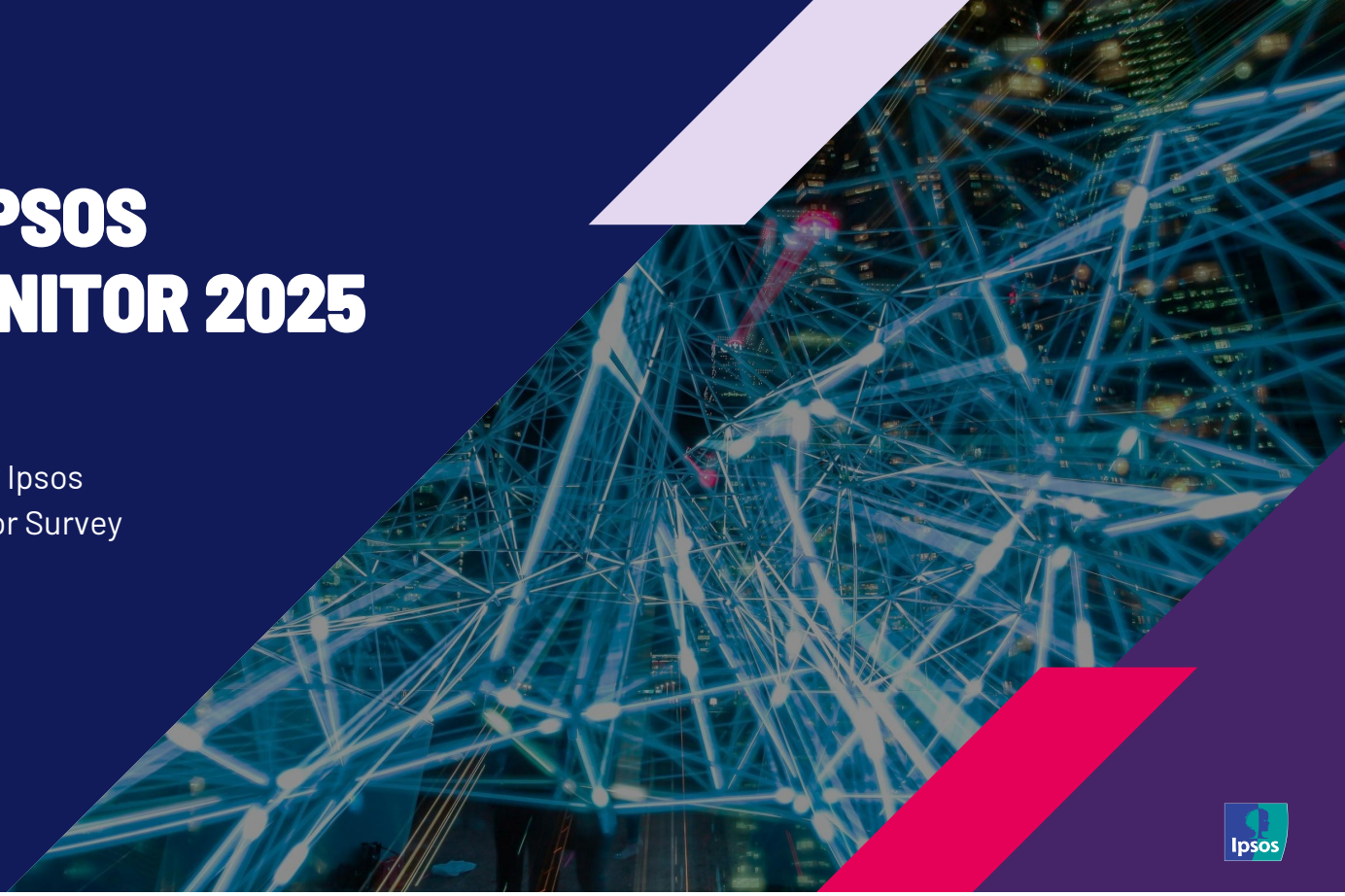
THE IPSOS AI MONITOR 2025



A 30-country Ipsos Global Advisor Survey

June 2025

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Introduction: Why the hesitation?

In Ipsos Global Trends we see an interesting tension people feel about technology. That tension applies to our views of AI as well.

In Ipsos Global Trends, a majority believe that technology is needed to solve the world's problems. But a majority of the exact same people also feel that technological progress is "destroying our lives." That's literally how the question is phrased.

For years, in the Ipsos Global AI monitor, we have seen a similar tension related to this specific set of technologies: People are excited about the advances in Artificial Intelligence, but they are also nervous about the changes those advances could bring.

We have dubbed this tension the Wonder and the Worry of AI.

At a global level, about half are say they excited and half are nervous. In some ways it seems incongruous or perhaps even paradoxical. There are definite regional differences. In the Anglosphere (U.S., Great Britain, Canada and Ireland and Australia) there is much more nervousness than excitement. In European markets we see less nervousness, but also just a mid-range of excitement. Some markets are much more positive than nervous, especially in South-East Asia. Japan is a bit of an outlier: neither excited nor nervous. Nervousness is mostly flat year over year but still quite a bit up from 2022 which was fielded before the public launch of ChatGPT.

We considered whether this was mostly a correlation of the median age of the market and found that it was not.

This year we explored a couple of theories with additional questions.

One asked if people trust that their markets will regulate AI responsibly. The very low score in the U.S. (just 31% trust the government in this context) could certainly account for some of the high levels of nervousness in that market. Likewise, many of the markets with the highest levels of excitement also have high levels of trust in government regulation.

Introduction: Why the hesitation?

Another theory was that there are some very real things we are worried about. Some of this we had already started seeing in our data. Globally, and in many markets, more people think that AI will make their local job market worse than think it will improve it. Although in nearly every market more think AI will improve their own job than make it worse. Almost every market thinks AI will make disinformation worse.

We explored this further with a new pair of questions about how likely people thing various AI applications are and how uncomfortable those applications make them.

Overall globally, most people think AI will be (and already is to some degree) handling all kinds of tasks in the near future from online searches to creating advertising content to screening job applications to creating realistic sports content with AI-generated athletes. People are most uncomfortable with the idea of AI generating political ads, writing news stories, screening job applicants, and creating disinformation.

It's important to note, however that companies using AI are overwhelmingly expected (79%) to disclose that usage. And in every case we asked about, people prefer humans to create their content than AI. So far. It's easy to expect that as usage becomes more wide-spread we will become more comfortable and used to it. Though there is certainly a scenario where a backlash occurs, too.

People are also split on whether they would trust brands using AI in their marketing more or less.

All of this presents a rather mixed set of signals for brands. We are worried and full of wonder. We expect AI to do a lot of things, but are unclear whether those will be positive. In the short term, at least, trust issues abound.

But one thing seems simple: We want to see the benefits.

Perhaps the most compelling reason for the discrepancy from market to market in AI enthusiasm is a simple one. Many of the most positive markets are especially positive about one key topic: the economic outlook. These markets were much more likely to think that AI would improve their economies, rather than make them worse.

Matt Carmichael, SVP, Consumer Trends Thought Leadership

To learn more about consumer attitudes about AI, see the 2024, 2023 and 2022 monitors.

CONTENTS

1 Talking Points

2 What people know about AI

3 AI and trust

4 AI and the future

5 Methodology

Talking points

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Key findings

Excitement seems tied to economic outlooks

Fifty-two per cent say they are excited for products and services that use AI, compared to 53% who say AI makes them nervous. The countries most excited about AI tend to be the countries who most think it will benefit their economies.

We expect that AI will be our search tool

Seventy-nine percent said they think it is likely AI will be used for online search results. Only 28% said they were uncomfortable with that usage.

More trust governments than companies developing AI

54% say they trust their governments to regulate AI responsibly. But only 48% say they trust companies that use AI to keep their data safe.

Brands will lose as much trust than they gain by using AI in advertising

People were split on whether they would trust a brand more or less for using AI to create product images, reviews and descriptive copy.

For most content, we want to keep it real

When asked if they prefer human-created content or AI-generated across a variety of usages like online news, movies, photos for artistic purposes, or for photojournalism, etc..

We're more worried about the job market, than our job

Globally, just 31% think the job market in their country will improve because of AI and 35% think it will get worse. But twice as many (38%) think their own job will get better vs getting worse (16%).

Key findings

If you use it, disclose it

Seventy-nine percent agree (40% strongly agree) that companies using AI should have to disclose that use.

We think AI is going to make us more efficient

Fifty-four percent think that AI will improve the amount of time it takes to get things done. Only 10% think it will take longer to do things with AI.

Most are comfortable with AI being used to target ads

Fifty-three percent said they would be comfortable with AI being used to target ads. But 62% say that they want their ad content on social platforms to be created by humans rather than AI.

We trust AI more than people not to discriminate

Fifty-four percent trust AI not to discriminate or show bias, but only 45% trust their fellow humans to be so fair.

AI will be good for our health

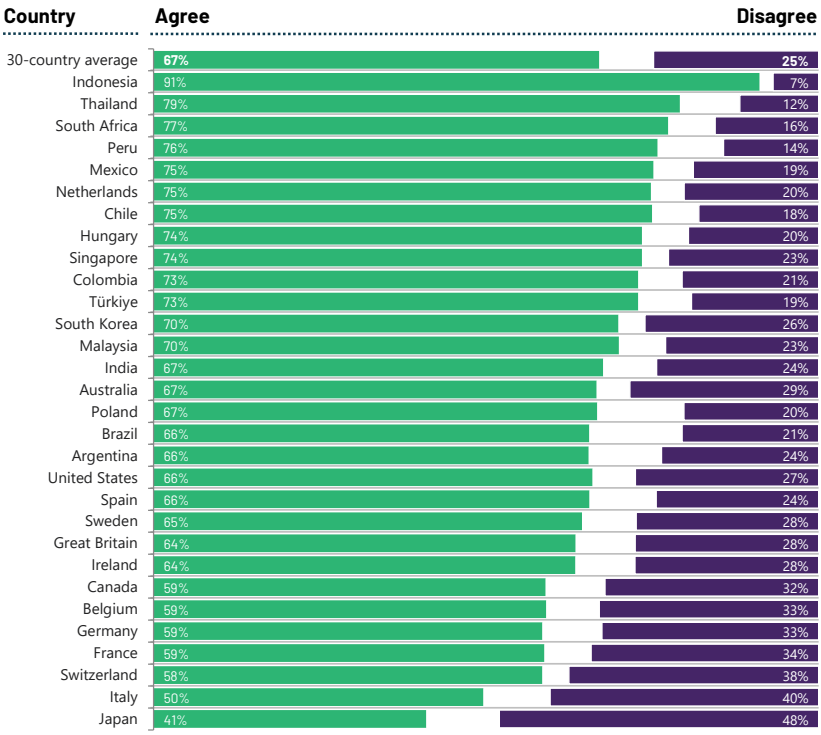
Almost four in ten (38%) think AI will improve our personal health, compared to just 13% who think our health will worsen due to AI.

Most already say AI has changed their lives

Globally, 52% say that AI products and services have changed their lives in the past 3-5 years. Two in three think that AI will change their lives in the next 3-5 years.

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**

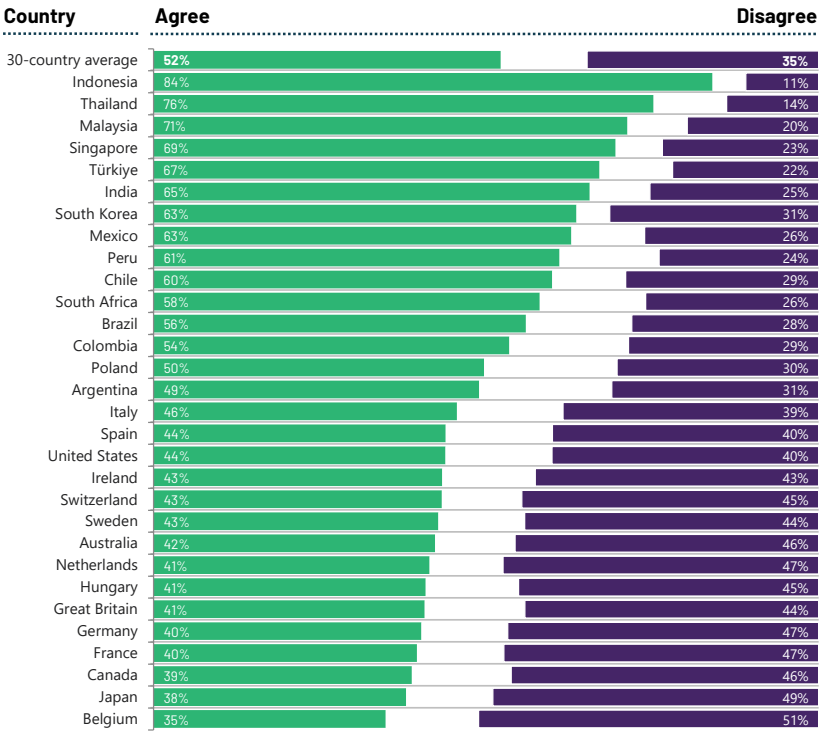


Country	Agree	Disagree	Agree 23	Agree 24
30-country average	67%	25%		
Indonesia	91%	7%	84%	86%
Thailand	79%	12%	78%	75%
South Africa	77%	16%	78%	76%
Peru	76%	14%	73%	79%
Mexico	75%	19%	75%	80%
Netherlands	75%	20%	71%	70%
Chile	75%	18%	70%	65%
Hungary	74%	20%	73%	75%
Singapore	74%	23%	67%	67%
Colombia	73%	21%	73%	71%
Türkiye	73%	19%	73%	74%
South Korea	70%	26%	76%	72%
Malaysia	70%	23%	65%	61%
India	67%	24%	64%	64%
Australia	67%	29%	59%	63%
Poland	67%	20%	69%	67%
Brazil	66%	21%	74%	64%
Argentina	66%	24%	67%	72%
United States	66%	27%	67%	68%
Spain	66%	24%	66%	65%
Sweden	65%	28%	67%	65%
Great Britain	64%	28%	64%	63%
Ireland	64%	28%	58%	66%
Canada	59%	32%	59%	65%
Belgium	59%	33%	56%	65%
Germany	59%	33%	61%	60%
France	59%	34%	58%	61%
Switzerland	58%	38%	N/A	57%
Italy	50%	40%	53%	51%
Japan	41%	48%	43%	44%

