

## Introduction: Why the hesitation?

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

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.

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## 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 Al will make their local job market worse than think it will improve it. Although in nearly every market more think Al will improve their own job than make it worse. Almost every market thinks Al will make disinformation worse.

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

Overall globally, most people think Al 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 Al-generated athletes. People are most uncomfortable with the idea of Al 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

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would trust brands using Al 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 Al 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.



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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 Al will be used for online search results. Only 28% said they were uncomfortable with that usage.



## More trust governments than companies developing Al

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



#### Brands will lose as much trust than they gain by using Al 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 Algenerated across a variety of usages like online news, movies, photos for artistic purposes, or for photojournalism, etc..

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## 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 Al 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 Al should have to disclose that use.



## We think Al is going to make us more efficient

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



## Most are comfortable with Al 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 Al 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.



## Al will be good for our health

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



## Most already say Al has changed their lives

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





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

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	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%

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

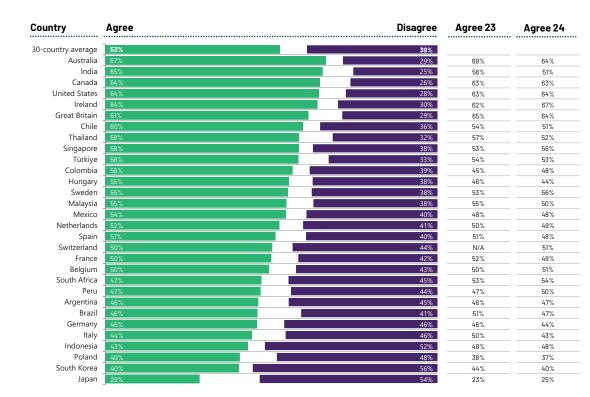
Country	Agree	Disagree	Agree 23	Agree 24
30-country average	52%	35%		
Indonesia	84%	11%	76%	80%
Thailand	76%	14%	73%	69%
Malaysia	71%	20%	68%	61%
Singapore	69%	23%	57%	56%
Türkiye	67%	22%	71%	67%
India	65%	25%	62%	62%
South Korea	63%	31%	68%	65%
Mexico	63%	26%	61%	65%
Peru	61%	24%	65%	65%
Chile	60%	29%	58%	53%
South Africa	58%	26%	60%	64%
Brazil	56%	28%	62%	57%
Colombia	54%	29%	53%	60%
Poland	50%	30%	46%	47%
Argentina	49%	31%	44%	51%
Italy	46%	39%	50%	51%
Spain	44%	40%	46%	46%
United States	44%	40%	35%	39%
Ireland	43%	43%	36%	40%
Switzerland	43%	45%	N/A	42%
Sweden	43%	44%	36%	39%
Australia	42%	46%	38%	38%
Netherlands	41%	47%	42%	37%
Hungary	41%	45%	37%	41%
Great Britain	41%	44%	43%	40%
Germany	40%	47%	39%	41%
France	40%	47%	37%	41%
Canada	39%	46%	38%	36%
Japan	38%	49%	38%	40%
Belgium	35%	51%	35%	37%

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

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

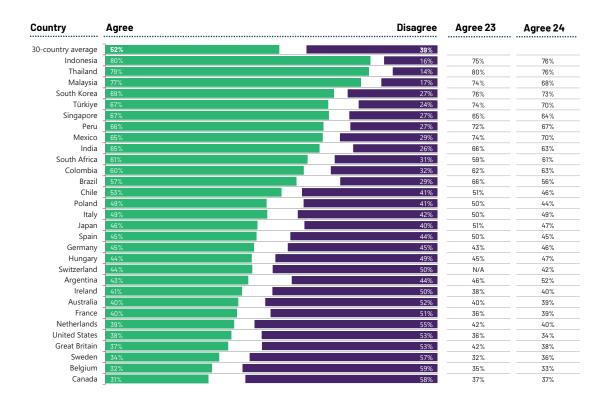


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How much do you agree or disagree with the following?
Products and services using artificial intelligence make me excited

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



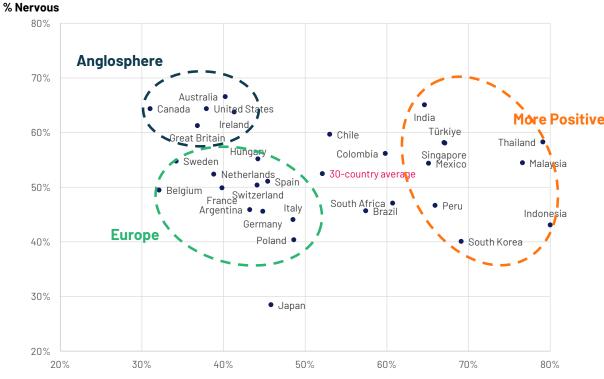
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## How much do you agree or disagree with the following?

