

THE IPSOS AI MONITOR 2025

A 30-country Ipsos
Global Advisor Survey

June 2025

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 think 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.

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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 as 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.



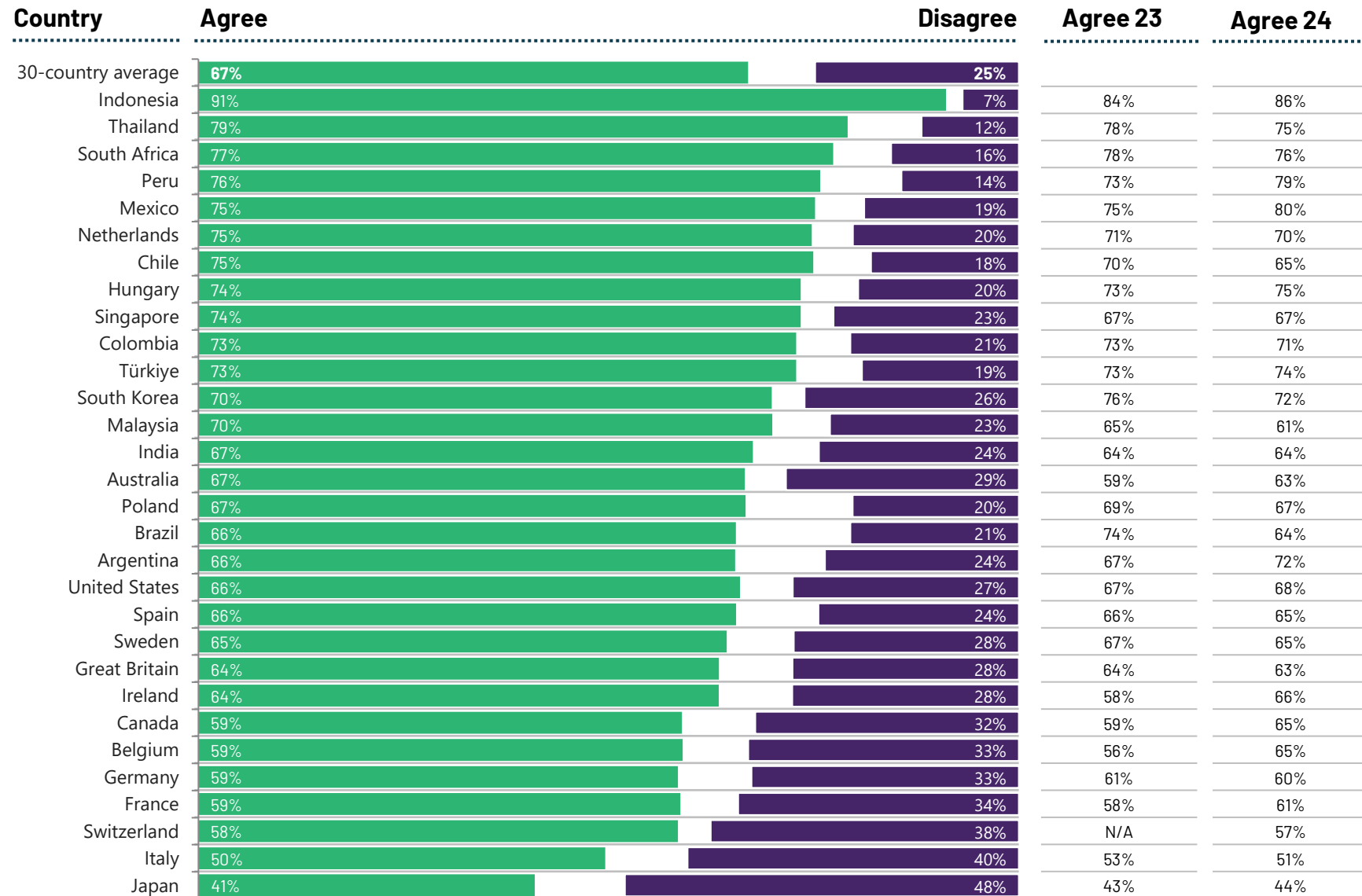
Most already say AI has changed their lives

