# THE IPSOS AI MONITOR 2024

A 32-country Ipsos
Global Advisor Survey

June 2024

# Introduction: A peak or plateau?

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

ChatGPT 3.0 exploded on the scene in late 2022 and by mid-2023 when Ipsos released the second instalment of its AI Monitor people were expressing a pronounced 12-point increase in agreement that products and services using AI made them nervous. That was a sizeable increase in just 18 months since the previous wave, and there was an increase measured in each of the trended markets. A majority (52%) agreed with that statement. But a majority (54%) also agreed that products and services with AI made them excited.

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

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

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

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

# Introduction: peak or plateau?

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

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

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

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

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

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

**To learn more** about consumer attitudes about AI, see the 2023 and 2022 monitor.

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# Talking points

# 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.

**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.

**53%**

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

**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**

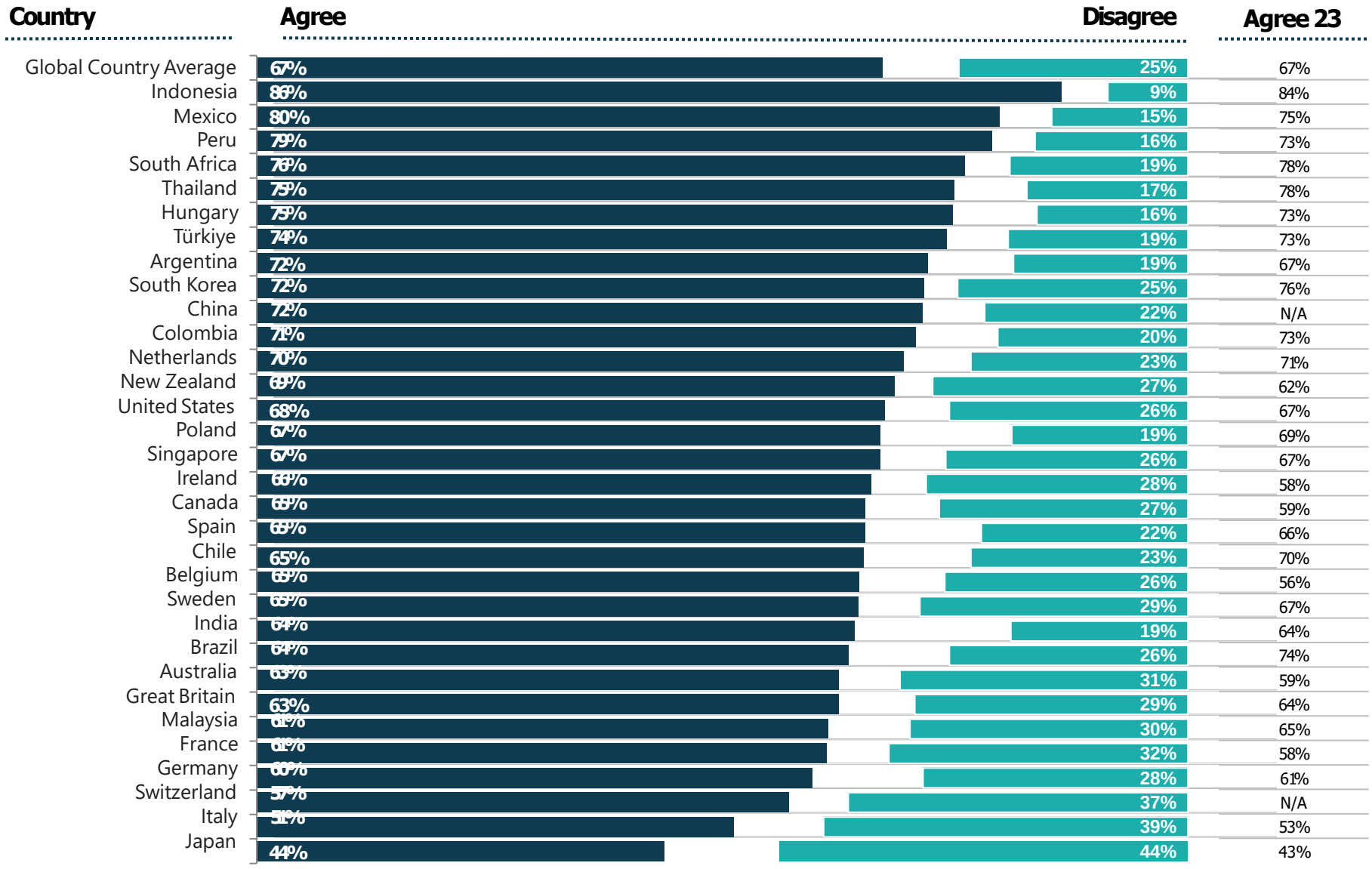
Almost one in two Gen Z (46%) say it is likely AI will replace their current job in the next five years. This compares to 26% of Baby Boomers, who are retired or nearly retirement over the next decade.

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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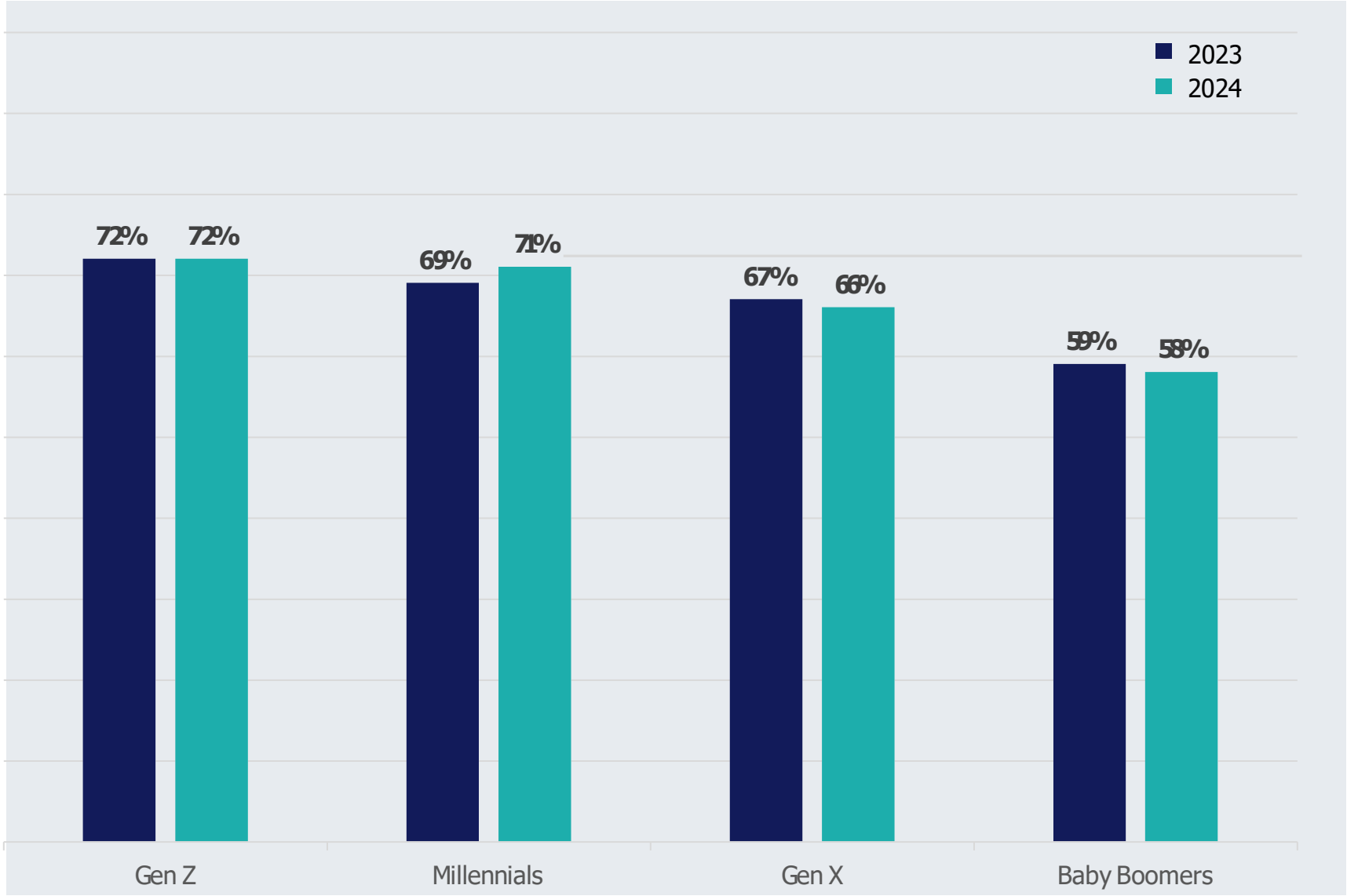


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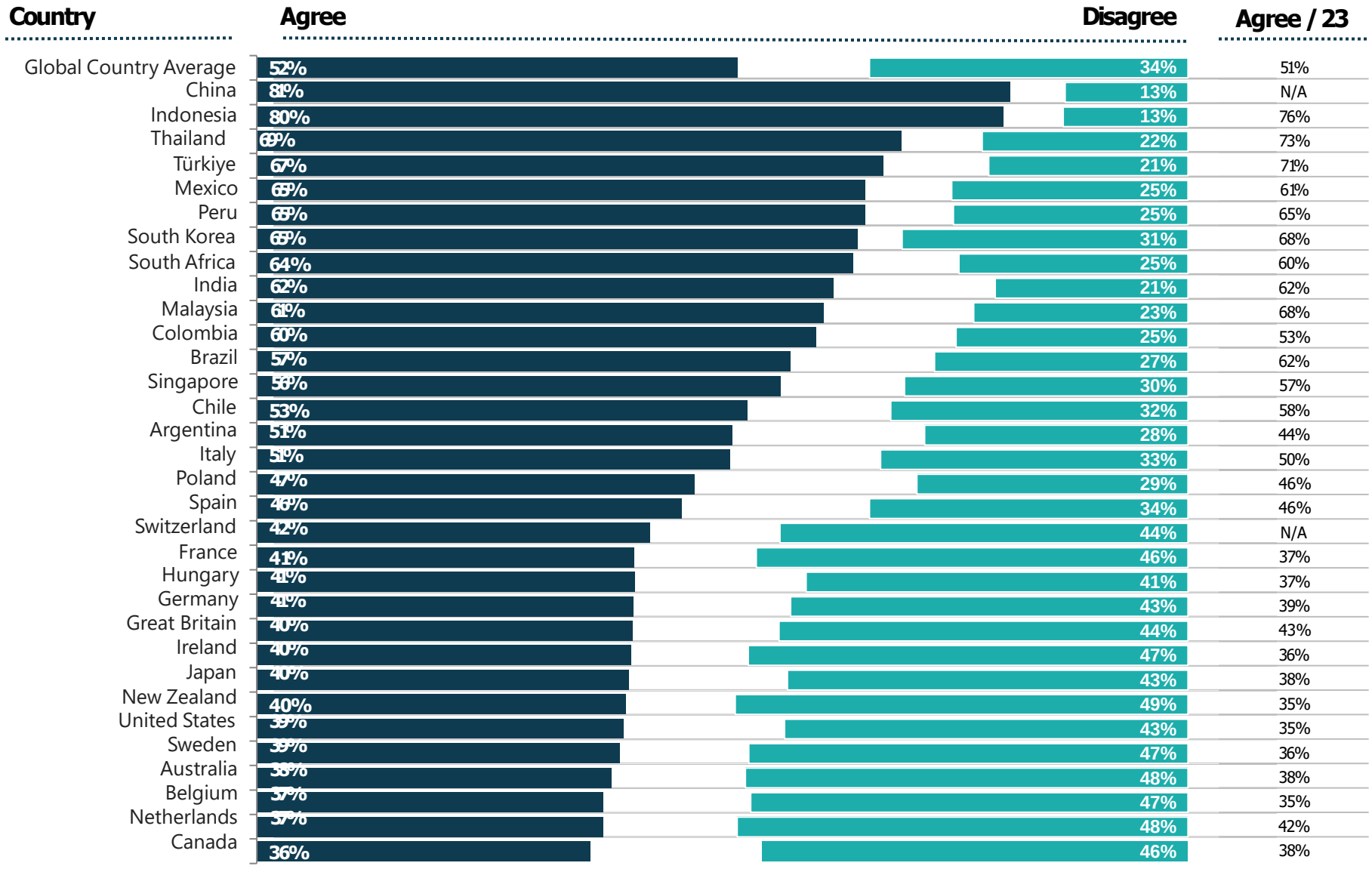
How much do you agree or disagree with the following?

