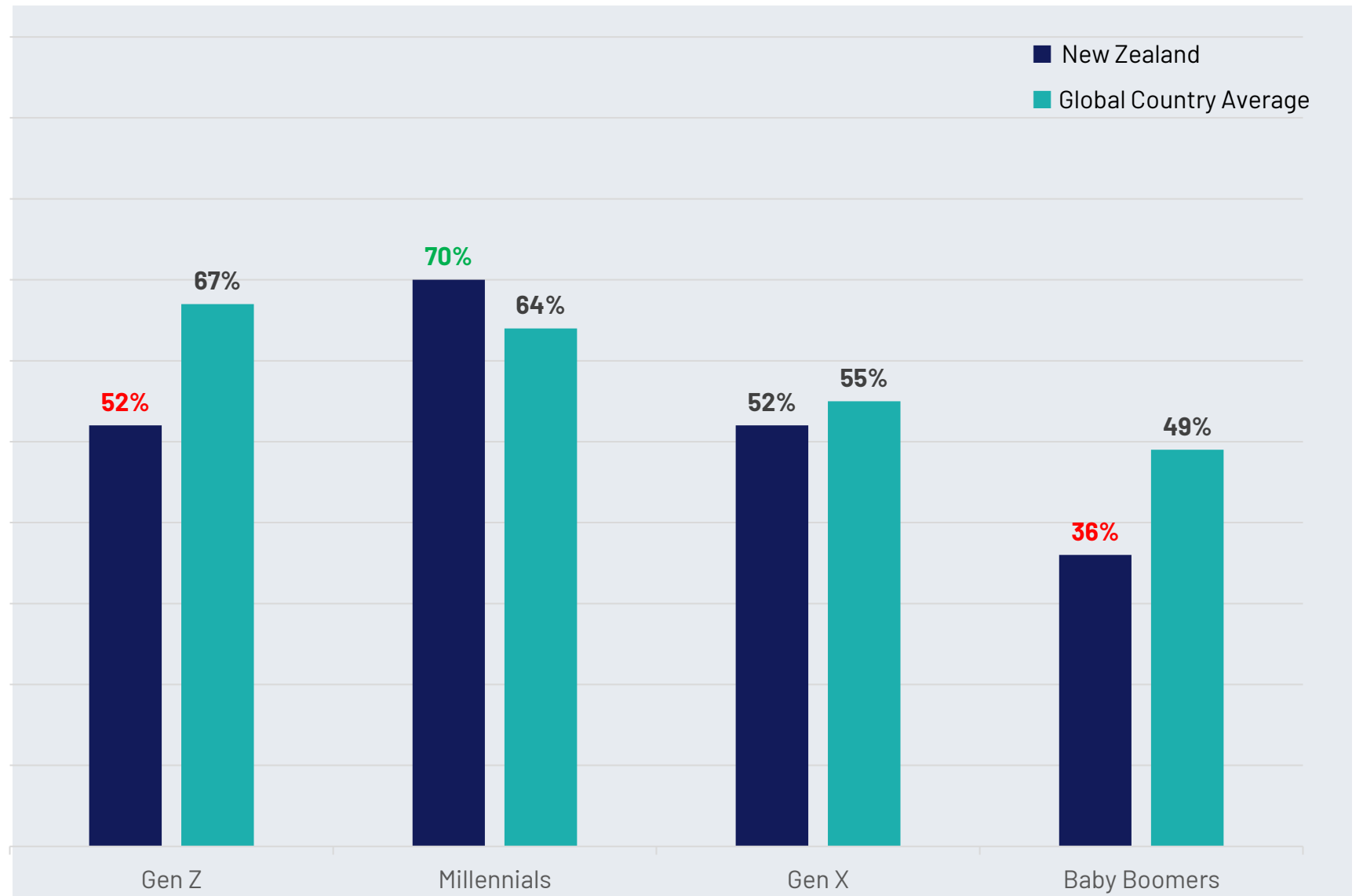
How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?



