Key findings

People are both excited by and nervous about AI

Fifty-three per cent say they are excited for products and services that use AI, compared to 50% who say AI makes them nervous. Asia is where excitement is highest while the Anglosphere and Europe are most sceptical.

Knowledge about AI highest among the young

Sixty-seven per cent across 32 countries say they have a good understanding of AI. This rises to 72% for Gen Z and 71% for Millennials 71%, while only 58% of Baby Boomers say they have a good understanding of AI.

However, fewer know what products and services use AI

Fifty-two per cent say they know what products and services use AI. In 13 of the 32 countries surveyed people are less likely to know what products and services use AI than don't.

Humans are viewed as more likely to discriminate than AI

In 29 out of the 32 countries surveyed more people think humans are more likely to discriminate against other people than AI is. Ireland is the only country where people are more likely to say they trust people to discriminate less than AI.

AI expected to make disinformation worse

Thirty-seven per cent on average think AI will make disinformation on the internet worse, while 30% think it will be better. In three countries – Sweden, Australia and New Zealand – do a majority think it will make disinformation worse.

People more likely to think AI will make their job better

Thirty-seven per cent think AI will make their job better compared to 16% who say it will get worse. However, 36% expect AI to replace their job in the coming years, with those with a higher level of education most concerned.

Ipsos