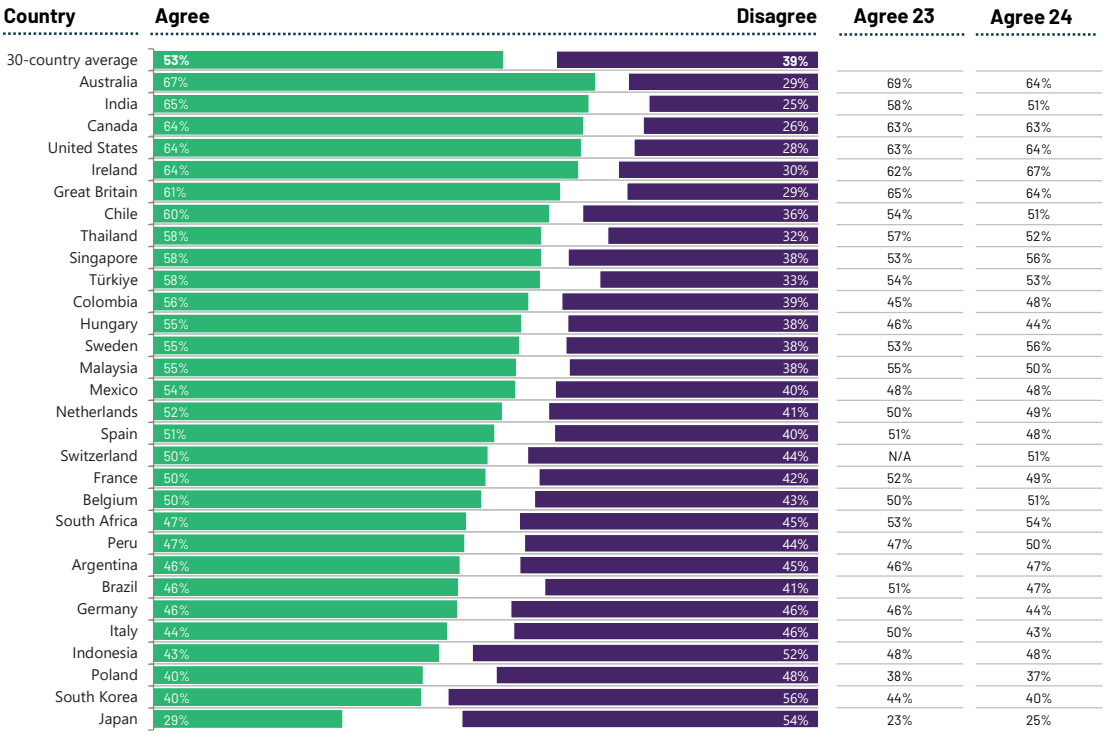
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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



Country	Agree	Disagree	Agree 23	Agree 24
30-country average	53%	39%		
Australia	67%	29%	69%	64%
India	65%	25%	58%	51%
Canada	64%	26%	63%	63%
United States	64%	28%	63%	64%
Ireland	64%	30%	62%	67%
Great Britain	61%	29%	65%	64%
Chile	60%	36%	54%	51%
Thailand	58%	32%	57%	52%
Singapore	58%	38%	53%	56%
Türkiye	58%	33%	54%	53%
Colombia	56%	39%	45%	48%
Hungary	55%	38%	46%	44%
Sweden	55%	38%	53%	56%
Malaysia	55%	38%	55%	50%
Mexico	54%	40%	48%	48%
Netherlands	52%	41%	50%	49%
Spain	51%	40%	51%	48%
Switzerland	50%	44%	N/A	51%
France	50%	42%	52%	49%
Belgium	50%	43%	50%	51%
South Africa	47%	45%	53%	54%
Peru	47%	44%	47%	50%
Argentina	46%	45%	46%	47%
Brazil	46%	41%	51%	47%
Germany	46%	46%	46%	44%
Italy	44%	46%	50%	43%
Indonesia	43%	52%	48%	48%
Poland	40%	48%	38%	37%
South Korea	40%	56%	44%	40%
Japan	29%	54%	23%	25%

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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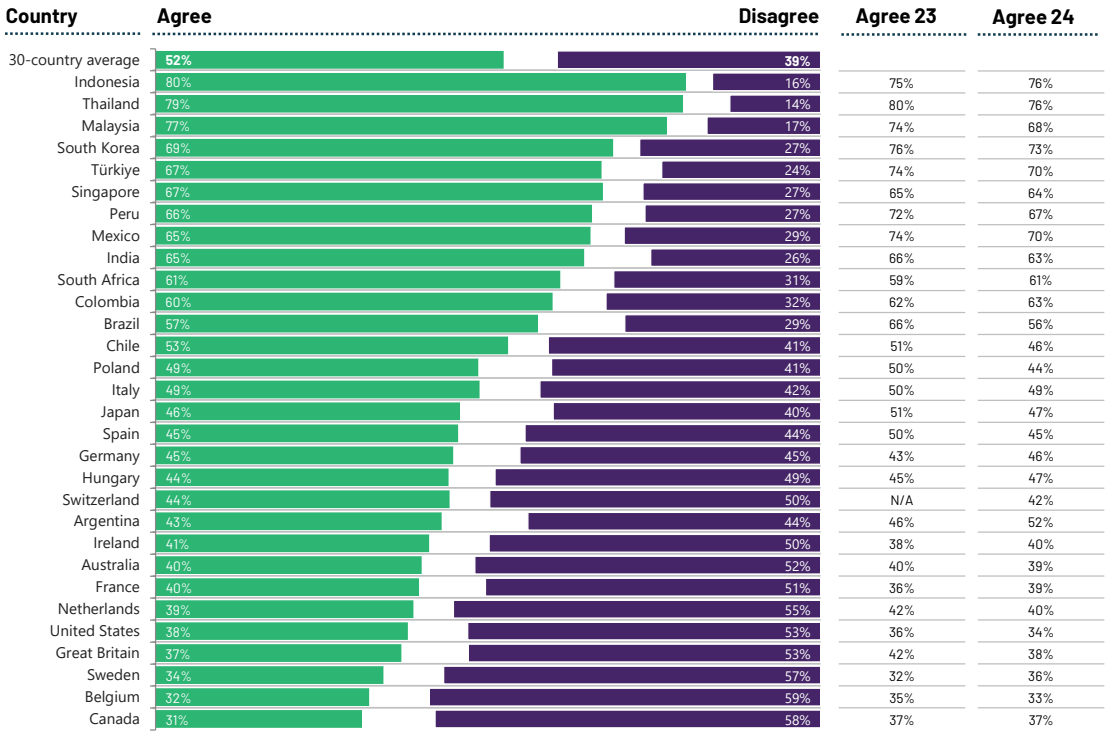
How much do you agree or disagree with the following? **Products and services using artificial intelligence make me excited**



Country	Agree	Disagree	Agree 23	Agree 24
30-country average	52%	39%		
Indonesia	80%	16%	75%	76%
Thailand	79%	14%	80%	76%
Malaysia	77%	17%	74%	68%
South Korea	69%	27%	76%	73%
Türkiye	67%	24%	74%	70%
Singapore	67%	27%	65%	64%
Peru	66%	27%	72%	67%
Mexico	65%	29%	74%	70%
India	65%	26%	66%	63%
South Africa	61%	31%	59%	61%
Colombia	60%	32%	62%	63%
Brazil	57%	29%	66%	56%
Chile	53%	41%	51%	46%
Poland	49%	41%	50%	44%
Italy	49%	42%	50%	49%
Japan	46%	40%	51%	47%
Spain	45%	44%	50%	45%
Germany	45%	45%	43%	46%
Hungary	44%	49%	45%	47%
Switzerland	44%	50%	N/A	42%
Argentina	43%	44%	46%	52%
Ireland	41%	50%	38%	40%
Australia	40%	52%	40%	39%
France	40%	51%	36%	39%
Netherlands	39%	55%	42%	40%
United States	38%	53%	36%	34%
Great Britain	37%	53%	42%	38%
Sweden	34%	57%	32%	36%
Belgium	32%	59%	35%	33%
Canada	31%	58%	37%	37%

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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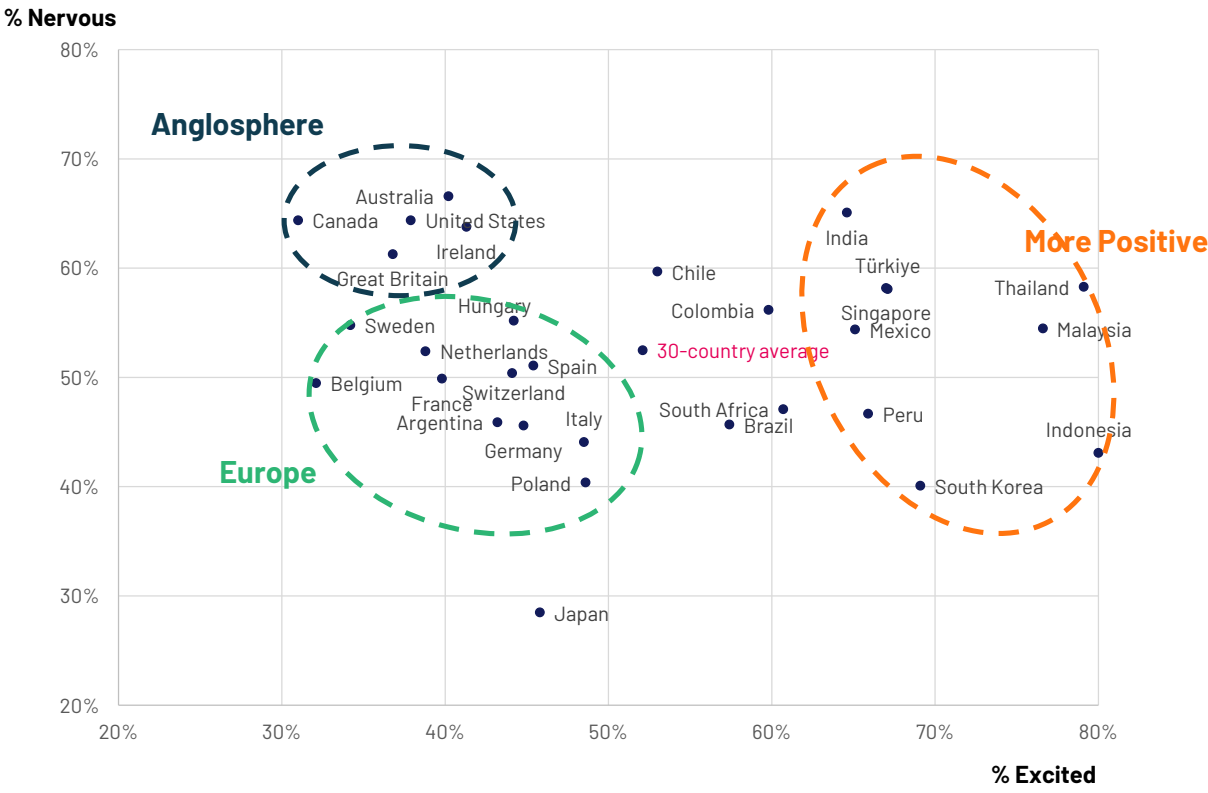
How much do you agree or disagree with the following?

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

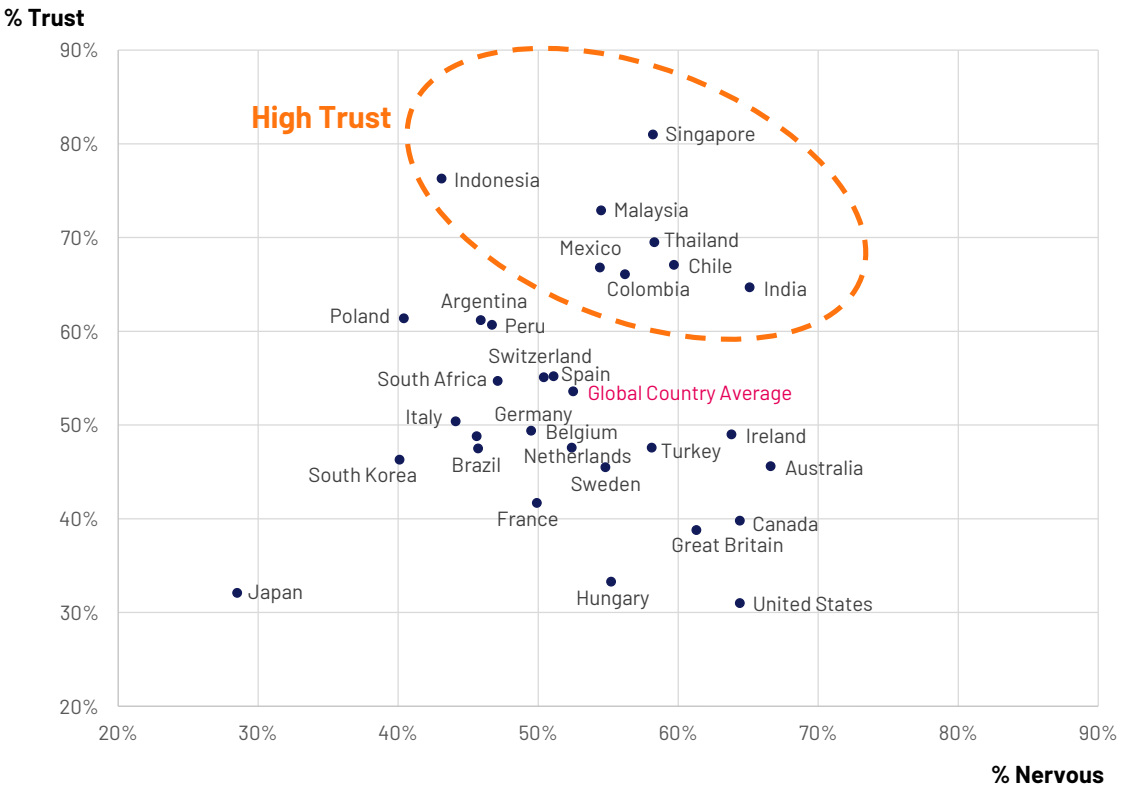
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



How much do you agree or disagree with the following?

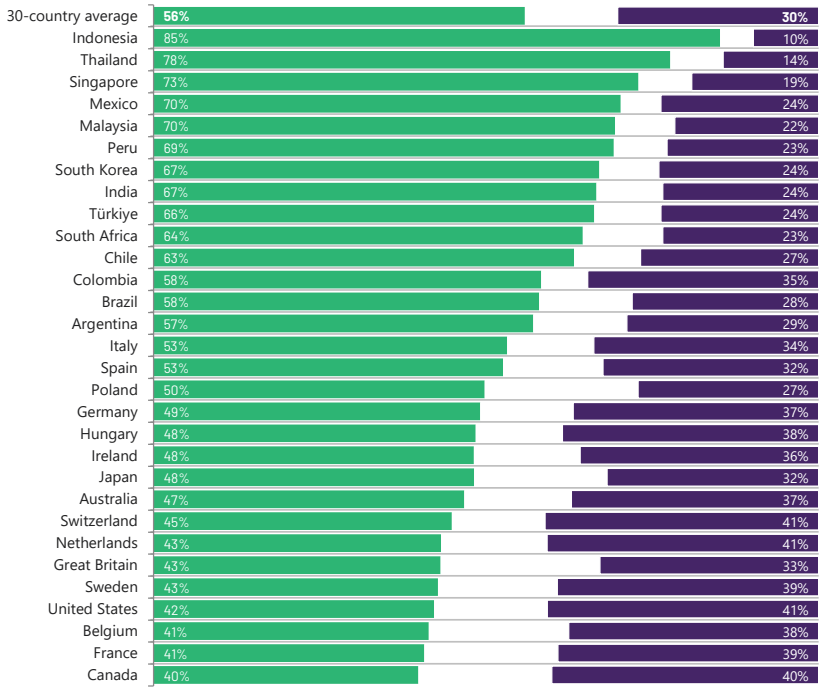
- **Products and services using artificial intelligence make me nervous**
- **I trust the government of [market] to regulate AI responsibly**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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AI and trust

