

THE IPSOS AI MONITOR 2024

A 32-country Ipsos
Global Advisor Survey

June 2024

Friend and foe? Asia is the most excited region about a future with AI

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?

In what is now the third edition of the Ipsos AI Monitor we find it a divide between people who are excited by the potential AI will offer and those who are slightly sceptical about our future with AI. Those in Asia are firmly in the former category, while English-speaking countries, including Australia and New Zealand, feel we perhaps need to approach AI with caution.

On average in Asia Pacific, 62% say they are excited for products and services with use AI, with China (80%), Indonesia (76%), Thailand (76%), and South Korea (73%) where interest is greatest.

At the other end of the scale, people in Australia and New Zealand only 39% and 43% say the same. Both countries are more likely to feel trepidation about AI than excitement. Sixty-six per cent of New Zealanders say AI makes them nervous (only Ireland in our survey is more worried), while 64% of Australians say the same.

People in Asia Pacific recognise the changes AI will bring. Seventy-three per cent in Asia Pacific say AI will profoundly change my life in the next 3-5 years, higher than 60% in North America and 59% in Europe.

The same is expected in the world of work too, with 66% in Asia Pacific saying AI will change how I do my job in the next five years compared to 49% in North America and 47% in Europe.

We look forward to discussing with you what it all means for your country, category or industry sector.

Hamish Munro, CEO Ipsos APEC

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



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Talking points



At a glance



67%

across 32 countries say they have a good understanding of AI is, but only 52% know what products and services use it.



53%

say they are excited for products and services that use AI. However, 50% say AI makes them nervous.

29

In 29 of the 32 countries surveyed people believe AI is less likely to discriminate than humans are.

66%



say AI will profoundly change their daily life in the next 3-5 years. While 50% say it already has.

41%



disagree with the statement "I trust that companies that use AI will protect my personal data".

46%



of Gen Z think AI will replace their job in the next five years compared to 40% of Millennials, 31% of Gen X, and 26% of Baby Boomers.

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.

What people know about AI

Understanding of AI



Sixty-seven per cent across 32 countries say they have a good understanding of AI

This figure is unchanged compared to last year. However, there have been increases in understanding in many countries. Belgium and Ireland (+9pp and 8pp) have seen the biggest rises in stated understanding of AI in the last 12 months.

In all but one of the 32 countries surveyed (Japan) do a majority say they have a good understanding of AI. Knowledge of AI is highest in Indonesia and Mexico (86% and 80% respectively).

Understanding is highest among younger generations (Gen Z 72%, Millennials 71%) compared to Baby Boomers (58%).

What uses AI



Fifty-two per cent say they know what products and services use AI

Knowledge about what products use AI varies greatly across countries.

Self-claimed knowledge is highest in Asia, with China (81%), Indonesia (80%) and Thailand (69%) topping the list. Countries in Europe and North America are the least likely to know what products use AI (Canada 36%, Netherlands and Belgium both 37%).

In 13 of the 32 countries surveyed people are less likely to know what products and services use AI than don't.

Baby boomers are the only generation where people are more likely to say they don't know what products and service than do (agree 36%, disagree 45%).

Excited v nervous



People are split over when AI is something to be excited about or nervous

While 50% say products and services using AI makes them nervous, 53% say it makes them excited. However, there are big differences between regions.

Countries in Asia are where excitement is highest with China, Indonesia, Thailand and South Korea most interested in AI products.

Much of the English-speaking world and Europe are on the more sceptical end. They are they are least likely to say they are excited by AI products and most likely to say AI makes them nervous. It is also these countries where people are most split on whether [AI brings more benefits than drawbacks](#).

AI and trust

Is my personal data safe?



People are unsure whether their personal data is safe with AI

Forty-one per cent think their personal data will not be safe with companies which use AI compared to 47% who do.

In 15 of the 32 countries surveyed are people more likely to think their personal data is safe with AI than it isn't.

The gap between those who disagree that companies that use AI will protect their personal data and those that agree with that statement, is largest in Canada. Only 28% of Canadians (down from 34% last year) think their personal data is safe with AI products.

AI and discrimination



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. India and Switzerland have the same level of agreement for both statements.

Trust and generations



Younger generations are more likely to trust AI compared to those older

Baby boomers are slightly less trusting of companies using AI than younger people. While all generations say they trust AI not to discriminate more than they trust people, the gap in agreement between these two statements is smaller for Baby Boomers (45% trust AI not to discriminate vs 41% trust people).

For Gen Z, 59% say they trust AI against discriminating and 47% trust people not to. Younger generations are also the most likely to trust companies using AI to protect their personal data, with 49% of Gen Z and 51% of Millennials. However, Gen Z have seen a 6pp fall in those agreeing with this compared to last year.

AI expectations for the future

Will AI change my life?



While 50% say AI has already changed their life, 66% say it will impact their future

China and Indonesia (78% and 73% respectively) are the most likely to think AI has already changed their lives. However, almost half of the 29 countries surveyed are more likely to say AI has not impacted their lives.

However, there is the expectation AI will change in people's lives in the coming years. In all countries are people more likely to think AI will profoundly change their lives in the next 3-5 years.

Many of the countries are most sceptical in last year's release, such as Canada, Belgium, and France, have seen increases in those who think AI will change their lives in the future.

AI and jobs



Sixty per cent of people across 32 countries say AI will change their job in the next five years

Indonesia (87%), Thailand (81%) and China (80%) are the most likely to say AI will change how you do your job in the next five years. While countries in Europe are the least likely to expect big changes at work: Netherlands (38%), Germany (43%) and Poland (44%). However, since last year Germany has seen an 8pp increase in those agreeing with that statement.

However, fewer people think AI will replace their current job in the coming years with 36% saying this is the case. Those with a higher level of education are slightly more likely to think they will be out of work because of AI (39%) compared to those with low or medium level of education (both 34%).

Young people's jobs at risk?



Gen Z, many of whom in are their 20s, are most worried about the future of work

Almost one in two Gen Z (46%) say it is likely AI will replace their current job in the next five years. This compares to 26% of Baby Boomers, who are retired or nearly retirement over the next decade.

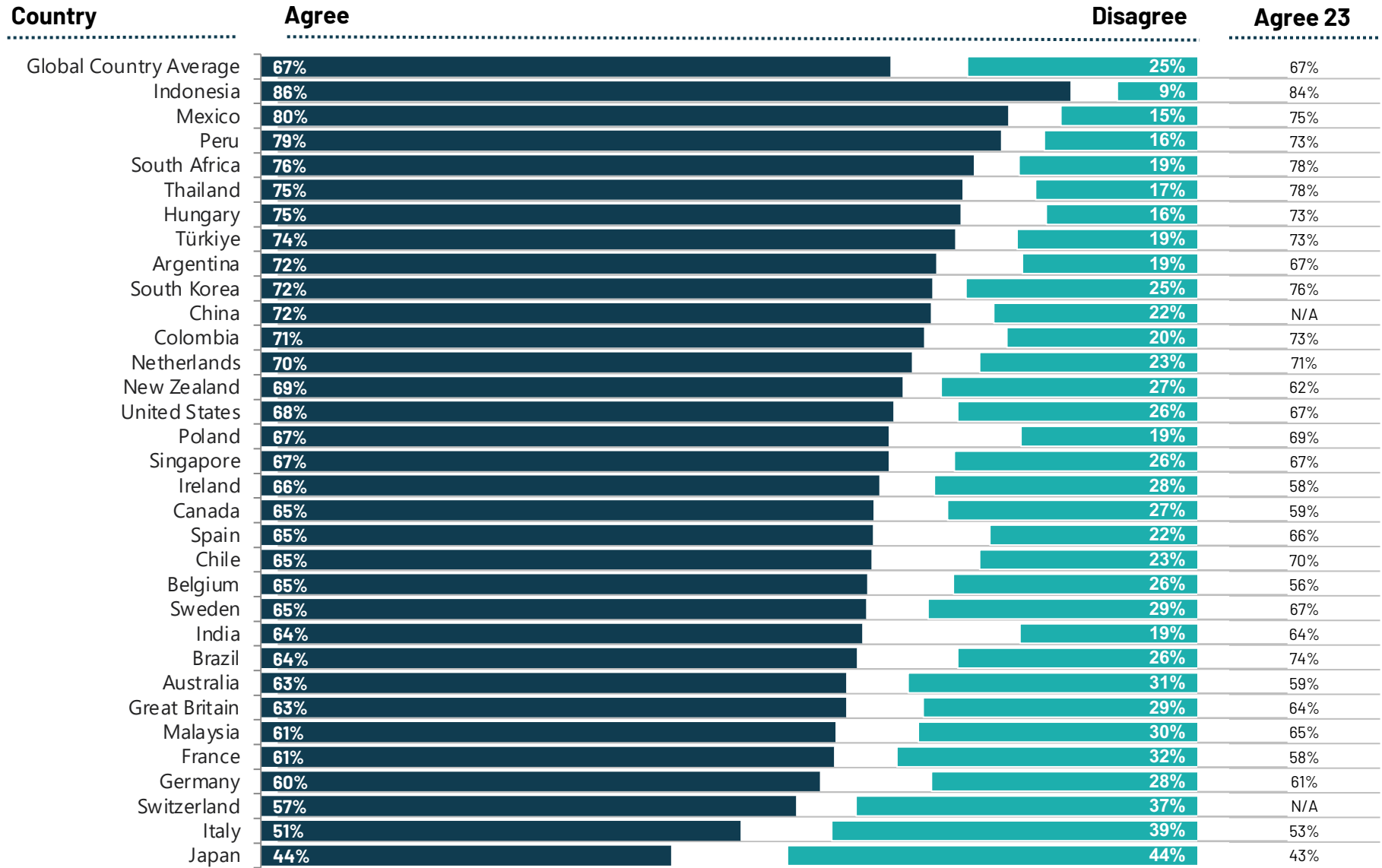
Thirty-one per cent of Gen X think their job will be replaced by AI, while 40% of Millennials do.

The younger generations are also the most likely to say AI will change how they work going forward. Sixty-seven per cent of Gen Z and 64% of Millennials agree AI will change their job while 49% of Baby Boomers and 55% of Gen X say the same.

What people know about AI



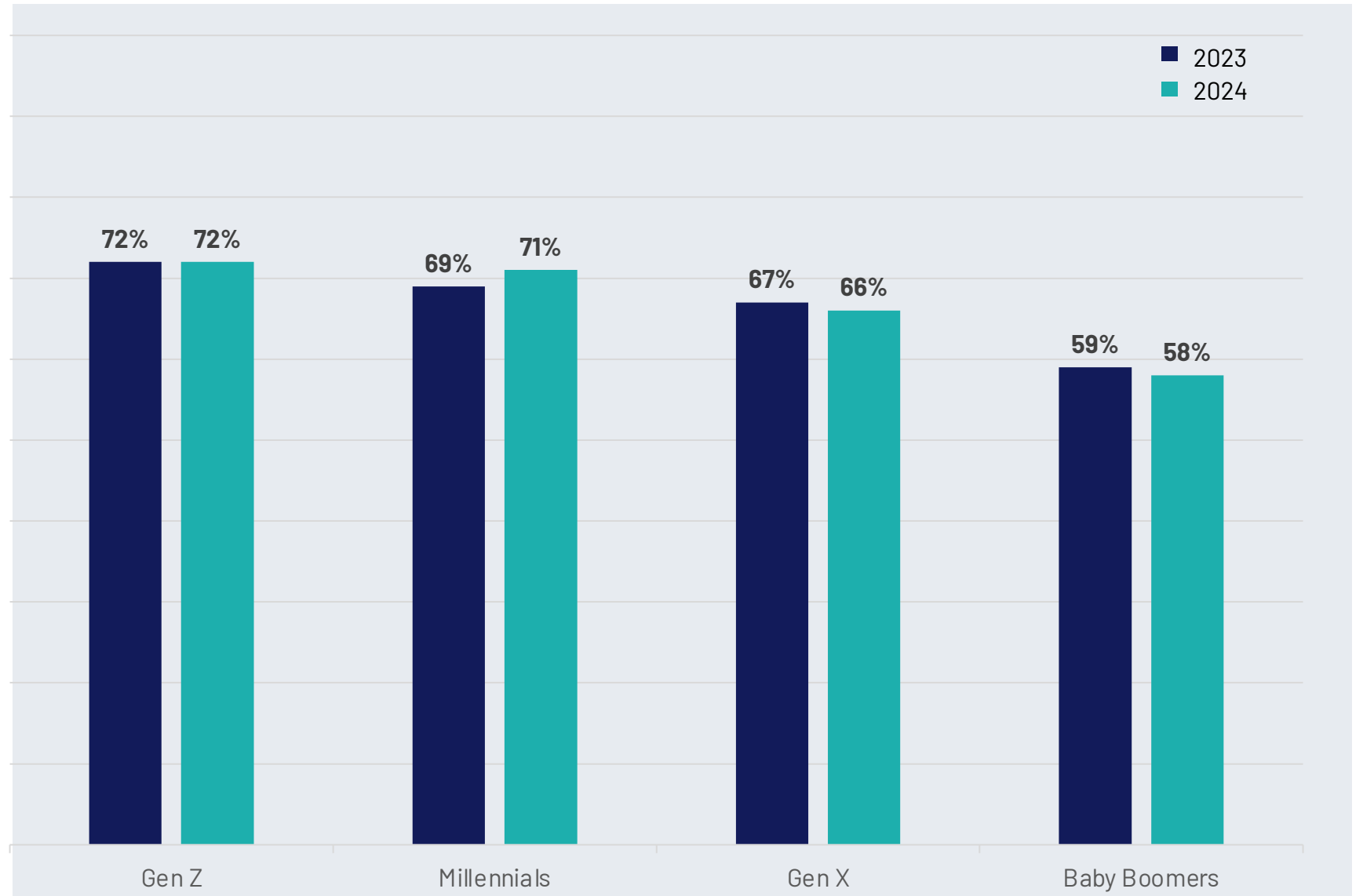
How much do you agree or disagree with the following?
I have a good understanding of what artificial intelligence is