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

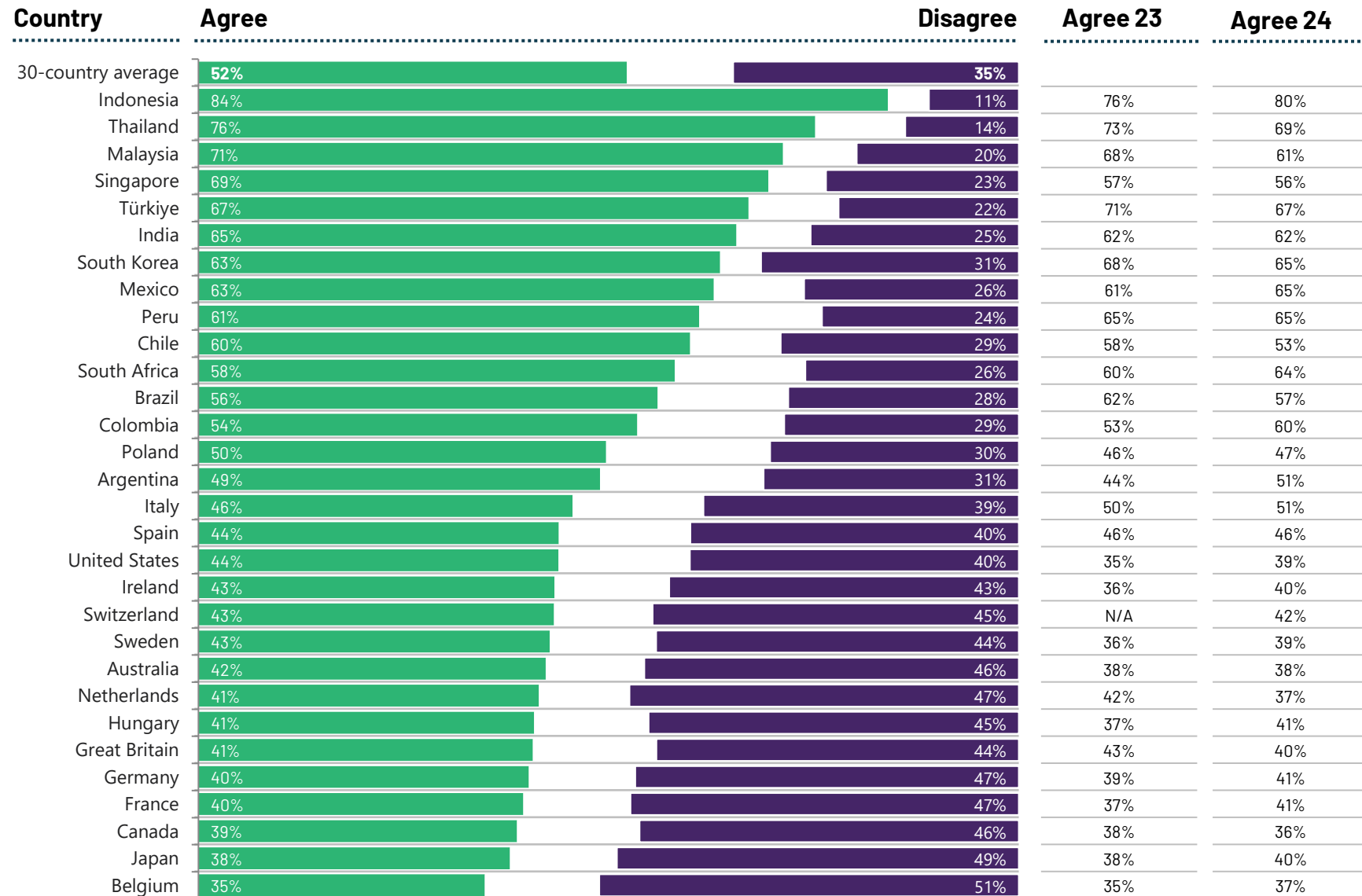
How much do you agree or disagree with the following?
I have a good understanding of what artificial intelligence is