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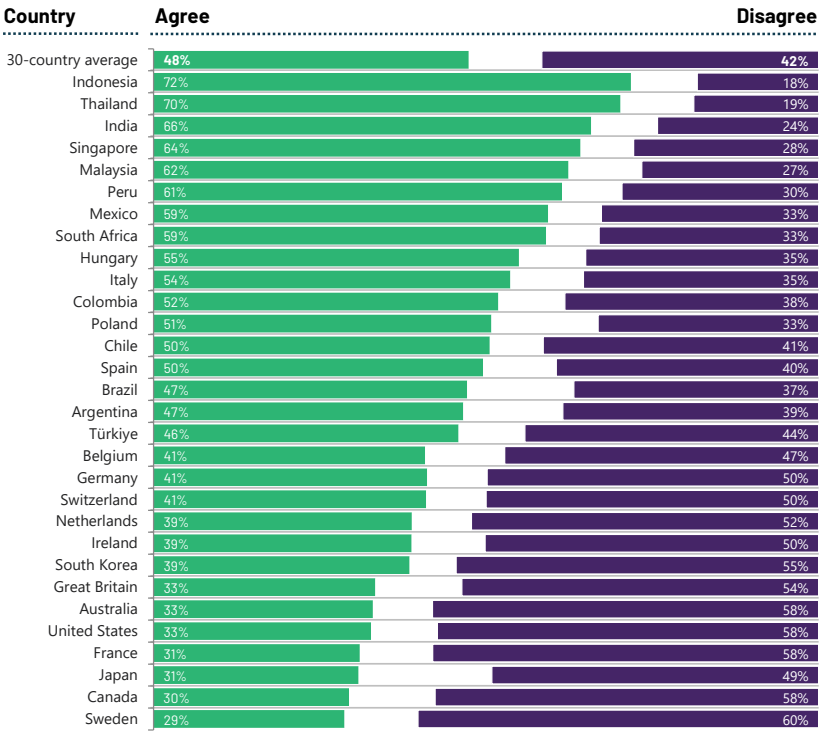
How much do you agree or disagree with the following?
I trust that companies that use artificial intelligence will protect my personal data



Country	Agree	Disagree	Agree 23	Agree 24
30-country average	**48%**	**42%**		
Indonesia	72%	18%	68%	66%
Thailand	70%	19%	72%	68%
India	66%	24%	64%	60%
Singapore	64%	28%	54%	56%
Malaysia	62%	27%	61%	52%
Peru	61%	30%	60%	62%
Mexico	59%	33%	66%	64%
South Africa	59%	33%	58%	62%
Hungary	55%	35%	60%	64%
Italy	54%	35%	59%	58%
Colombia	52%	38%	53%	50%
Poland	51%	33%	55%	45%
Chile	50%	41%	44%	43%
Spain	50%	40%	49%	48%
Brazil	47%	37%	56%	45%
Argentina	47%	39%	45%	46%
Türkiye	46%	44%	57%	46%
Belgium	41%	47%	41%	40%
Germany	41%	50%	44%	43%
Switzerland	41%	50%	N/A	43%
Netherlands	39%	52%	47%	44%
Ireland	39%	50%	38%	42%
South Korea	39%	55%	40%	37%
Great Britain	33%	54%	42%	41%
Australia	33%	58%	38%	32%
United States	33%	58%	32%	33%
France	31%	58%	32%	35%
Japan	31%	49%	32%	27%
Canada	30%	58%	34%	28%
Sweden	29%	60%	39%	35%

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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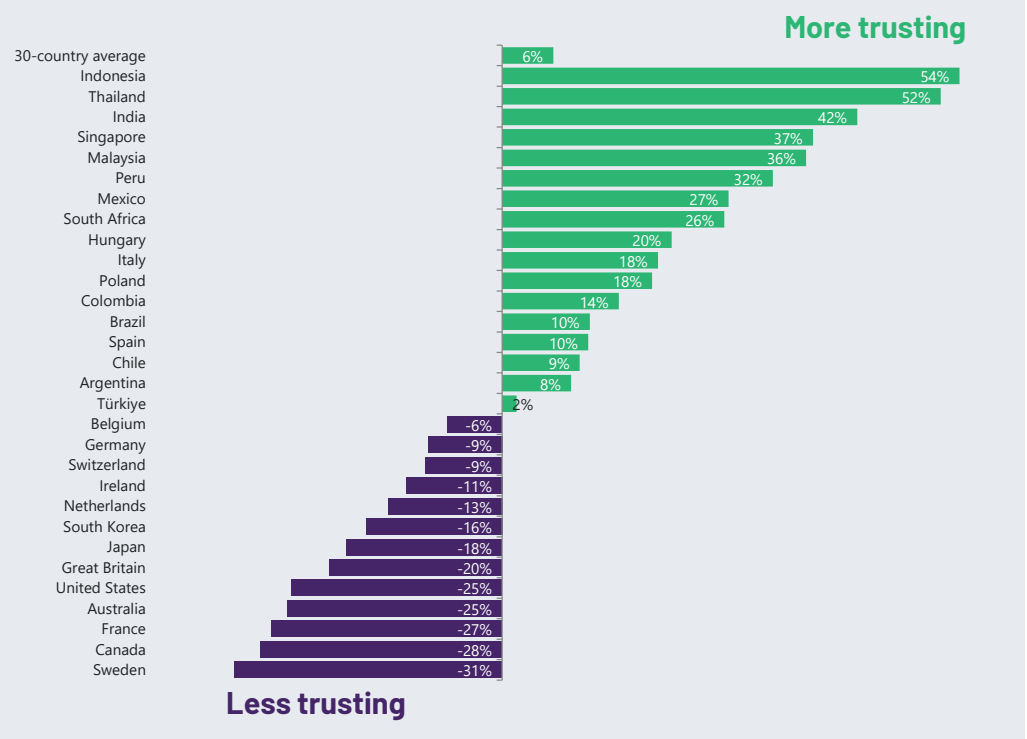
How much do you agree or disagree with the following?
I trust that companies that use artificial intelligence will protect my personal data

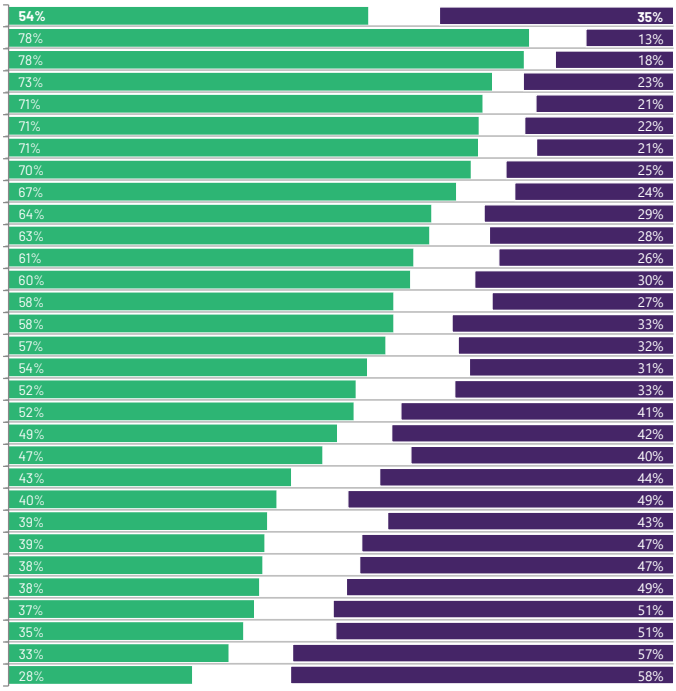
Net agree



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



Country	Agree	Disagree	Agree 23	Agree 24
30-country average	54%	35%		
Thailand	78%	13%	83%	73%
Indonesia	78%	18%	76%	68%
Mexico	73%	23%	72%	76%
Malaysia	71%	21%	68%	62%
South Africa	71%	22%	65%	72%
Peru	71%	21%	72%	74%
Singapore	70%	25%	63%	60%
India	67%	24%	66%	63%
Colombia	64%	29%	61%	66%
Chile	63%	28%	60%	59%
Argentina	61%	26%	61%	60%
Hungary	60%	30%	66%	64%
Poland	58%	27%	59%	53%
Türkiye	58%	33%	63%	61%
Italy	57%	32%	59%	61%
Brazil	54%	31%	66%	56%
Spain	52%	33%	51%	52%
South Korea	52%	41%	55%	51%
Switzerland	49%	42%	N/A	43%
Germany	47%	40%	47%	48%
Ireland	43%	44%	41%	42%
Australia	40%	49%	44%	42%
Japan	39%	43%	43%	38%
Belgium	39%	47%	41%	37%
Great Britain	38%	47%	47%	44%
France	38%	49%	37%	41%
United States	37%	51%	38%	41%
Canada	35%	51%	44%	41%
Netherlands	33%	57%	42%	38%
Sweden	28%	58%	33%	33%

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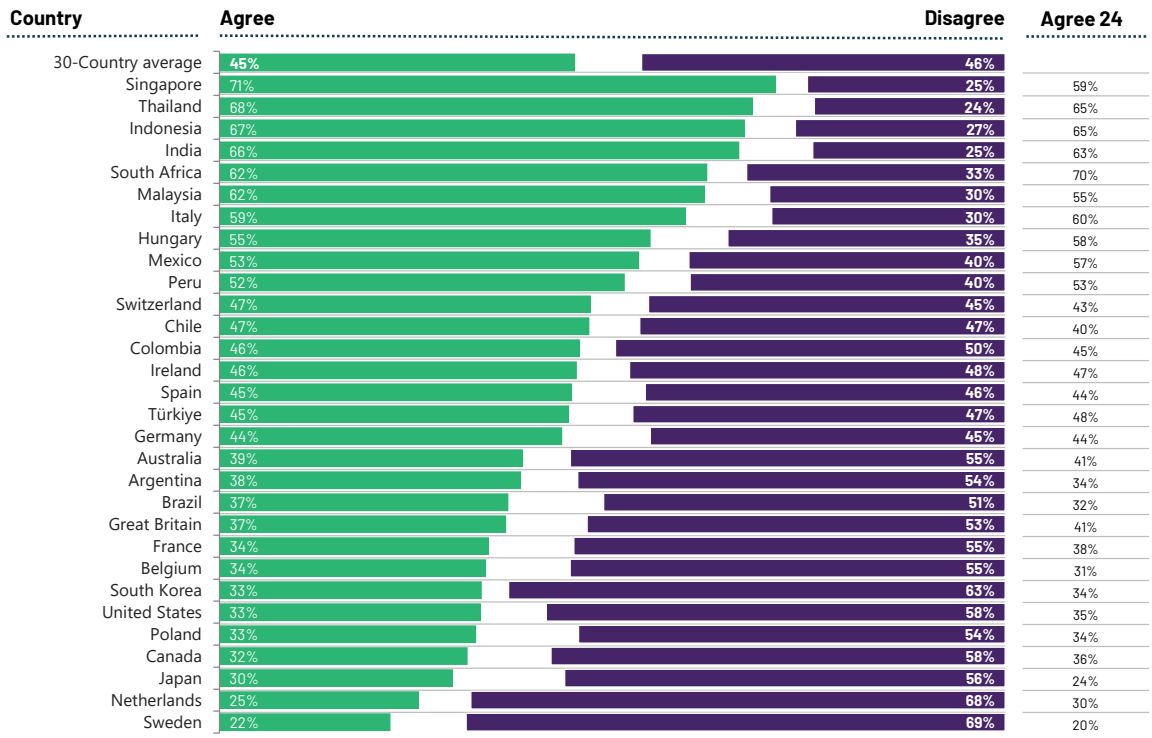
How much do you agree or disagree with the following?
I trust people not to discriminate or show bias towards any group of people



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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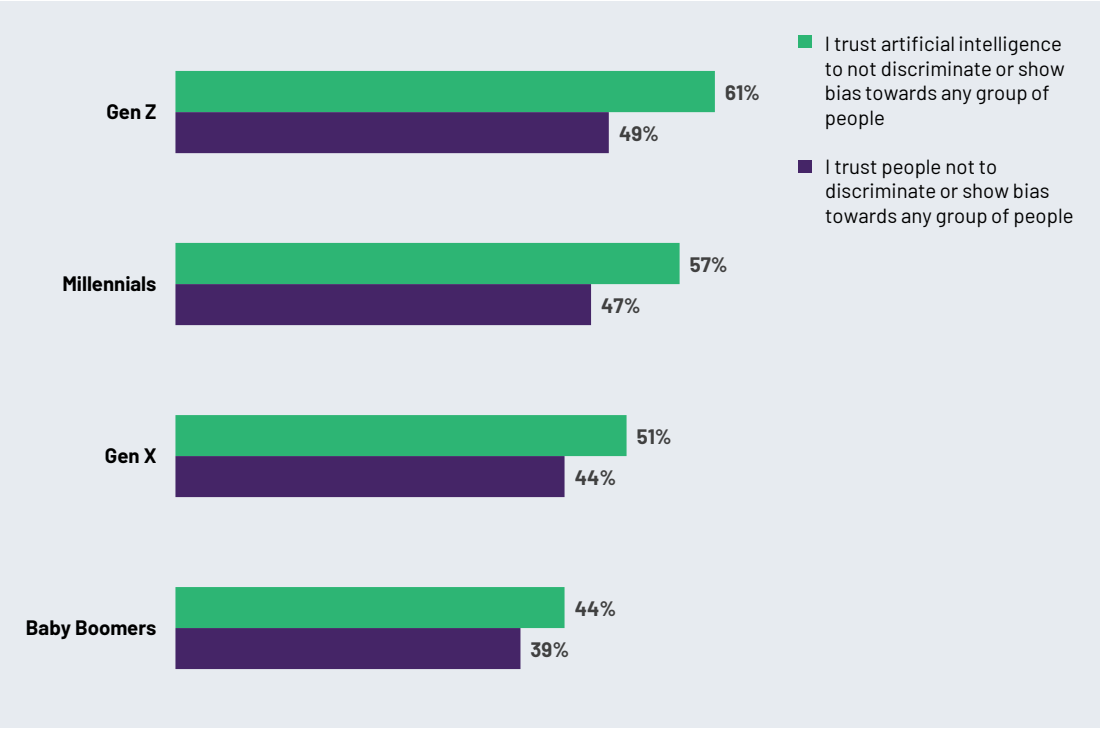
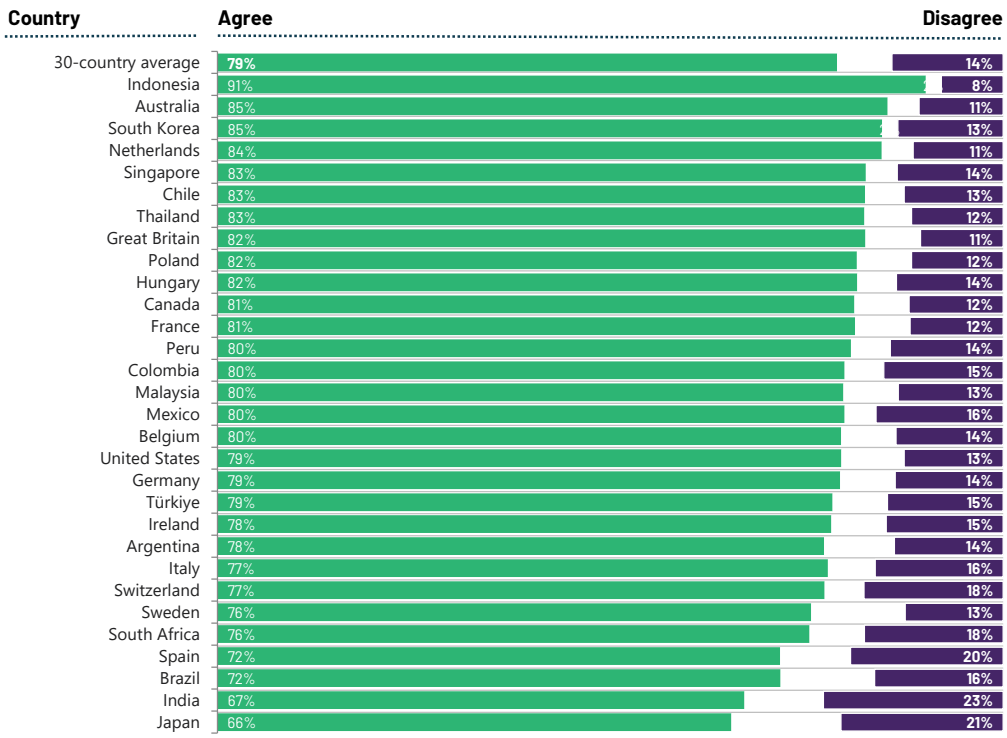
How much do you agree or disagree with the following?