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

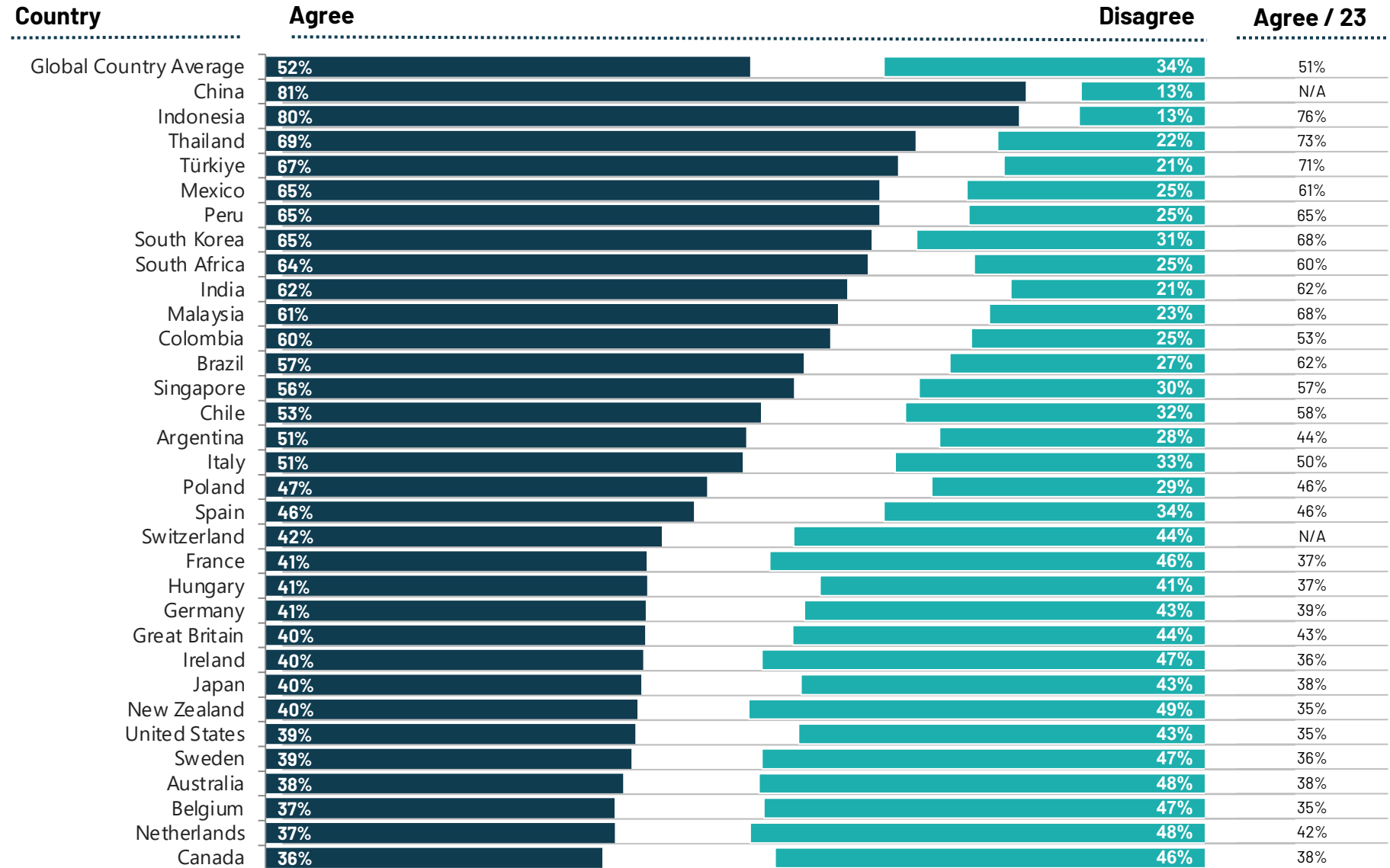
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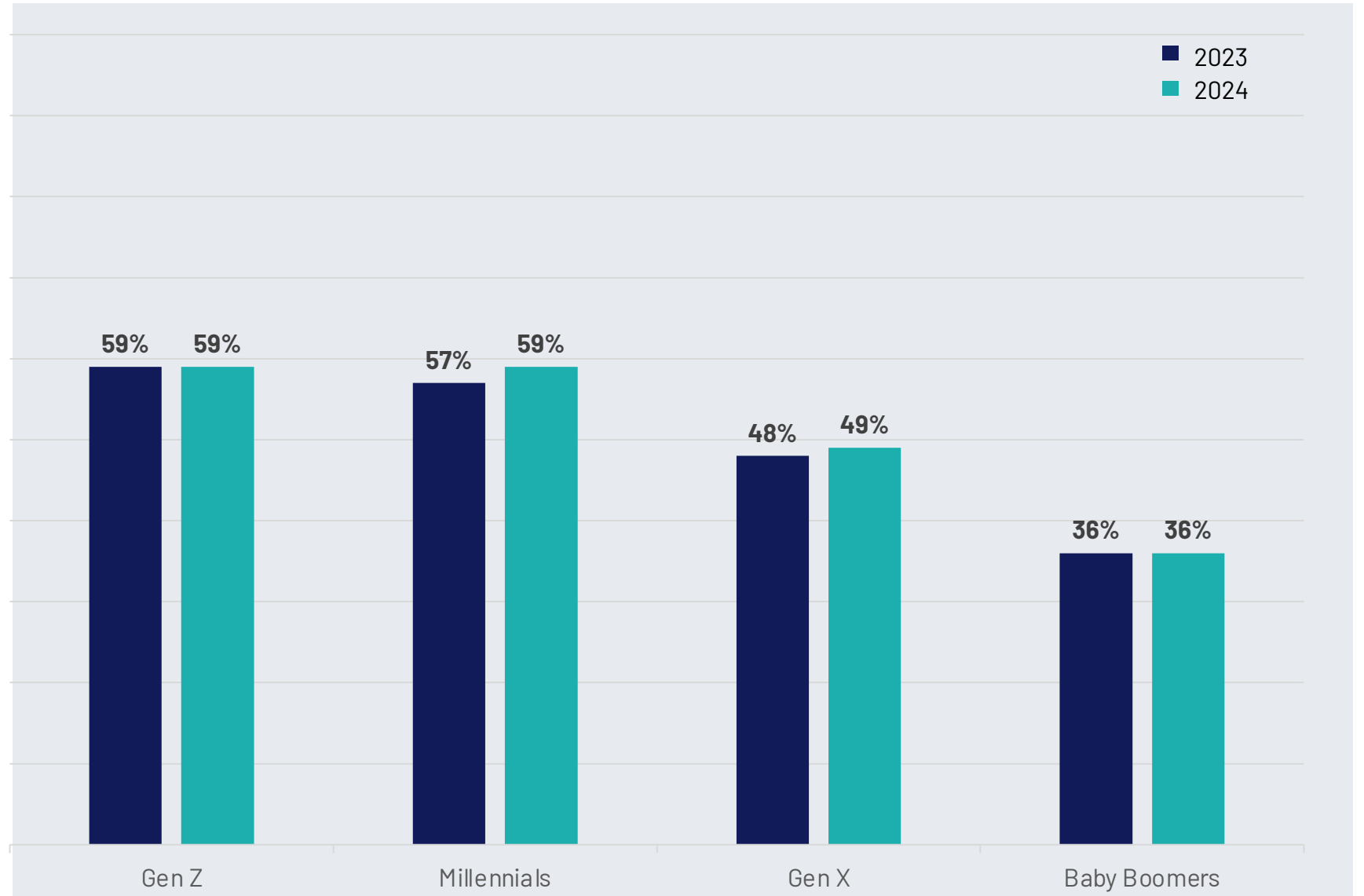
How much do you agree or disagree with the following?
I know which types of products and services use artificial intelligence

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



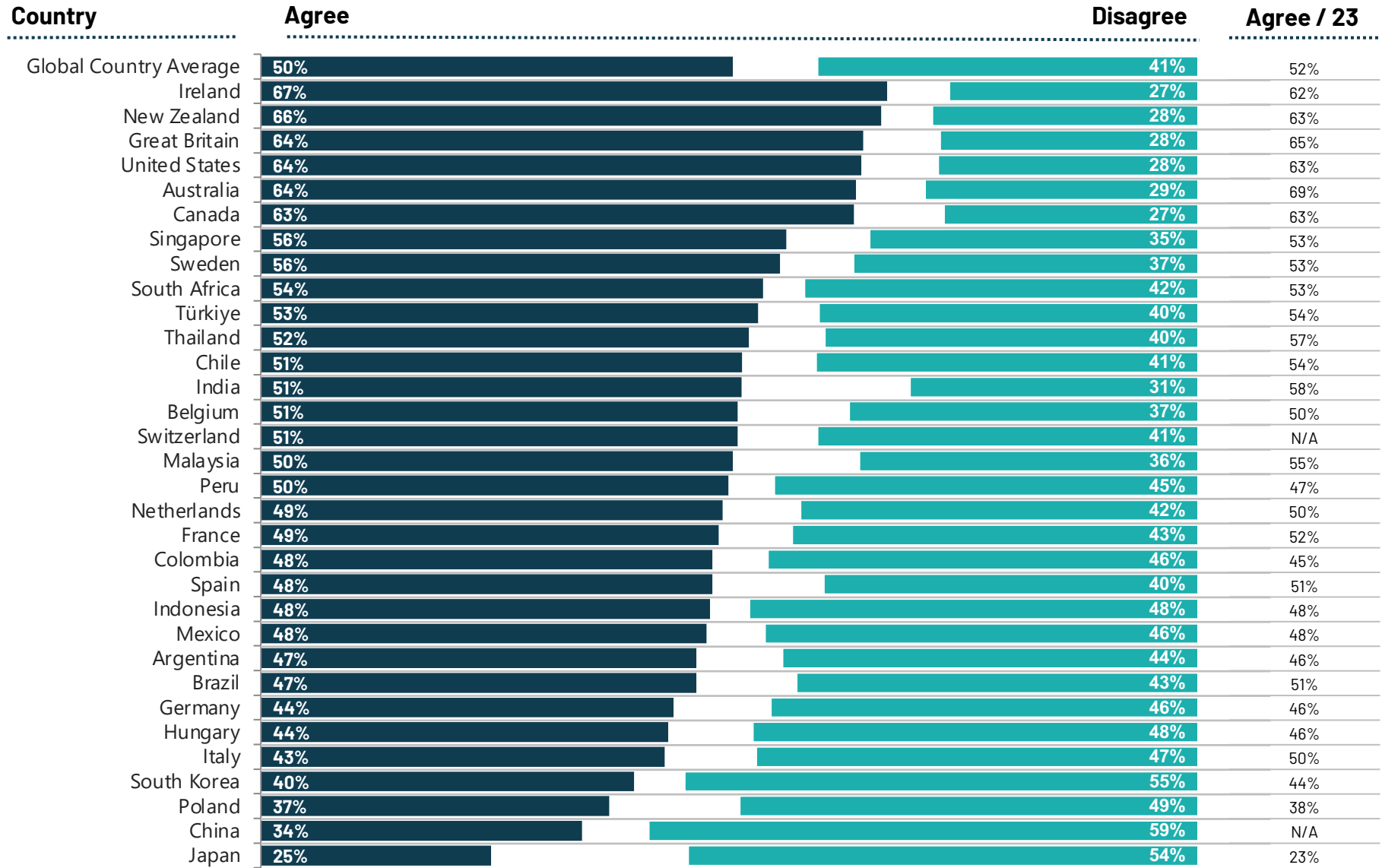
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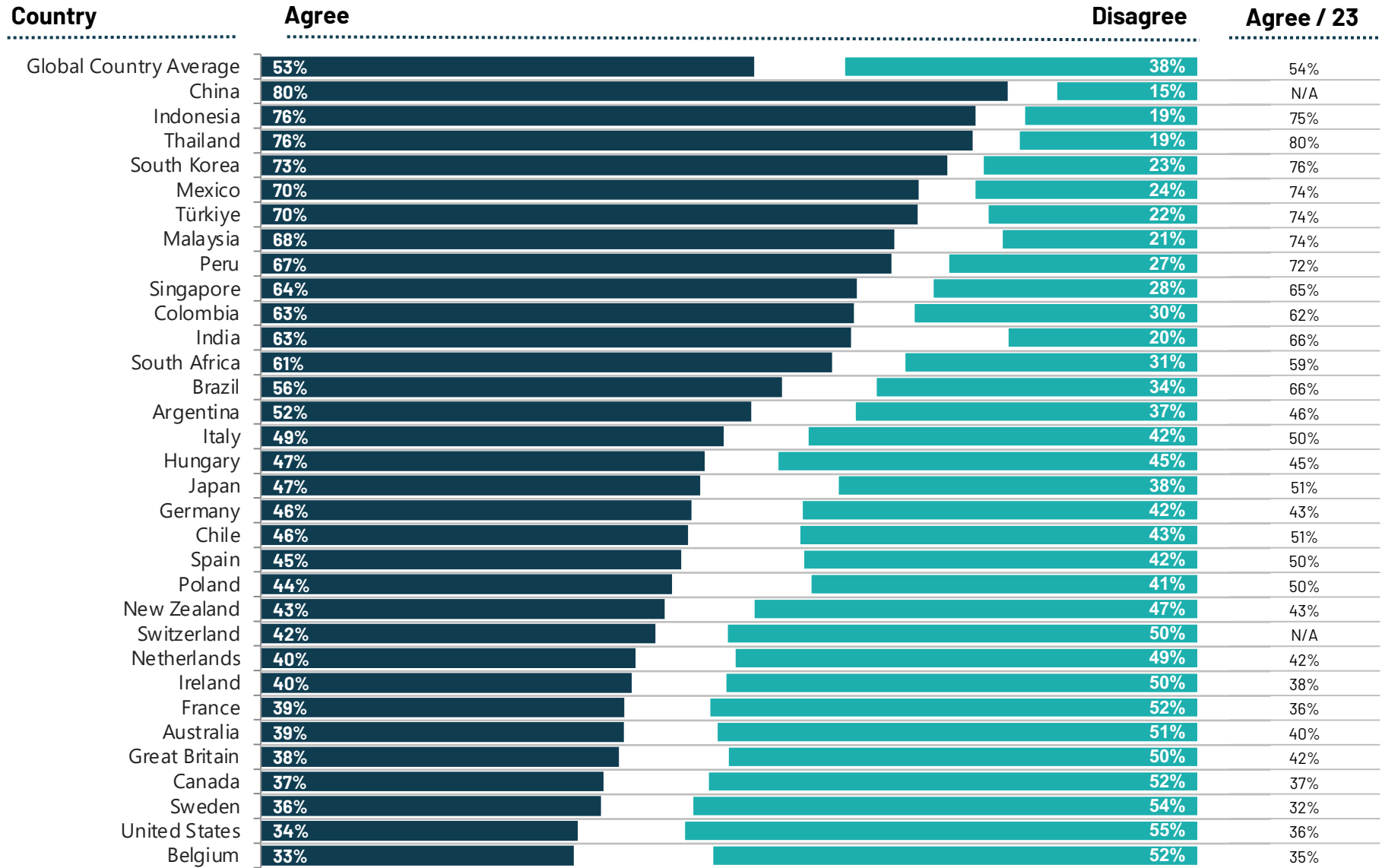
How much do you agree or disagree with the following?
Products and services using artificial intelligence make me nervous