- 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



% Excited



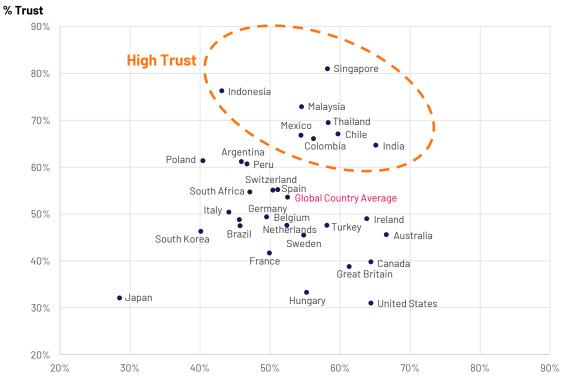
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# How much do you agree or disagree with the following?

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

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



% Nervous



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

Country	Agree	Disagree	Agree 23	Agree 24
30-country average	56%	30%		
Indonesia	85%	10%	78%	80%
Thailand	78%	14%	74%	77%
Singapore	73%	19%	64%	66%
Mexico	70%	24%	73%	70%
Malaysia	70%	22%	69%	63%
Peru	69%	23%	67%	70%
South Korea	67%	24%	66%	66%
India	67%	24%	65%	62%
Türkiye	66%	24%	67%	69%
South Africa	64%	23%	59%	62%
Chile	63%	27%	59%	60%
Colombia	58%	35%	65%	66%
Brazil	58%	28%	64%	56%
Argentina	57%	29%	57%	57%
Italy	53%	34%	55%	53%
Spain	53%	32%	50%	50%
Poland	50%	27%	47%	44%
Germany	49%	37%	42%	47%
Hungary	48%	38%	47%	51%
Ireland	48%	36%	40%	45%
Japan	48%	32%	52%	48%
Australia	47%	37%	40%	44%
Switzerland	45%	41%	N/A	42%
Netherlands	43%	41%	43%	36%
Great Britain	43%	33%	46%	46%
Sweden	43%	39%	39%	43%
United States	42%	41%	37%	39%
Belgium	41%	38%	39%	38%
France	41%	39%	37%	41%
Canada	40%	40%	38%	40%

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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

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	48%	42%		
Índonesia	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%

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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

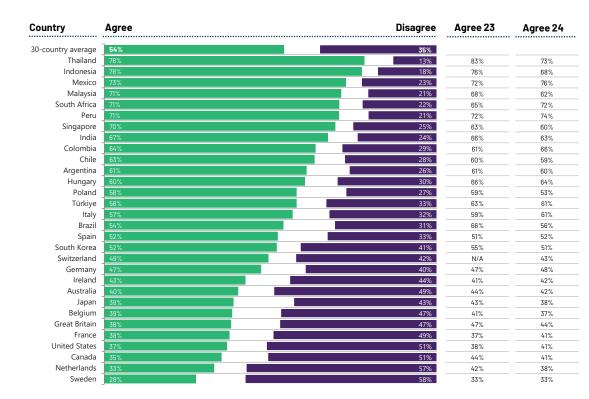


18



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

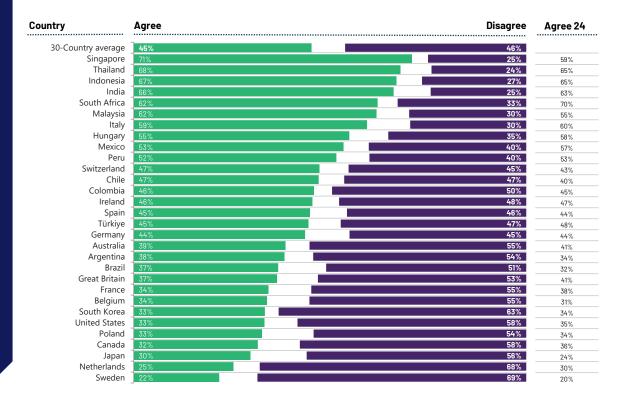


19



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

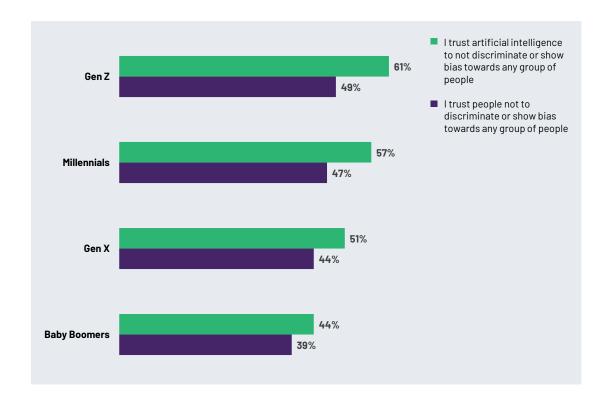
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