% agree



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

How much do you agree or disagree with the following? **Products and services using artificial intelligence should have to disclose that use**



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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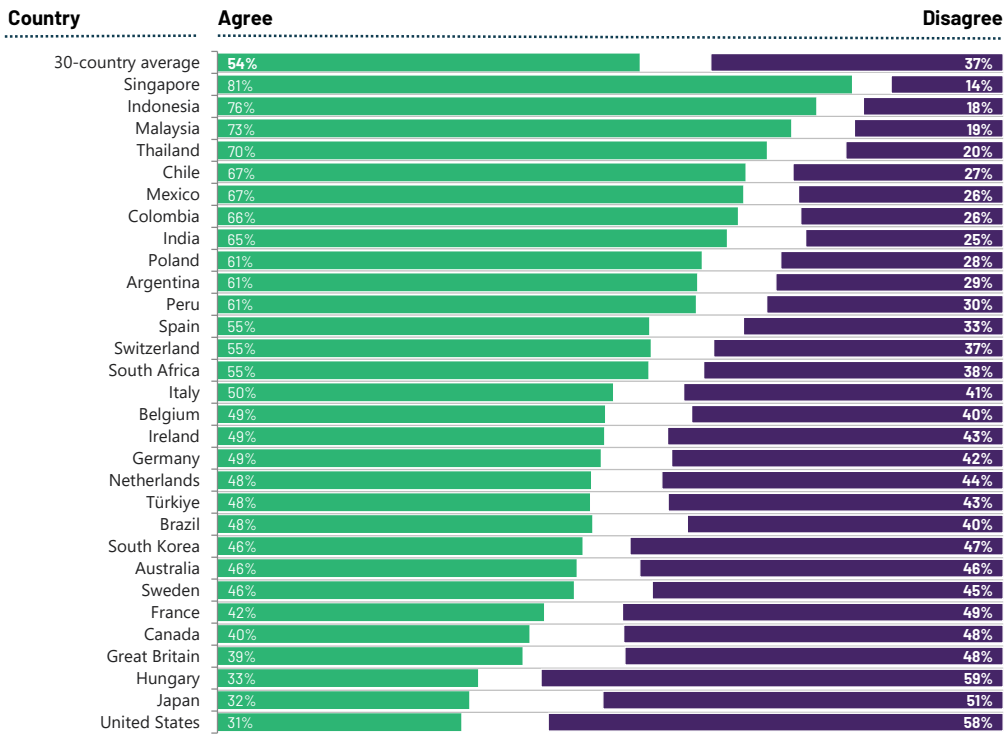
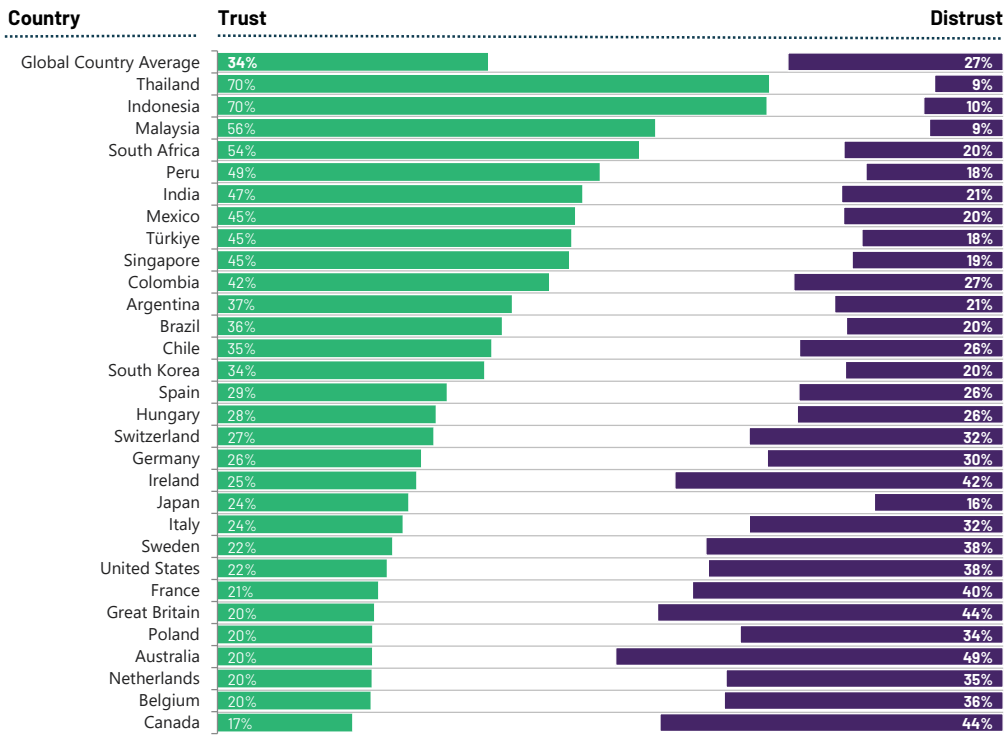
How much do you agree or disagree with the following?
I trust the government of ... to regulate AI responsibly



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

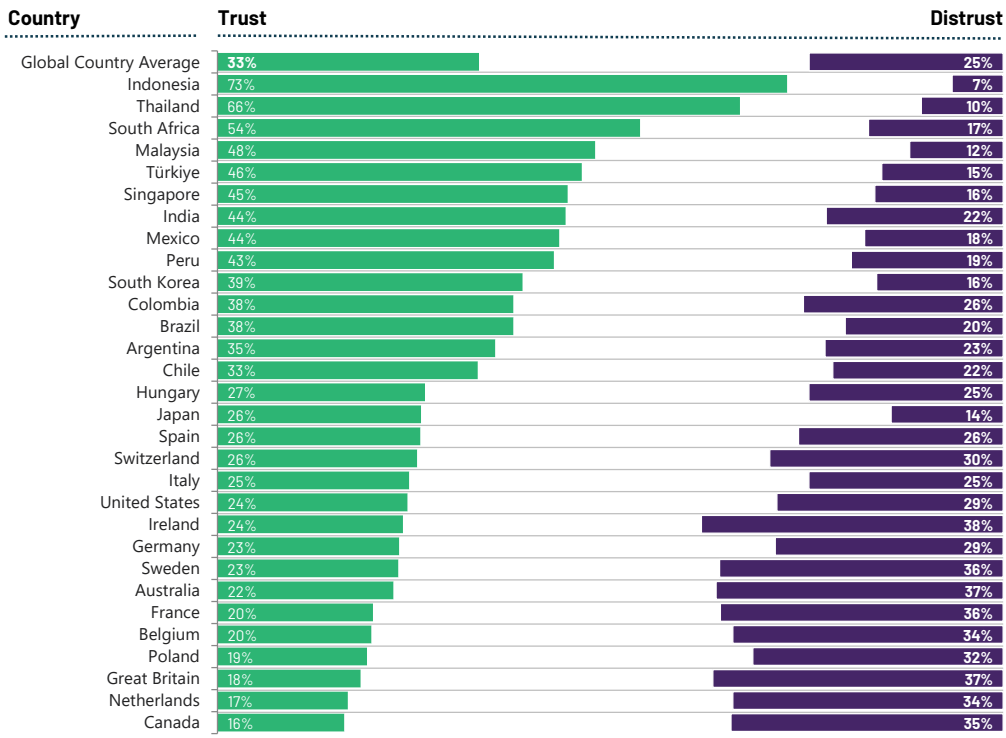
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?
Enhancing product images

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?
Writing product descriptions or instructions

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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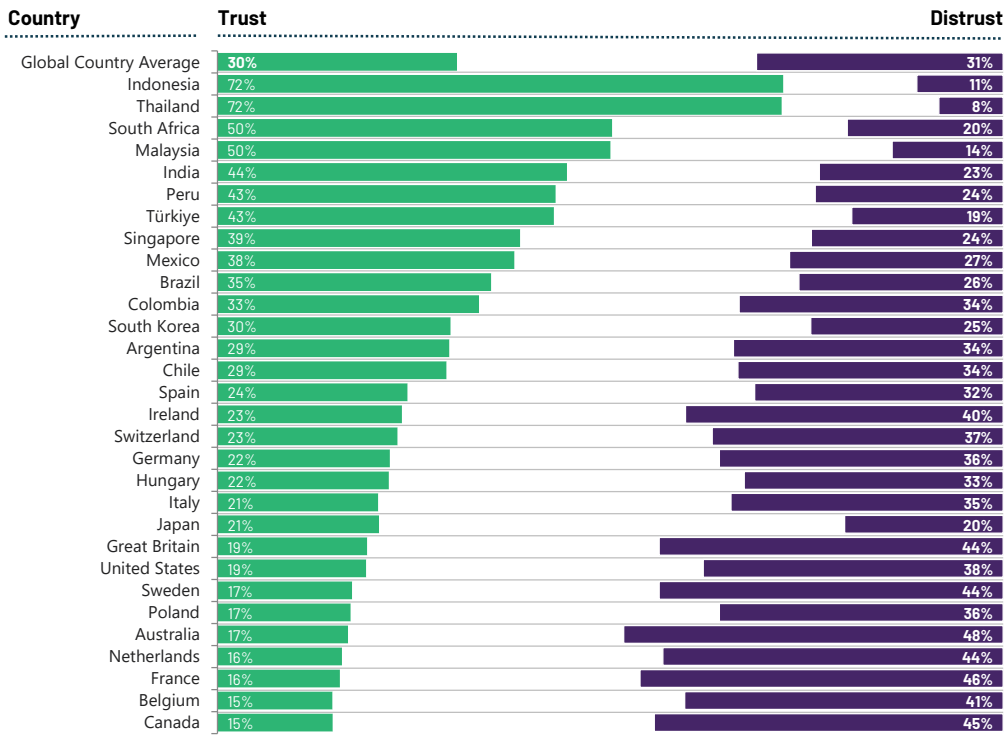
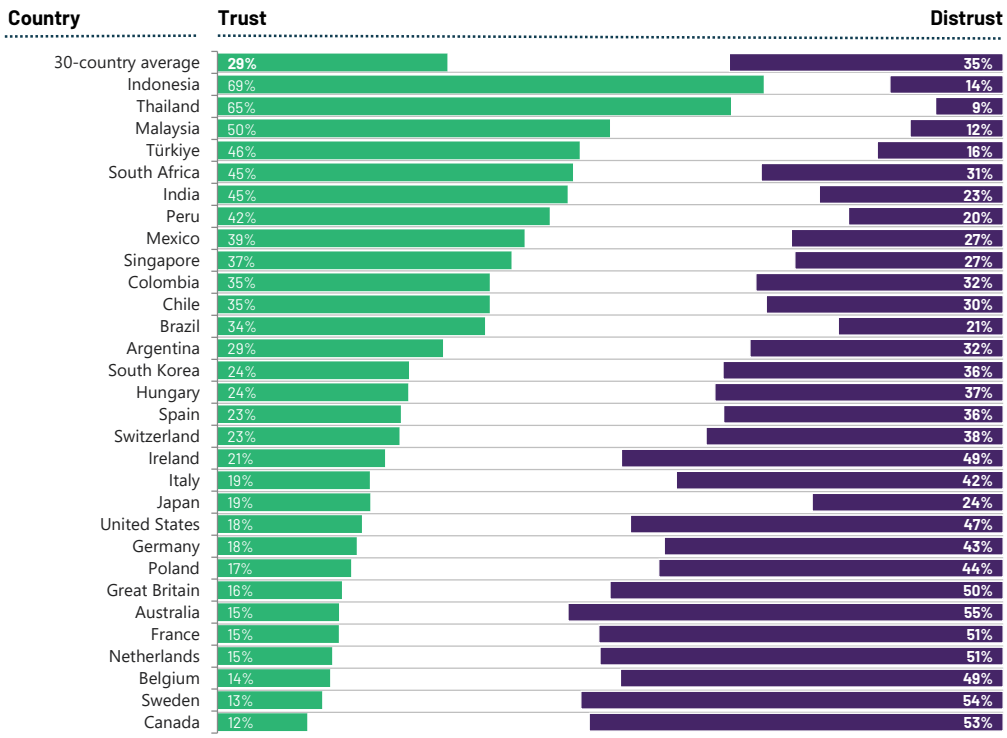
If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same? **Creating images or video used in advertising**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?
Writing product reviews

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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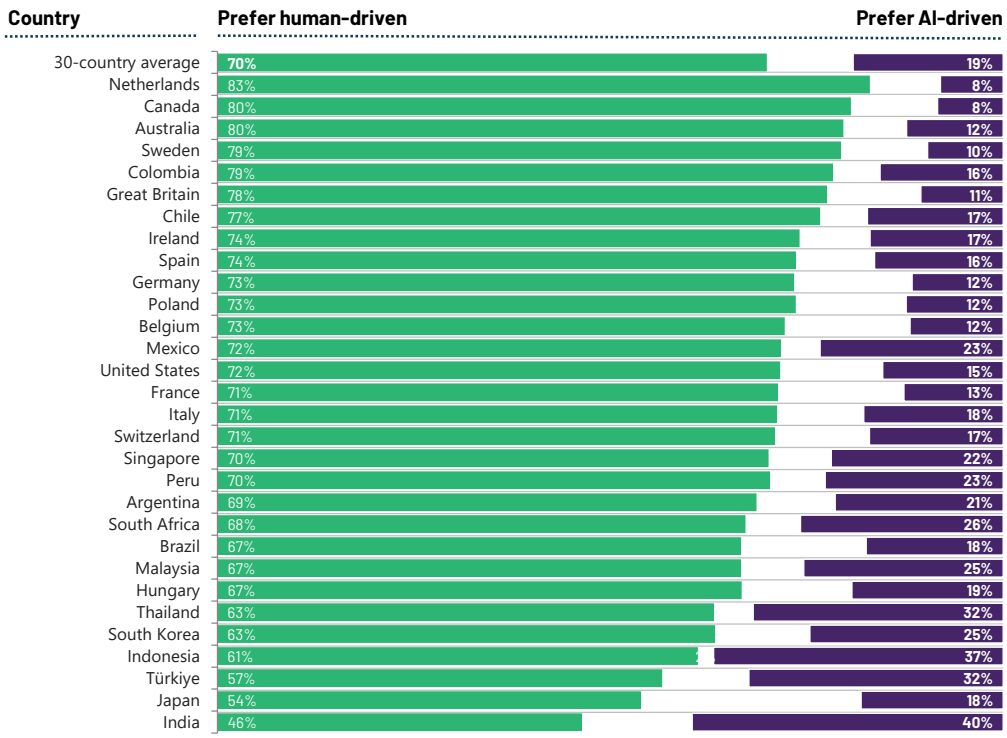
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Online news articles or websites