**I know which types of products and services use artificial intelligence**

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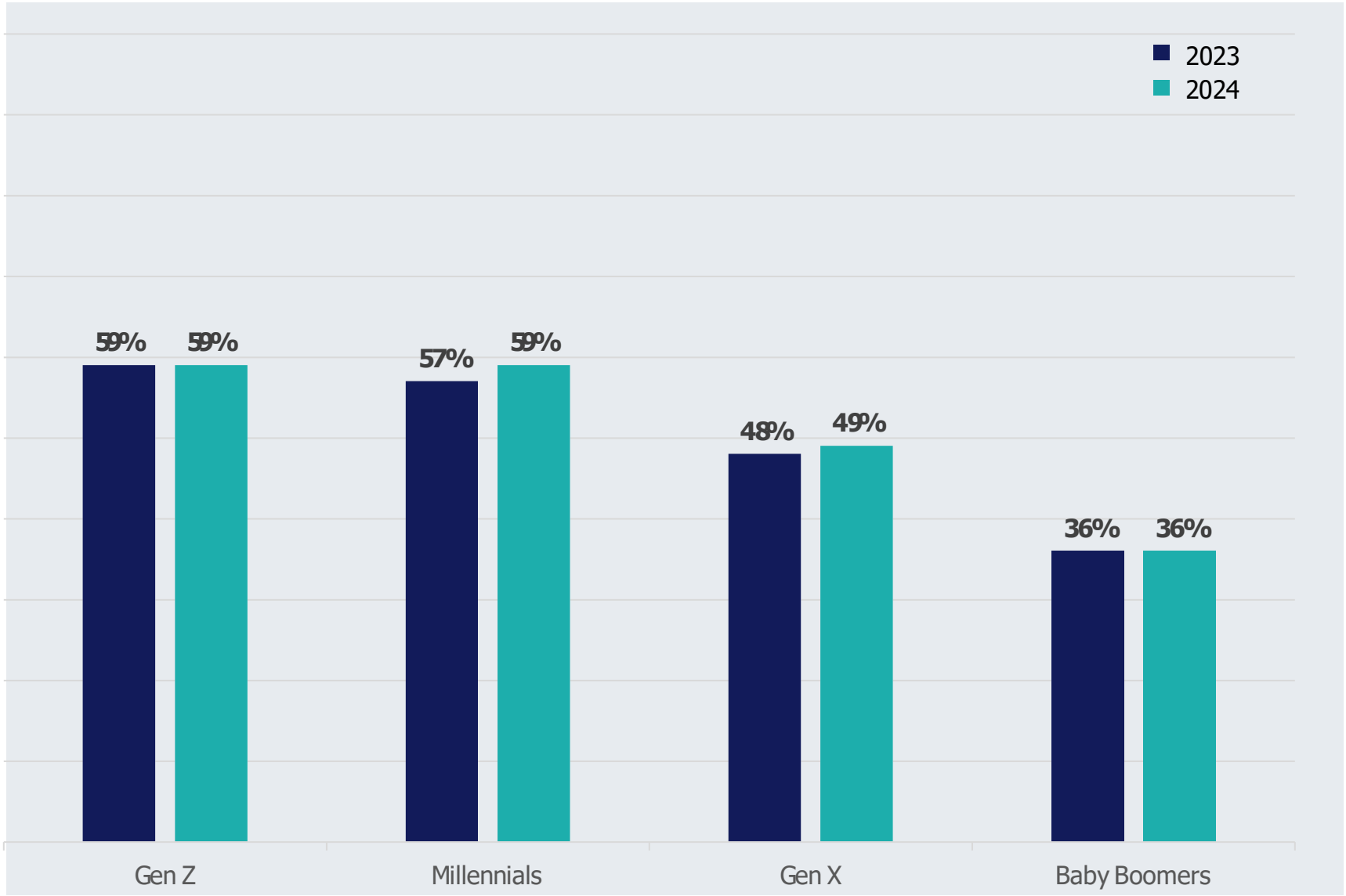
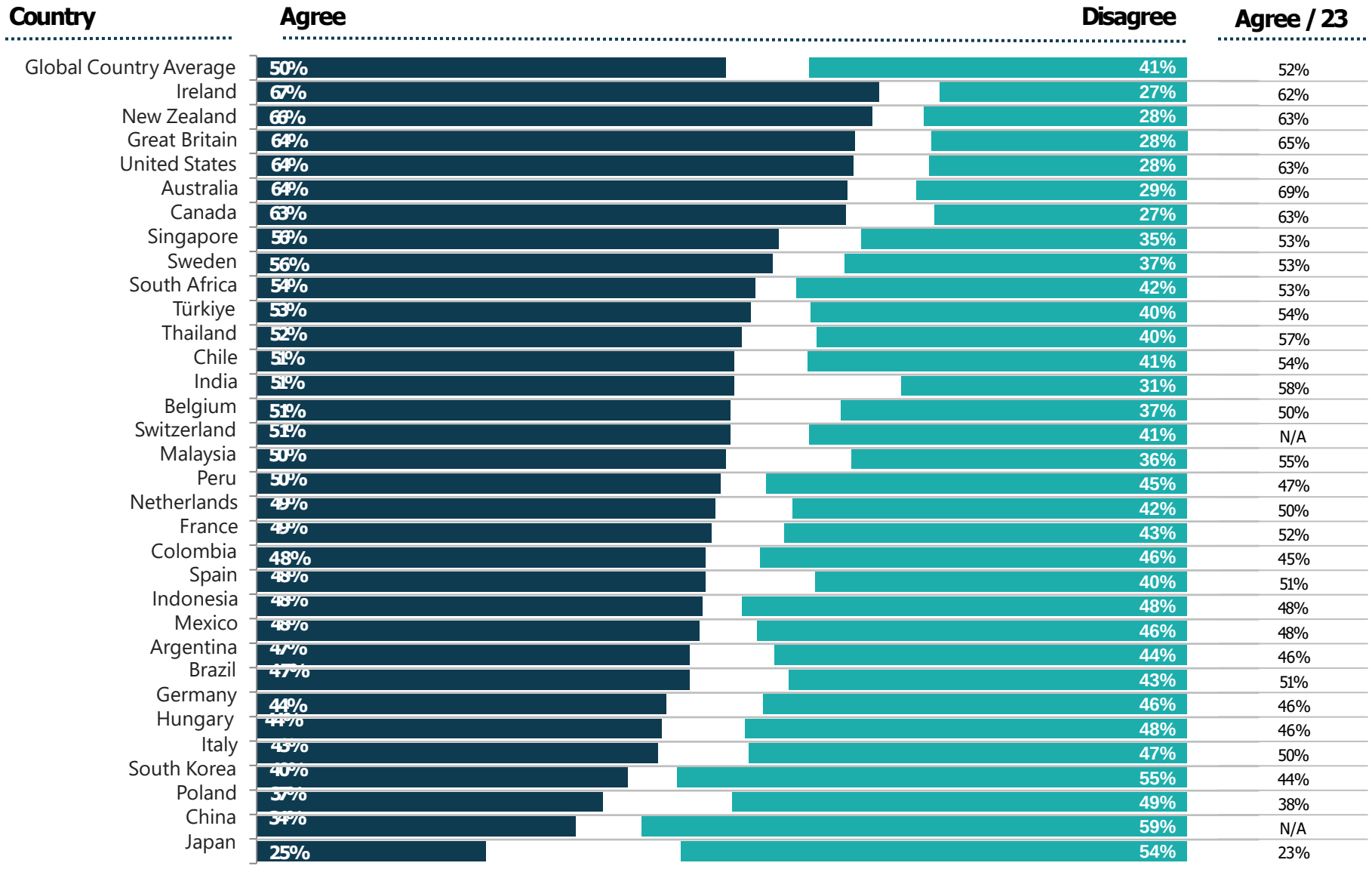



Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

How much do you agree or disagree with the following?

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

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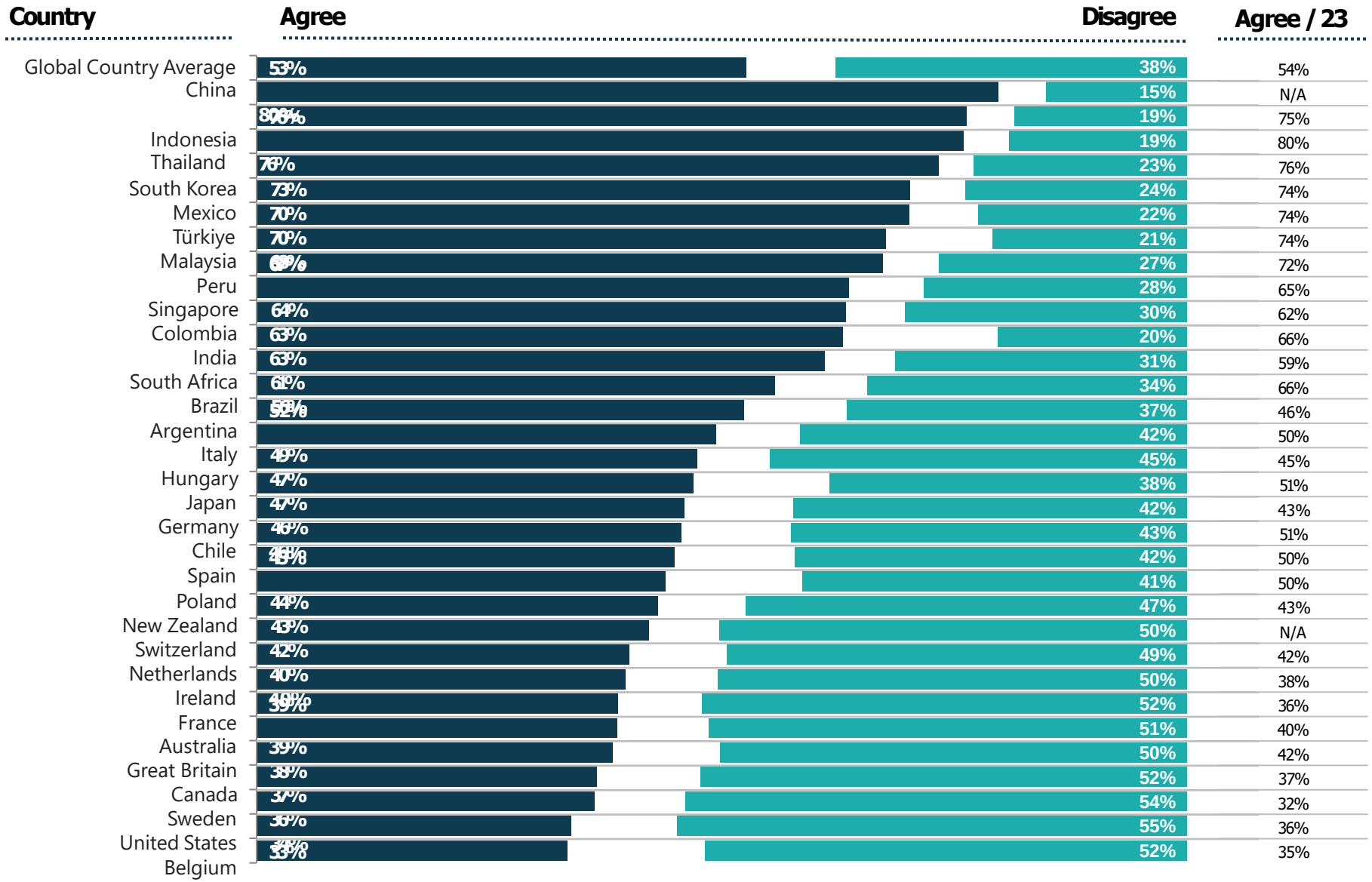
How much do you agree or disagree with the following?

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

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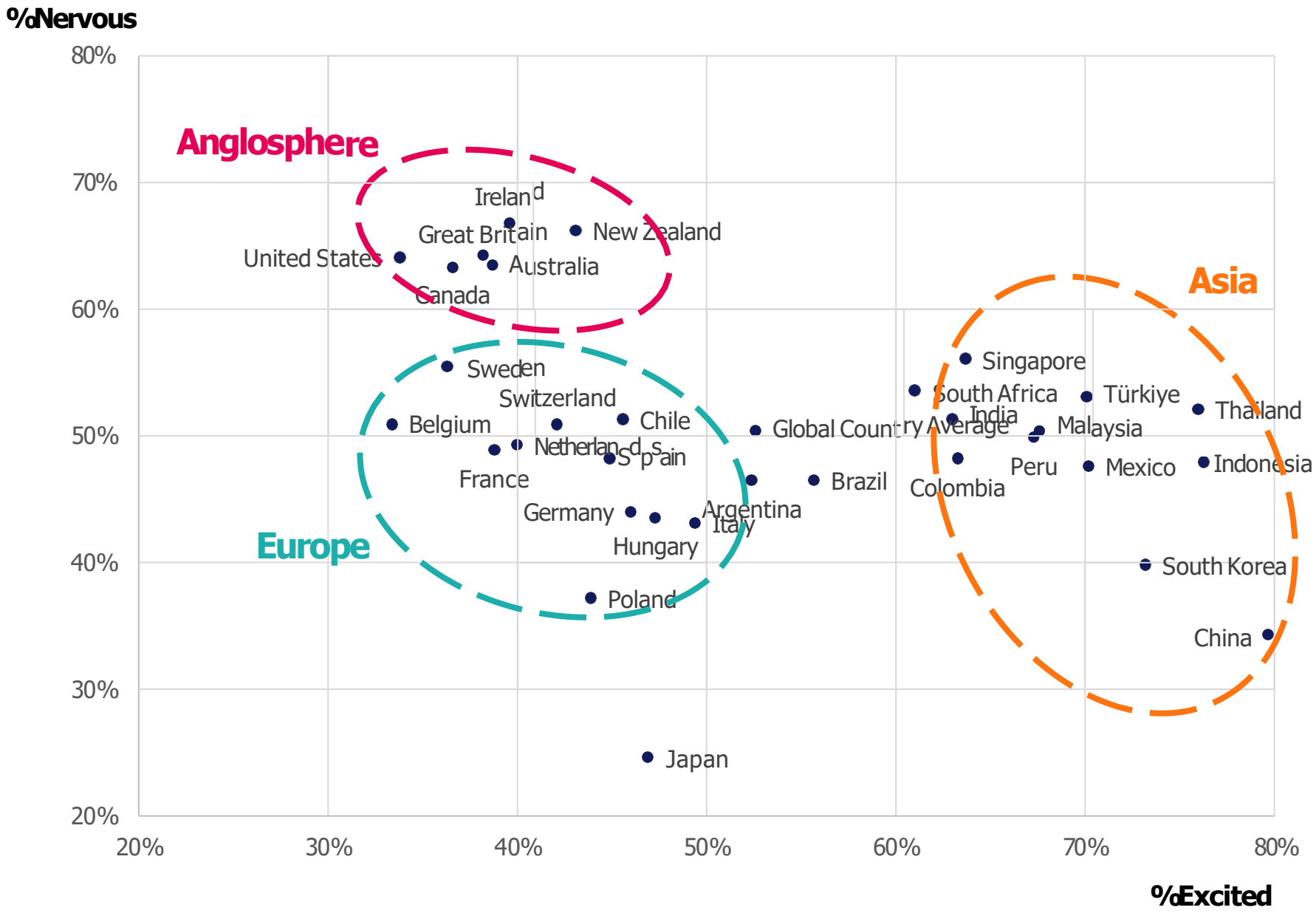
How much do you agree or disagree with the following?