20









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

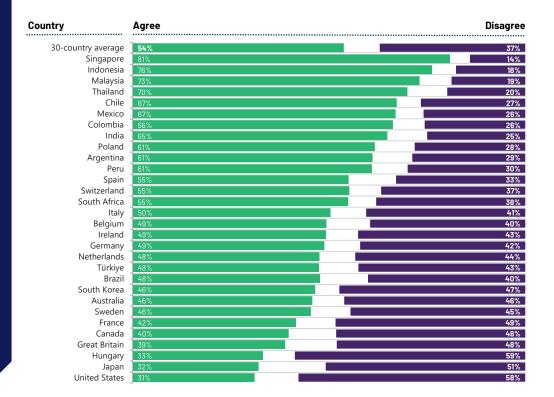
Country	Agree	Disagree
30-country average	79%	14%
Indonesia	91%	2 8%
Australia	85%	11%
South Korea	85%	13%
Netherlands	84%	11%
Singapore	83%	14%
Chile	83%	13%
Thailand	83%	12%
Great Britain	82%	11%
Poland	82%	12%
Hungary	82%	14%
Canada	81%	12%
France	81%	12%
Peru	80%	14%
Colombia	80%	15%
Malaysia	80%	13%
Mexico	80%	16%
Belgium	80%	14%
United States	79%	13%
Germany	79%	14%
Türkiye	79%	15%
Ireland	78%	15%
Argentina	78%	14%
Italy	77%	16%
Switzerland	77%	18%
Sweden	76%	13%
South Africa	76%	18%
Spain	72%	20%
Brazil	72%	16%
India Japan	67% 66%	23%
Japan	00 /6	21%

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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



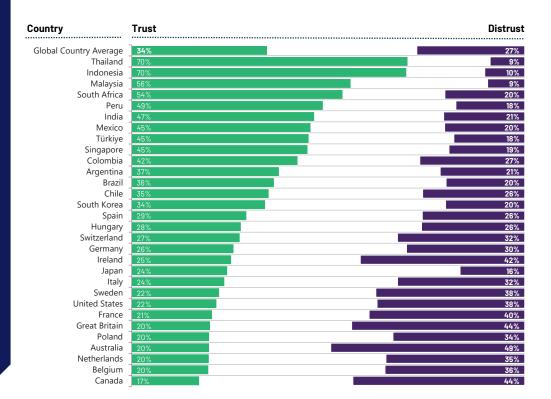
23



If Al 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

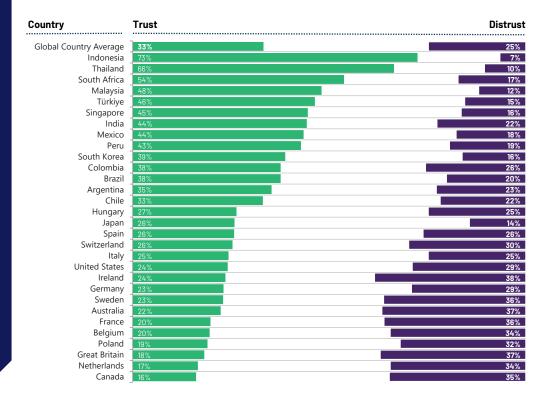




If Al were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Writing product descriptions or instructions

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

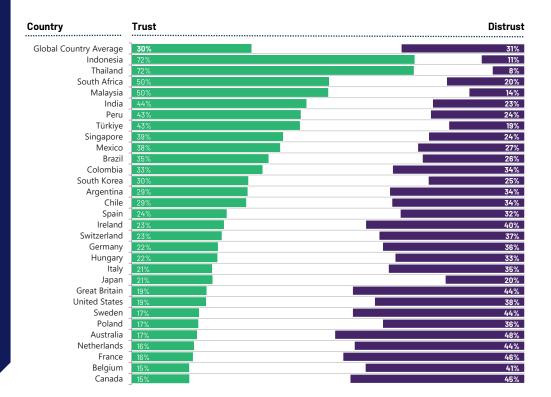




If Al were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Creating images or video used in advertising