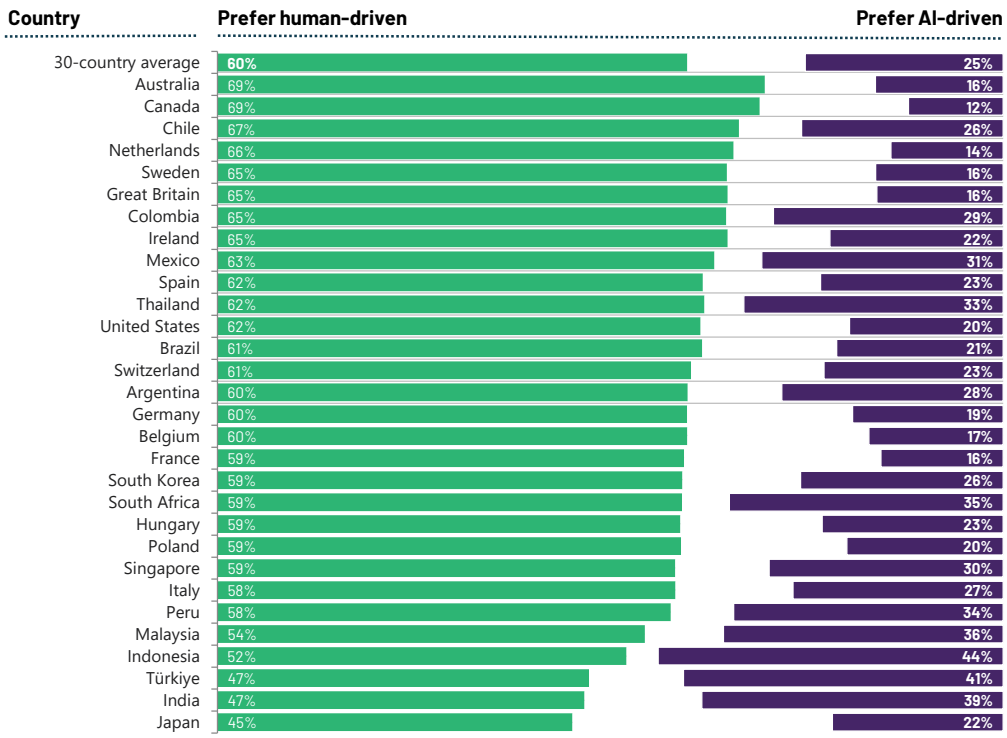
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Customer marketing websites

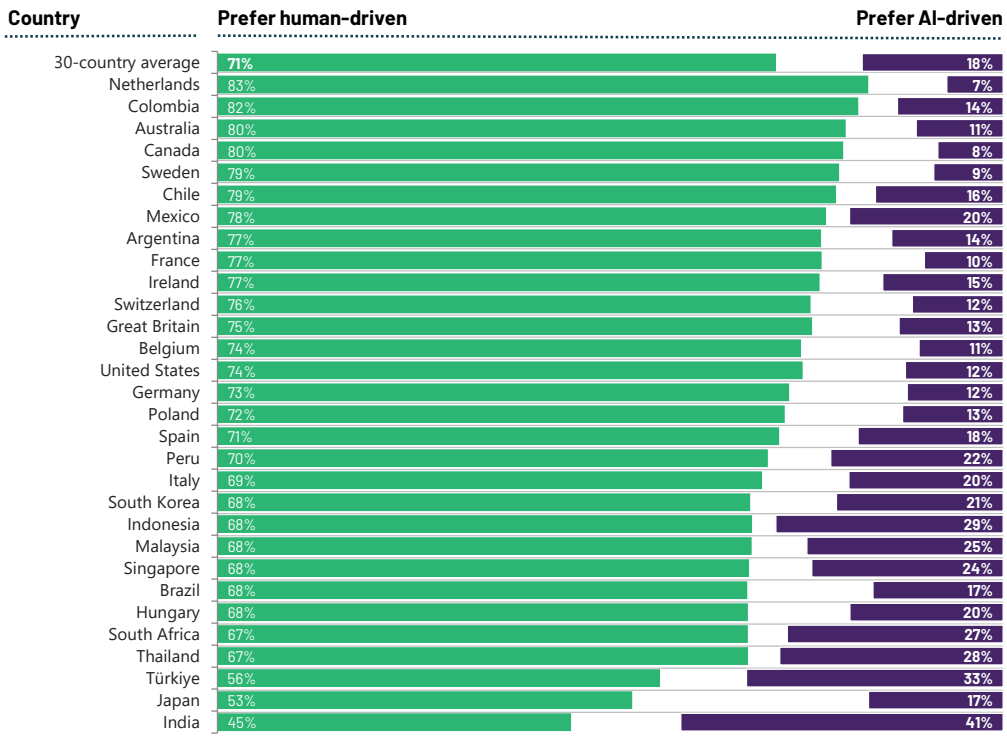
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Photojournalism, or pictures for a news story

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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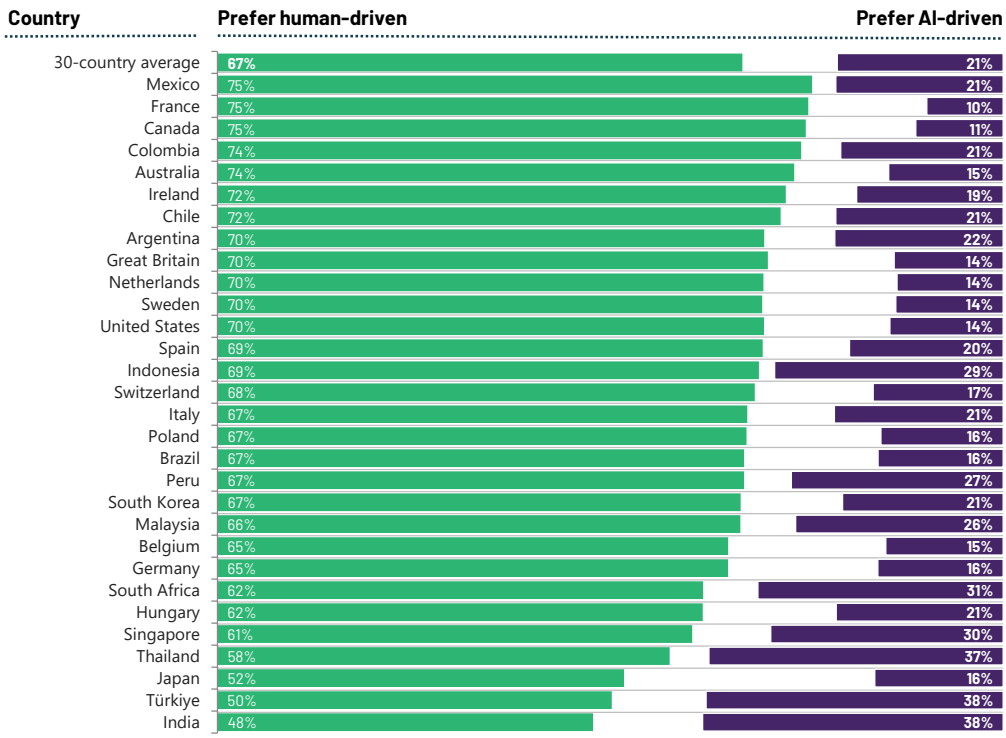
As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Movies for streaming networks or theatrical release

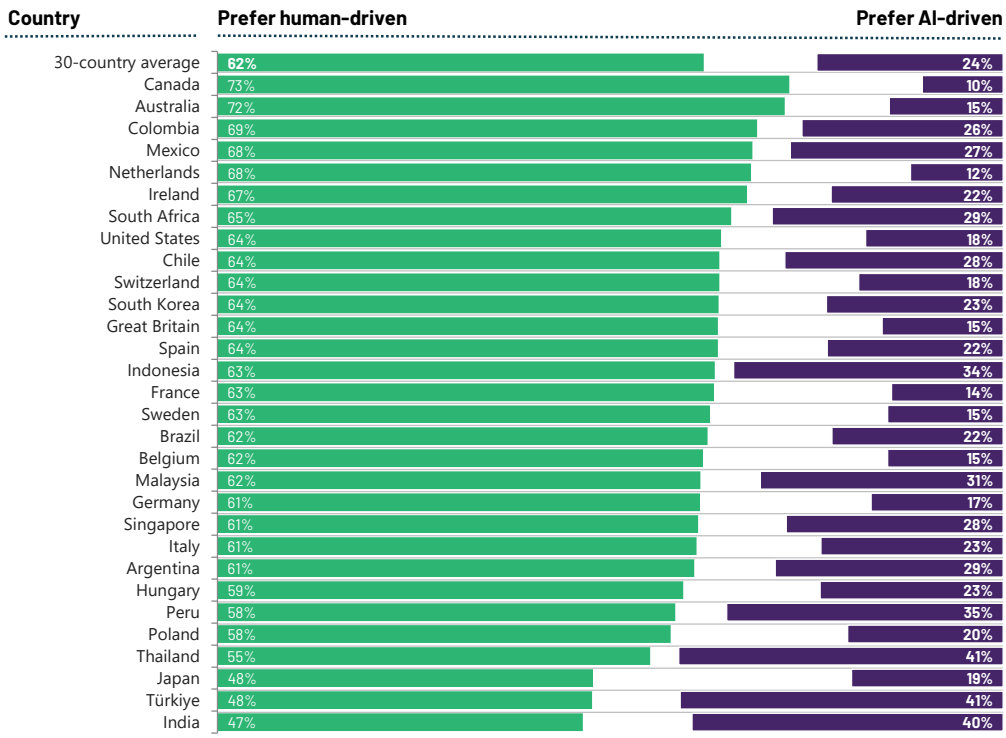
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Advertising, such as TV ads or video ads on social platforms such as YouTube or TikTok

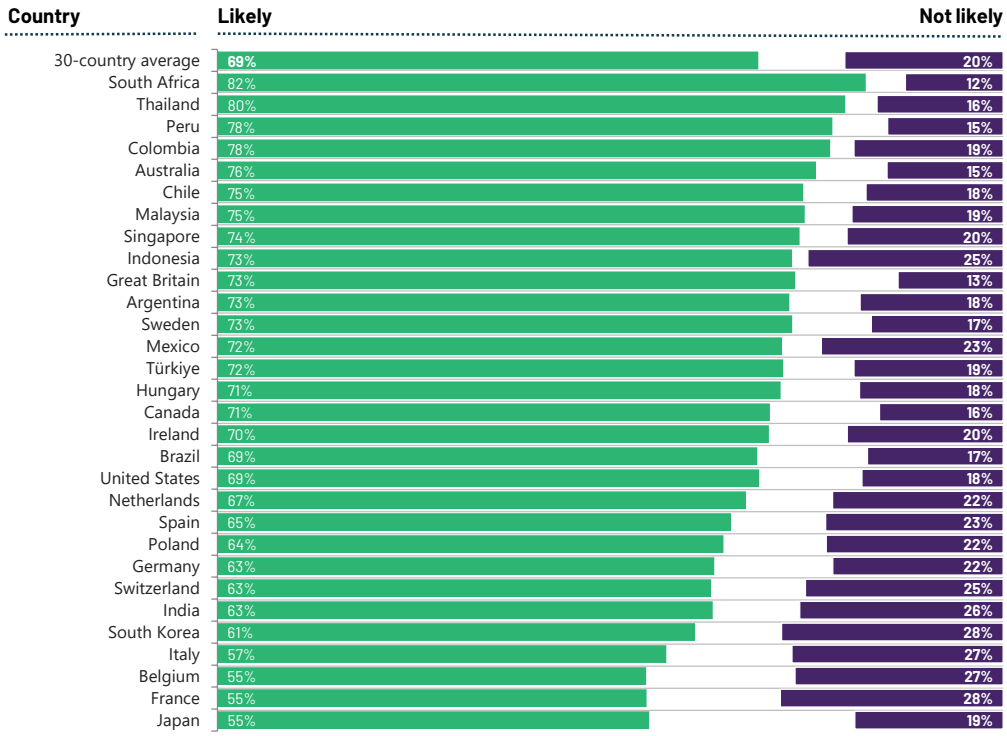
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Screening job applicants

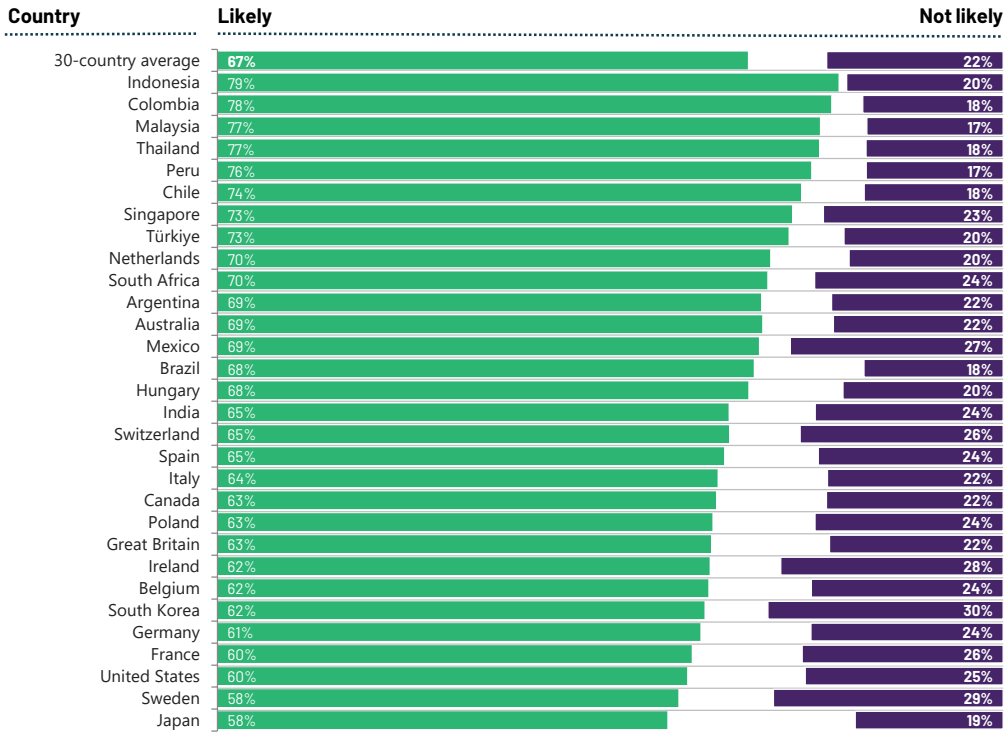
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing scripts for movies or TV shows

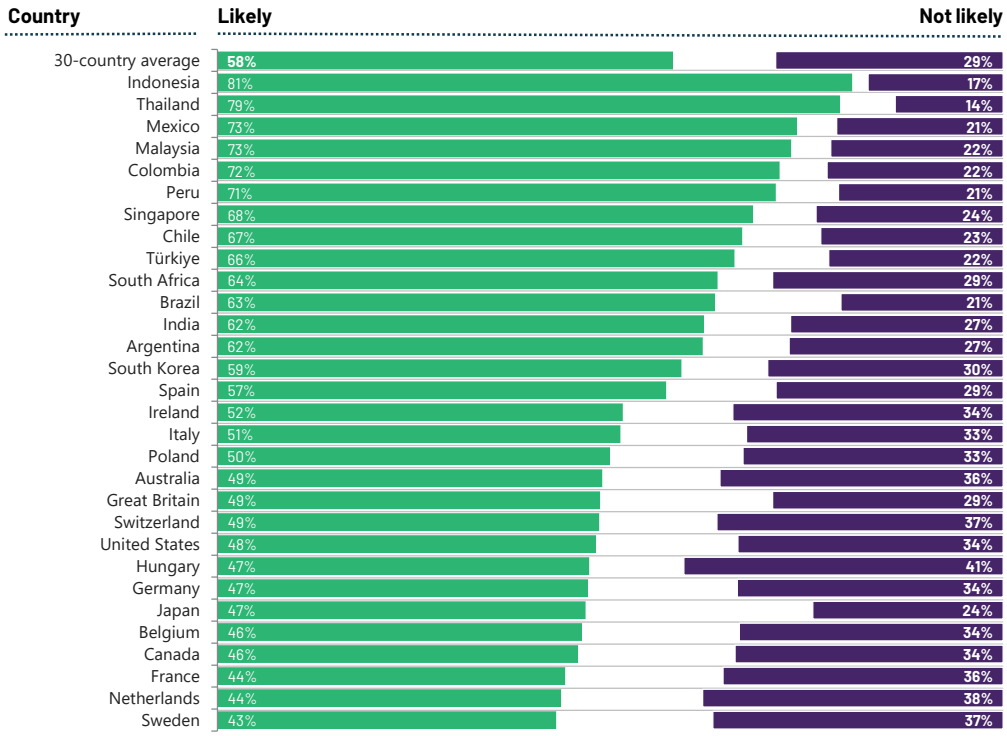
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating realistic sports content like tennis matches between AI-generated players