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

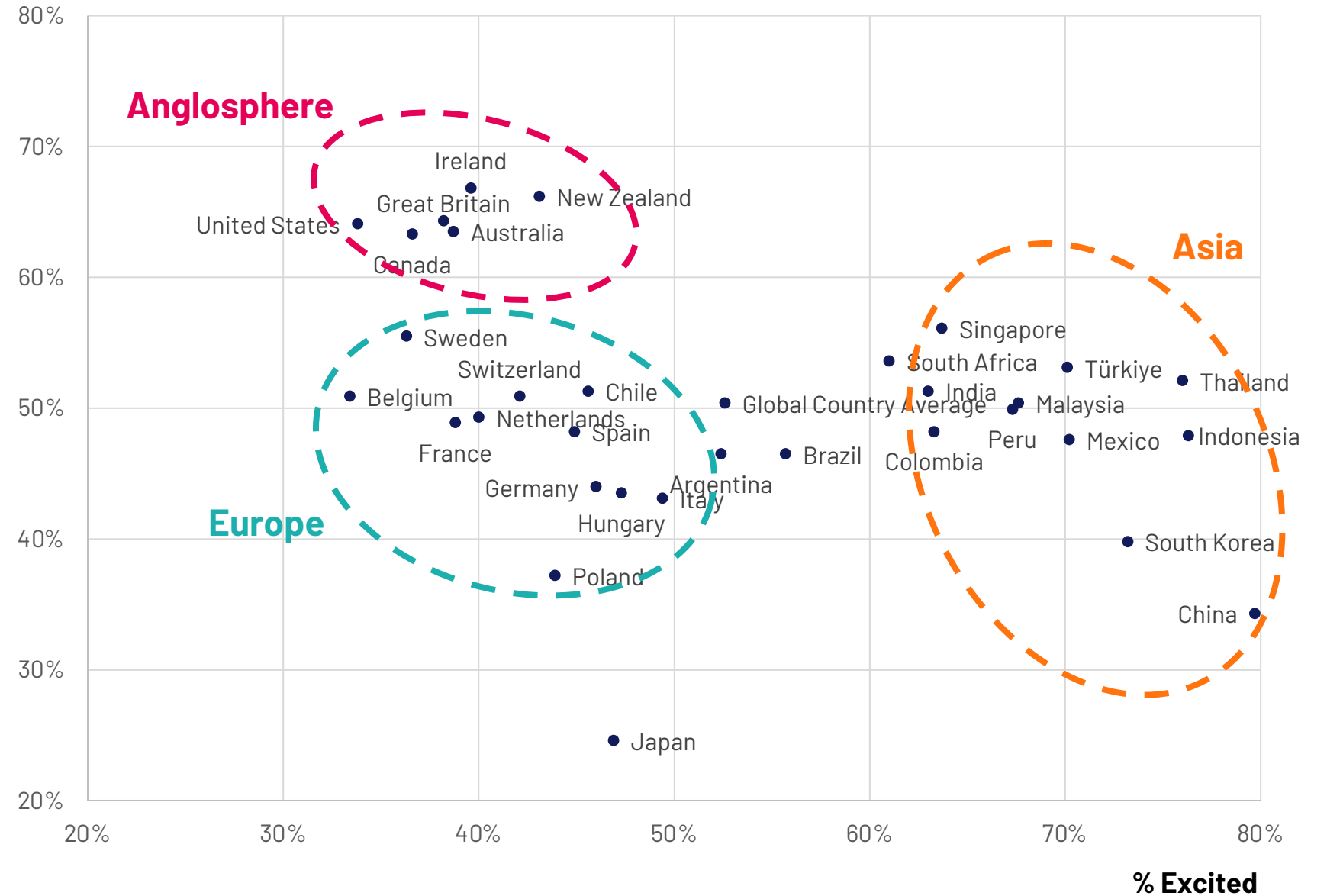


How much do you agree or disagree with the following?

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

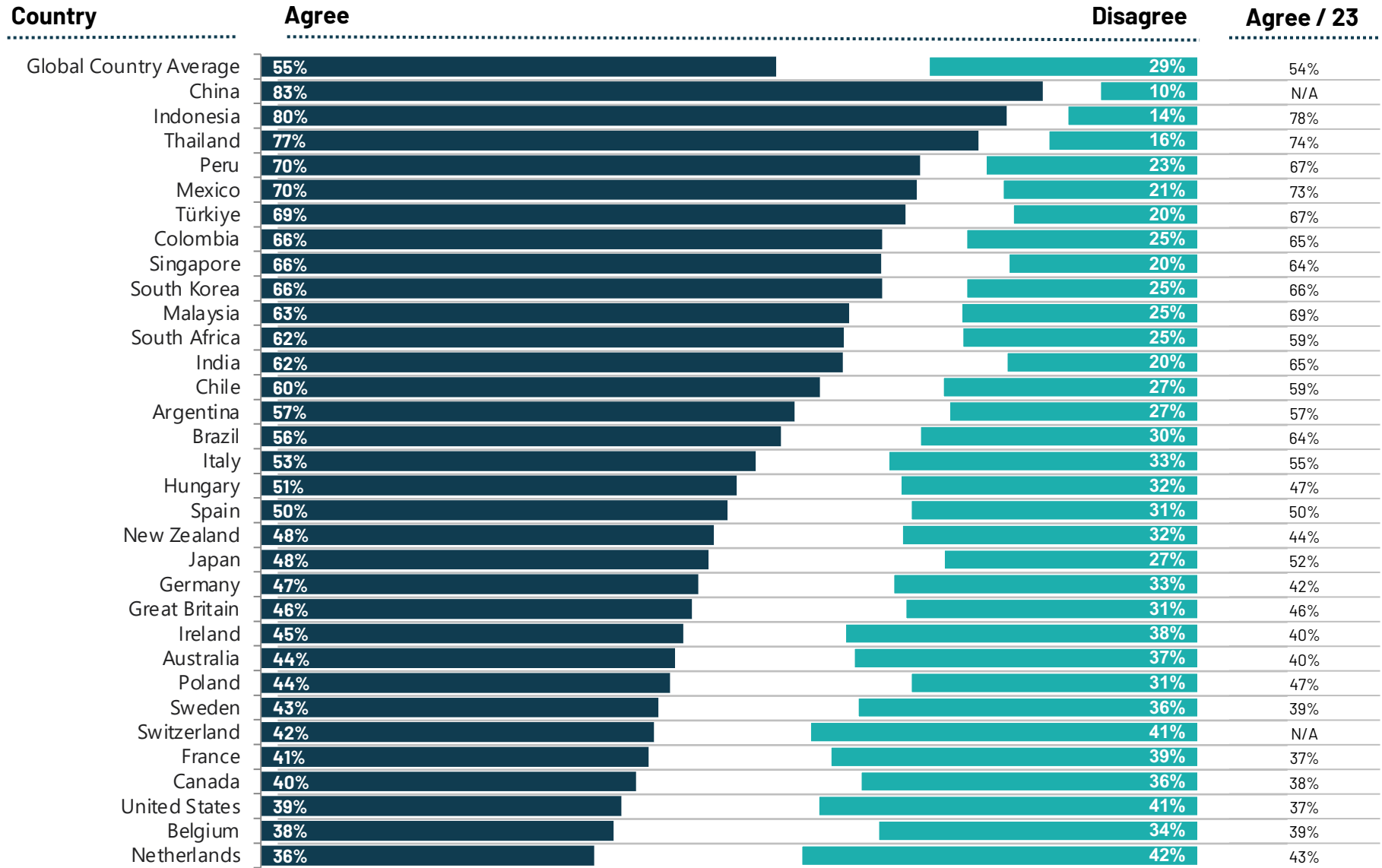
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

% Nervous



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

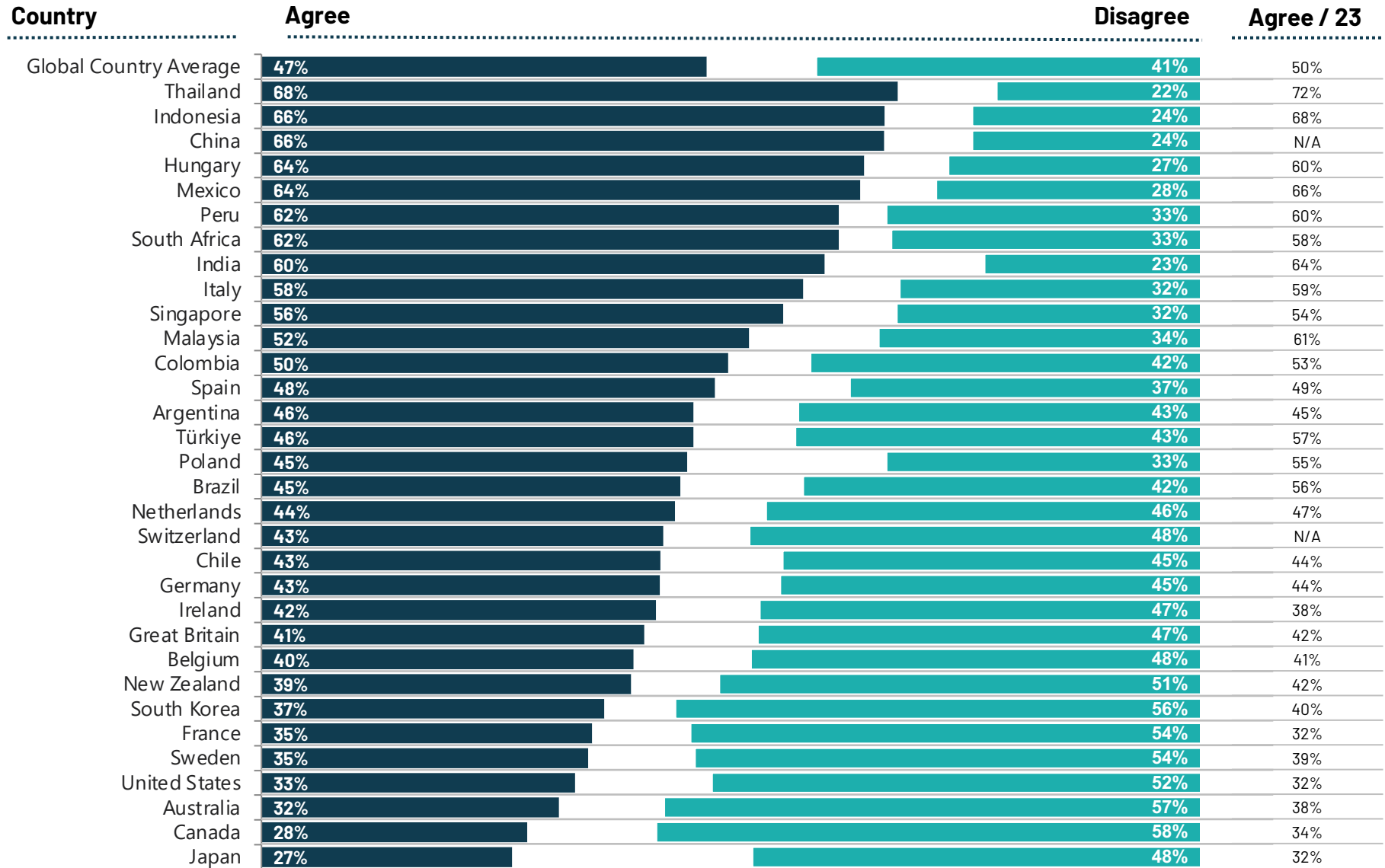
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024



AI and trust

How much do you agree or disagree with the following?
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

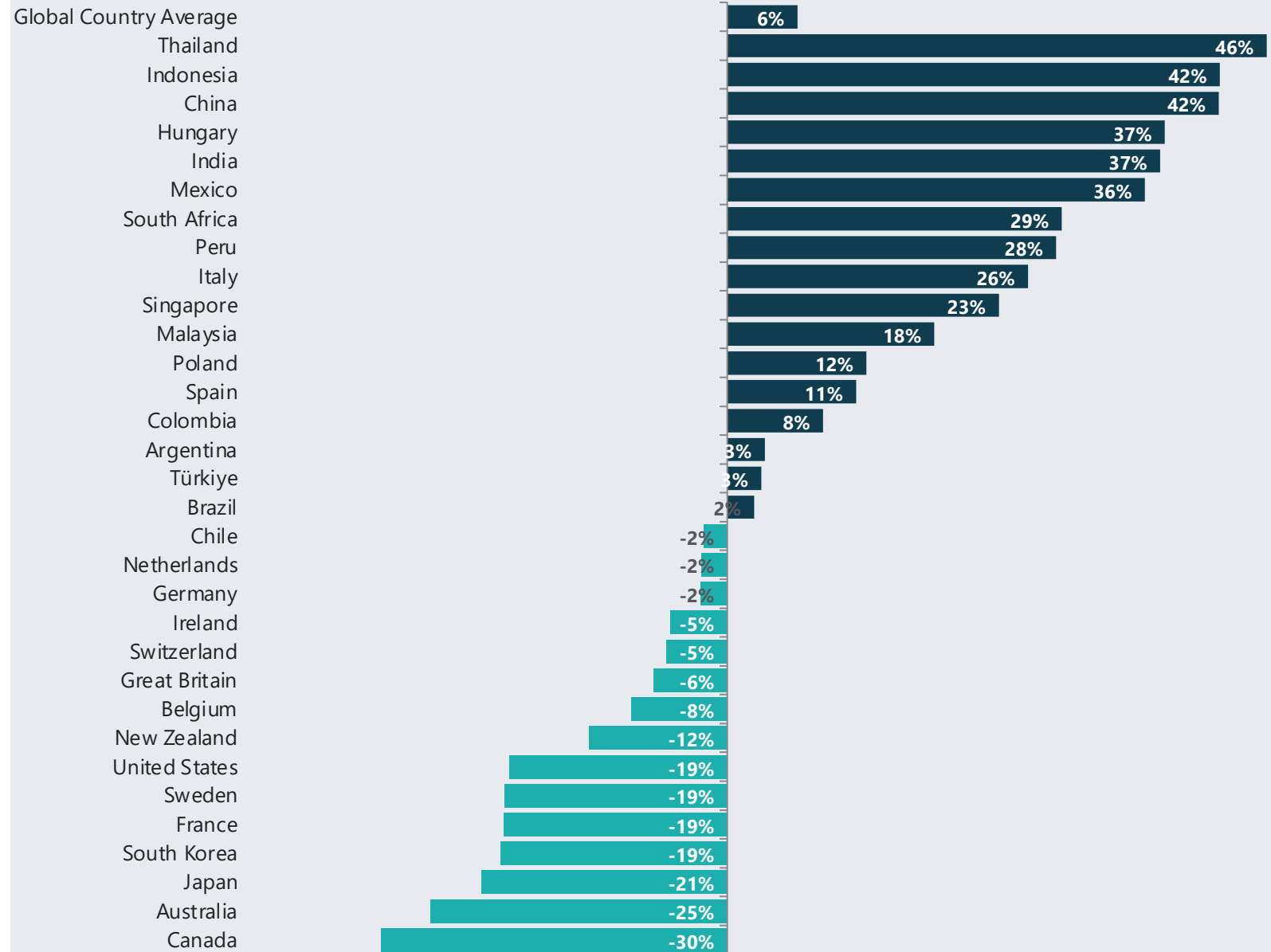


How much do you agree or disagree with the following?