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

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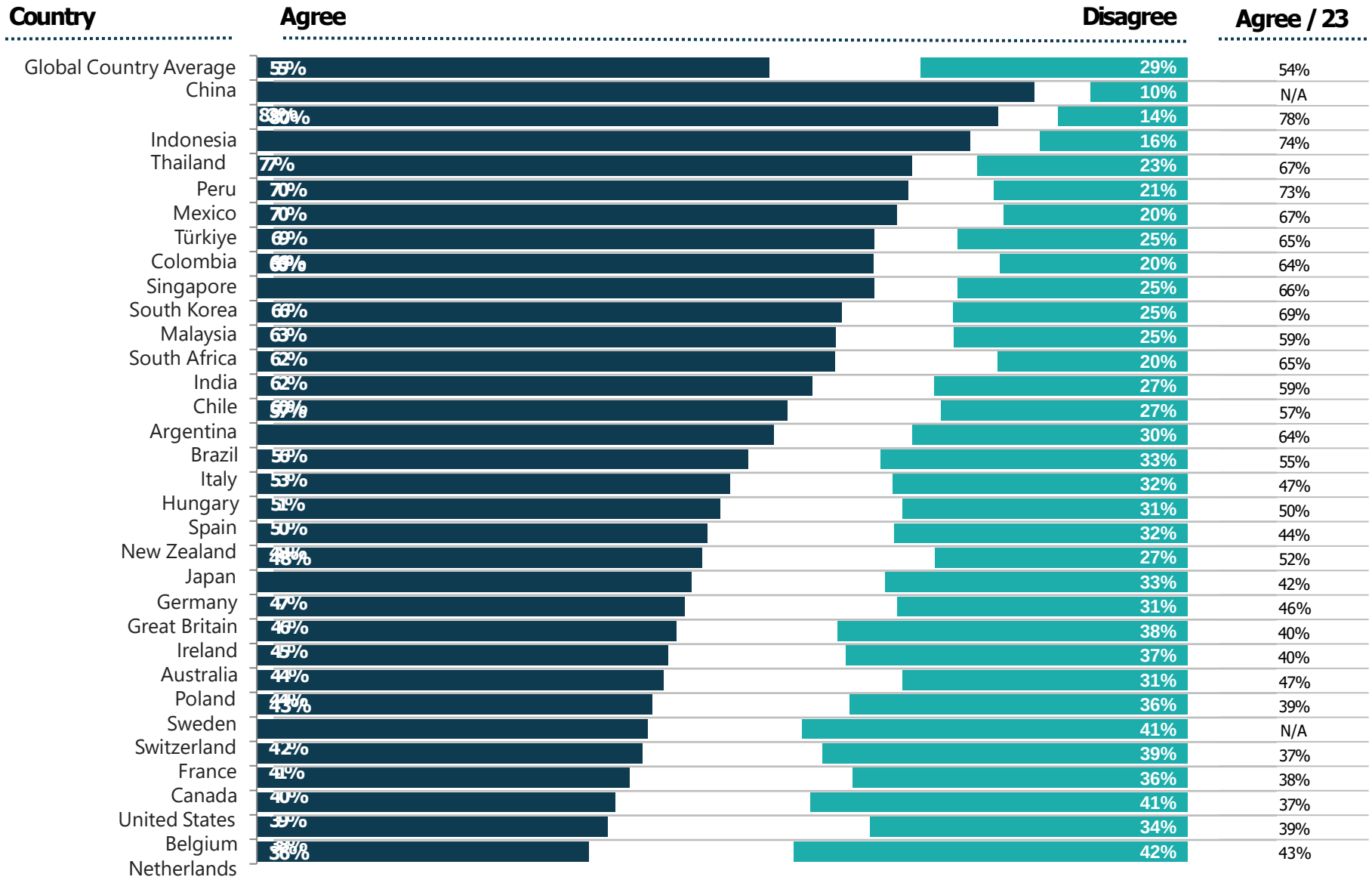
How much do you agree or disagree with the following?

**Products and services using artificial intelligence have more benefits than drawbacks**

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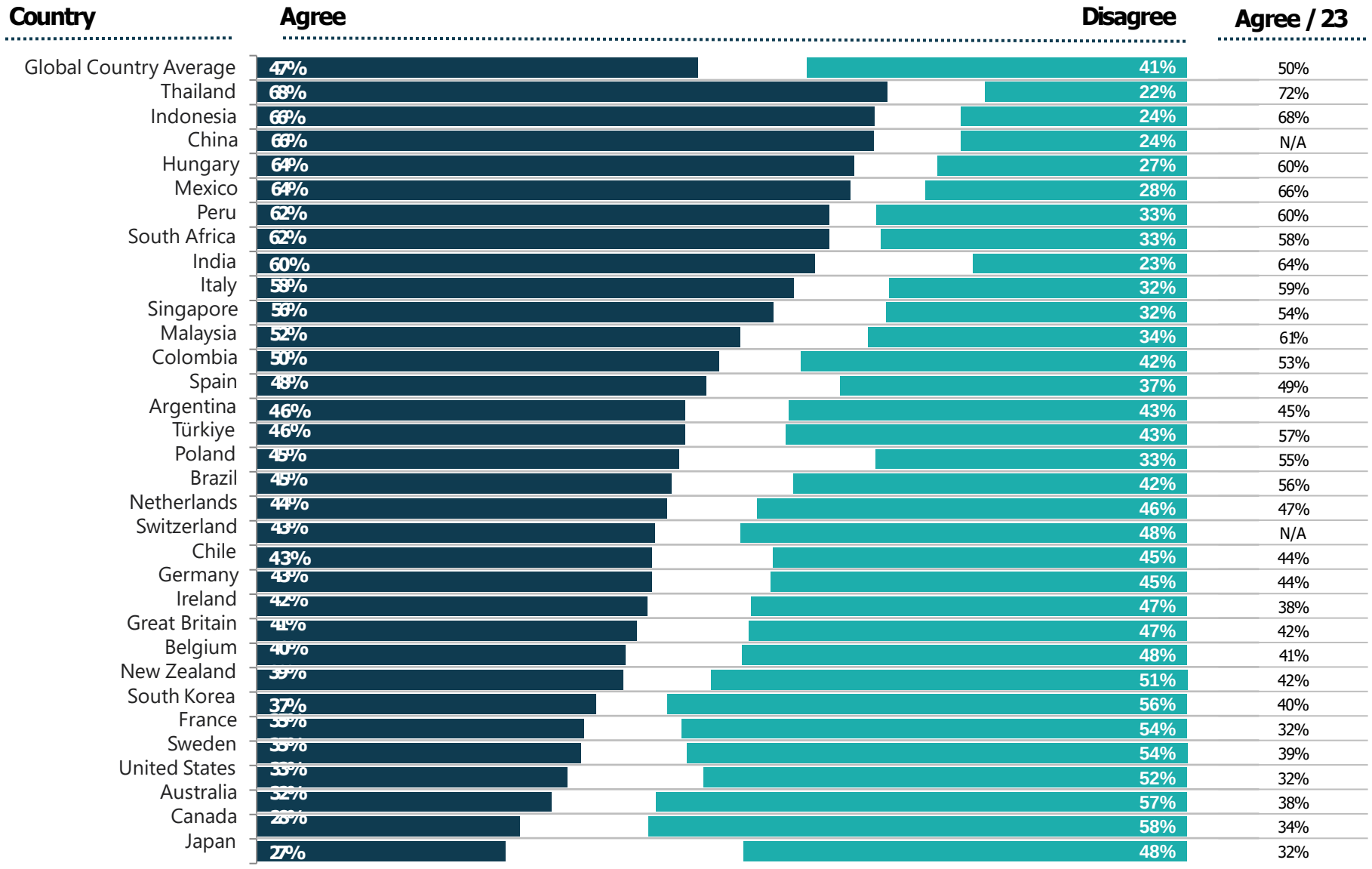
# AI and trust

How much do you agree or disagree with the following?

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

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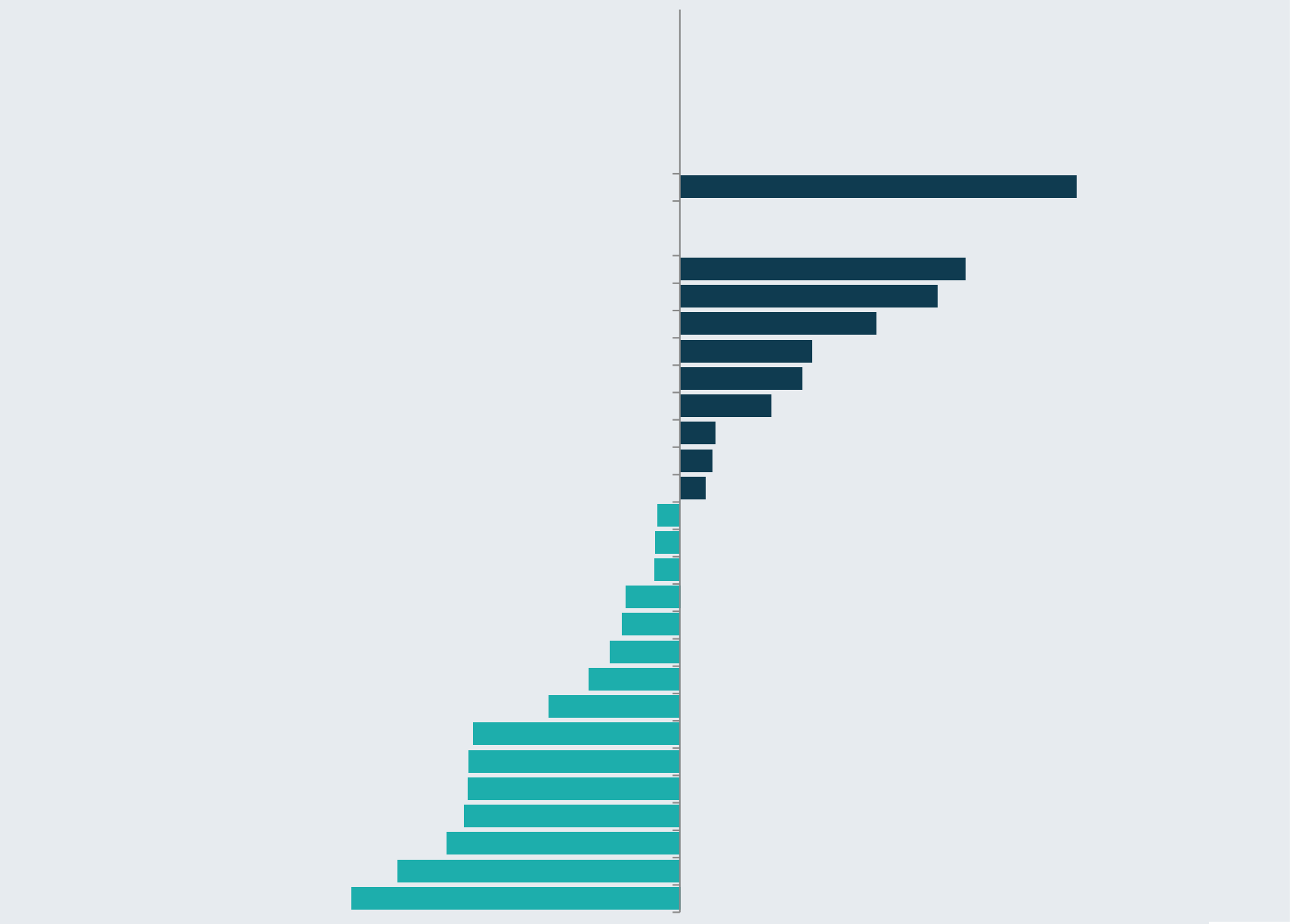
Net agree