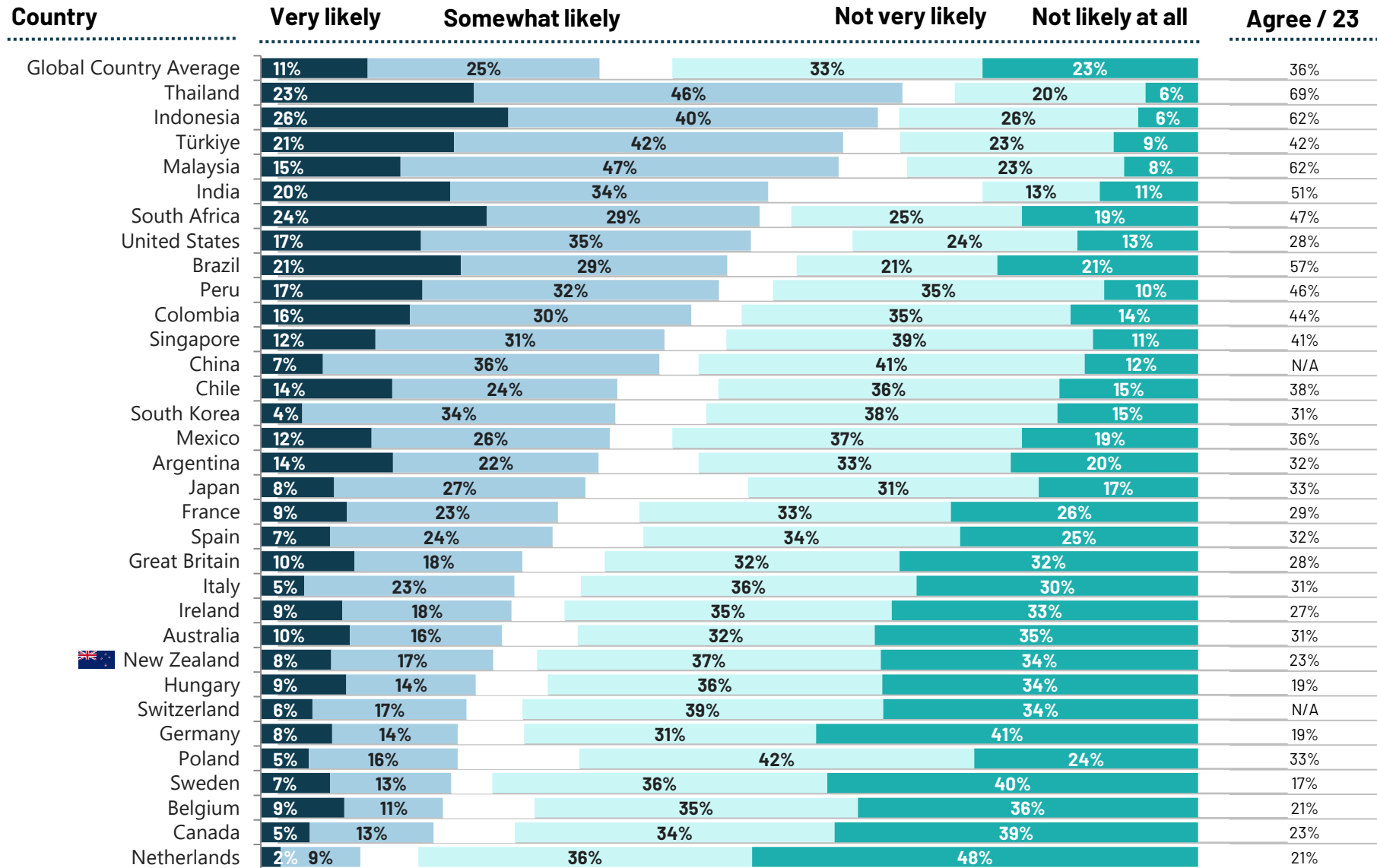
Base: 15,786 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

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

Base: 15,786 online employed adults across 