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



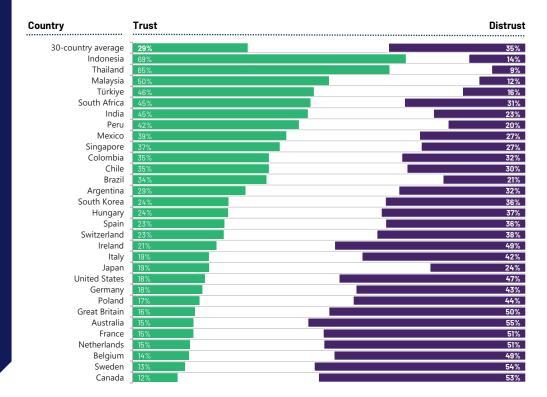
26



If Al 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

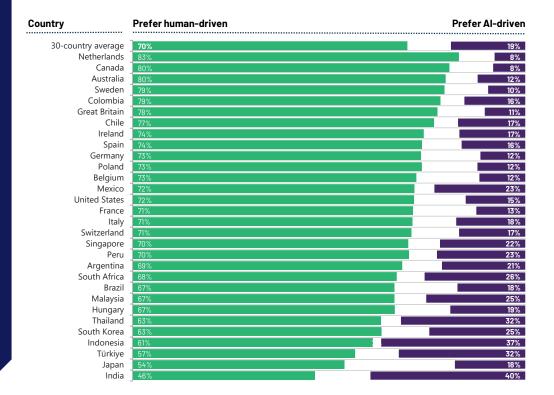


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Online news articles or websites

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

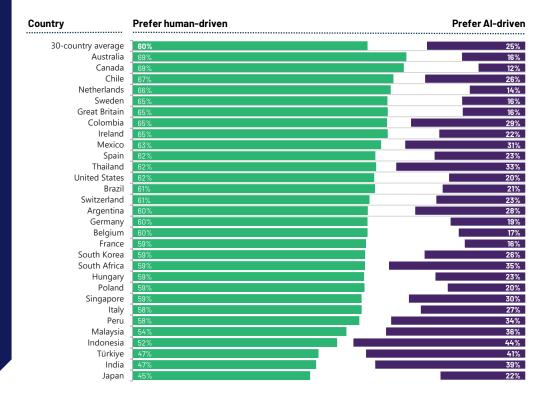


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Customer marketing websites

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

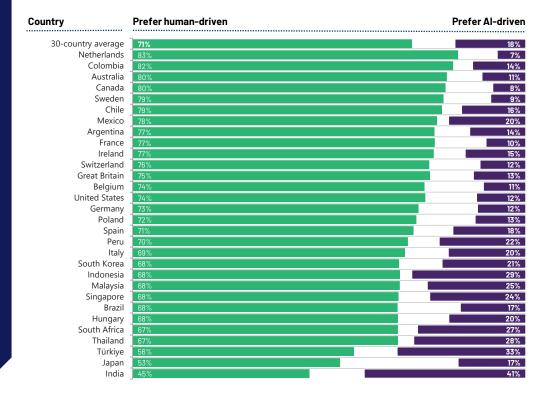


29



Photojournalism, or pictures for a news story

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

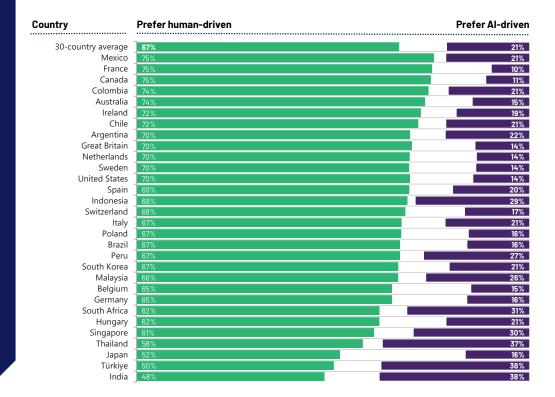


30



Movies for streaming networks or theatrical release

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

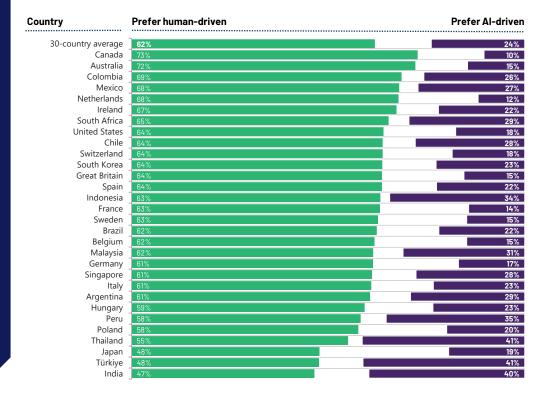


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Advertising, such as TV ads or video ads on social platforms such as YouTube or TikTok

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

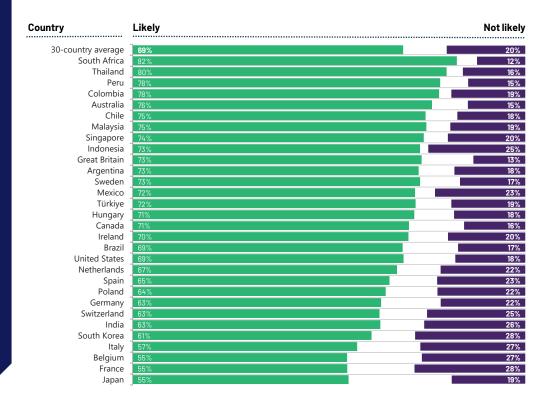


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Al is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by Al? Screening job applicants