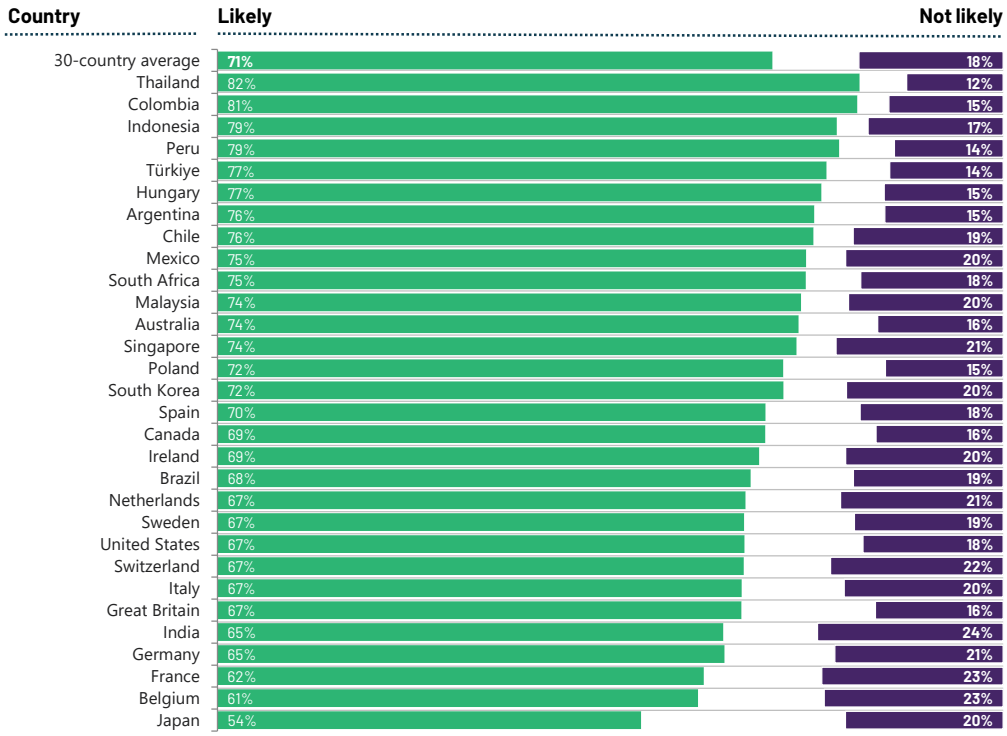
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating political ads with realistic generated video

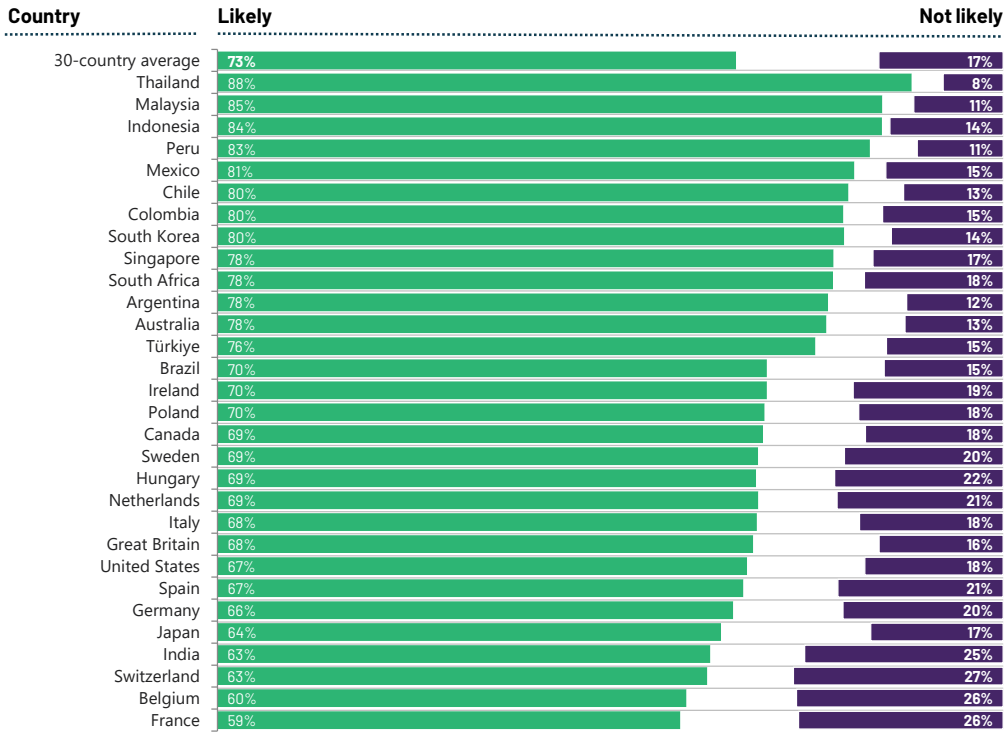
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Assisting with order taking at restaurants

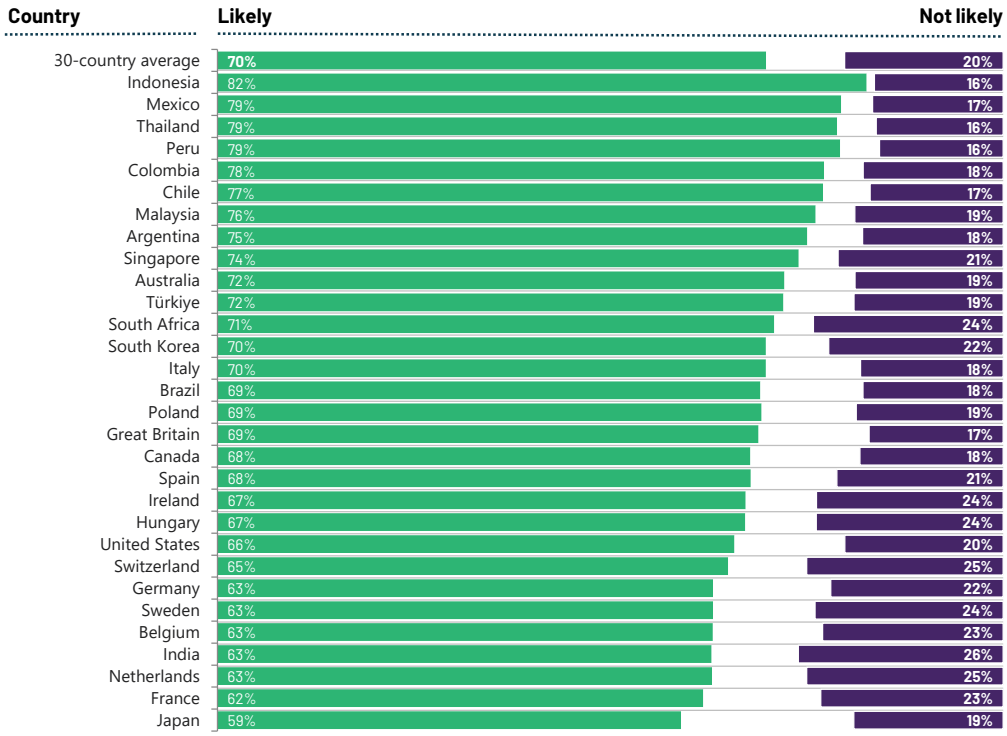
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing news stories and articles for publication

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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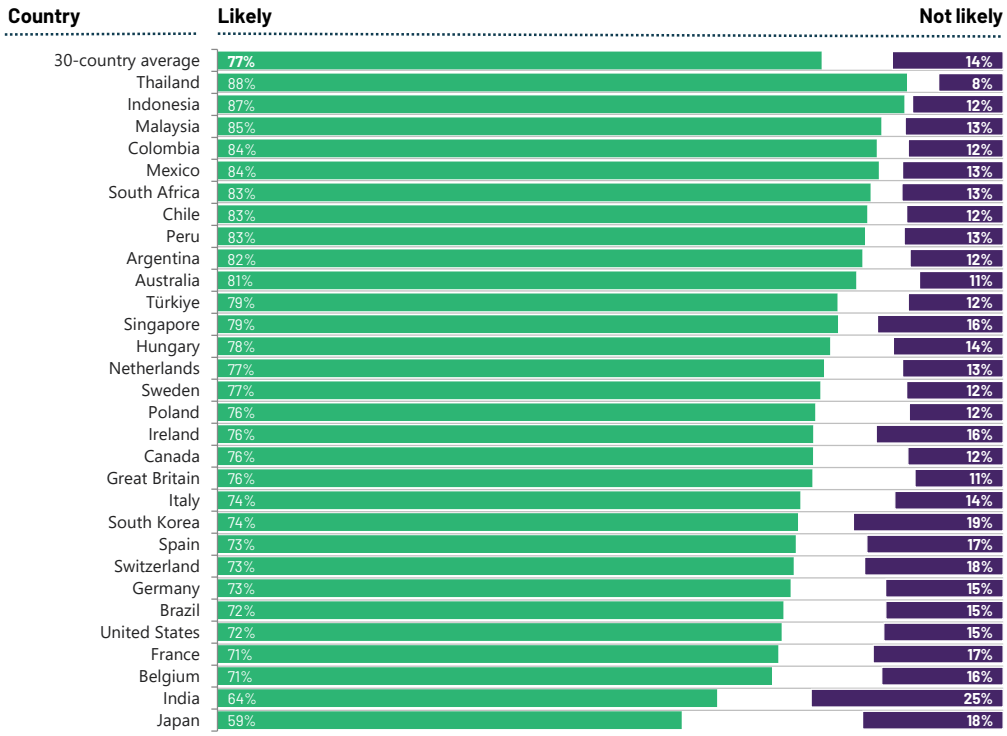
AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating content for brand advertising

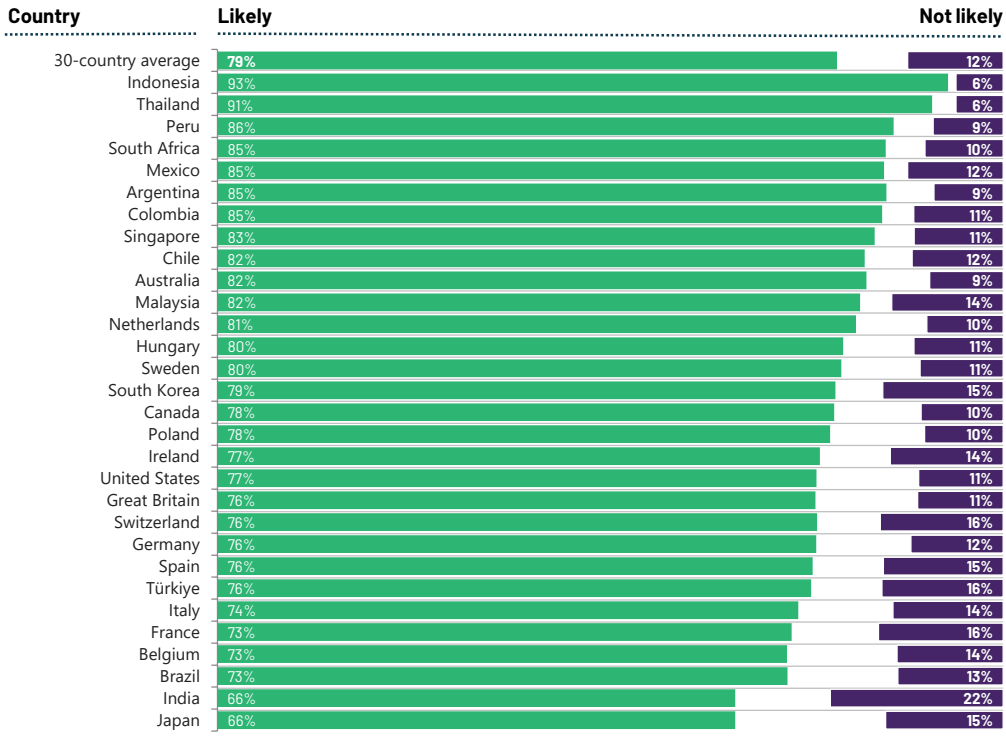
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Online search results

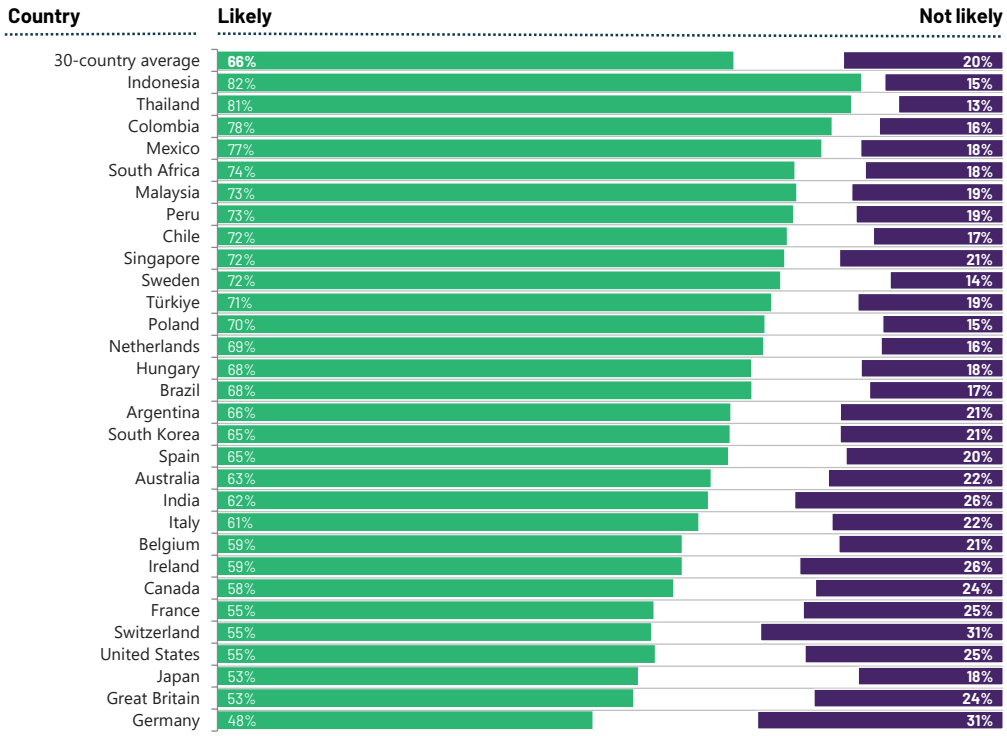
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Targeting disinformation campaigns