32 countries; 699 online employed adults in New Zealand under age 75, interviewed April 19 – May 3, 2024



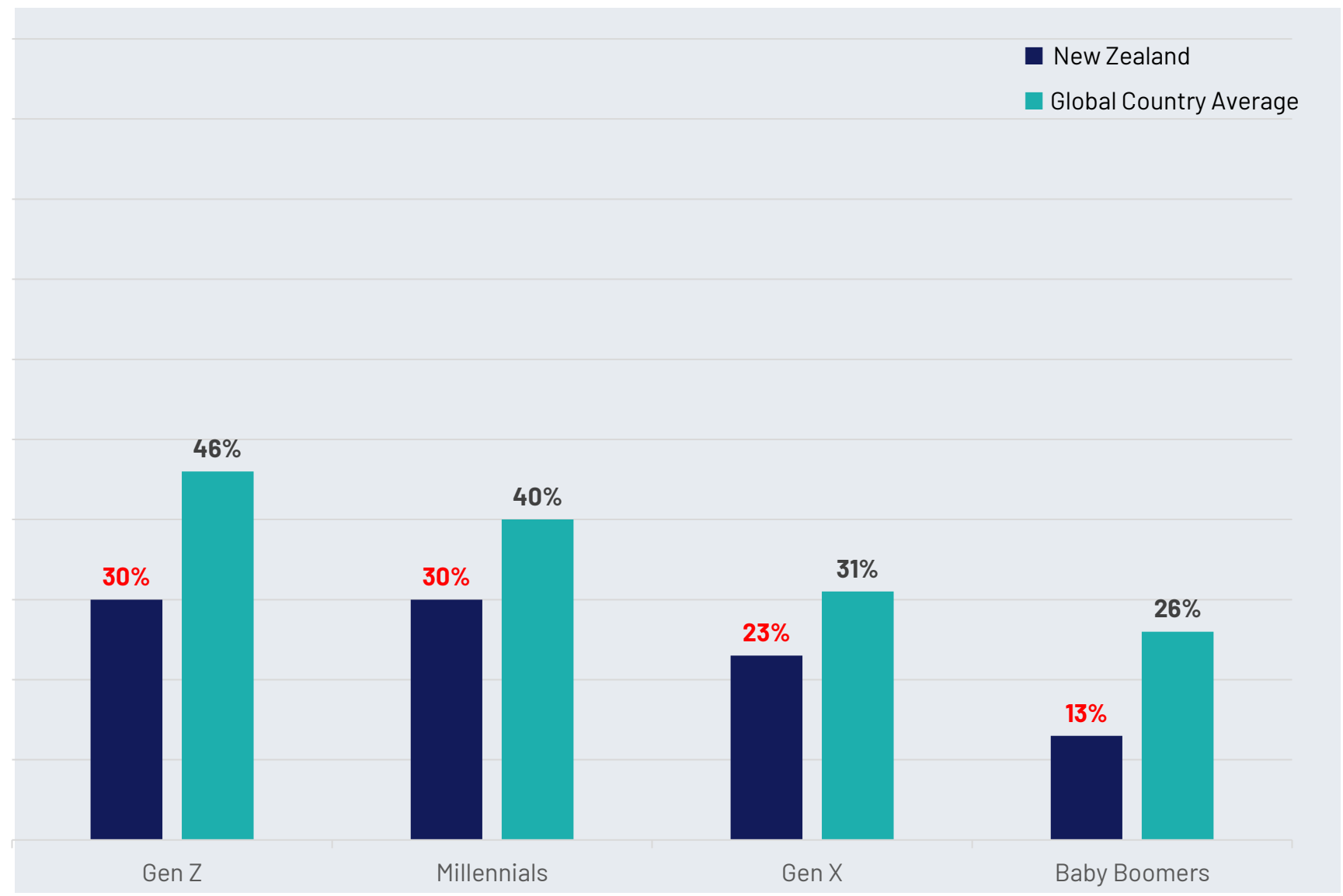
How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?