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



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Al 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

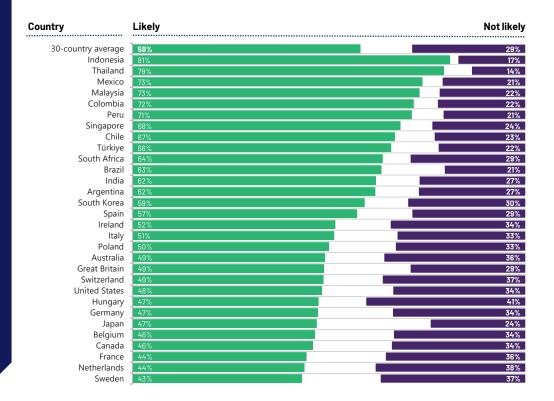
Country	Likely	Not likely
30-country average	67%	22%
Indonesia	79%	20%
Colombia	78%	18%
Malaysia	77%	17%
Thailand	77%	18%
Peru	76%	17%
Chile	74%	18%
Singapore	73%	23%
Türkiye	73%	20%
Netherlands	70%	20%
South Africa	70%	24%
Argentina	69%	22%
Australia	69%	22%
Mexico	69%	27%
Brazil	68%	18%
Hungary	68%	20%
India	65%	24%
Switzerland	65%	26%
Spain	65%	24%
Italy	64%	22%
Canada	63%	22%
Poland	63%	24%
Great Britain	63%	22%
Ireland	62%	28%
Belgium	62%	24%
South Korea	62%	30%
Germany	61%	24%
France	60%	26%
United States	60%	25%
Sweden	58%	29%
Japan	58%	19%



Al 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 Al?

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

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

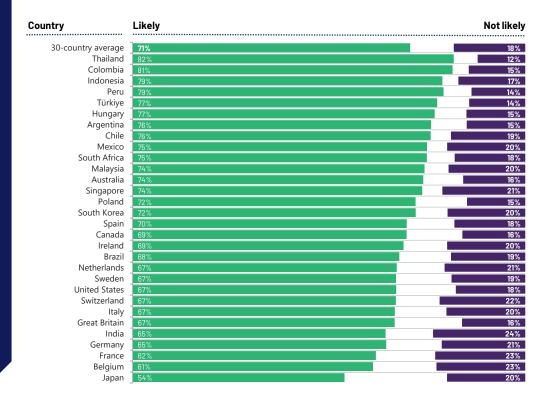




Al is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by Al?

Creating political ads with realistic generated video

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

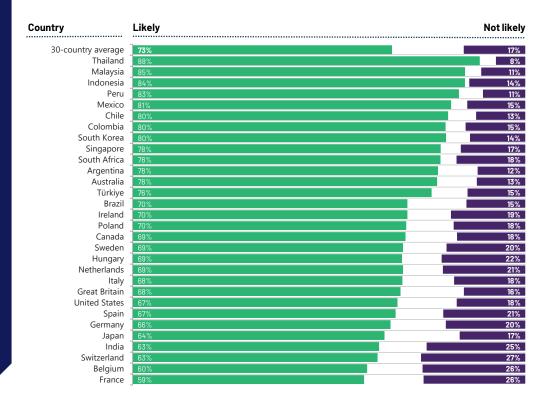


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Assisting with order taking at restaurants

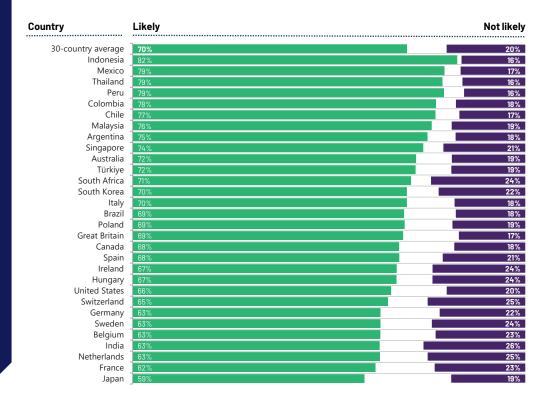
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025





Writing news stories and articles for publication

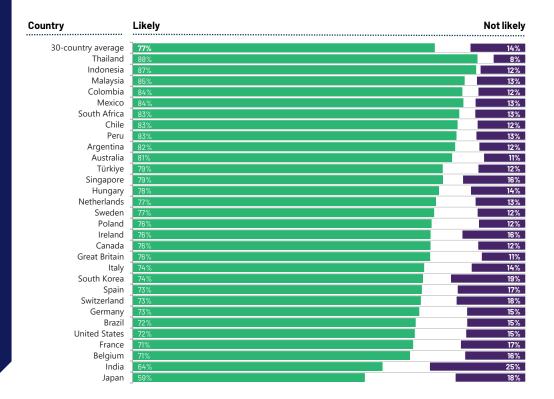
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025