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

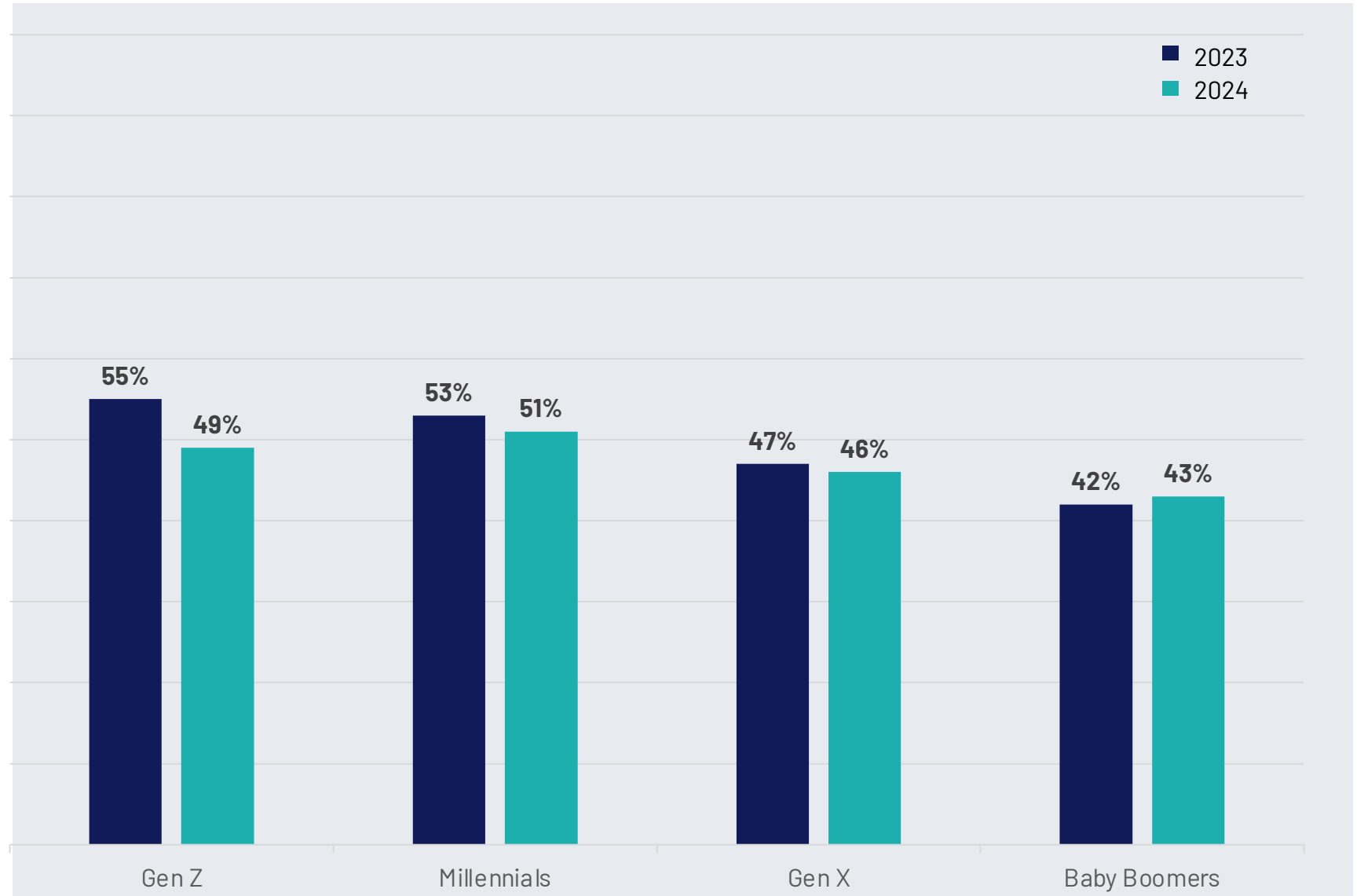
Net agree

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



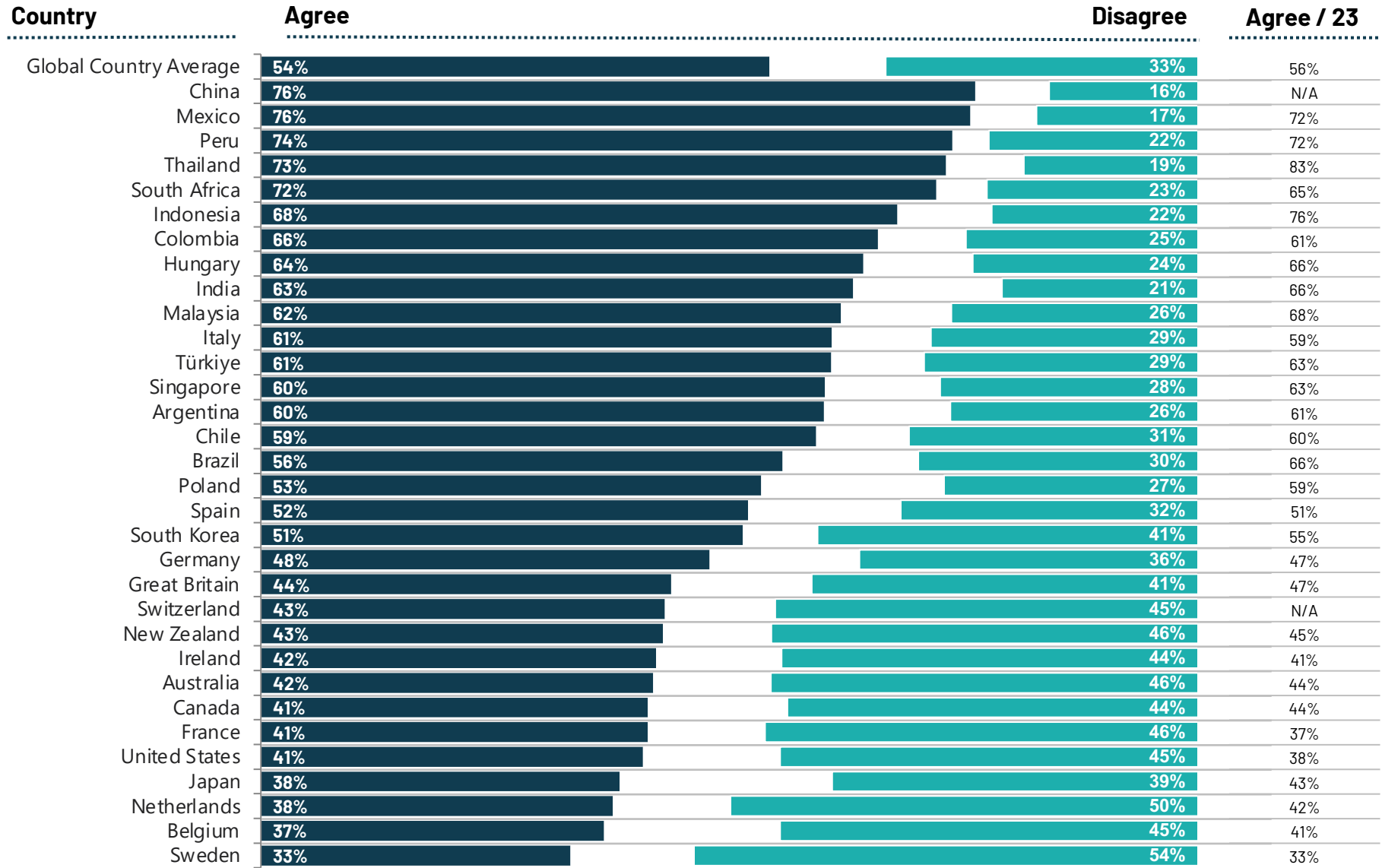
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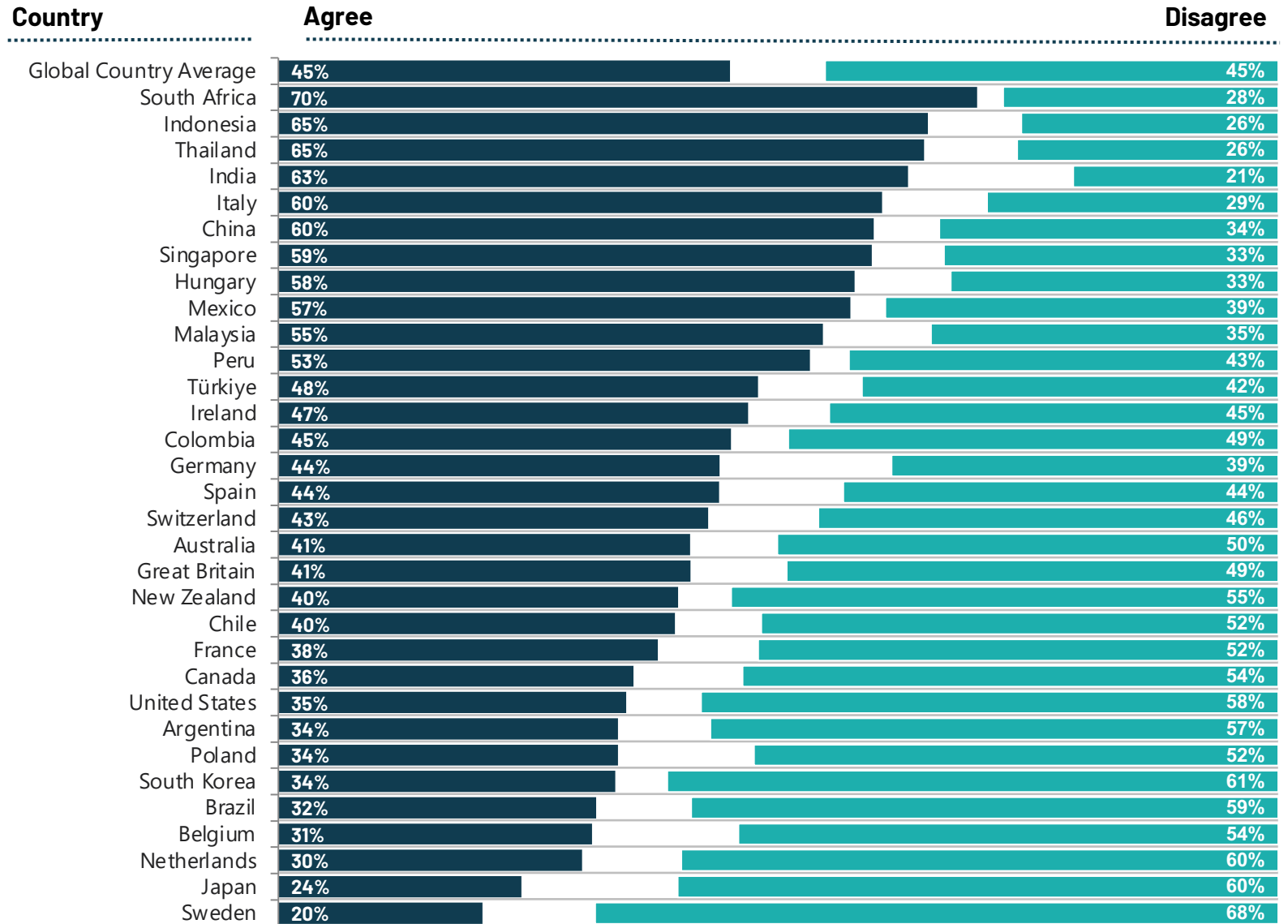
How much do you agree or disagree with the following?
I trust artificial intelligence to not discriminate or show bias towards any group of people