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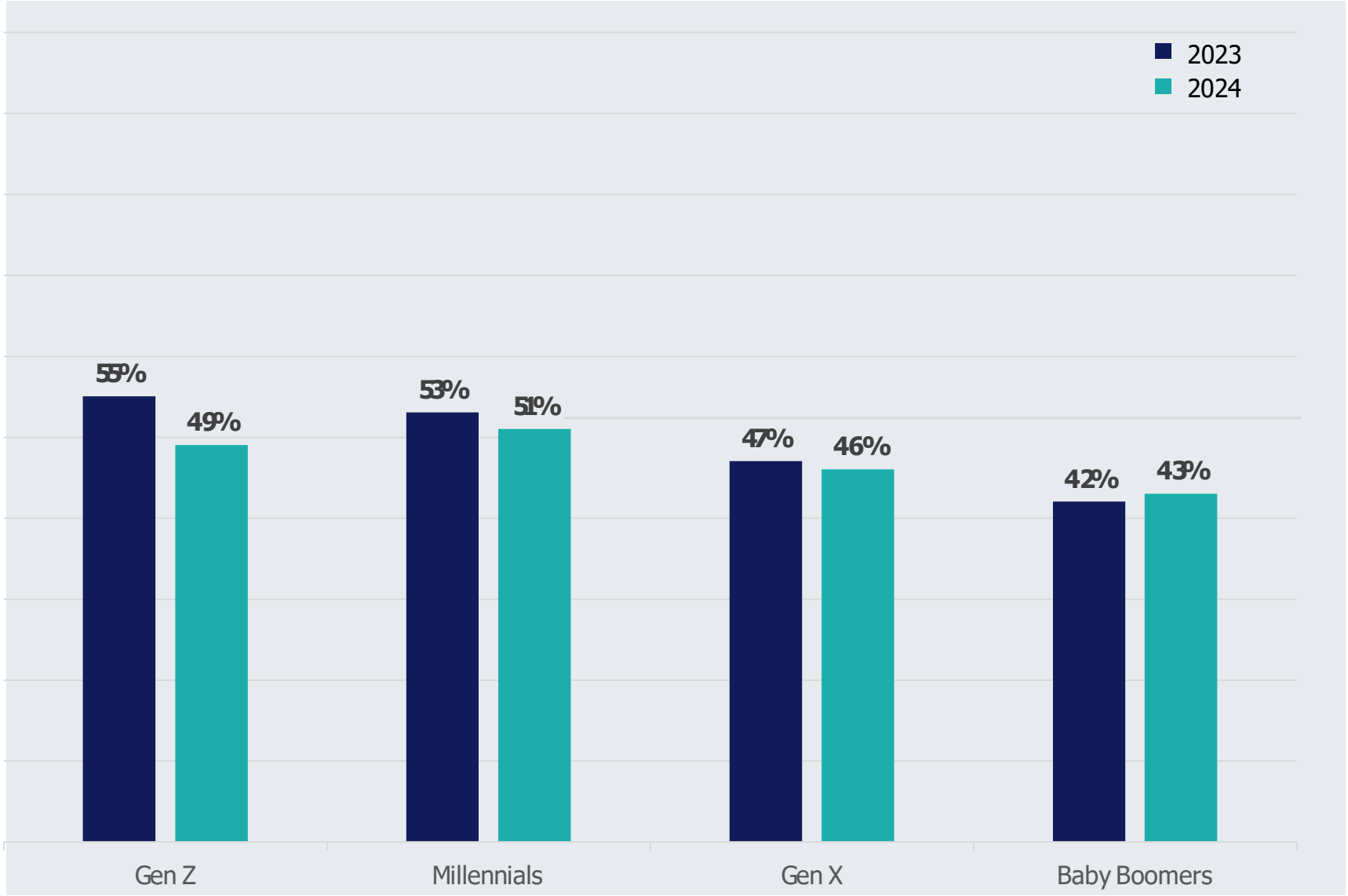
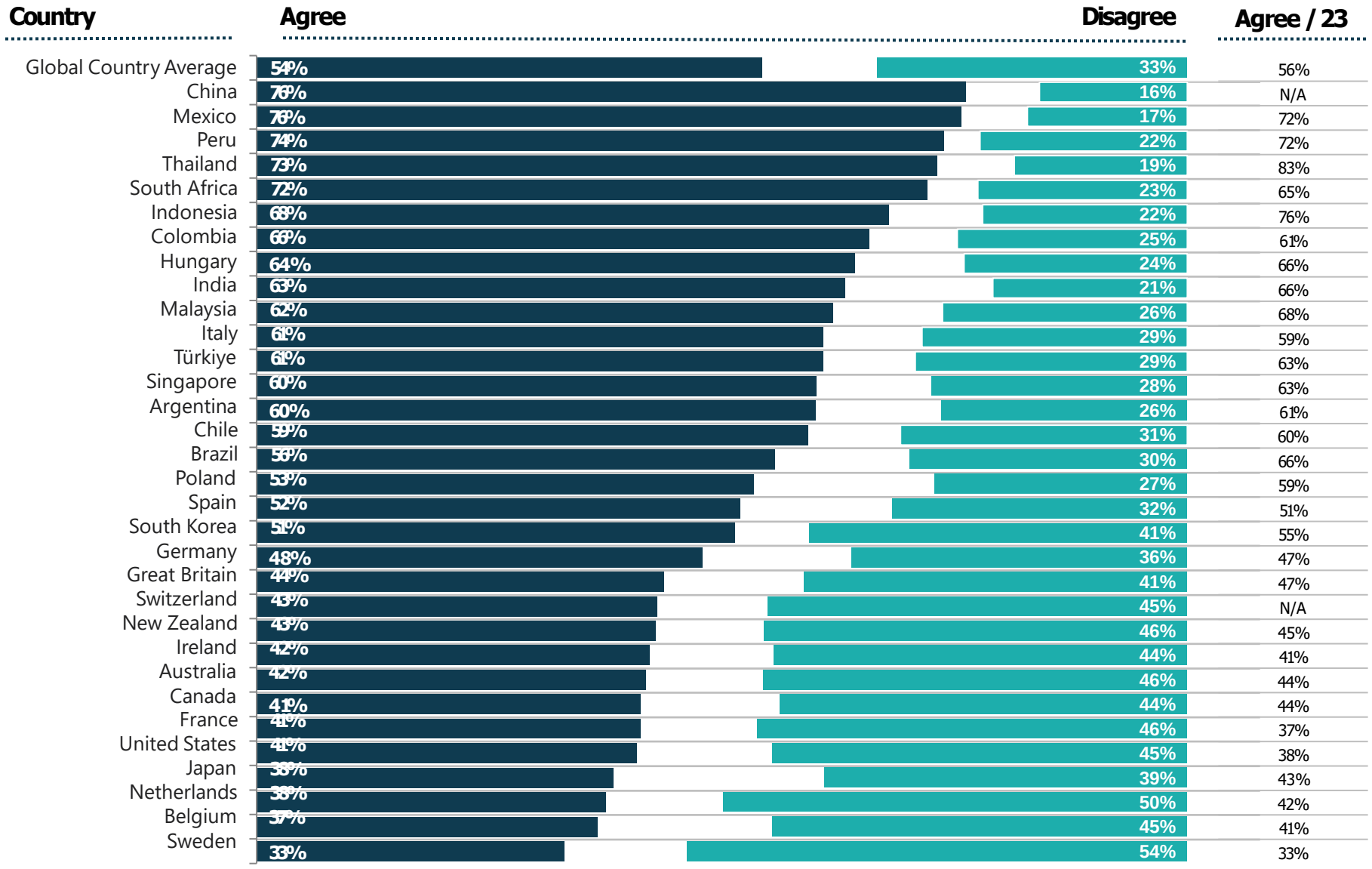



Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

How much do you agree or disagree with the following?

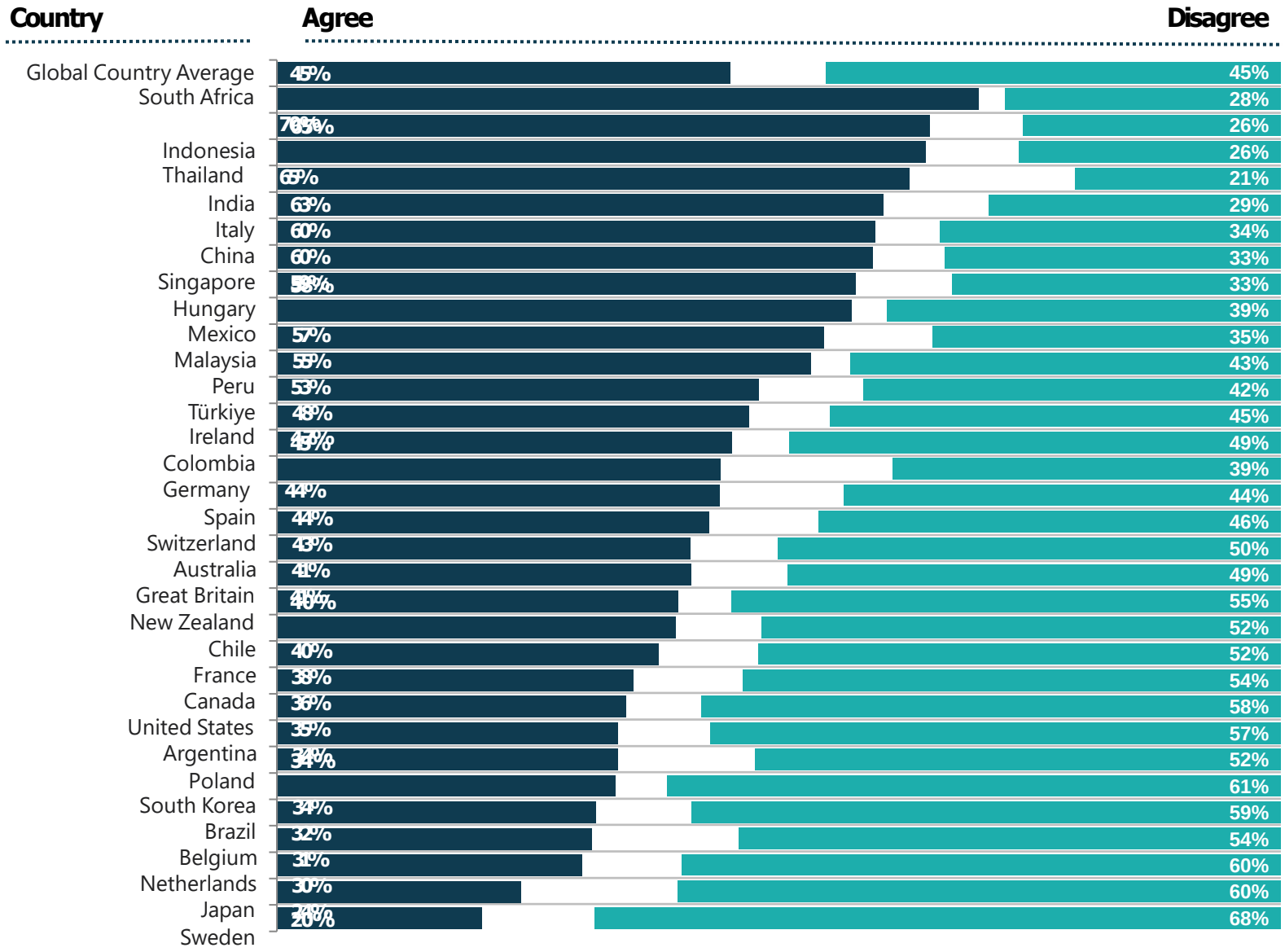
**I trust artificial intelligence to not discriminate or show bias towards any group of people**




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

How much do you agree or disagree with the following?