Base: 15,786 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

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

Base: 15,786 online employed adults across 32 countries; 699 online employed adults in New Zealand under age 75, interviewed April 19 - May 3, 2024



▲ / ▼ indicates significantly higher / lower compared to the global country average





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? – New Zealand % better

Base: 2024 – 1,000 online adults under age 75 in New Zealand, interviewed April 19 – May 3, 2024. 2023 – 1,004 online adults under age 75 in New Zealand, interviewed May 26 – June 9, 2023.

*Note: Only asked of those who are employed.

^Note: 'The amount of disinformation on the internet' only asked in 2024

My entertainment options (TV/video content, movies, music, books)



My health



My job*



The economy in [my country]



The job market



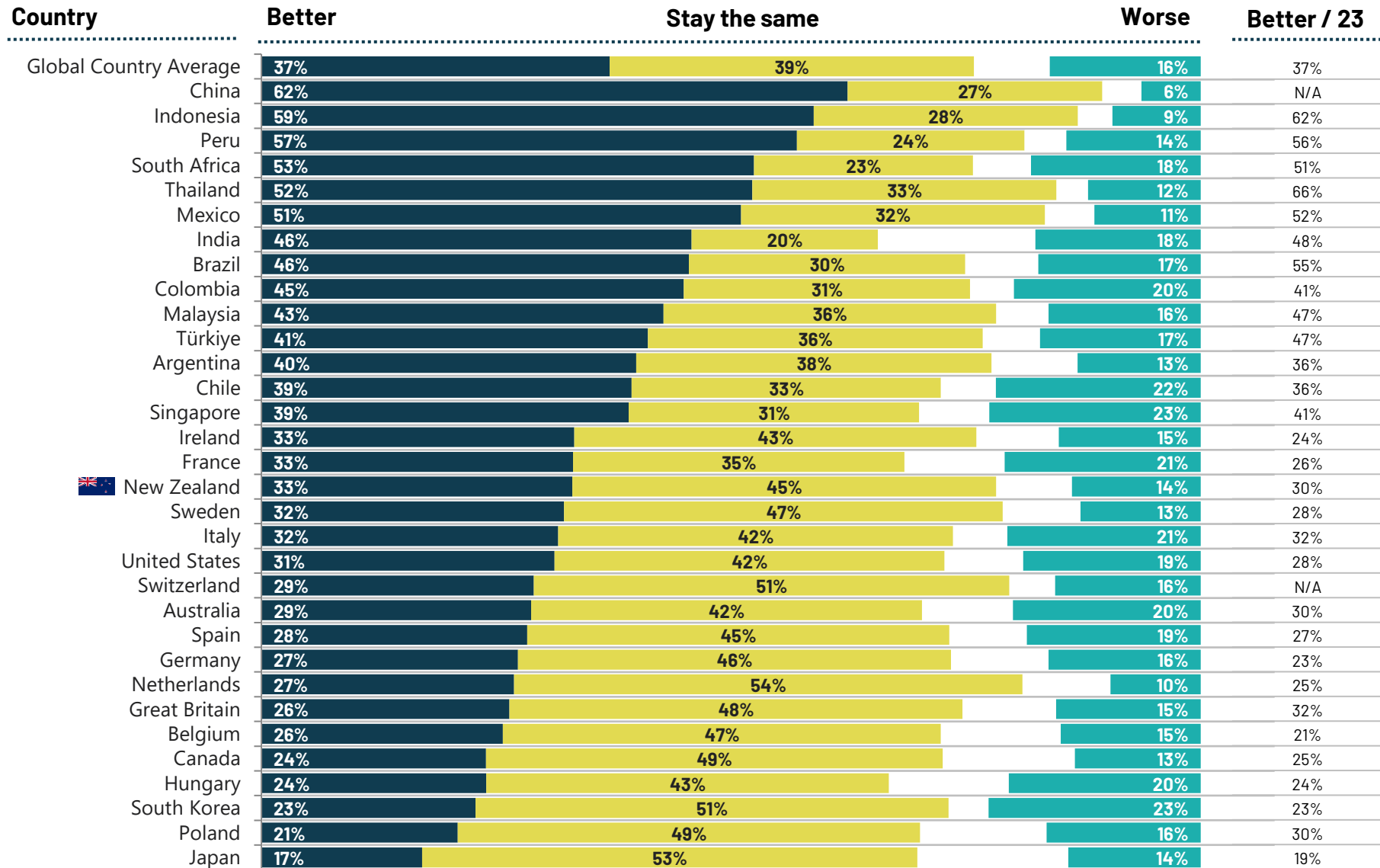
The amount of disinformation on the internet^