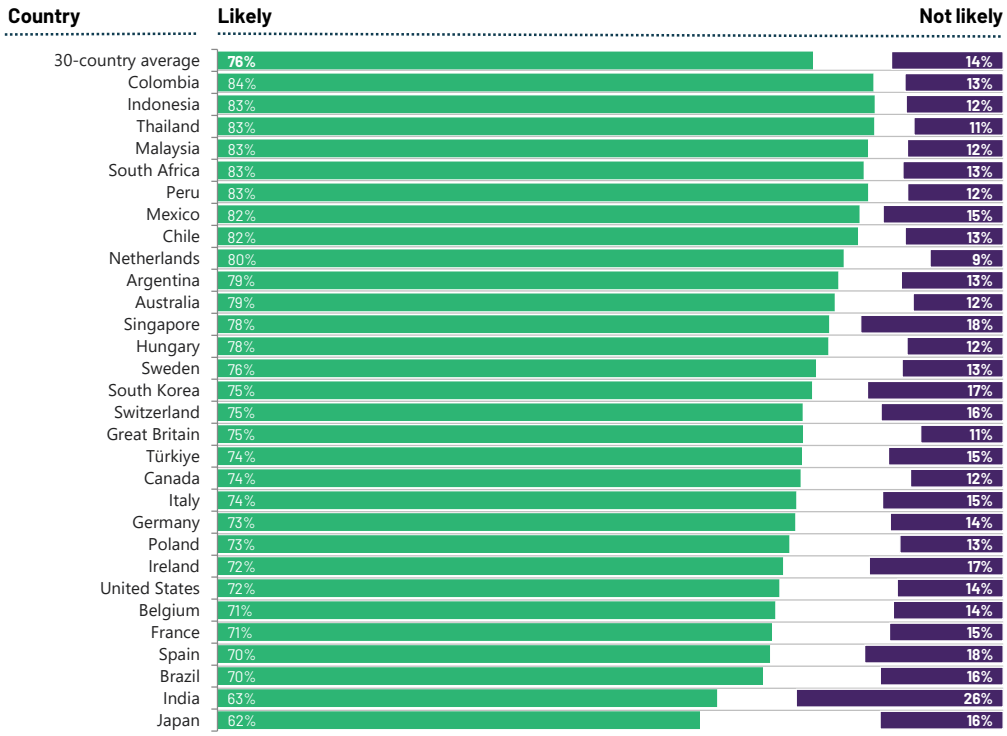
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Targeting advertising messages

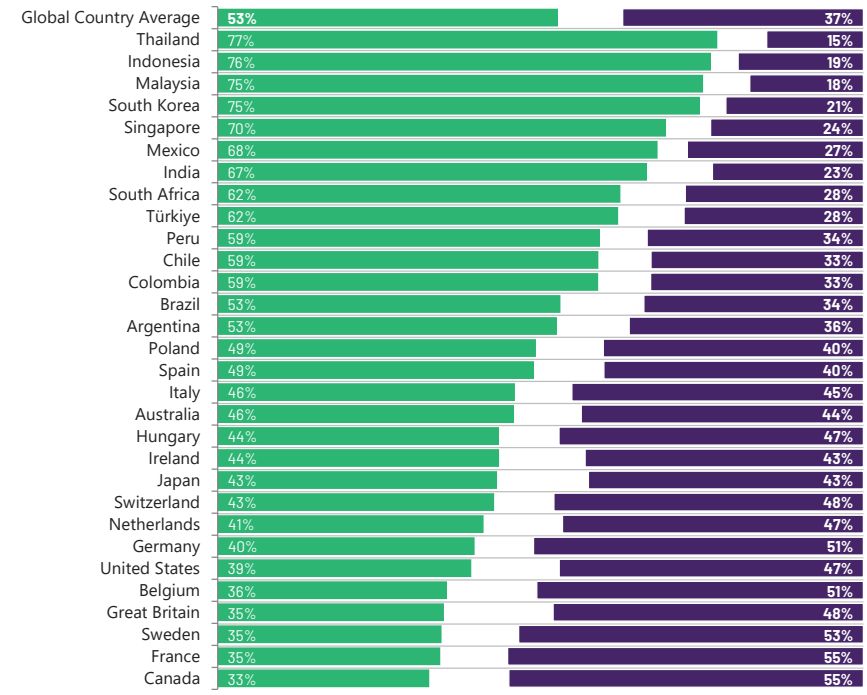
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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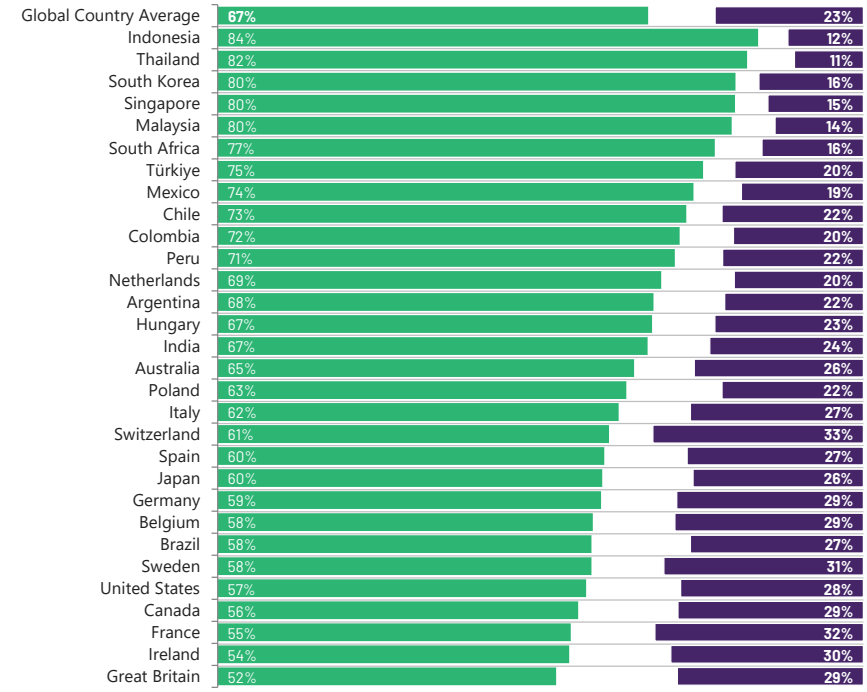
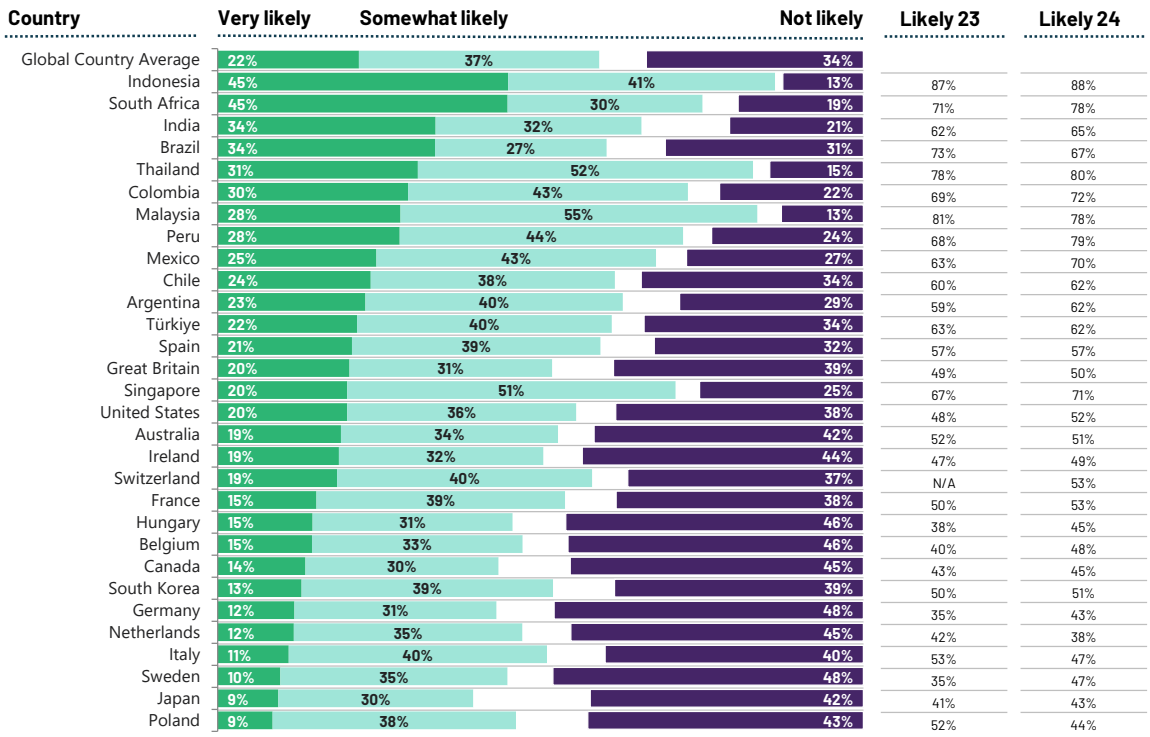
How much do you agree or disagree with the following? **Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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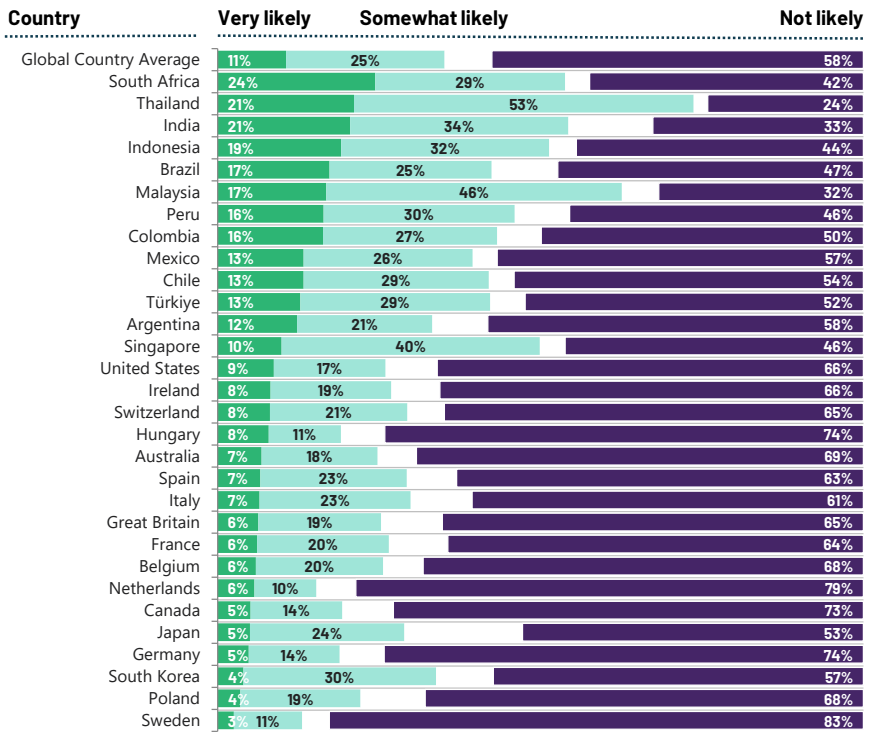
How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?



Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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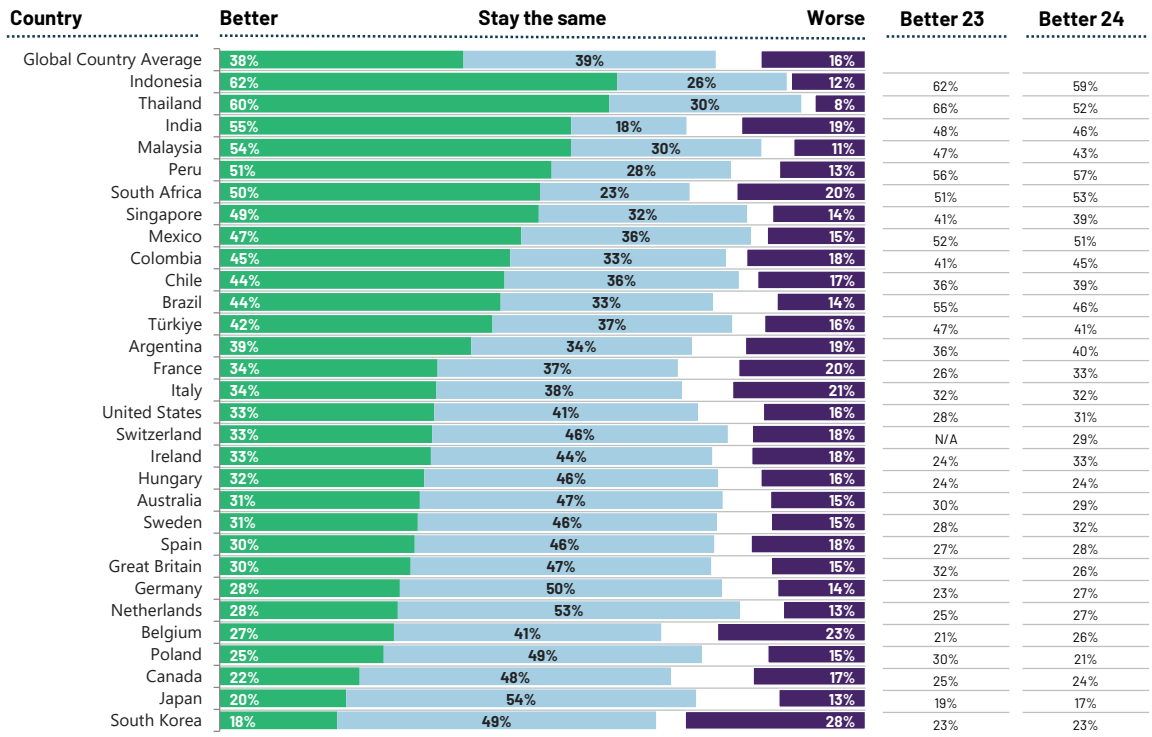
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **My job***



Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	38%	39%	16%		
Indonesia	62%	26%	12%	62%	59%
Thailand	60%	30%	8%	66%	52%
India	55%	18%	19%	48%	46%
Malaysia	54%	30%	11%	47%	43%
Peru	51%	28%	13%	56%	57%
South Africa	50%	23%	20%	51%	53%
Singapore	49%	32%	14%	41%	39%
Mexico	47%	36%	15%	52%	51%
Colombia	45%	33%	18%	41%	45%
Chile	44%	36%	17%	36%	39%
Brazil	44%	33%	14%	55%	46%
Türkiye	42%	37%	16%	47%	41%
Argentina	39%	34%	19%	36%	40%
France	34%	37%	20%	26%	33%
Italy	34%	38%	21%	32%	32%
United States	33%	41%	16%	28%	31%
Switzerland	33%	46%	18%	N/A	29%
Ireland	33%	44%	18%	24%	33%
Hungary	32%	46%	16%	24%	24%
Australia	31%	47%	15%	30%	29%
Sweden	31%	46%	15%	28%	32%
Spain	30%	46%	18%	27%	28%
Great Britain	30%	47%	15%	32%	26%
Germany	28%	50%	14%	23%	27%
Netherlands	28%	53%	13%	25%	27%
Belgium	27%	41%	23%	21%	26%
Poland	25%	49%	15%	30%	21%
Canada	22%	48%	17%	25%	24%
Japan	20%	54%	13%	19%	17%
South Korea	18%	49%	28%	23%	23%