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



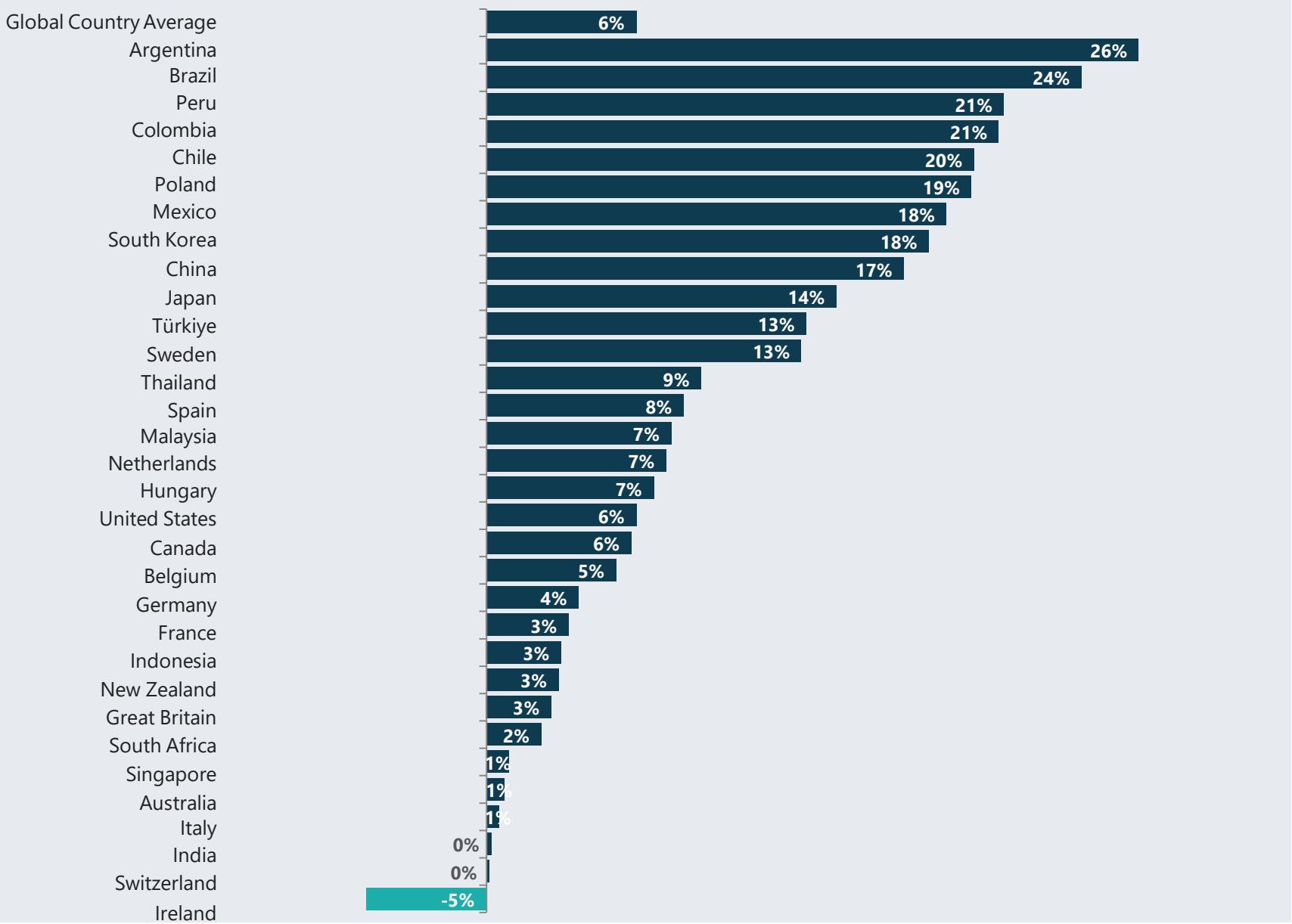

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024

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

**minus**

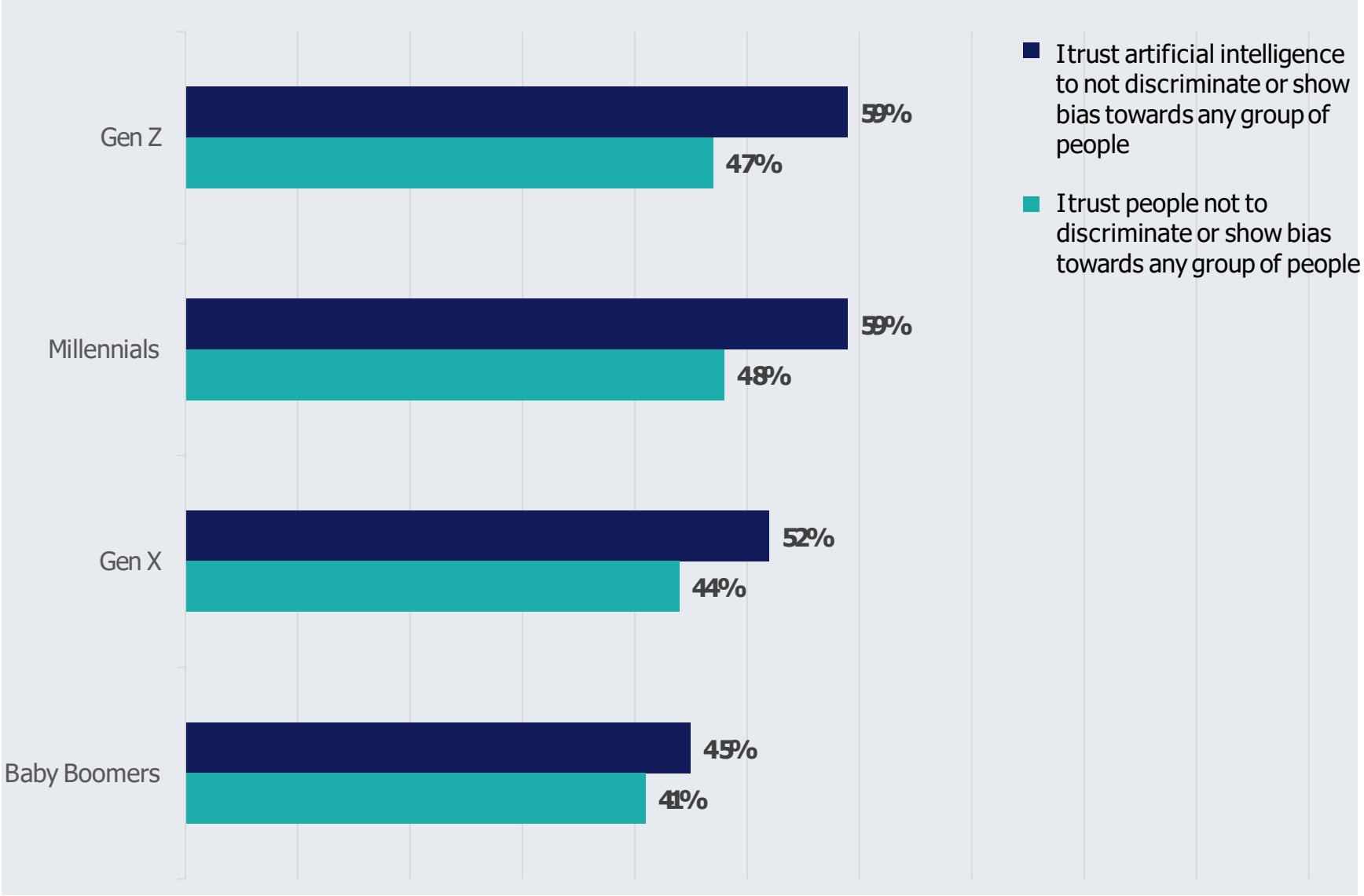
% agree I trust people not to discriminate or show bias towards any group of people

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



How much do you agree or disagree with the following?

% agree

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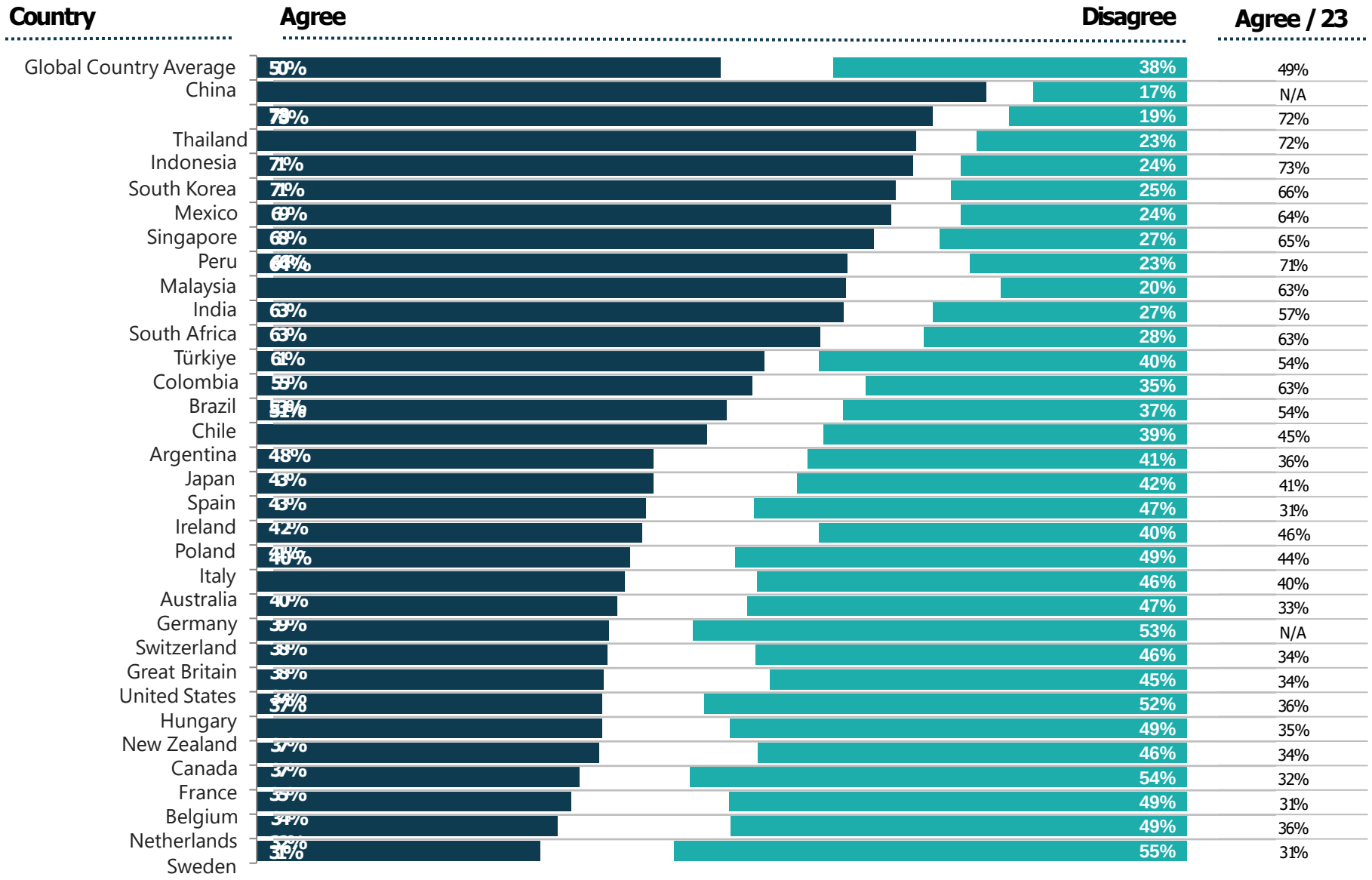
# AI and the future

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**

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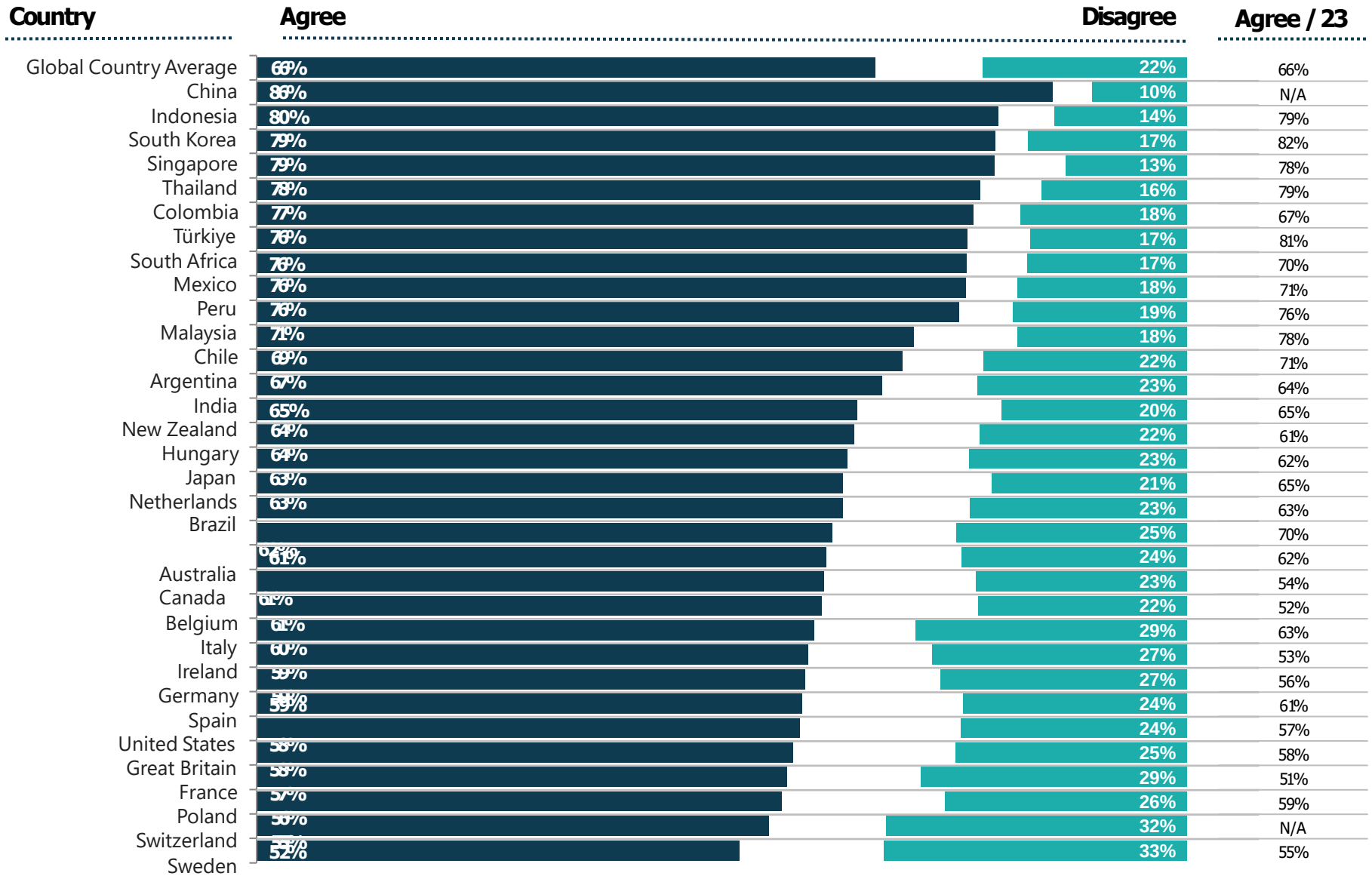
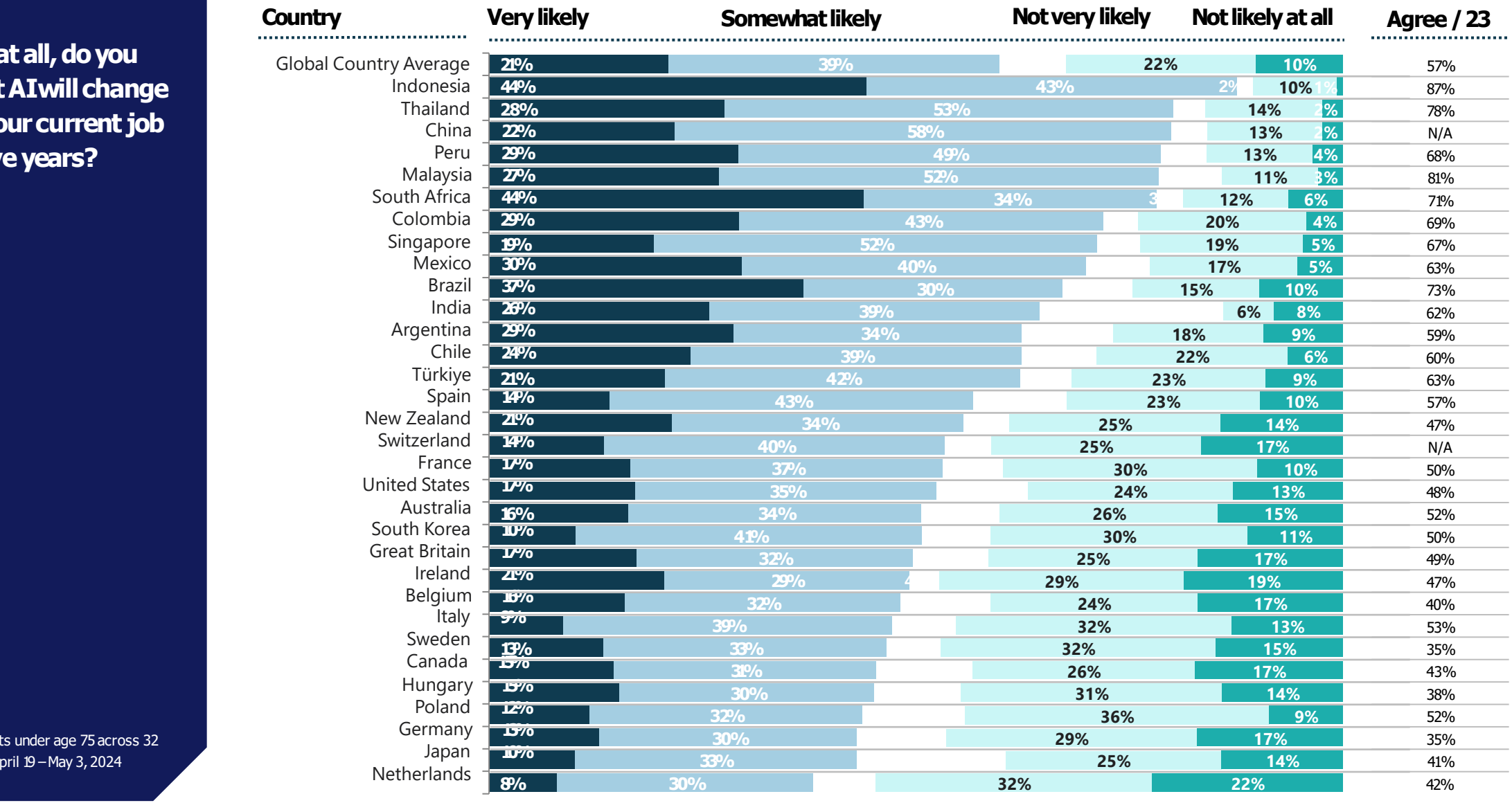