■ April / May 2024 ■ May / June 2023



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***



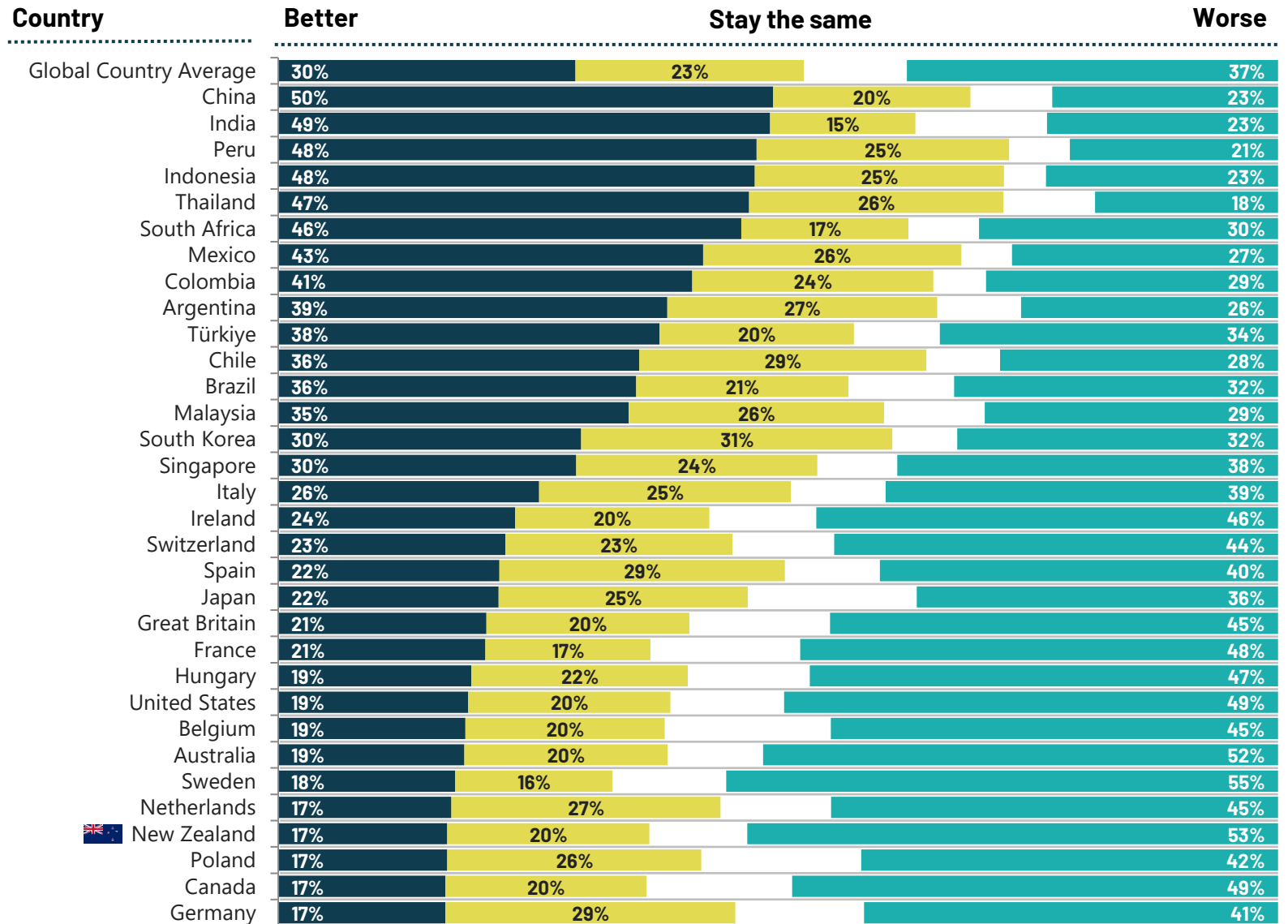
* Only asked of those who are employed

Base: 15,786 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

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? –

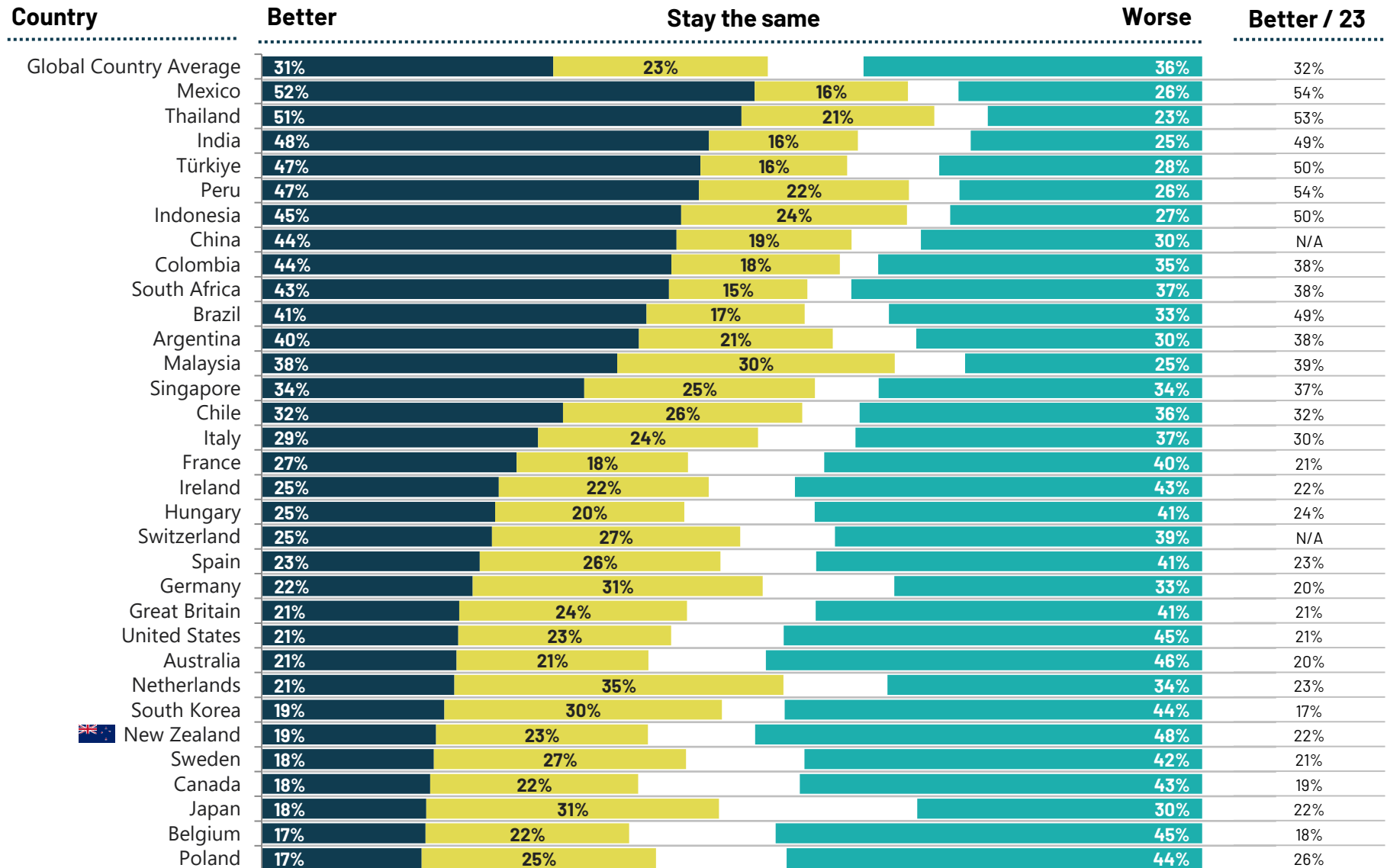
The amount of disinformation on the internet