Creating content for brand advertising

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





Online search results

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

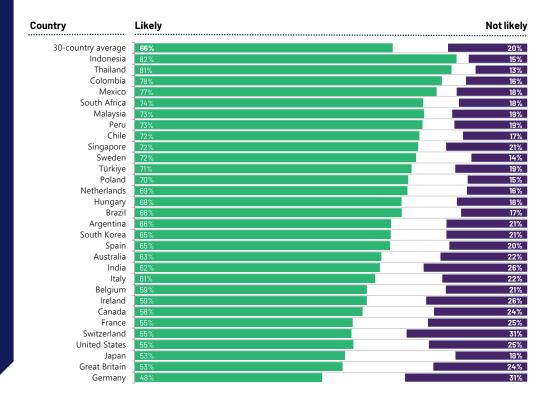
Country	Likely	Not likely
30-country average	79%	12%
Indonesia	93%	6%
Thailand	91%	6%
Peru	86%	9%
South Africa	85%	10%
Mexico	85%	12%
Argentina	85%	9%
Colombia	85%	11%
Singapore	83%	11%
Chile	82%	12%
Australia	82%	9%
Malaysia	82%	14%
Netherlands	81%	10%
Hungary	80%	11%
Sweden	80%	11%
South Korea	79%	15%
Canada	78%	10%
Poland	78%	10%
Ireland	77%	14%
United States	77%	11%
Great Britain	76%	11%
Switzerland	76%	16%
Germany	76%	12%
Spain	76%	15%
Türkiye	76%	16%
Italy	74%	14%
France	73%	16%
Belgium	73%	14%
Brazil	73%	13%
India	66%	22%
Japan	66%	15%

40



Targeting disinformation campaigns

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

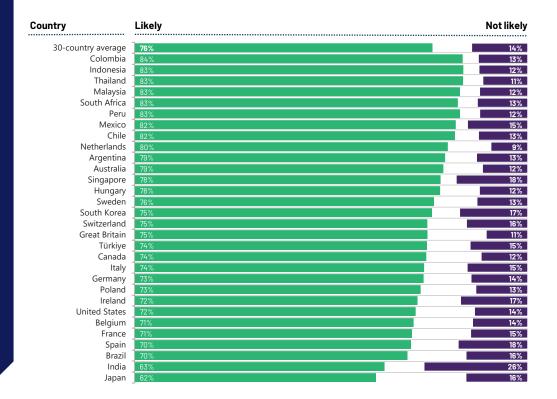


41



Targeting advertising messages

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 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

Country	Agree	Disagree	Agree 23	Agree 24
Global Country Average	53%	37%		
Thailand	77%	15%	72%	73%
Indonesia	76%	19%	72%	71%
Malaysia	75%	18%	71%	64%
South Korea	75%	21%	73%	71%
Singapore	70%	24%	64%	68%
Mexico	68%	27%	66%	69%
India	67%	23%	63%	63%
South Africa	62%	28%	57%	63%
Türkiye	62%	28%	63%	61%
Peru	59%	34%	65%	66%
Chile	59%	33%	54%	51%
Colombia	59%	33%	54%	55%
Brazil	53%	34%	63%	53%
Argentina	53%	36%	45%	48%
Poland	49%	40%	46%	41%
Spain	49%	40%	41%	43%
Italy	46%	45%	44%	40%
Australia	46%	44%	40%	40%
Hungary	44%	47%	36%	37%
Ireland	44%	43%	31%	42%
Japan	43%	43%	36%	43%
Switzerland	43%	48%	N/A	38%
Netherlands	41%	47%	36%	32%
Germany	40%	51%	33%	39%
United States	39%	47%	34%	37%
Belgium	36%	51%	31%	34%
Great Britain	35%	48%	34%	38%
Sweden	35%	53%	31%	31%
France	35%	55%	32%	35%
Canada	33%	55%	34%	37%



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

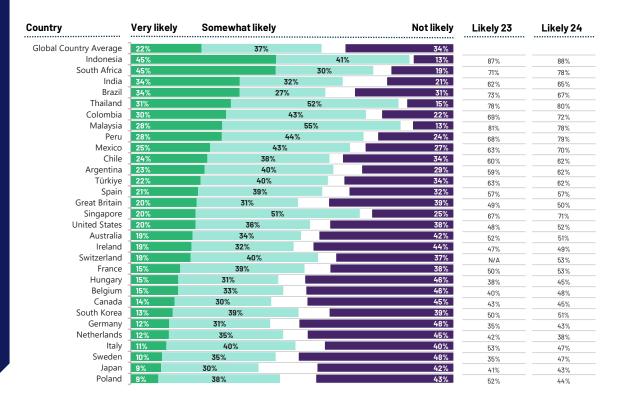
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 - April 4, 2025