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

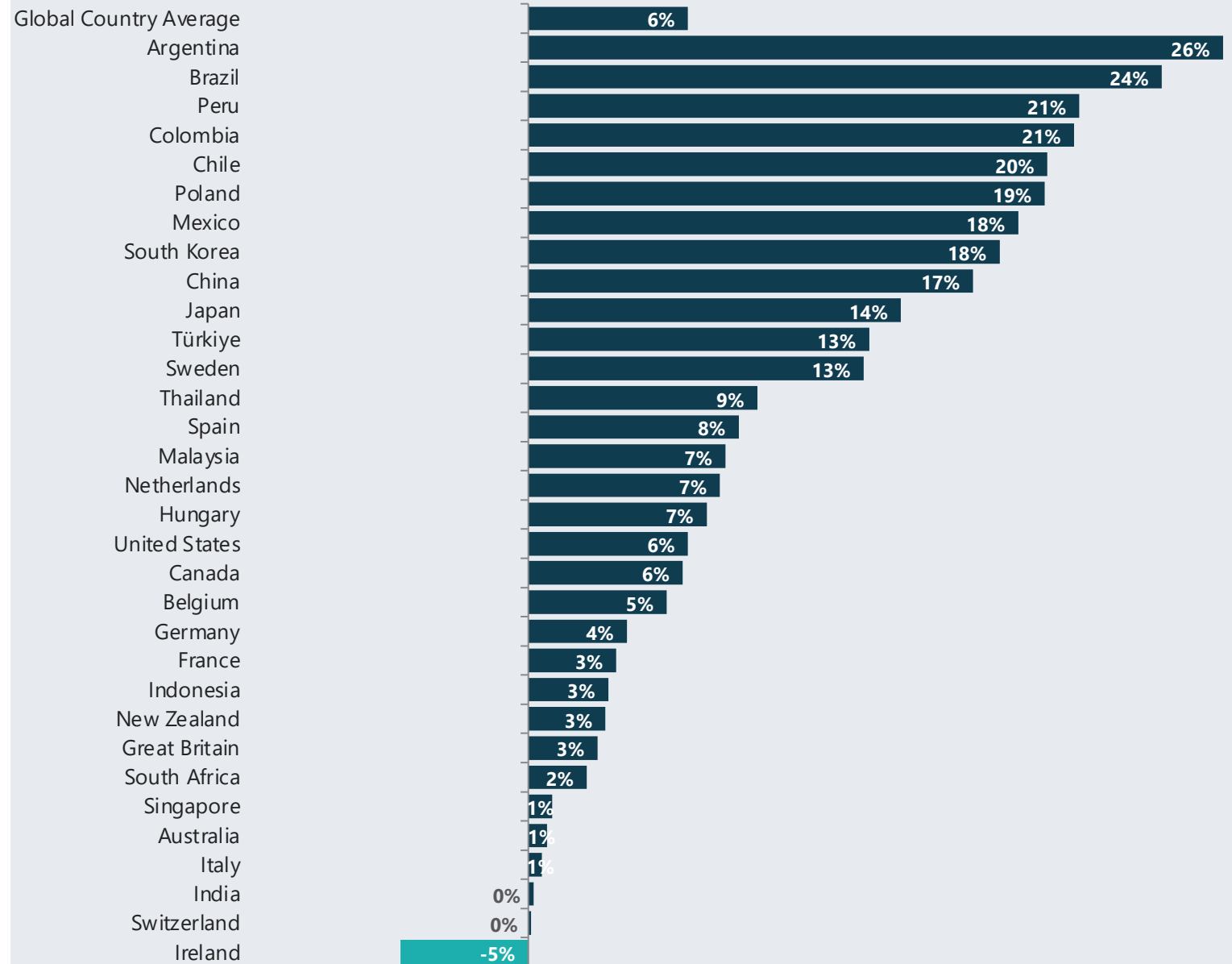


% agree I trust artificial intelligence not to discriminate or show bias towards any group of people

minus

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

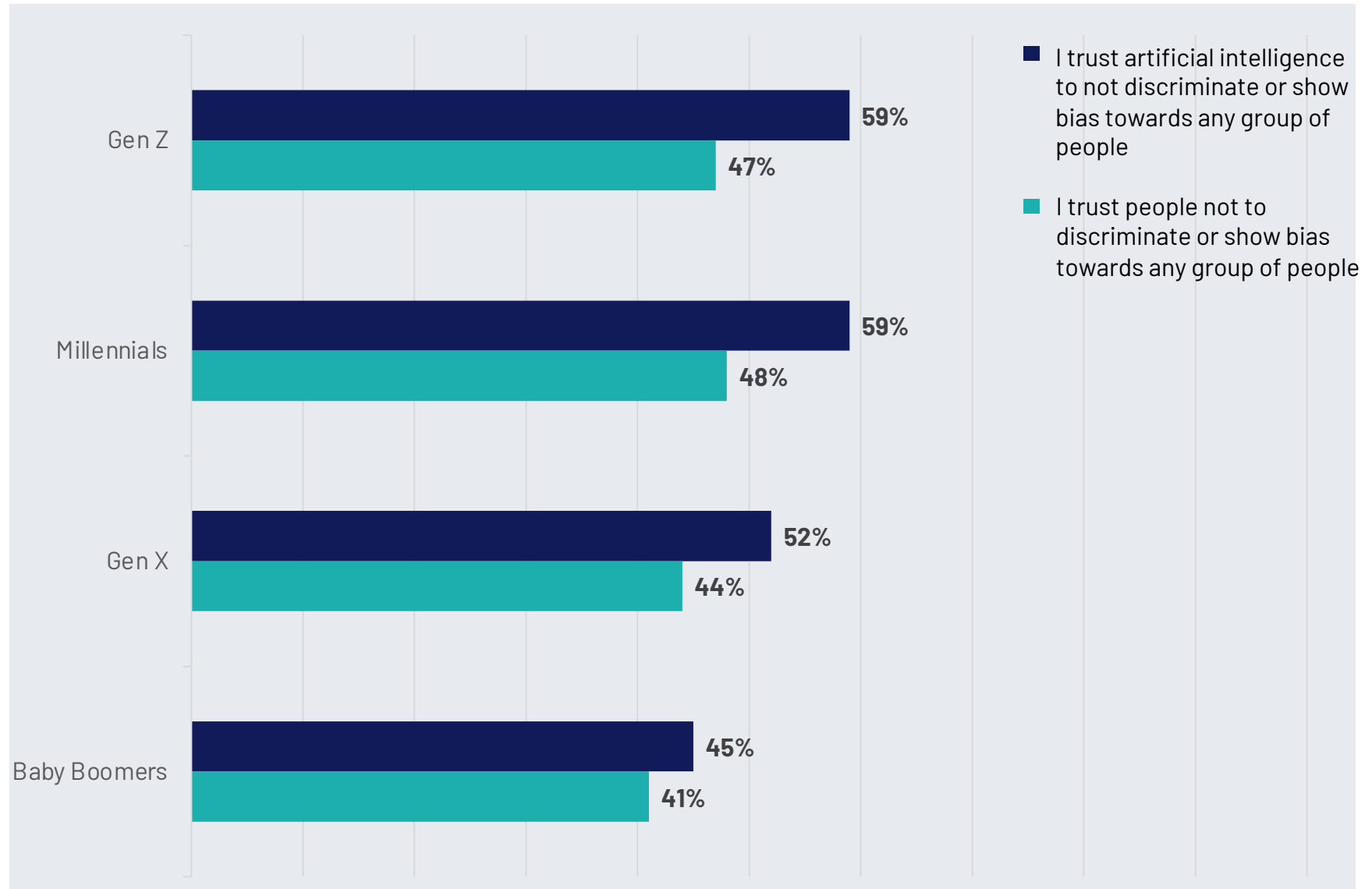
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How much do you agree or disagree with the following?

% agree

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

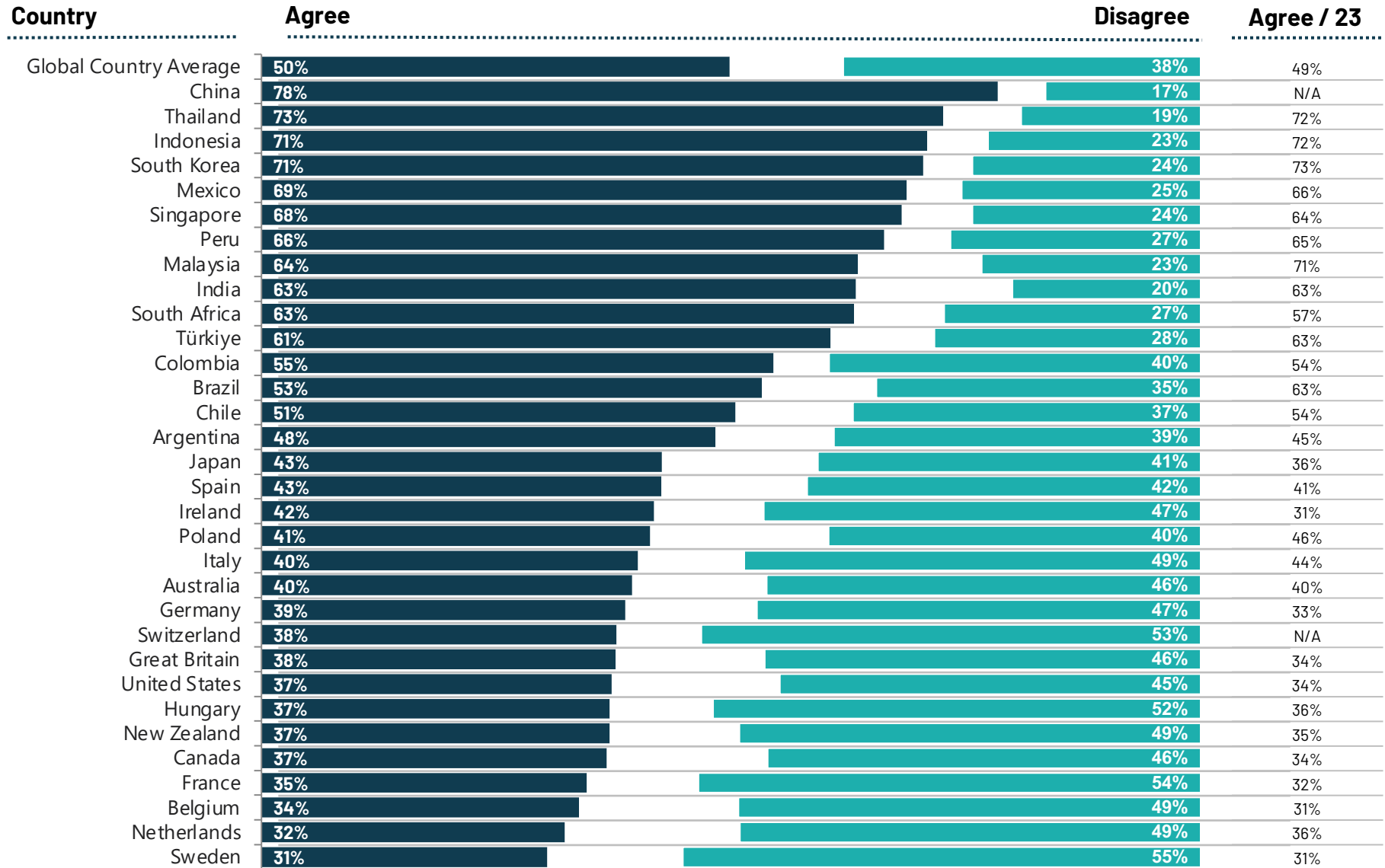


AI and the future



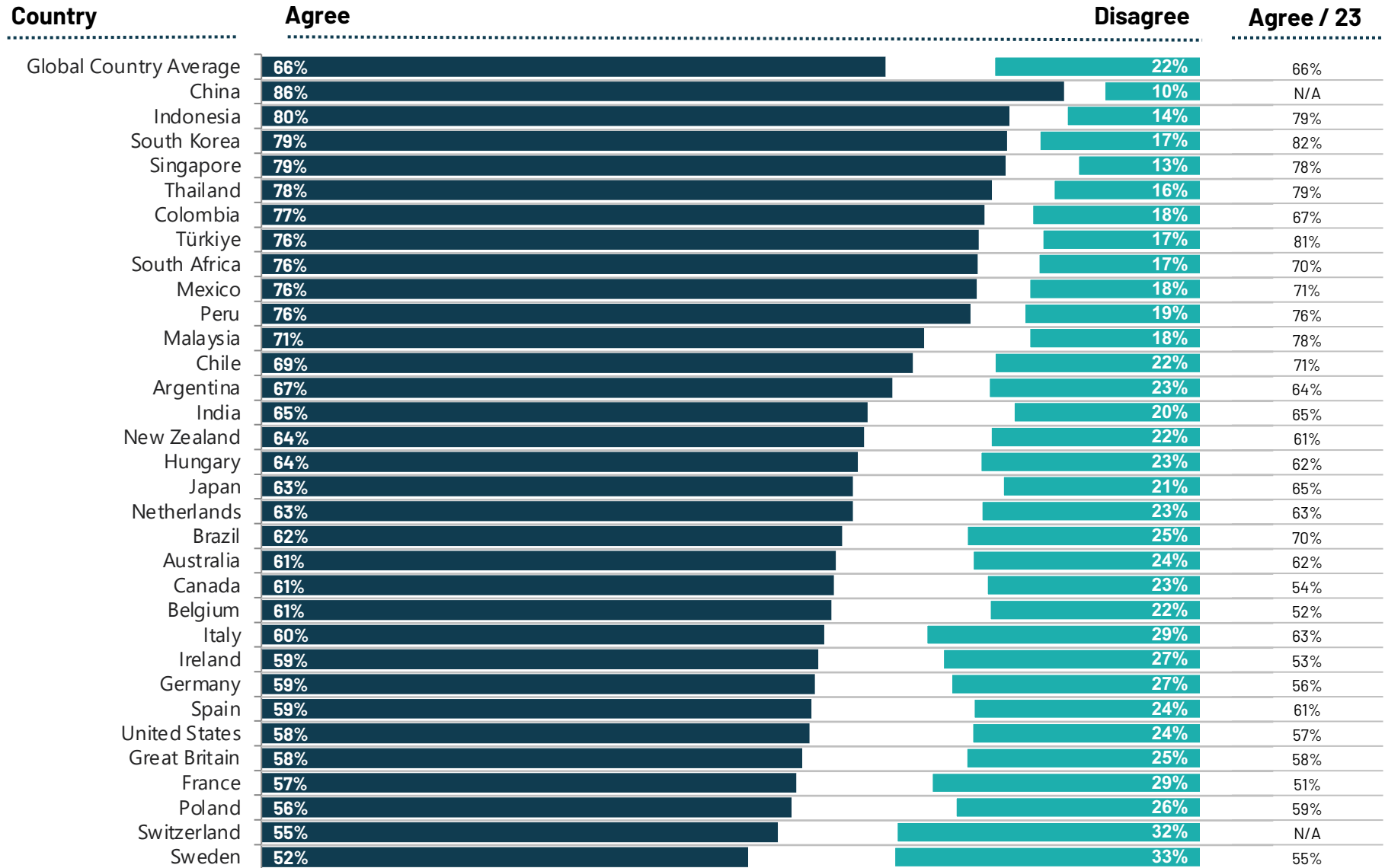
How much do you agree or disagree with the following?
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