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



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

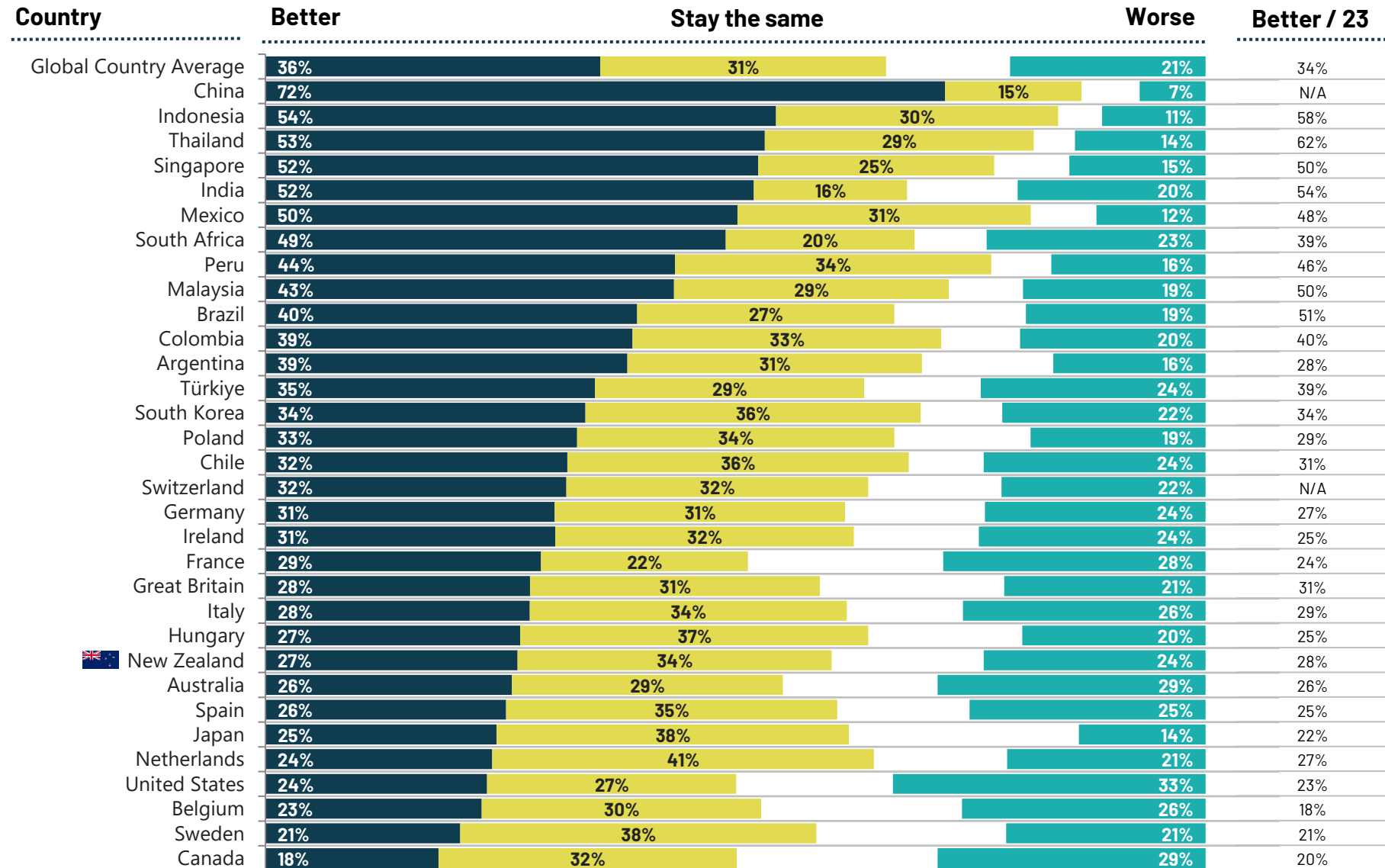


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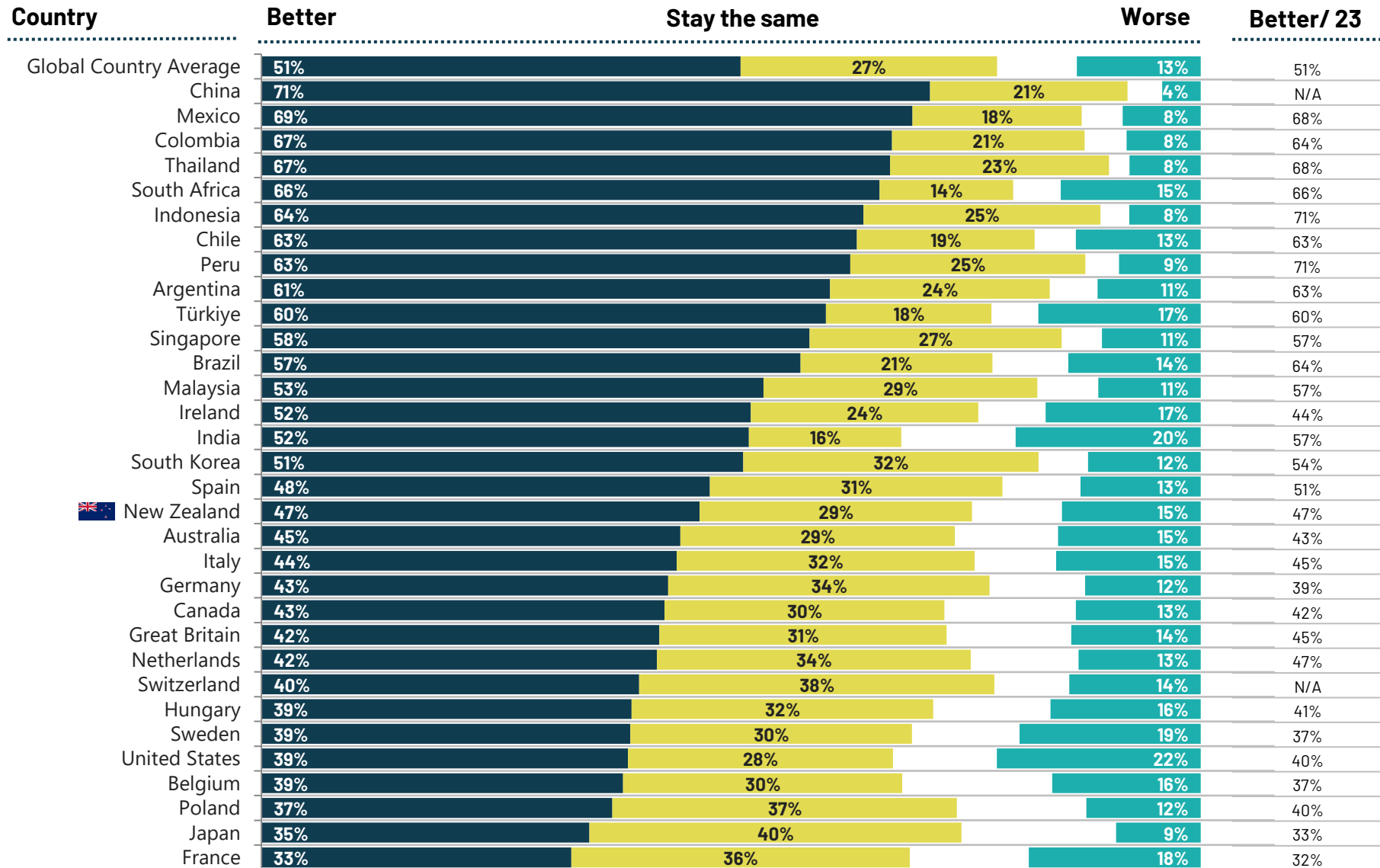
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? -