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



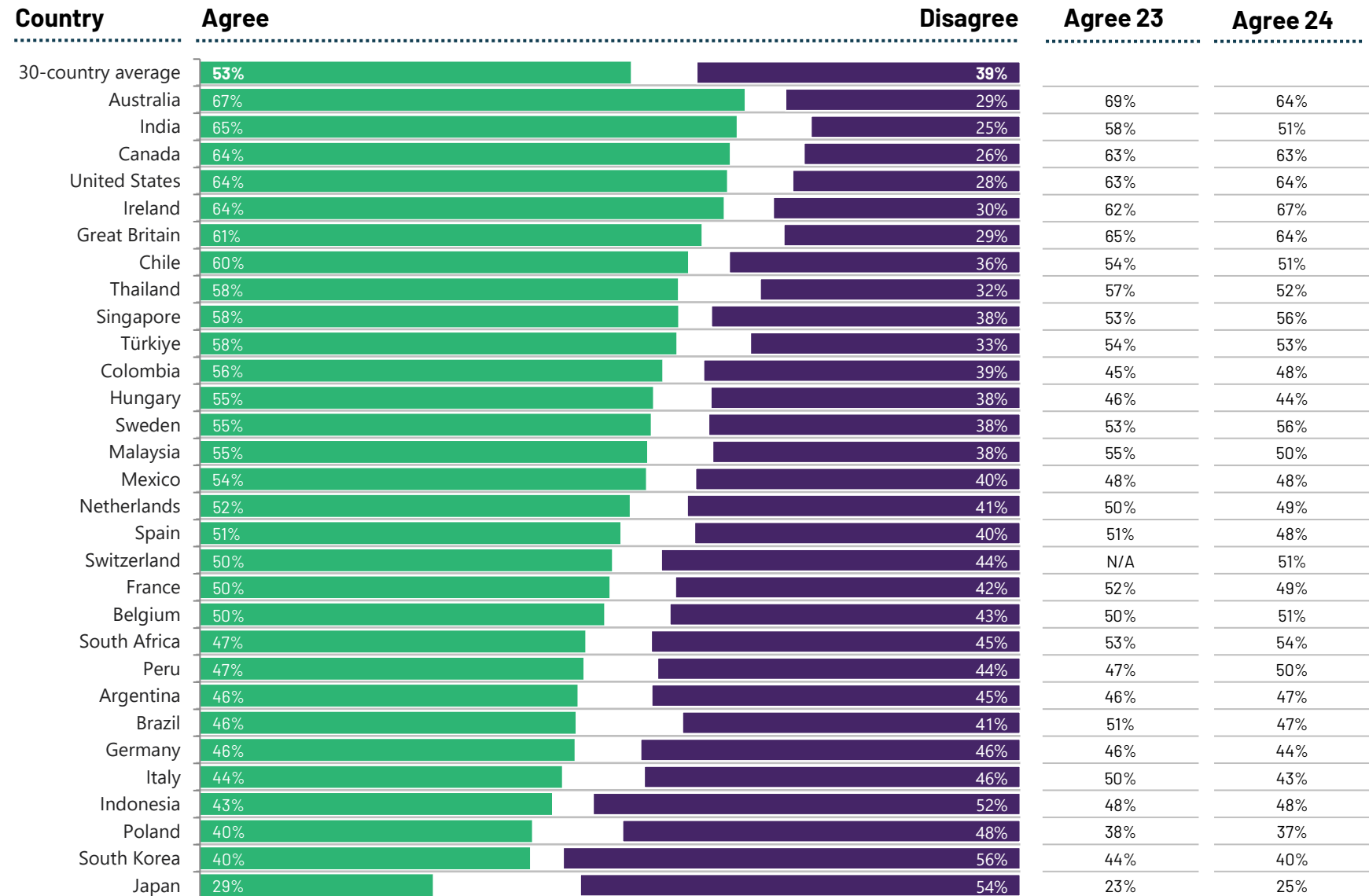
How much do you agree or disagree with the following?
I know which types of products and services use artificial intelligence