* Only asked of those with a job

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

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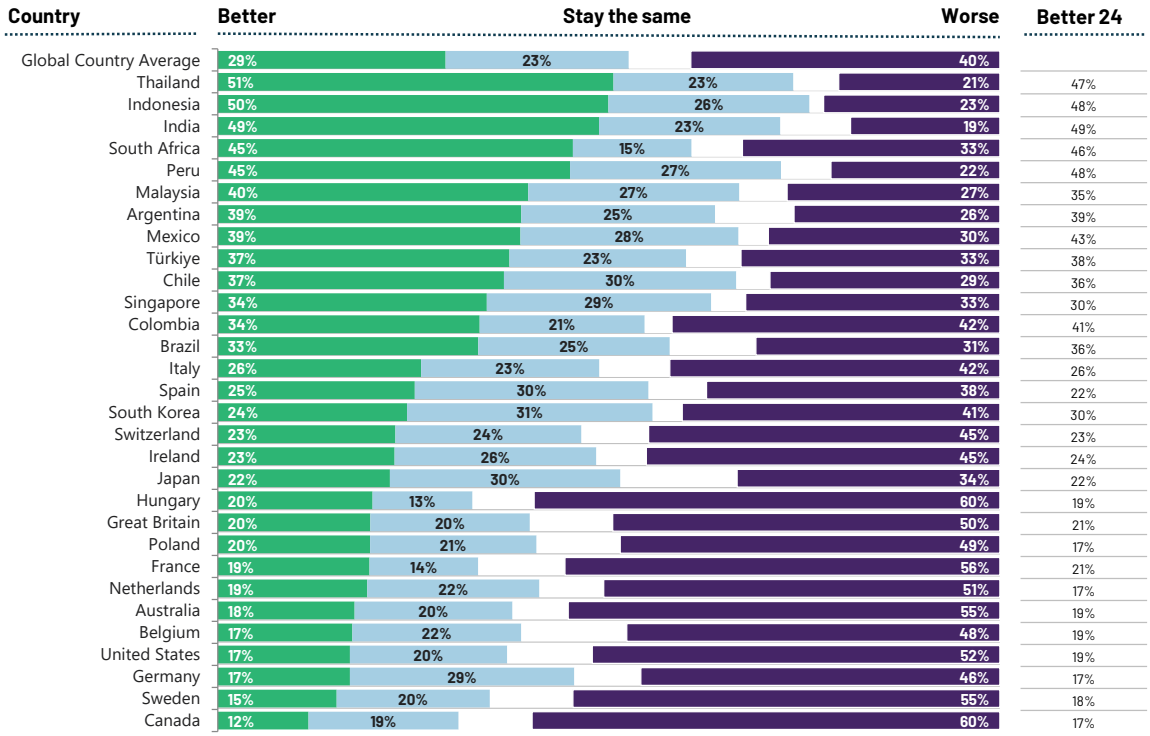
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **The amount of disinformation on the internet**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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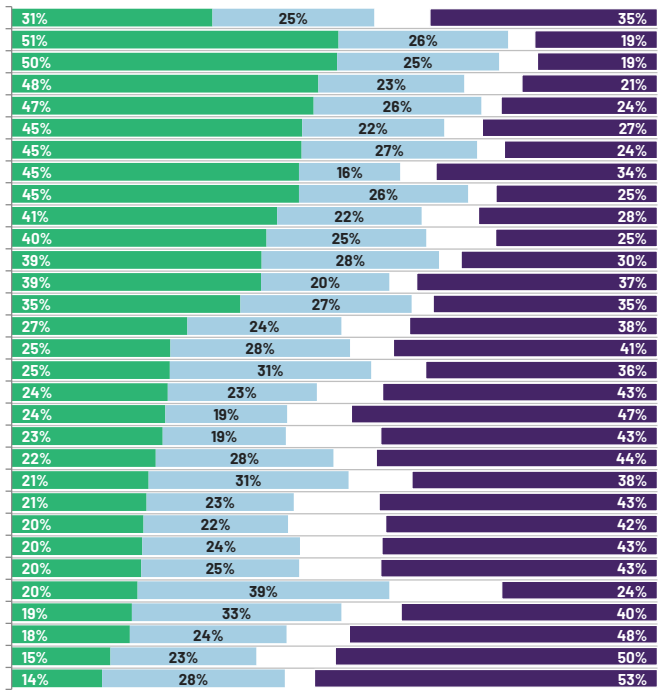
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The job market**

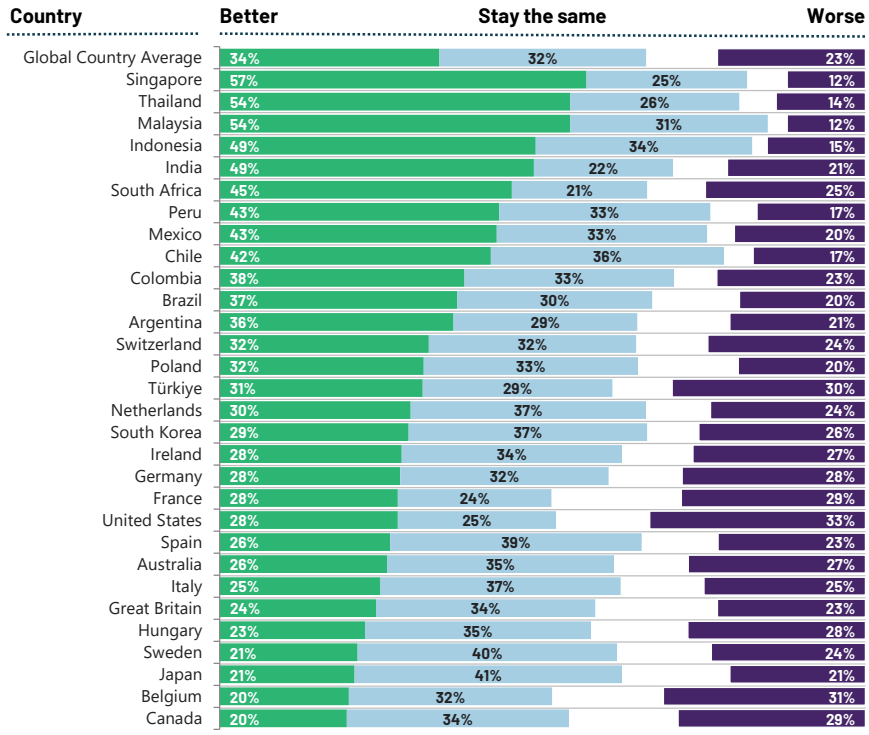
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



© Ipsos AI Monitor

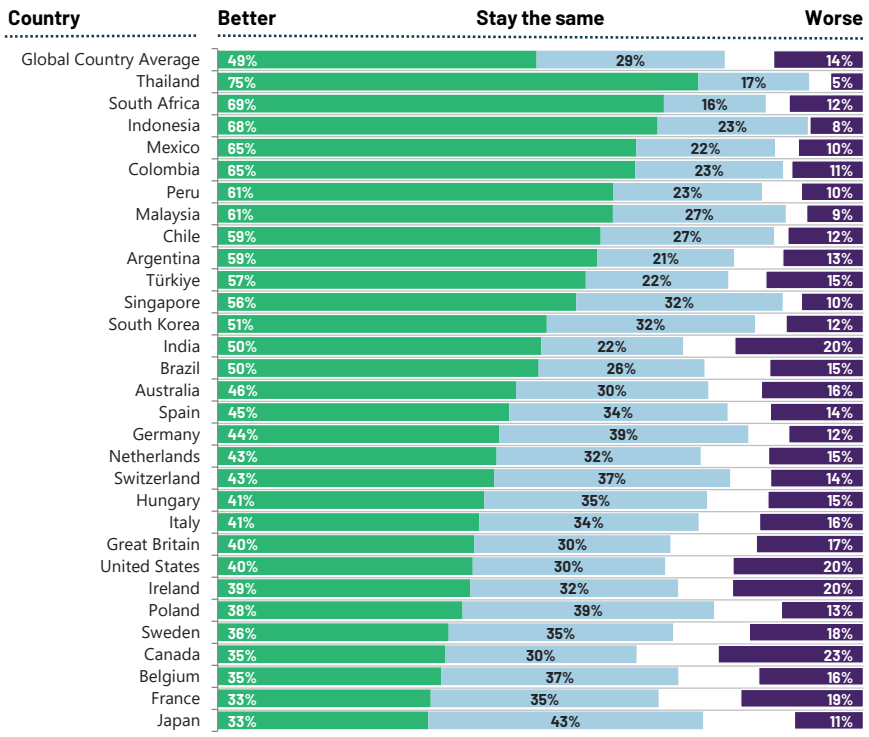
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The economy in ...**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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)**

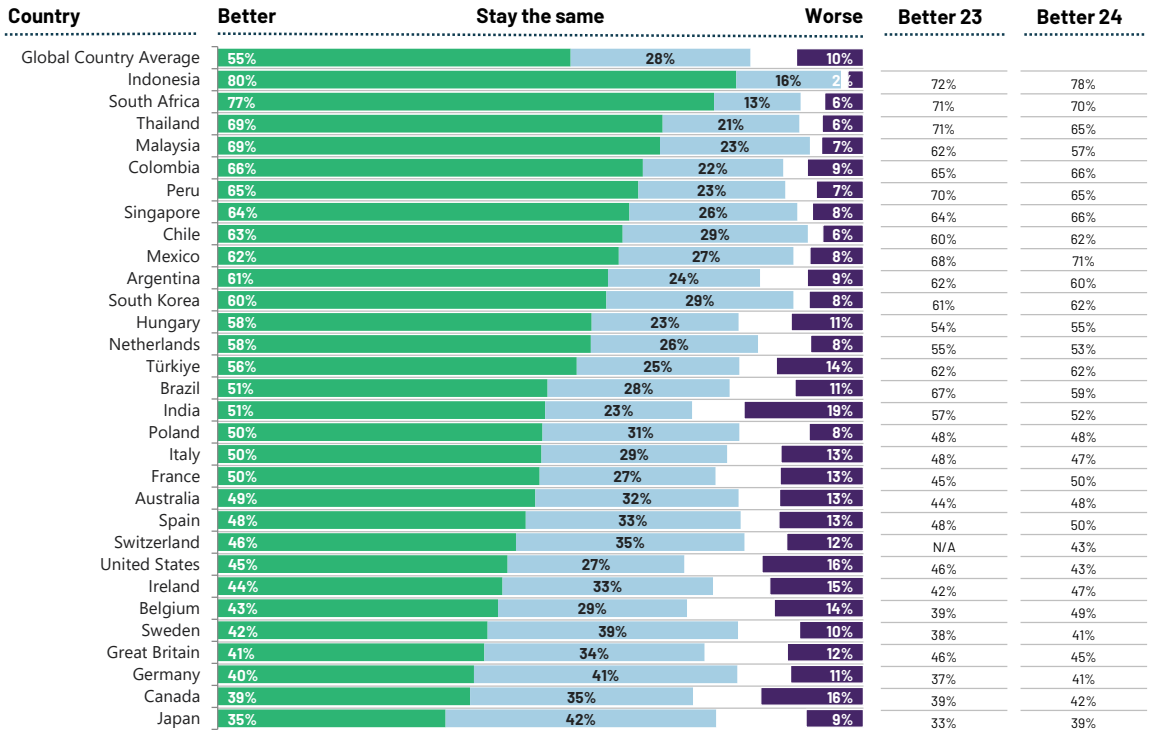
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	49%	29%	14%		
Thailand	75%	17%	5%	68%	67%
South Africa	69%	16%	12%	66%	66%
Indonesia	68%	23%	8%	71%	64%
Mexico	65%	22%	10%	68%	69%
Colombia	65%	23%	11%	64%	67%
Peru	61%	23%	10%	71%	63%
Malaysia	61%	27%	9%	57%	53%
Chile	59%	27%	12%	63%	63%
Argentina	59%	21%	13%	63%	61%
Türkiye	57%	22%	15%	60%	60%
Singapore	56%	32%	10%	57%	58%
South Korea	51%	32%	12%	54%	51%
India	50%	22%	20%	57%	52%
Brazil	50%	26%	15%	64%	57%
Australia	46%	30%	16%	43%	45%
Spain	45%	34%	14%	51%	48%
Germany	44%	39%	12%	39%	43%
Netherlands	43%	32%	15%	50%	42%
Switzerland	43%	37%	14%	N/A	40%
Hungary	41%	35%	15%	41%	39%
Italy	41%	34%	16%	45%	44%
Great Britain	40%	30%	17%	45%	42%
United States	40%	30%	20%	40%	39%
Ireland	39%	32%	20%	44%	52%
Poland	38%	39%	13%	40%	37%
Sweden	36%	35%	18%	37%	39%
Canada	35%	30%	23%	42%	43%
Belgium	35%	37%	16%	37%	39%
France	33%	35%	19%	32%	33%
Japan	33%	43%	11%	33%	35%

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: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



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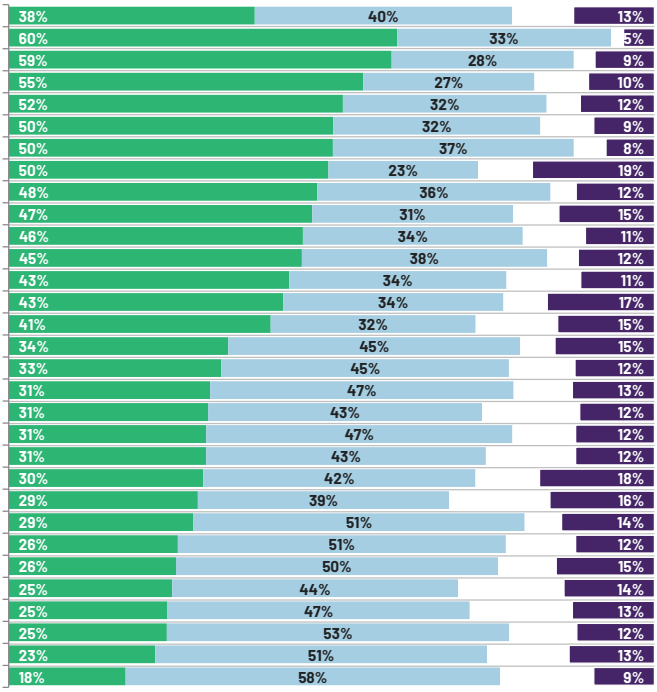
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **My health**

Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025



Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	38%	40%	13%		
Indonesia	60%	33%	5%	58%	51%
Thailand	59%	28%	9%	56%	51%
South Africa	55%	27%	10%	49%	49%
Mexico	52%	32%	12%	61%	56%
Peru	50%	32%	9%	55%	57%
Malaysia	50%	37%	8%	49%	43%
India	50%	23%	19%	50%	51%
Chile	48%	36%	12%	47%	45%
Colombia	47%	31%	15%	50%	49%
Argentina	46%	34%	11%	47%	49%
Singapore	45%	38%	12%	40%	41%
Brazil	43%	34%	11%	55%	44%
Türkiye	43%	34%	17%	47%	43%
France	41%	32%	15%	37%	39%
South Korea	34%	45%	15%	38%	35%
Italy	33%	45%	12%	37%	38%
Spain	31%	47%	13%	33%	33%
Great Britain	31%	43%	12%	33%	30%
Australia	31%	47%	12%	29%	29%
United States	31%	43%	12%	32%	28%
Ireland	30%	42%	18%	29%	35%
Belgium	29%	39%	16%	28%	34%
Switzerland	29%	51%	14%	N/A	30%
Hungary	26%	51%	12%	28%	31%
Germany	26%	50%	15%	25%	27%
Poland	25%	44%	14%	23%	24%
Canada	25%	47%	13%	29%	24%
Netherlands	25%	53%	12%	30%	25%
Sweden	23%	51%	13%	25%	21%
Japan	18%	58%	9%	16%	19%

Methodology

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, March 21, and Friday, April 4, 2025. For this survey, Ipsos interviewed a total of 23,216 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, 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 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Spain, and the U.S., and 500 individuals each in Argentina, 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, 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, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye 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 30-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.

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For more information

Matt Carmichael
SVP, Consumer Trends
Thought Leadership

Matt.Carmichael@ipsos.com

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