The economy in ...

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



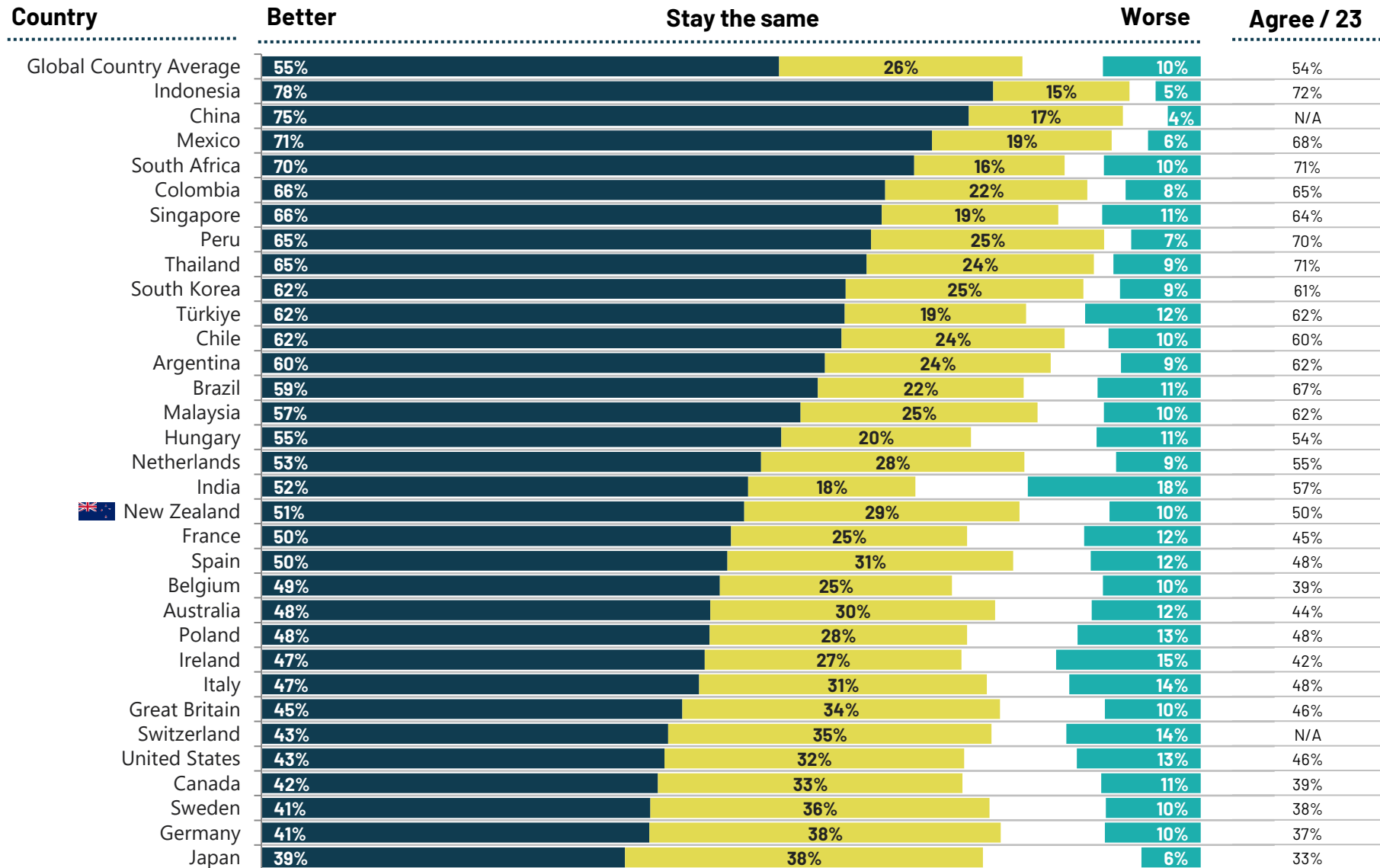
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **My entertainment options (television/video content, movies, music, books)**