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



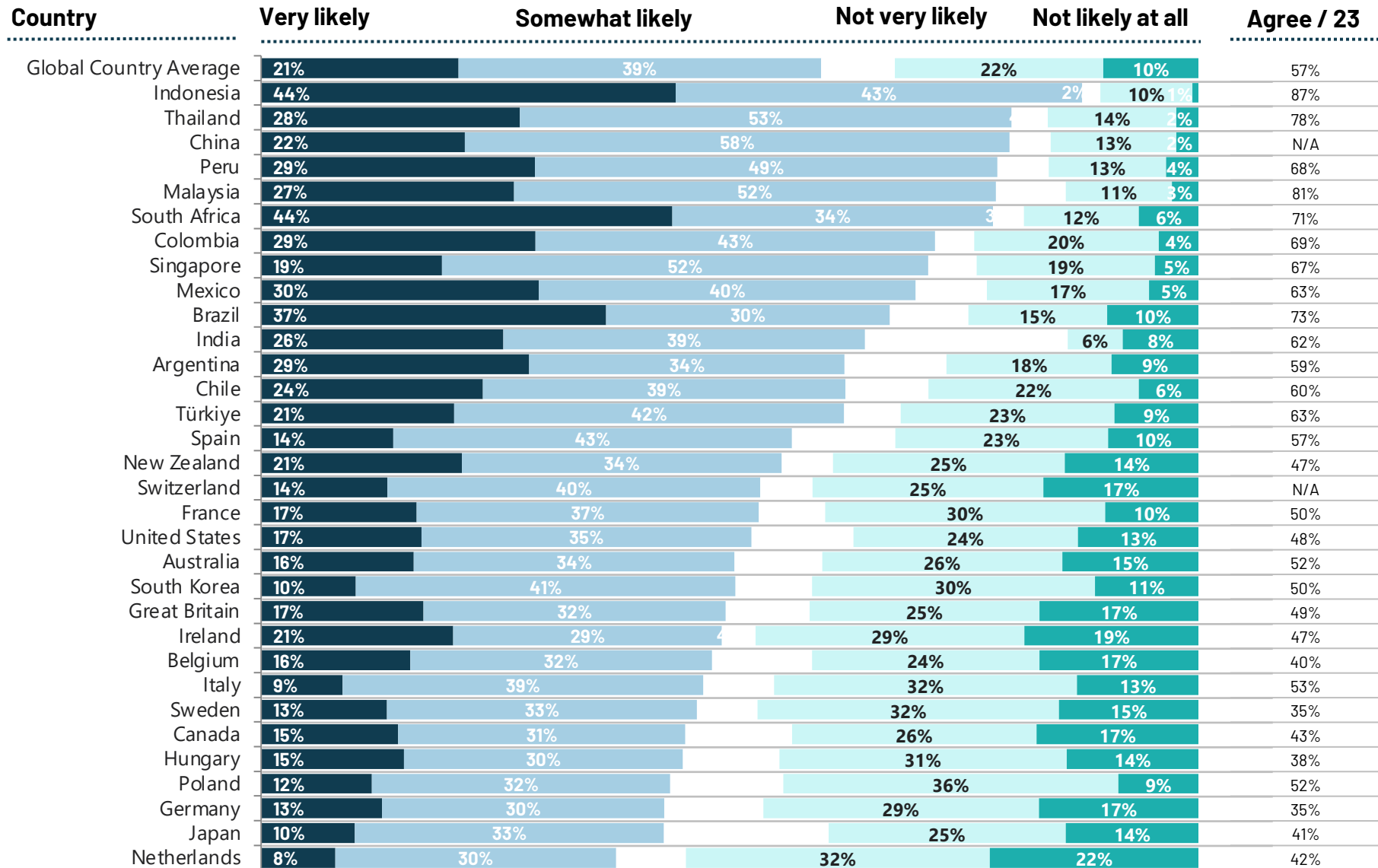
How much do you agree or disagree with the following?
Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years

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



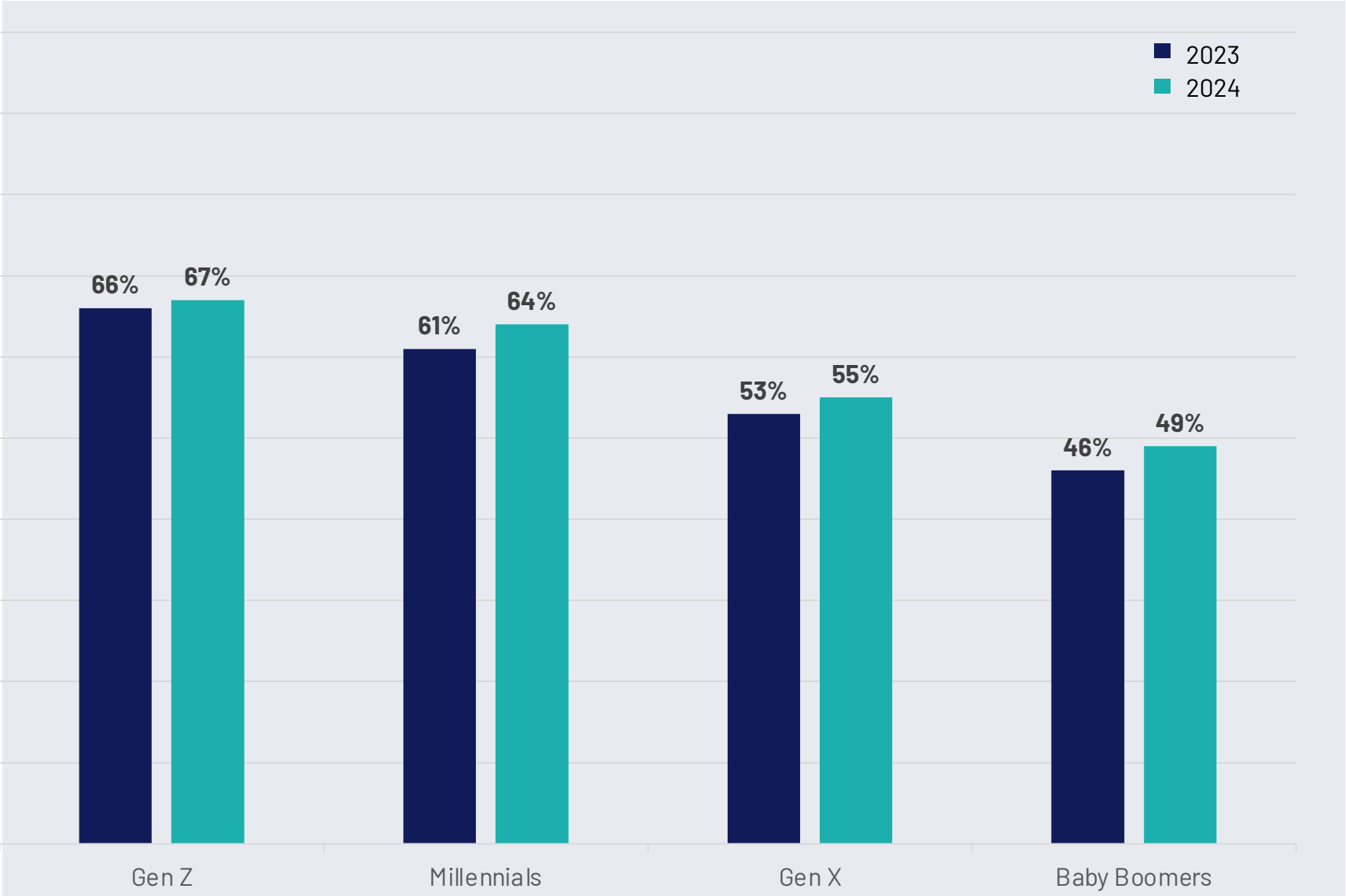
How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?

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

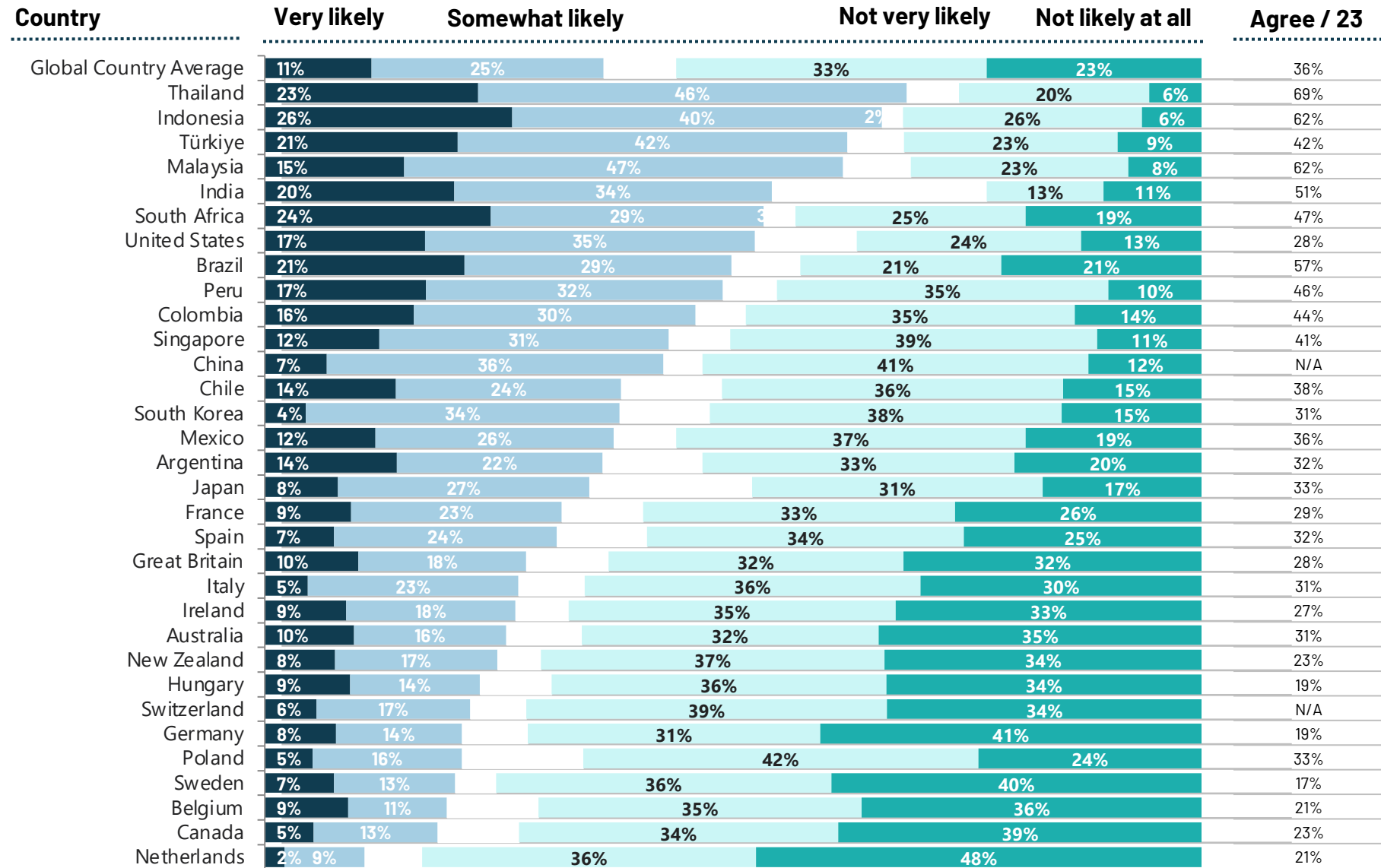


How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?

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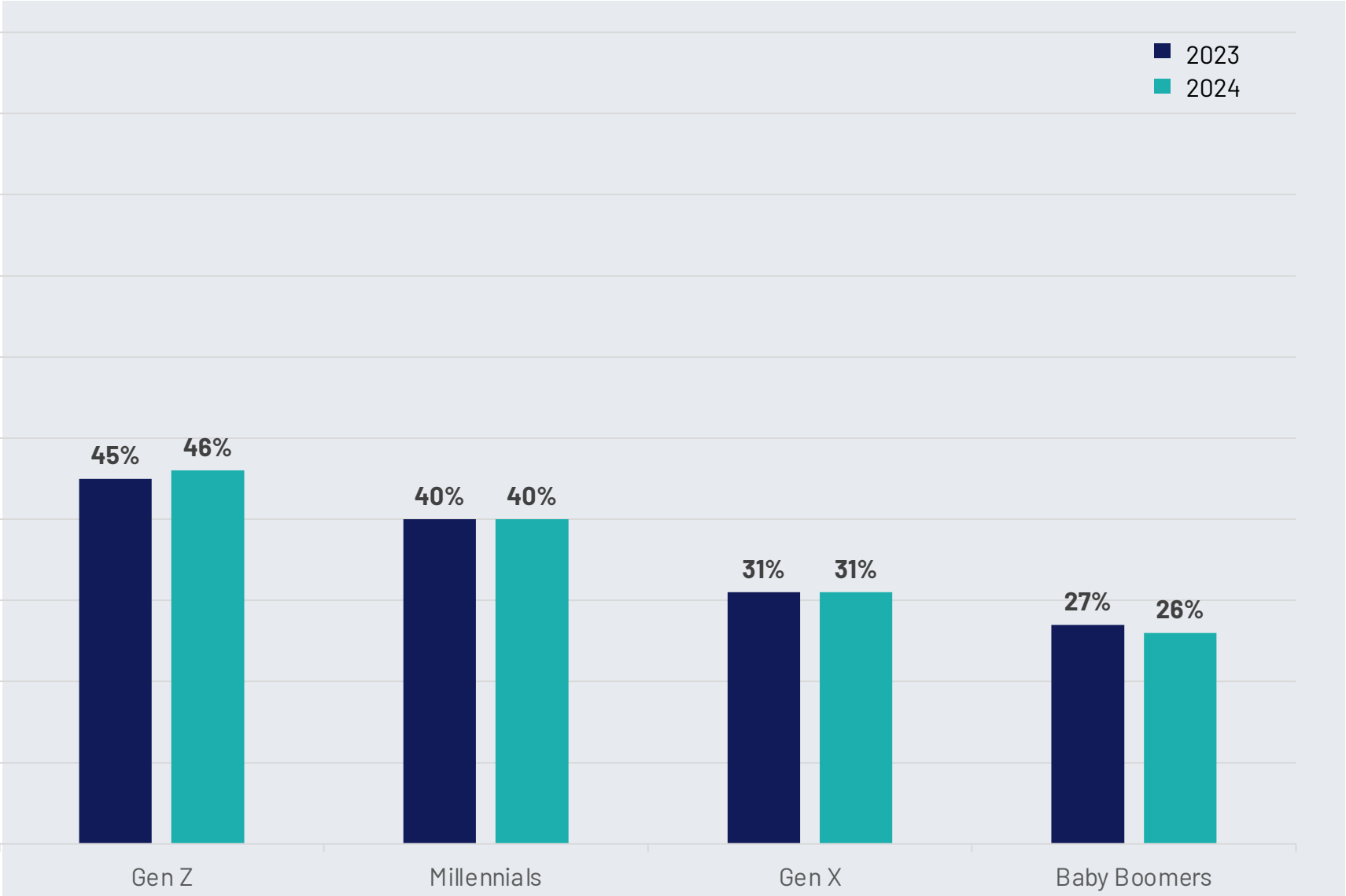
How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?