Country	Agree	Disagree	Agree 23	Agree 24
Global Country Average	67%	23%		
Indonesia	84%	12%	79%	80%
Thailand	82%	11%	79%	78%
South Korea	80%	16%	82%	79%
Singapore	80%	15%	78%	79%
Malaysia	80%	14%	78%	71%
South Africa	77%	16%	70%	76%
Türkiye	75%	20%	81%	76%
Mexico	74%	19%	71%	76%
Chile	73%	22%	71%	69%
Colombia	72%	20%	67%	77%
Peru	71%	22%	76%	76%
Netherlands	69%	20%	63%	63%
Argentina	68%	22%	64%	67%
Hungary	67%	23%	62%	64%
India	67%	24%	65%	65%
Australia	65%	26%	62%	61%
Poland	63%	22%	59%	56%
Italy	62%	27%	63%	60%
Switzerland	61%	33%	N/A	55%
Spain	60%	27%	61%	59%
Japan	60%	26%	65%	63%
Germany	59%	29%	56%	59%
Belgium	58%	29%	52%	61%
Brazil	58%	27%	70%	62%
Sweden	58%	31%	55%	52%
United States	57%	28%	57%	58%
Canada	56%	29%	54%	61%
France	55%	32%	51%	57%
Ireland	54%	30%	53%	59%
Great Britain	52%	29%	58%	58%



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

Country	Very likely	Somewhat	t likely	Not likely	Likely 23	Likely 24
Global Country Average	11%	25%		58%		
South Africa	24%		29%	42%	47%	53%
Thailand	21%		53%	24%	69%	68%
India	21%	3	4%	33%	51%	54%
Indonesia	19%	32%	%	44%	62%	66%
Brazil	17%	25%		47%	57%	50%
Malaysia	17%		46%	32%	62%	62%
Peru	16%	30%		46%	46%	49%
Colombia	16%	27%		50%	44%	46%
Mexico	13%	26%		57%	36%	37%
Chile	13%	29%		54%	38%	38%
Türkiye	13%	29%		52%	42%	38%
Argentina	12%	21%		58%	32%	36%
Singapore	10%	40%		46%	41%	43%
United States	9%	17%		66%	28%	24%
Ireland	8%	19%		66%	27%	27%
Switzerland	8%	21%		65%	N/A	22%
Hungary	8% 119	6		74%	19%	23%
Australia	7%	18%		69%	31%	26%
Spain	7%	23%		63%	32%	31%
Italy	7%	23%		61%	31%	27%
Great Britain	6%	19%		65%	28%	28%
France	6%	20%		64%	29%	32%
Belgium	6%	20%		68%	21%	20%
Netherlands	6% 10%			79%	21%	11%
Canada	5% 14%			73%	23%	19%
Japan	5%	24%		53%	33%	35%
Germany	5% 14%			74%	19%	21%
South Korea	4%	30%		57%	31%	38%
Poland	4% 19%			68%	33%	21%
Sweden	3% 11%			83%	17%	20%



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

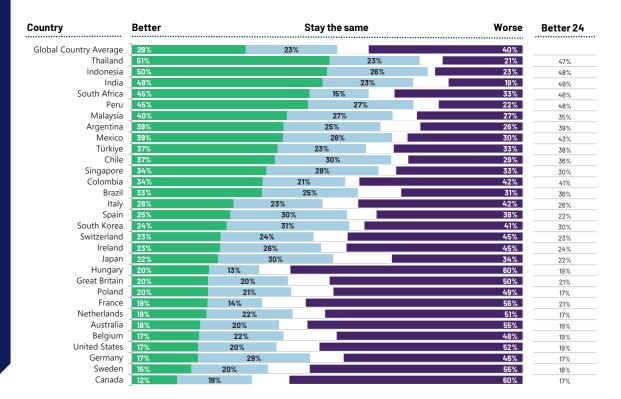
Country	Better	Stay the same		Worse	Better 23	Better 24
Global Country Average	38%	39%		16%		
Indonesia	62%		26%	12%	62%	59%
Thailand	60%		30%	8%	66%	52%
India	55%	189	6	19%	48%	46%
Malaysia	54%		30%	11%	47%	43%
Peru	51%	2	8%	13%	56%	57%
South Africa	50%	23%		20%	51%	53%
Singapore	49%	3	2%	14%	41%	39%
Mexico	47%	36	5%	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%

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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