## How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?

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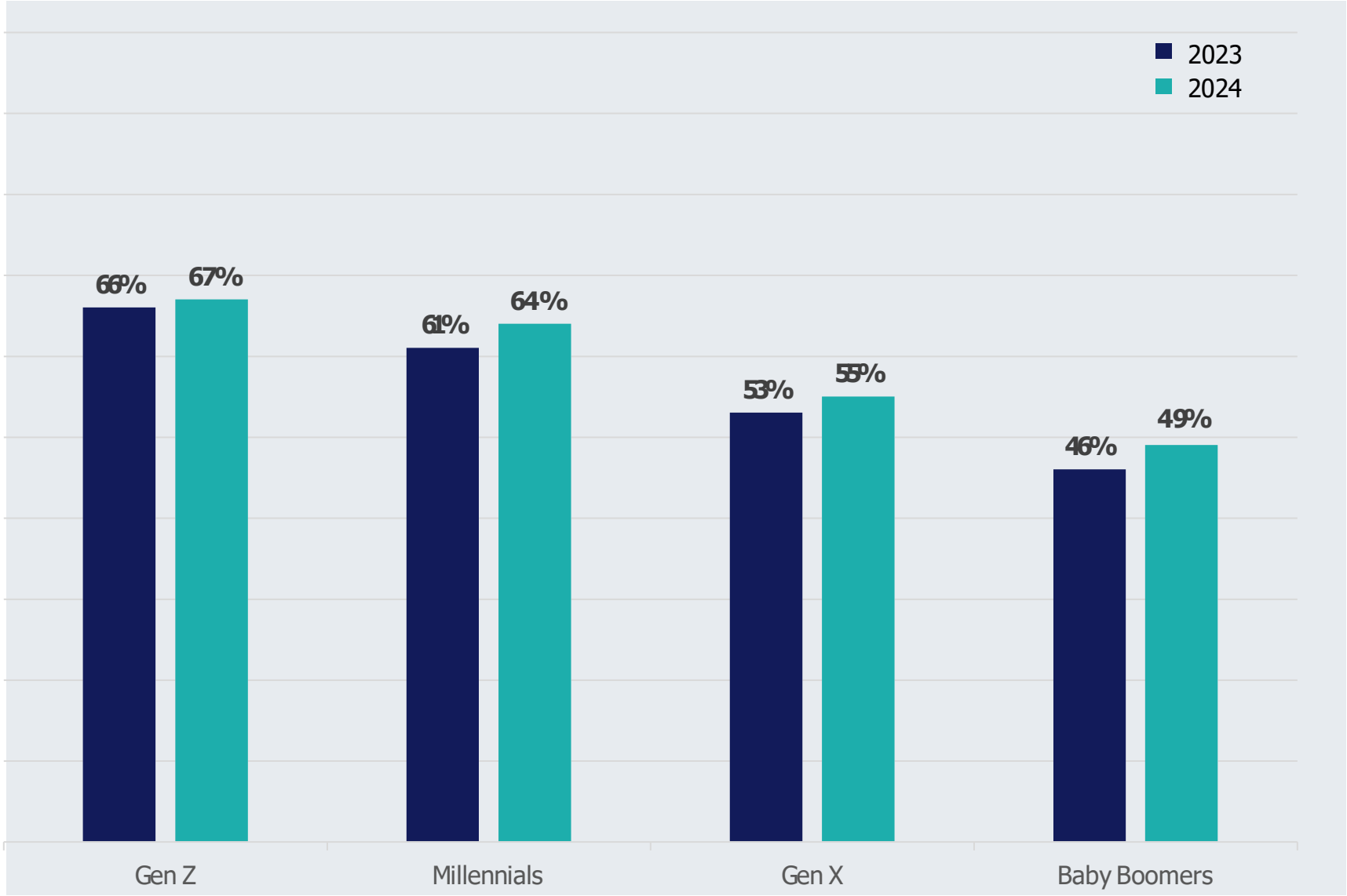


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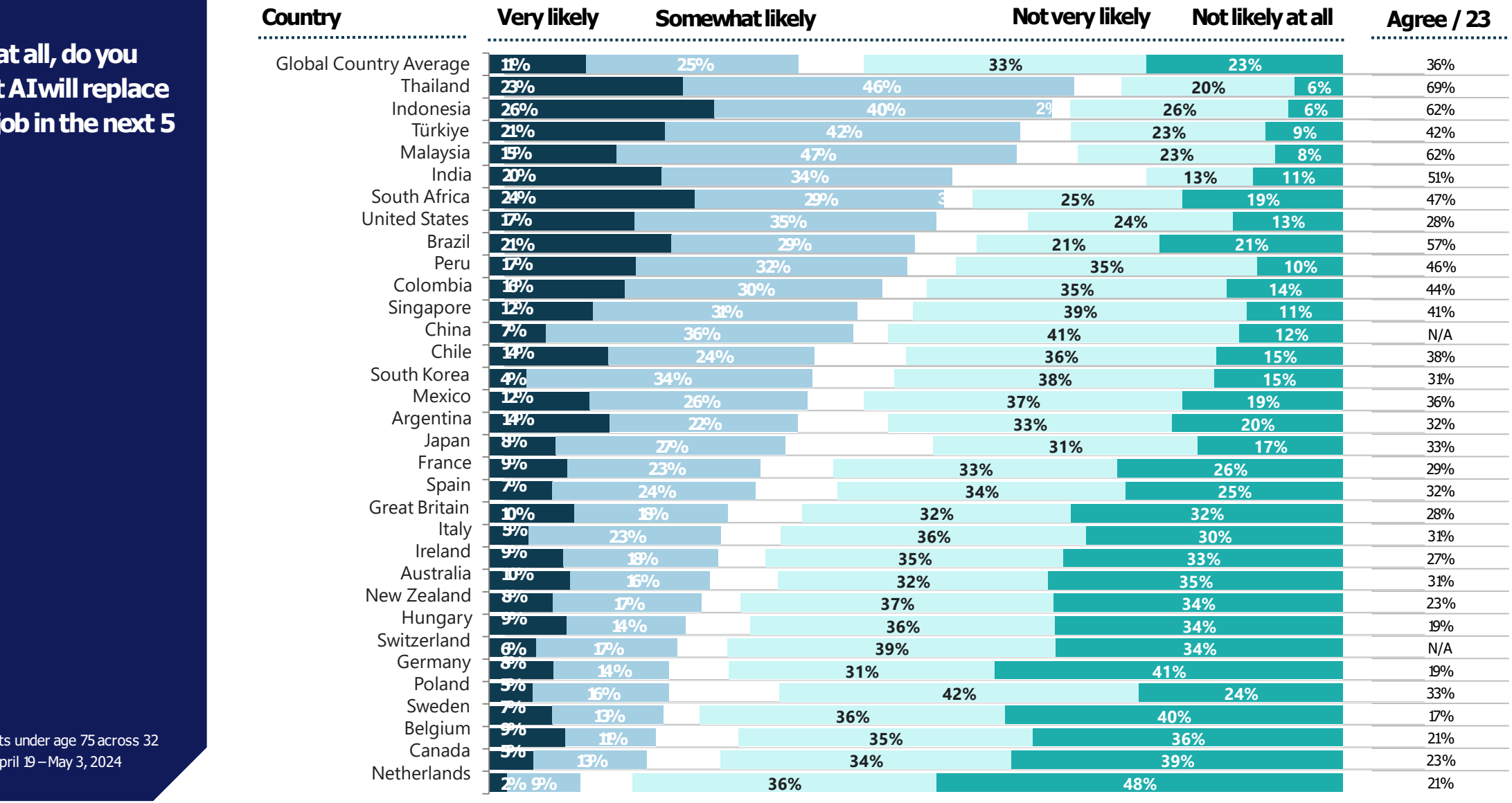
## How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?

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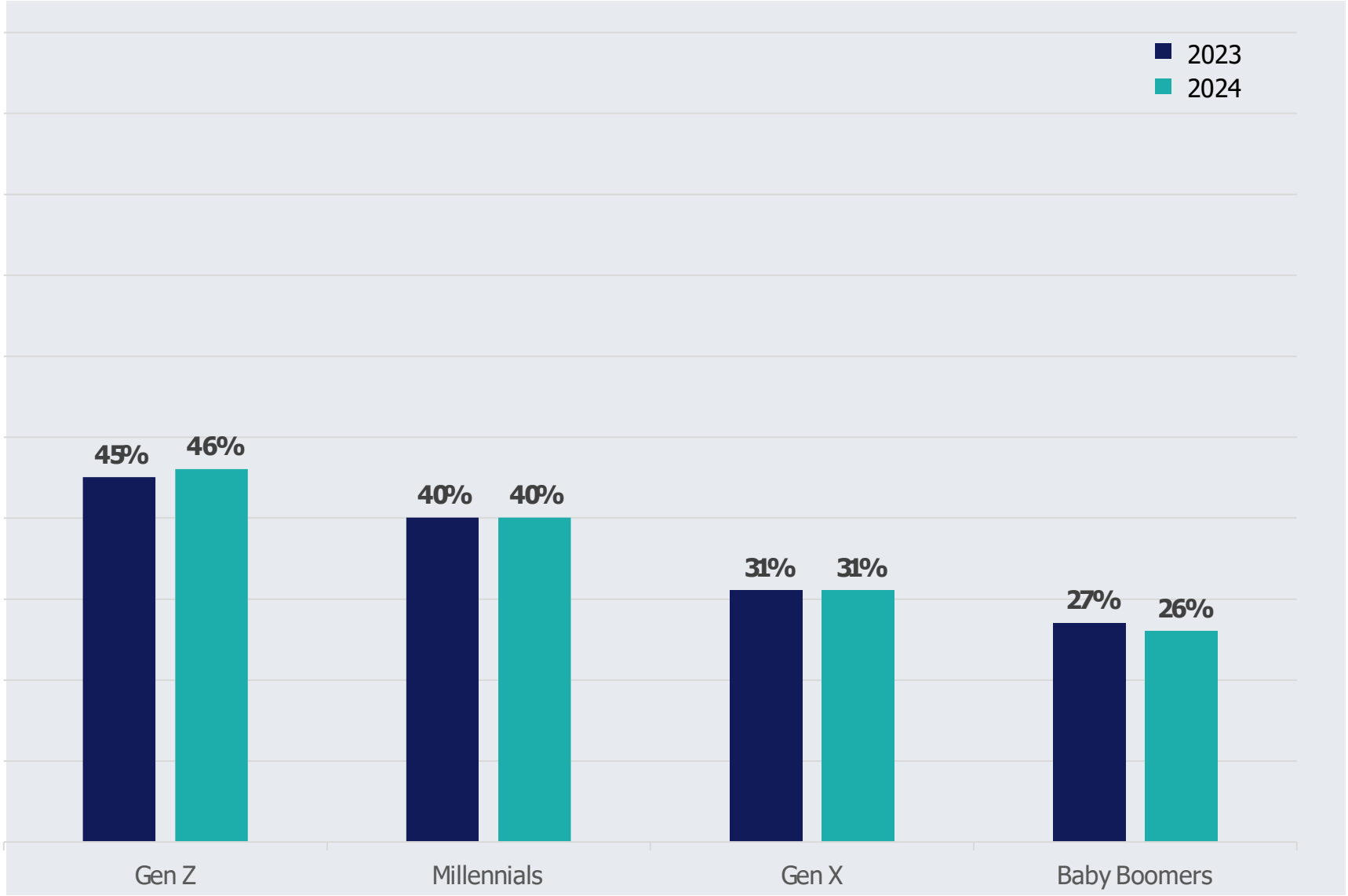