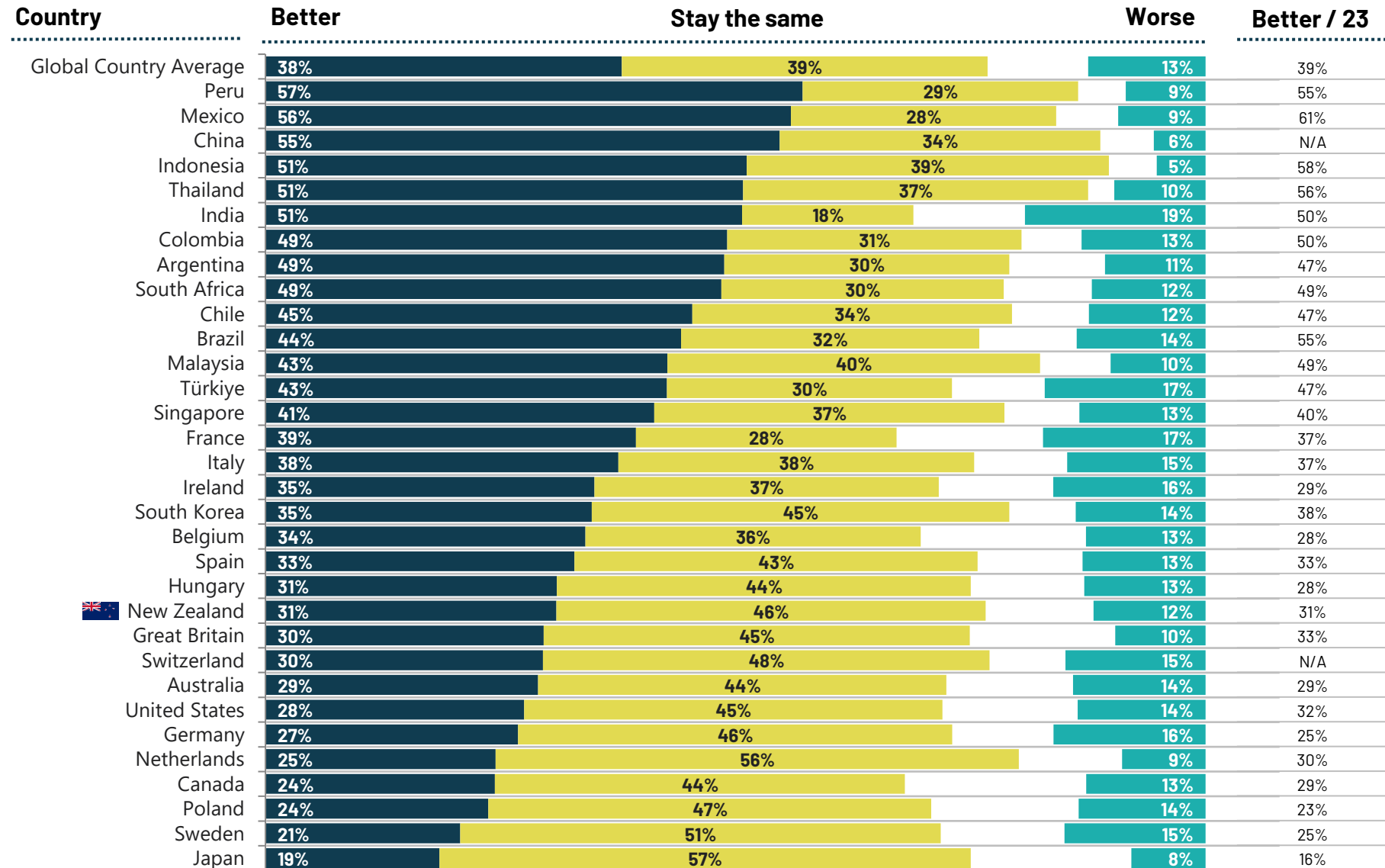
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

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**

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



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**



Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

Methodology

Methodology

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, April 19 and Friday, May 3, 2024. For this survey, Ipsos interviewed a total of 23,685 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, 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 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, 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, New Zealand, 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, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey 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 32-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.

For more information

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