Country	Better	Sta	ay the same	Worse	Better 23	Better 24
Global Country Average	31%	25	3%	35%		
Thailand	51%		26%	19%	53%	51%
Peru	50%		25%	19%	54%	47%
India	48%		23%	21%	49%	48%
Indonesia	47%		26%	24%	50%	45%
Türkiye	45%		22%	27%	50%	47%
Malaysia	45%		27%	24%	39%	38%
South Africa	45%		16%	34%	38%	43%
Mexico	45%		26%	25%	54%	52%
Argentina	41%		22%	28%	38%	40%
Brazil	40%		25%	25%	49%	41%
Singapore	39%		28%	30%	37%	34%
Colombia	39%		20%	37%	38%	44%
Chile	35%		27%	35%	32%	32%
Italy	27%	24%		38%	30%	29%
Switzerland	25%	28%		41%	N/A	25%
Spain	25%	31%		36%	23%	23%
Poland	24%	23%		43%	26%	17%
Hungary	24%	19%		47%	24%	25%
France	23%	19%		43%	21%	27%
Ireland	22%	28%		44%	22%	25%
Germany	21%	31%		38%	20%	22%
Belgium	21%	23%		43%	18%	17%
Great Britain	20%	22%		42%	21%	21%
Sweden	20%	24%		43%	21%	18%
United States	20%	25%		43%	21%	21%
Japan	20%	39%		24%	22%	18%
Netherlands	19%	33%		40%	23%	21%
Australia	18%	24%		48%	20%	21%
Canada	15%	23%		50%	19%	18%
South Korea	14%	28%		53%	17%	19%



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

Country	Better	Stay the s	ame	Worse	Better 23	Better 24
Global Country Average	34%	32%		23%		
Singapore	57%		25%	12%	50%	52%
Thailand	54%		26%	14%	62%	53%
Malaysia	54%		31%	12%	50%	43%
Indonesia	49%		34%	15%	58%	54%
India	49%		22%	21%	54%	52%
South Africa	45%		21%	25%	39%	49%
Peru	43%		33%	17%	46%	44%
Mexico	43%		33%	20%	48%	50%
Chile	42%		36%	17%	31%	32%
Colombia	38%	33	3%	23%	40%	39%
Brazil	37%	30%		20%	51%	40%
Argentina	36%	29%		21%	28%	39%
Switzerland	32%	32%		24%	N/A	32%
Poland	32%	33%		20%	29%	33%
Türkiye	31%	29%		30%	39%	35%
Netherlands	30%	37%		24%	27%	24%
South Korea	29%	37%		26%	34%	34%
Ireland	28%	34%		27%	25%	31%
Germany	28%	32%		28%	27%	31%
France	28%	24%		29%	24%	29%
United States	28%	25%		33%	23%	24%
Spain	26%	39%		23%	25%	26%
Australia	26%	35%		27%	26%	26%
Italy	25%	37%		25%	29%	28%
Great Britain	24%	34%		23%	31%	28%
Hungary	23%	35%		28%	25%	27%
Sweden	21%	40%		24%	21%	21%
Japan	21%	41%		21%	22%	25%
Belgium	20%	32%		31%	18%	23%
Canada	20%	34%		29%	20%	18%



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%		3	2%	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

Country	Better	Stay the same	Worse	Better 23	Better 24
Global Country Average	55%	28%	10%		
Indonesia	80%		16% 2	72%	78%
South Africa	77%		13% 6%	71%	70%
Thailand	69%	21%	6%	71%	65%
Malaysia	69%	23%	7%	62%	57%
Colombia	66%	22%	9%	65%	66%
Peru	65%	23%	7%	70%	65%
Singapore	64%	26%	8%	64%	66%
Chile	63%	29%	6%	60%	62%
Mexico	62%	27%	8%	68%	71%
Argentina	61%	24%	9%	62%	60%
South Korea	60%	29%	8%	61%	62%
Hungary	58%	23%	11%	54%	55%
Netherlands	58%	26%	8%	55%	53%
Türkiye	56%	25%	14%	62%	62%
Brazil	51%	28%	11%	67%	59%
India	51%	23%	19%	57%	52%
Poland	50%	31%	8%	48%	48%
Italy	50%	29%	13%	48%	47%
France	50%	27%	13%	45%	50%
Australia	49%	32%	13%	44%	48%
Spain	48%	33%	13%	48%	50%
Switzerland	46%	35%	12%	N/A	43%
United States	45%	27%	16%	46%	43%
Ireland	44%	33%	15%	42%	47%
Belgium	43%	29%	14%	39%	49%
Sweden	42%	39%	10%	38%	41%
Great Britain	41%	34%	12%	46%	45%
Germany	40%	41%	11%	37%	41%
Canada	39%	35%	16%	39%	42%
Japan	35%	42%	9%	33%	39%



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%

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## 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 <u>not</u> intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to

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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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