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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **My job***

*Only asked of those with a job

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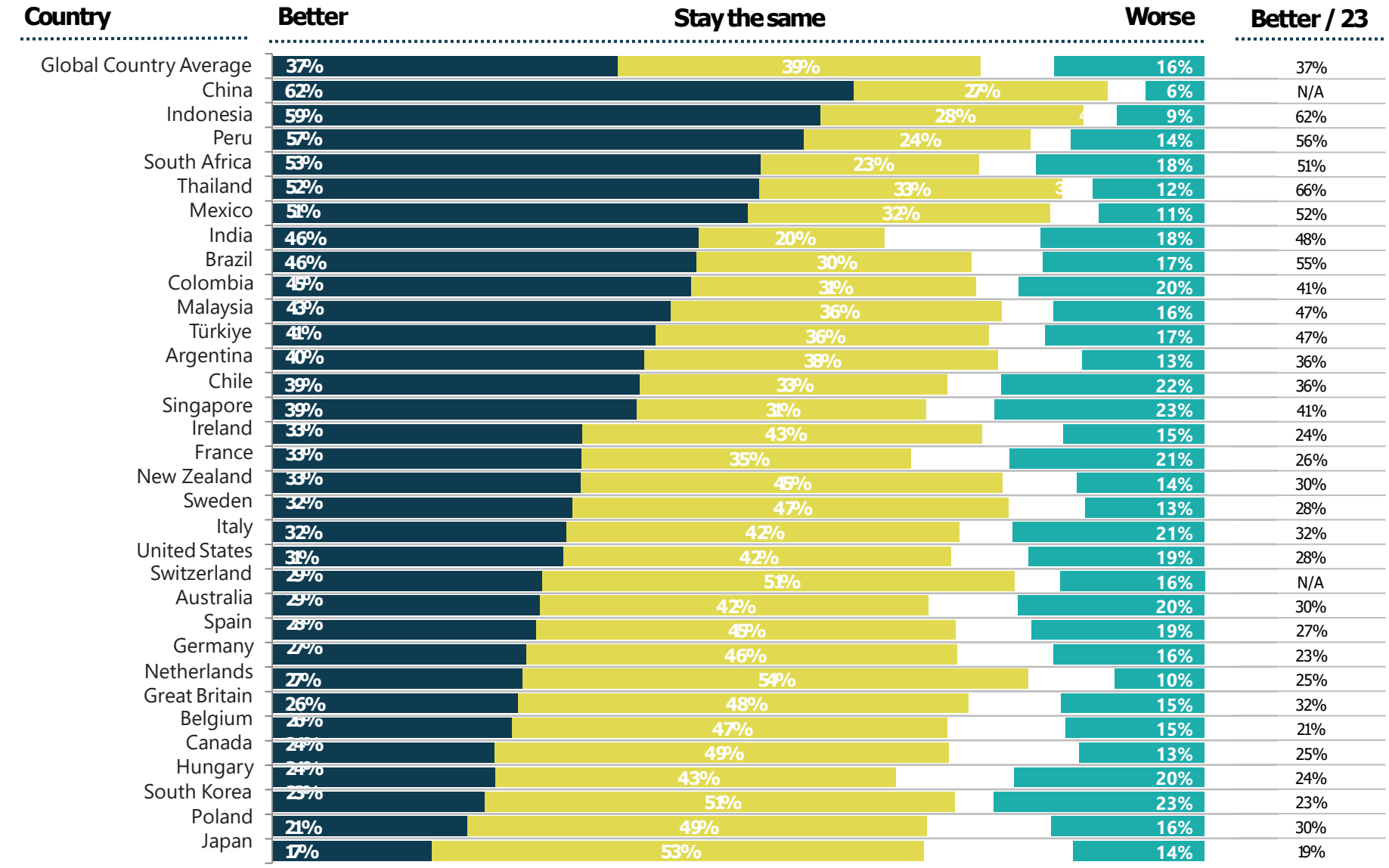
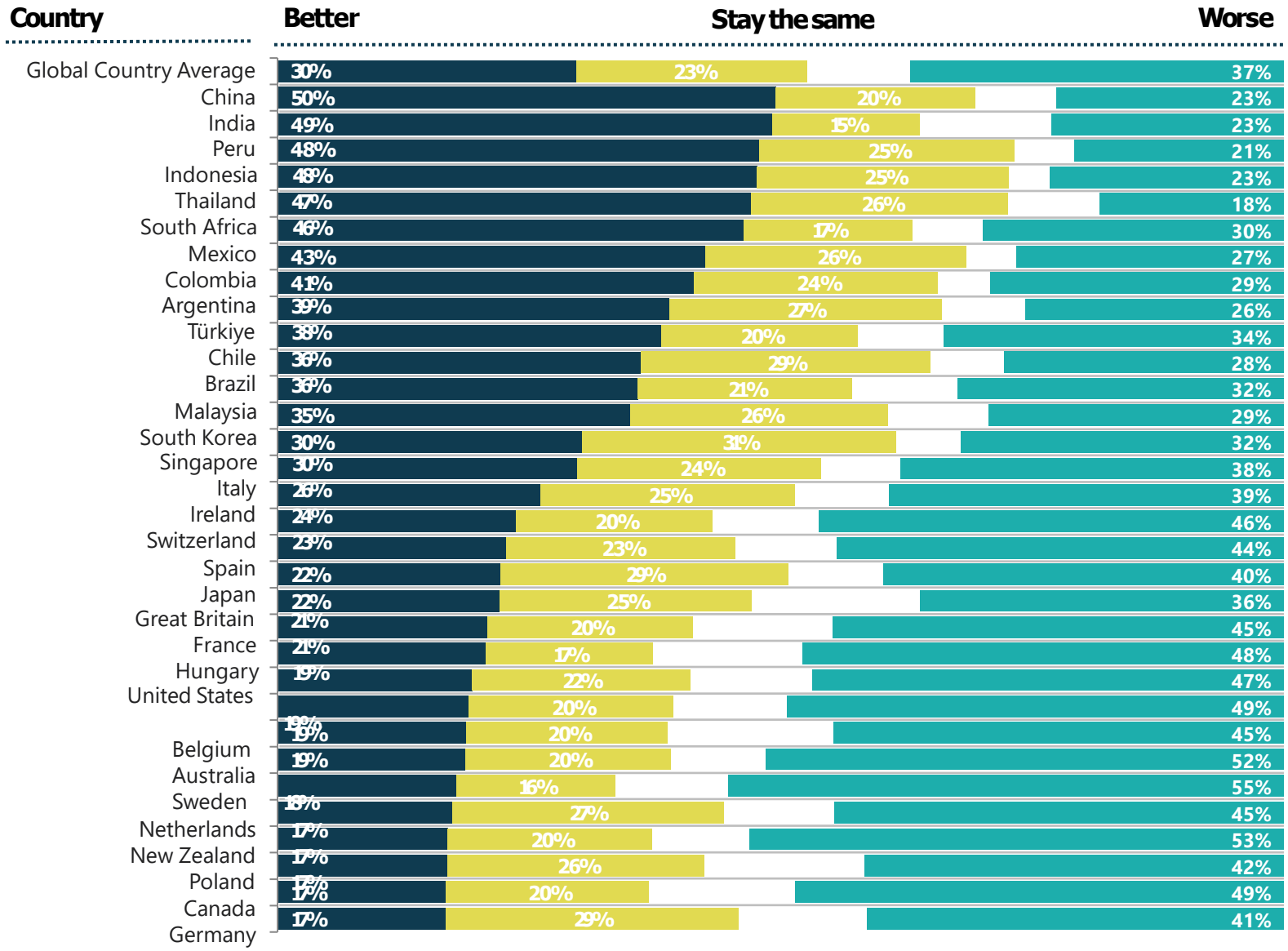


Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? – **The amount of disinformation on the internet**

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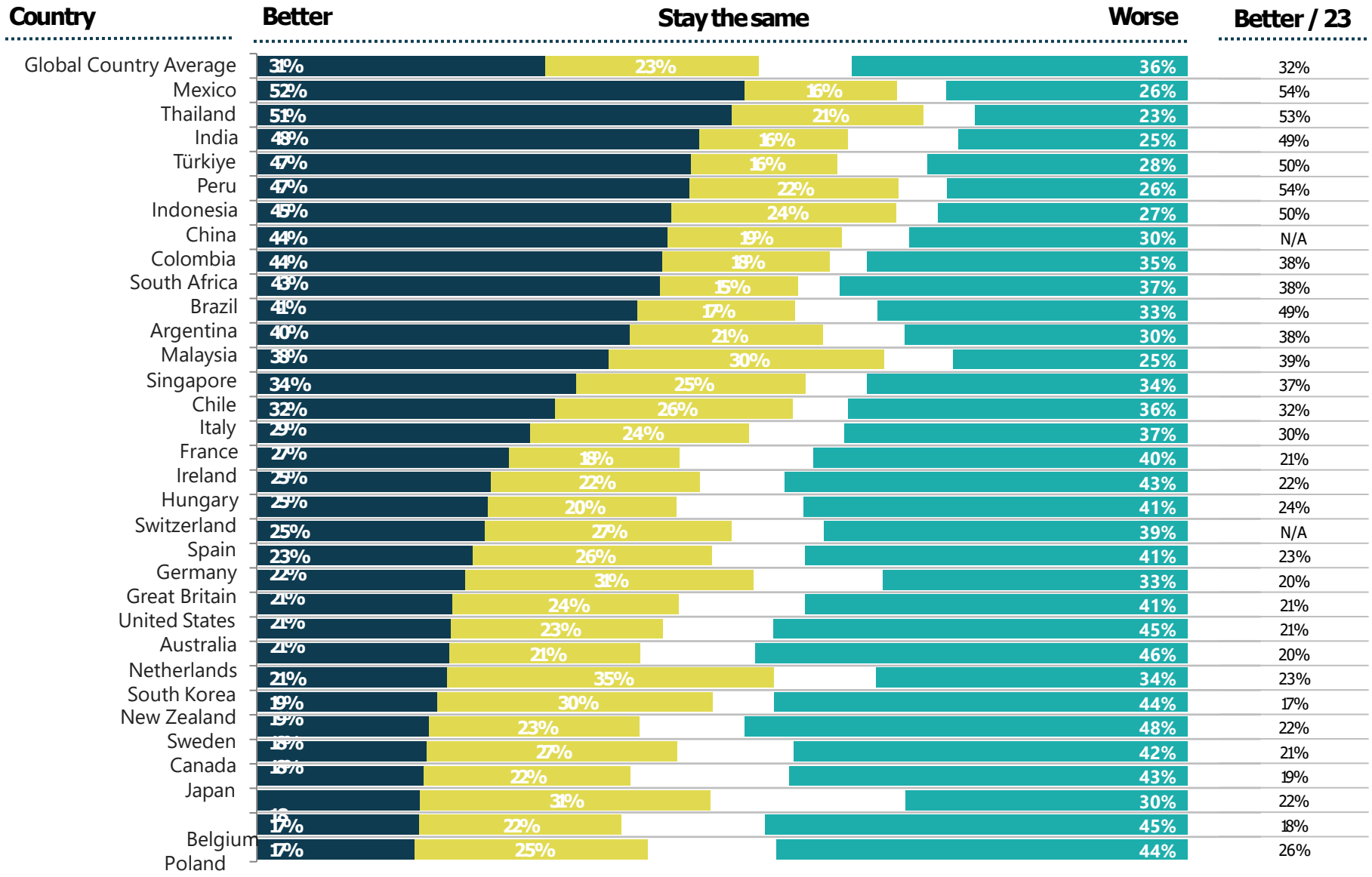
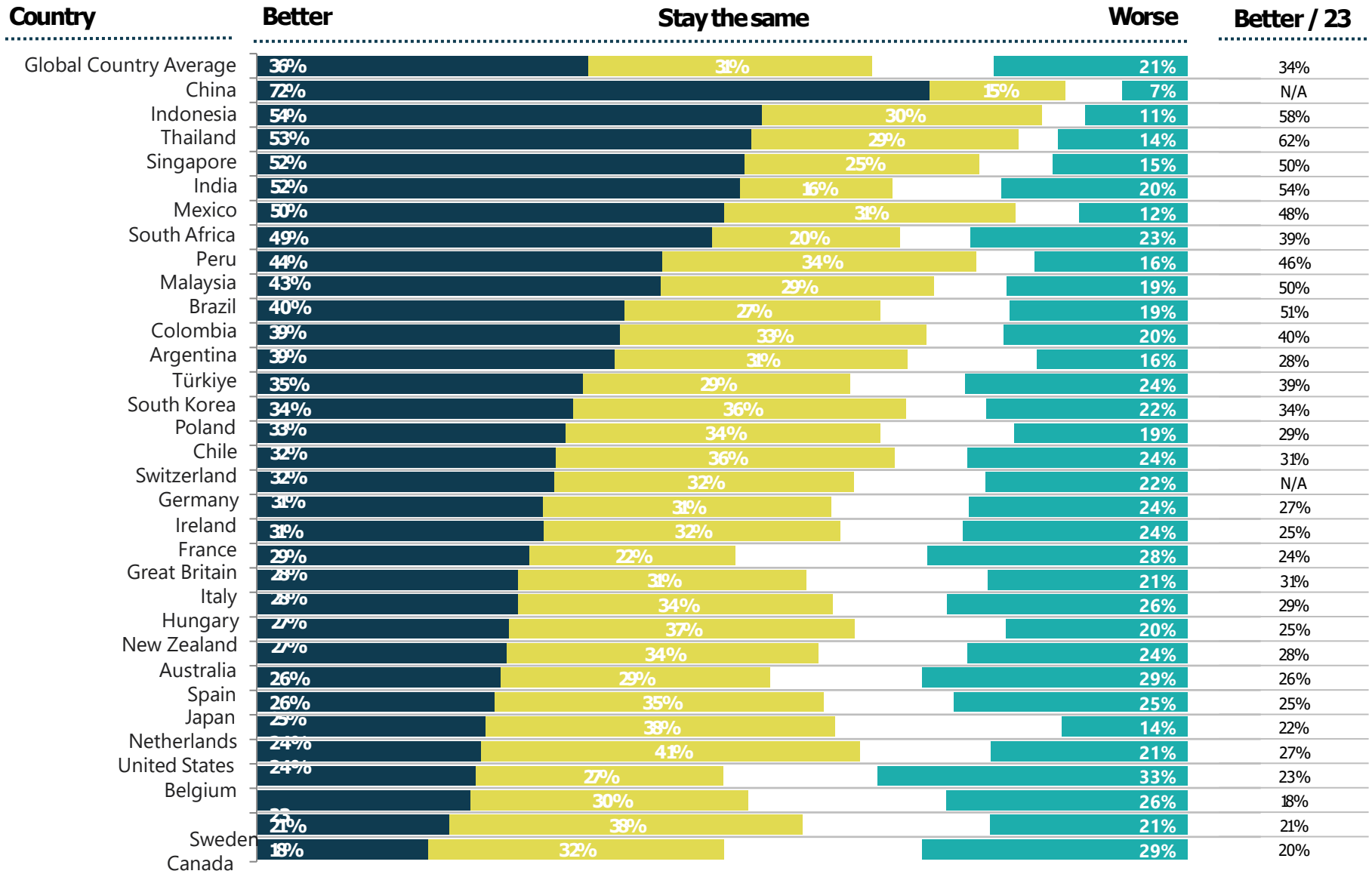
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The job market**