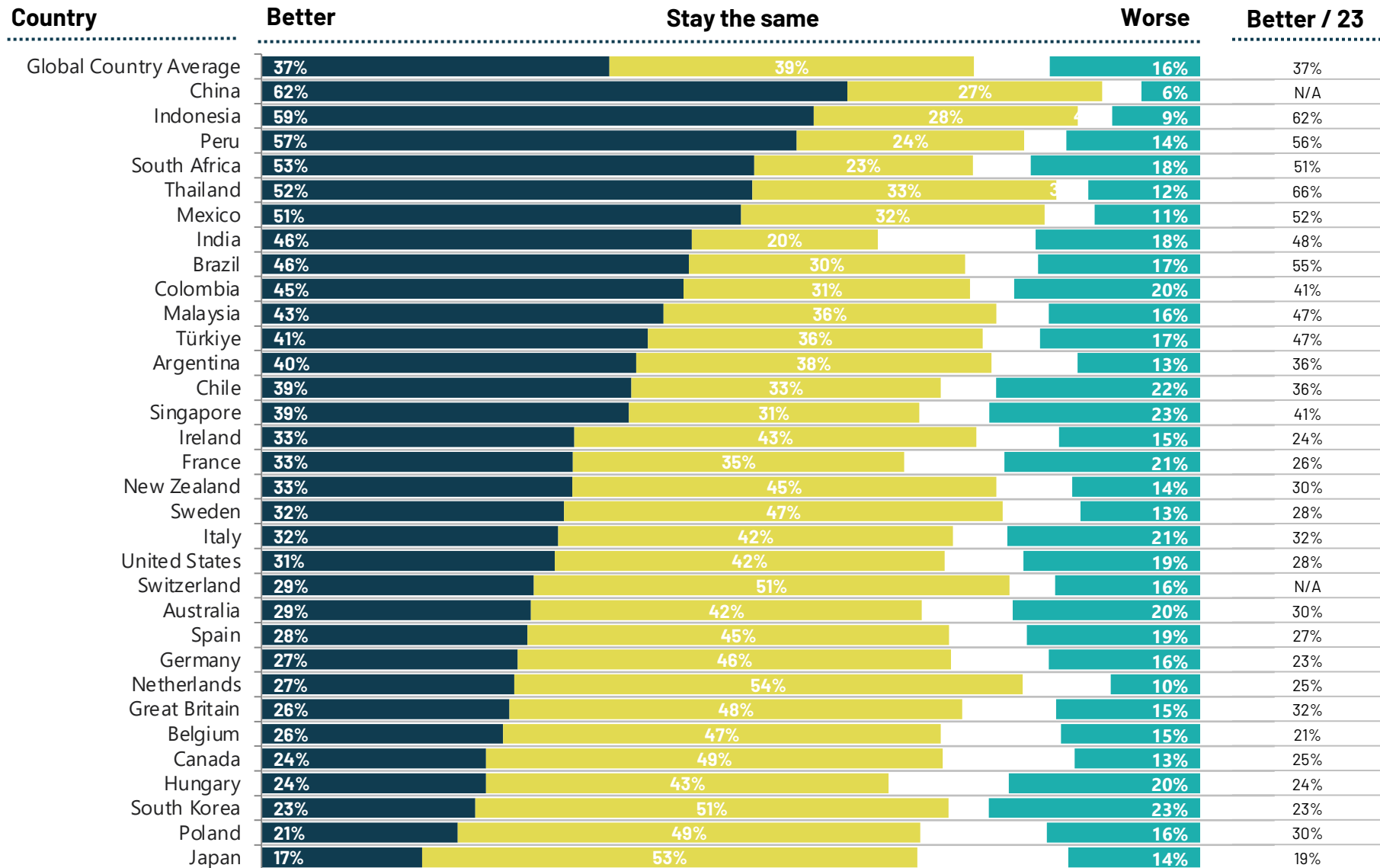
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Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



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 job***



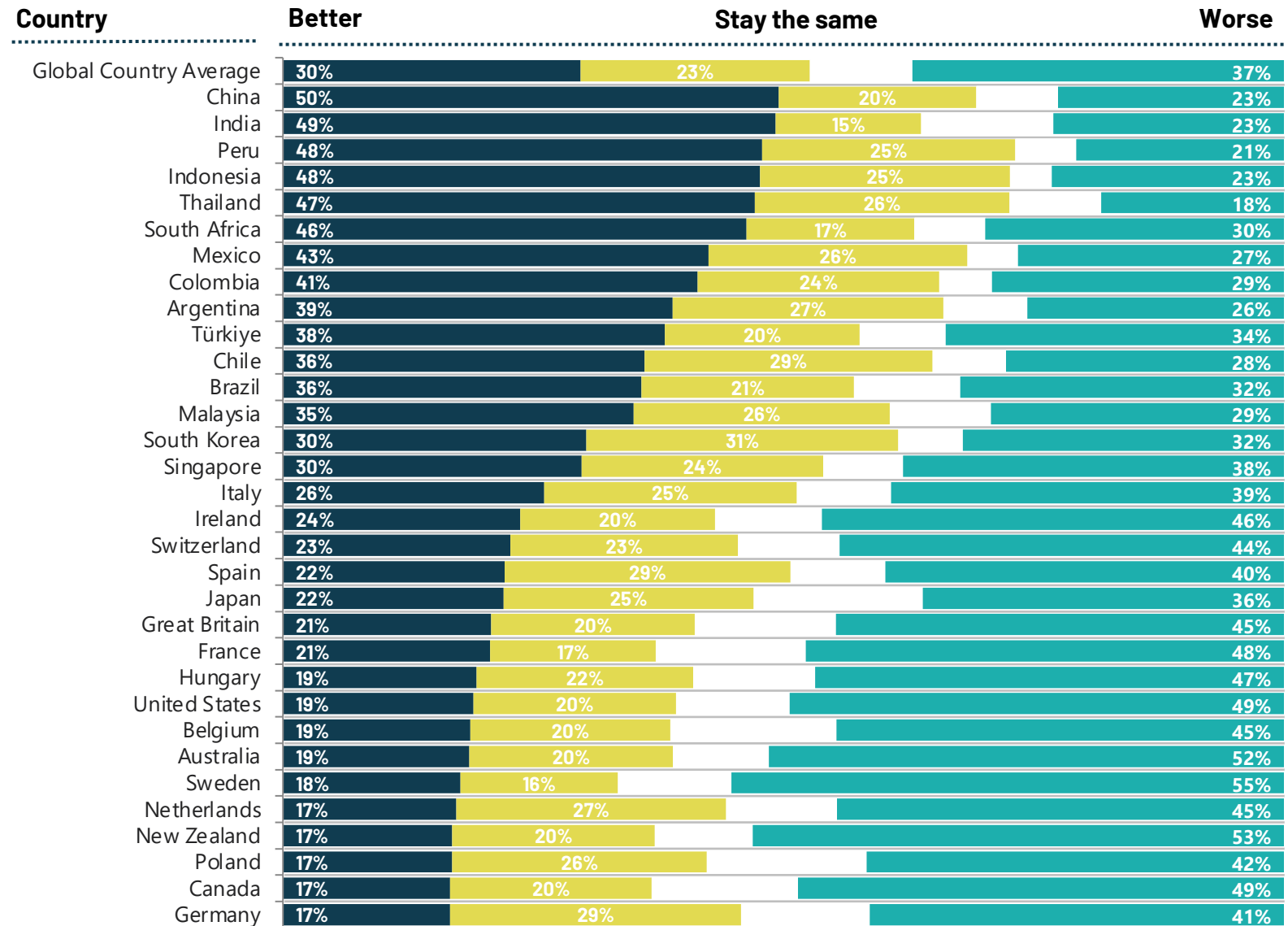
* Only asked of those with a job

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 disinformation on the internet

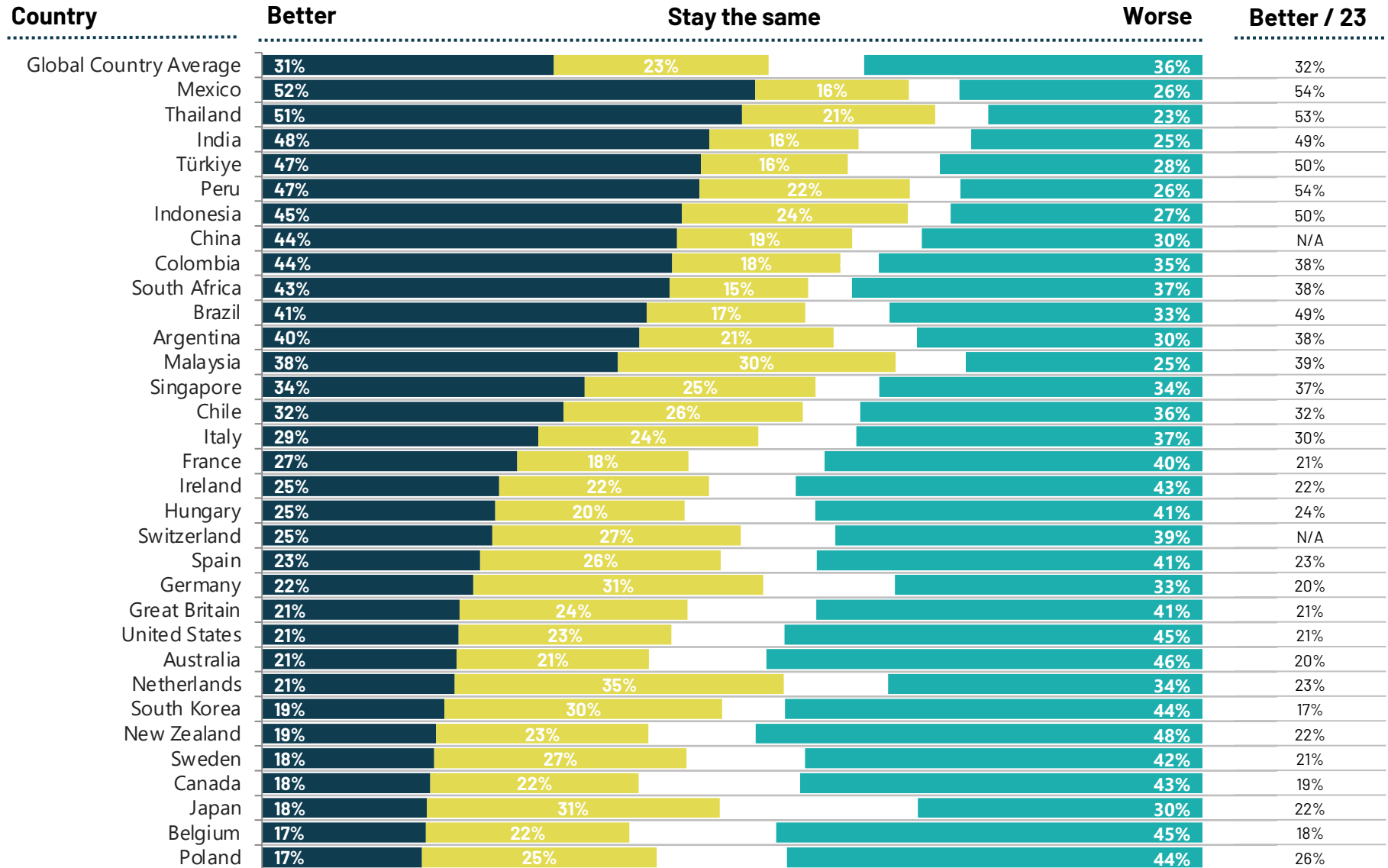
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024