Base: 23,685 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 ...**

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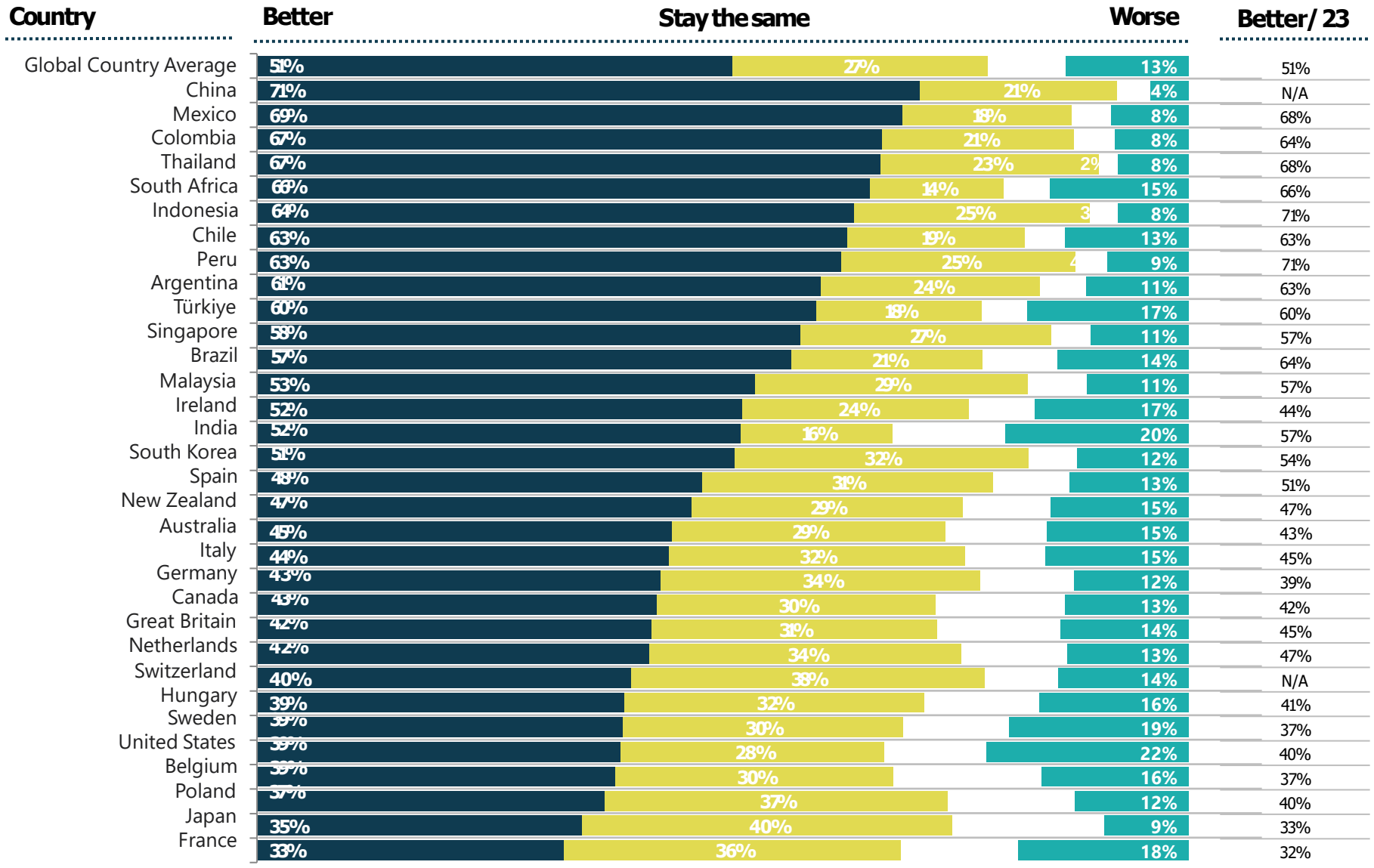
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **My entertainment options (television/video content, movies, music, books)**

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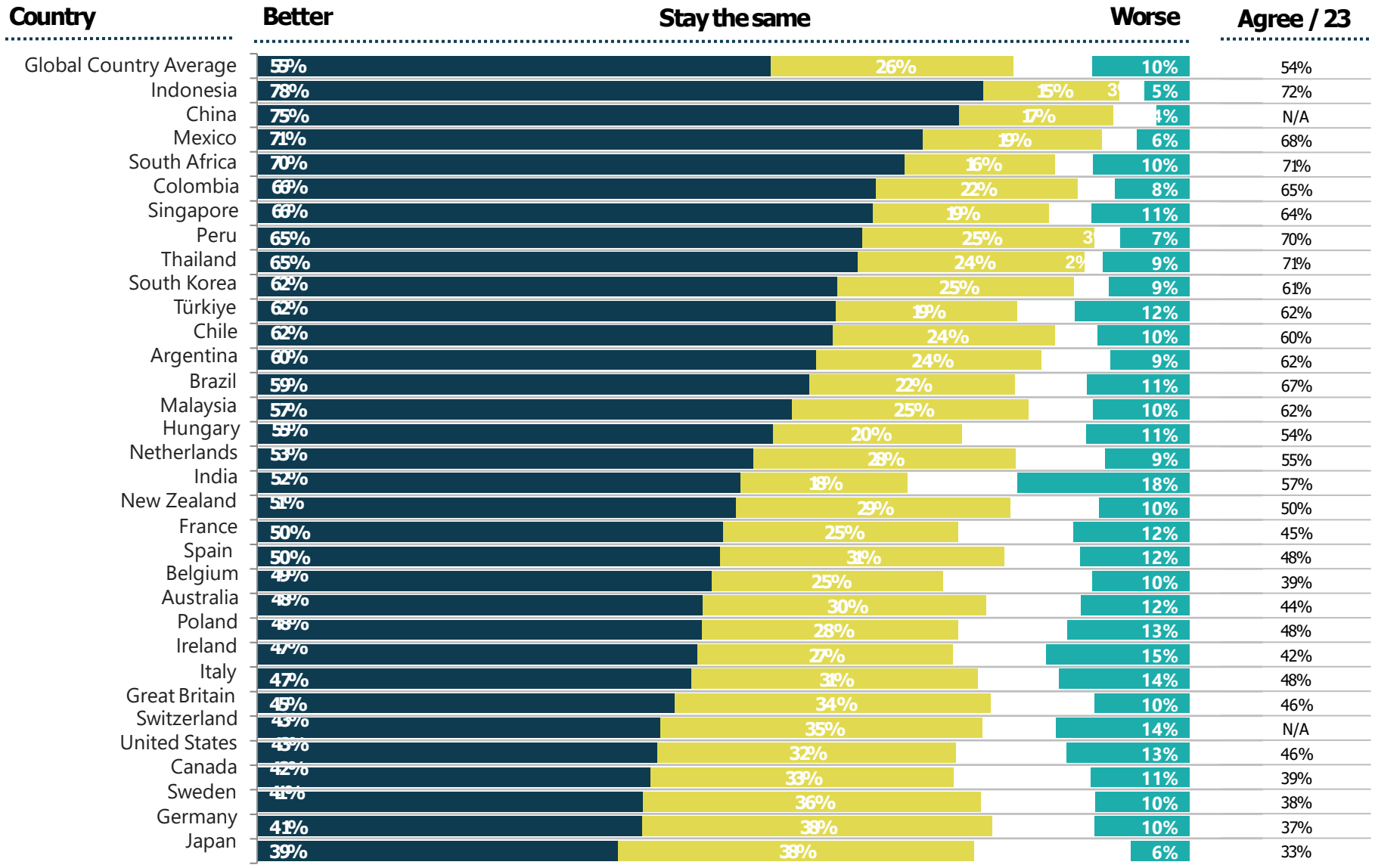
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The amount of time it takes me to get things done**

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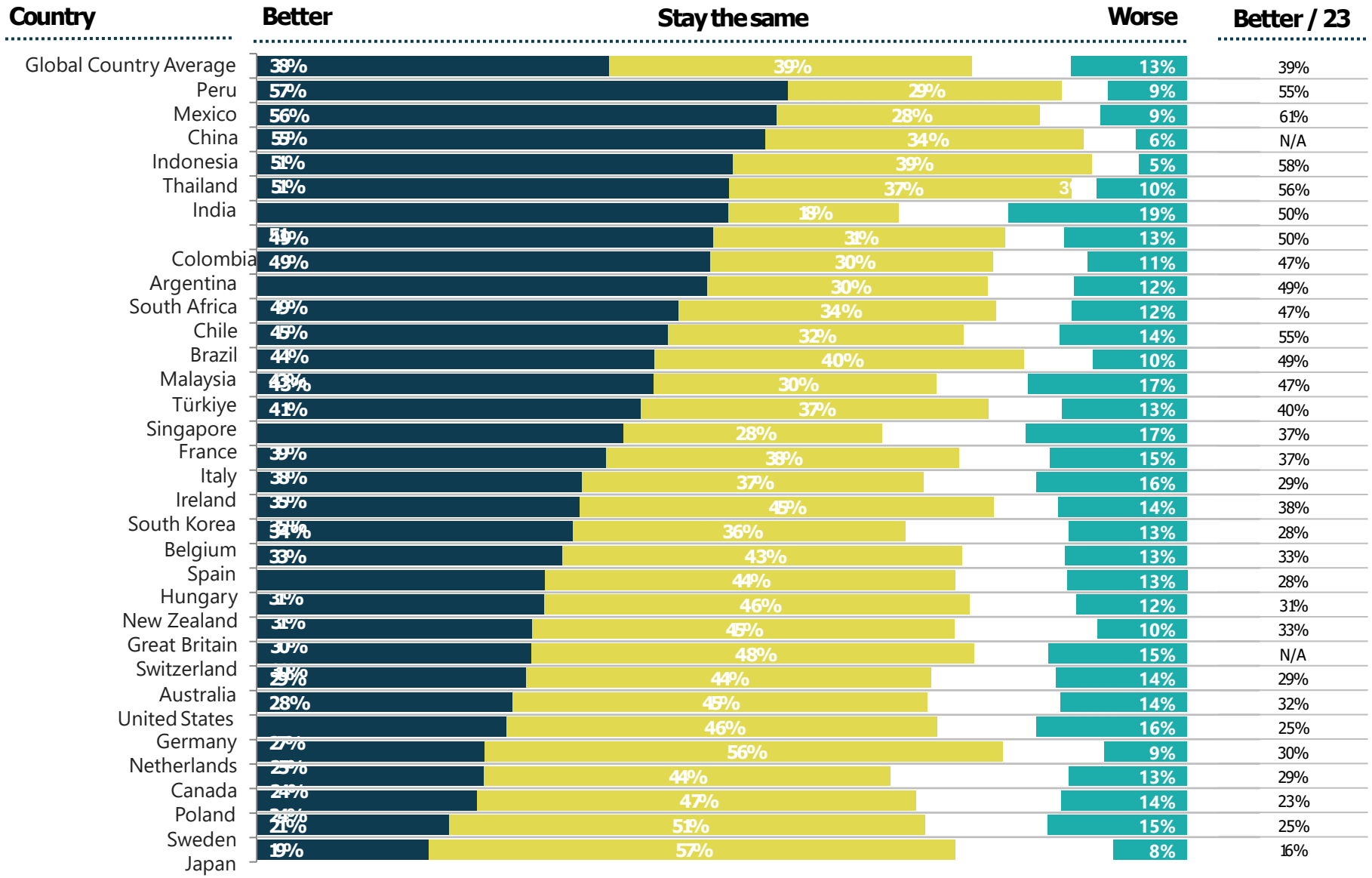


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# Methodology

# 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.