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? -

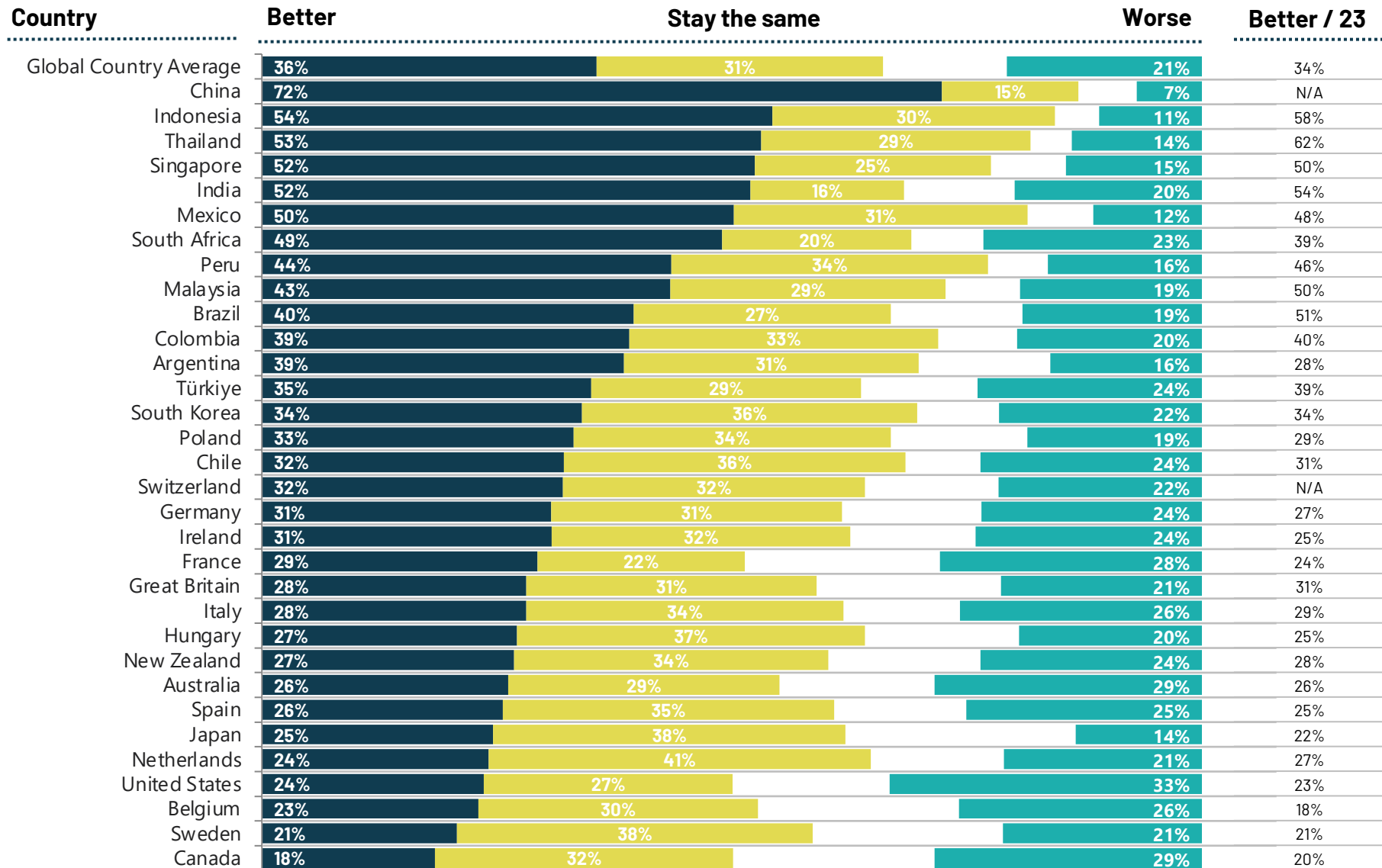
The job market

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



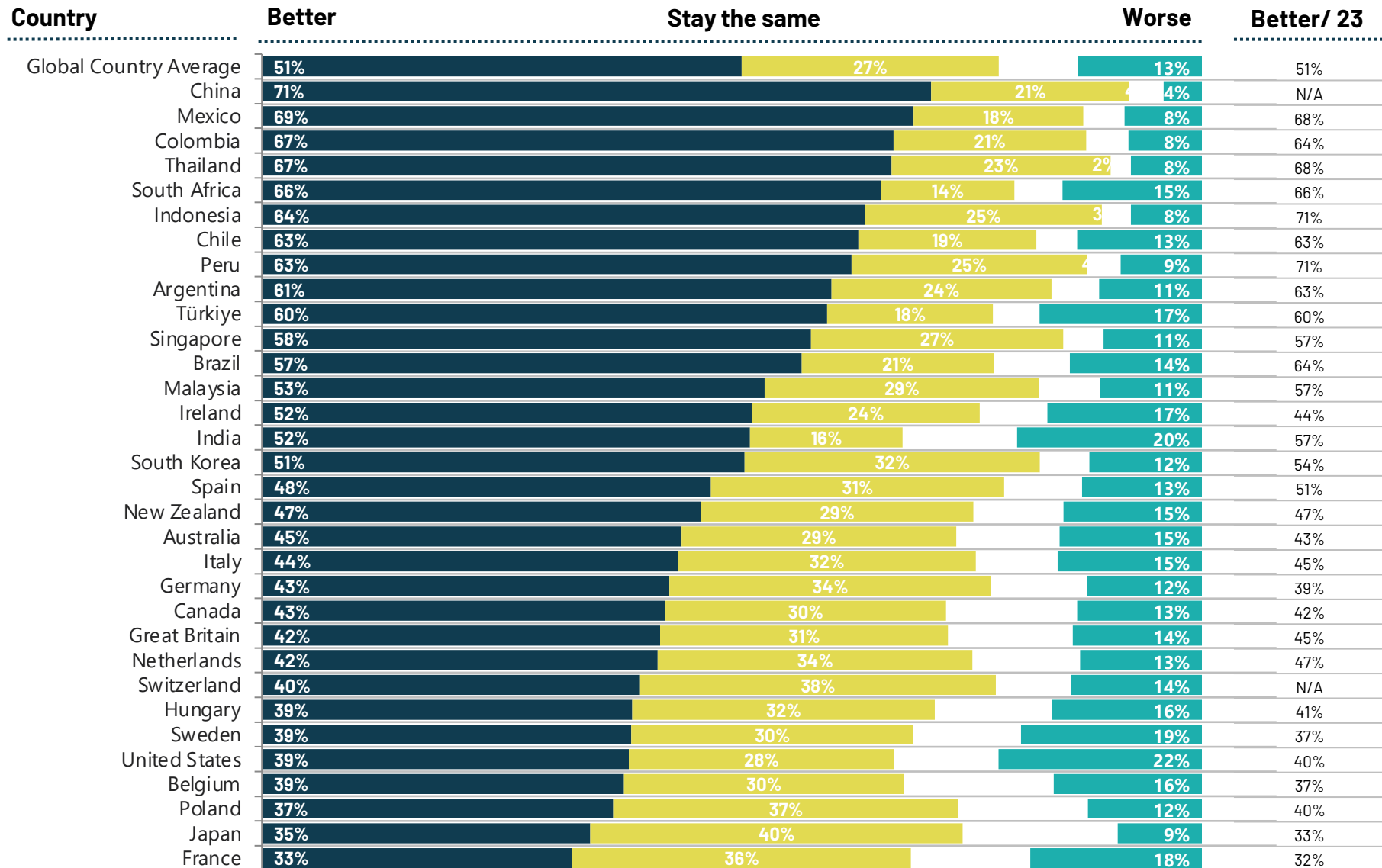
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? -

The economy in ...



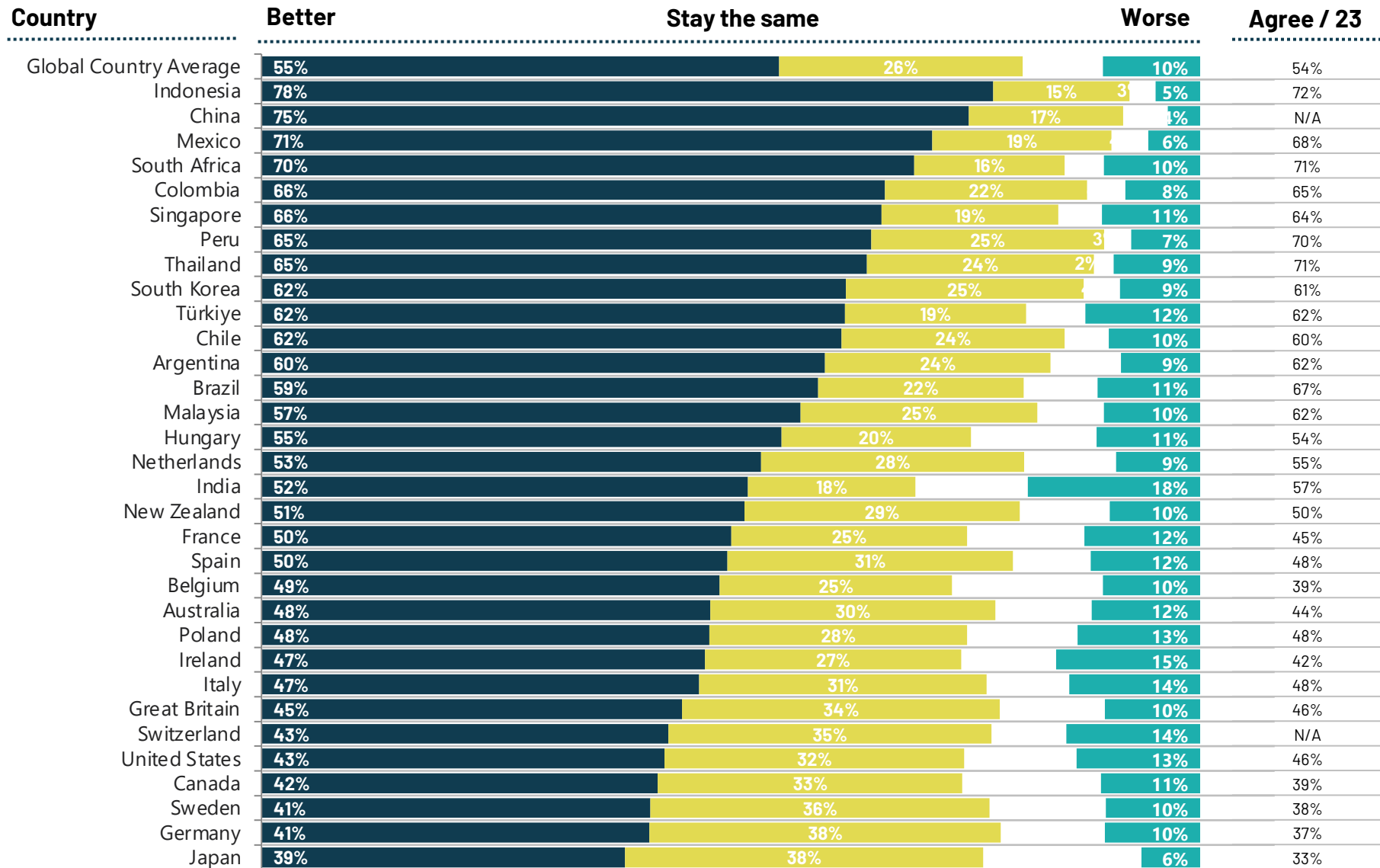
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

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)**



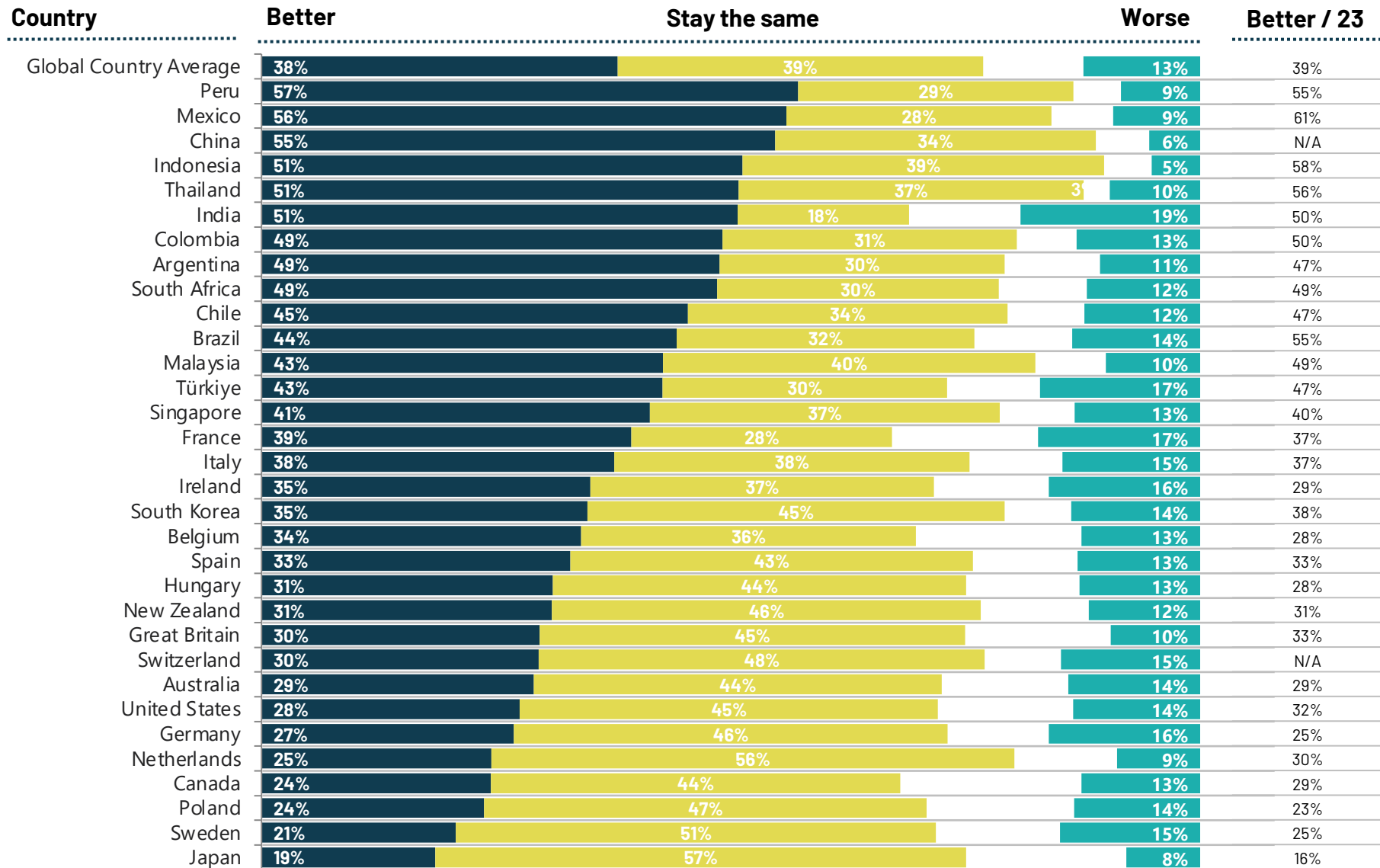
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

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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