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



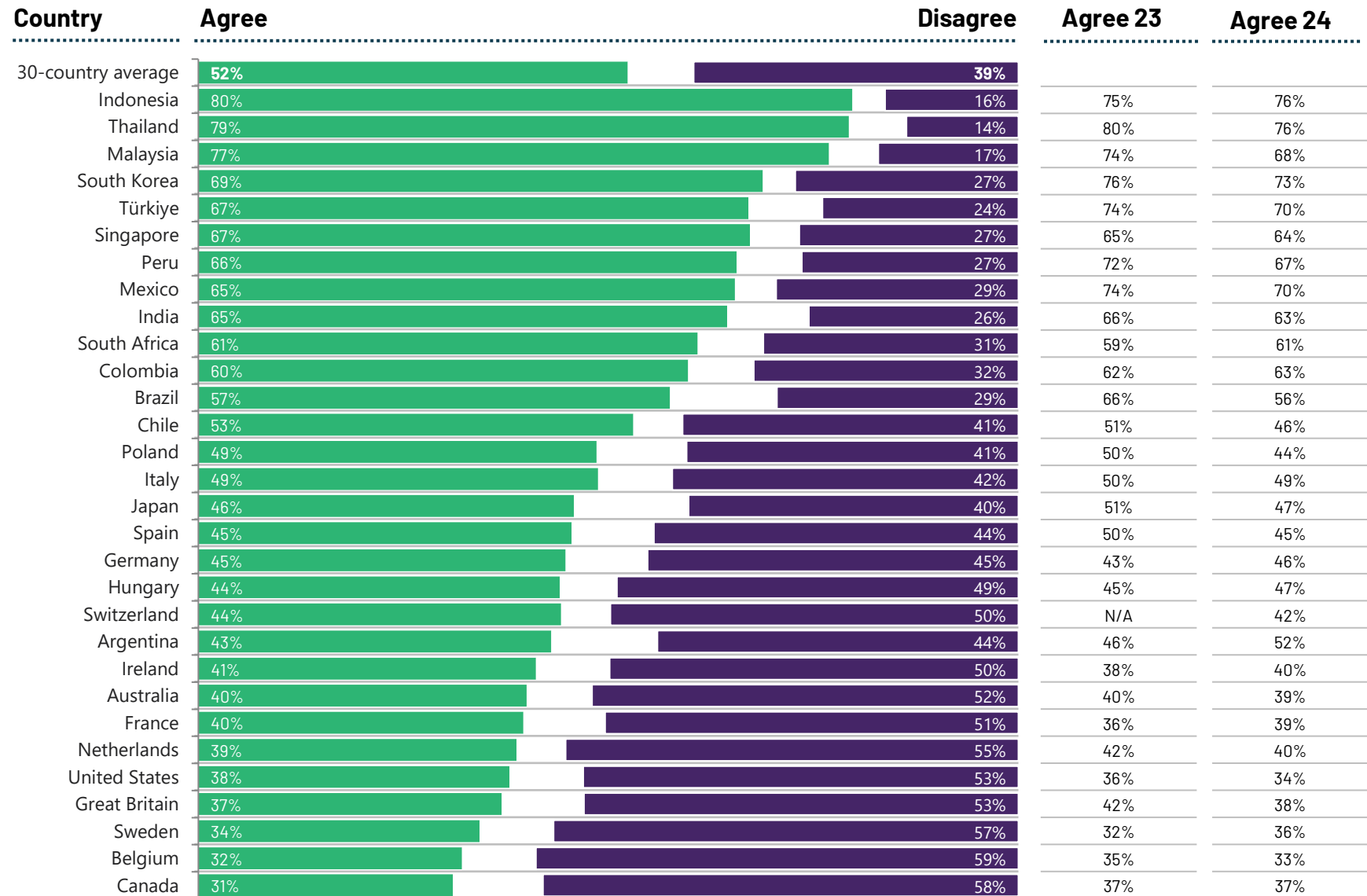
How much do you agree or disagree with the following?
Products and services using artificial intelligence make me nervous

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 excited

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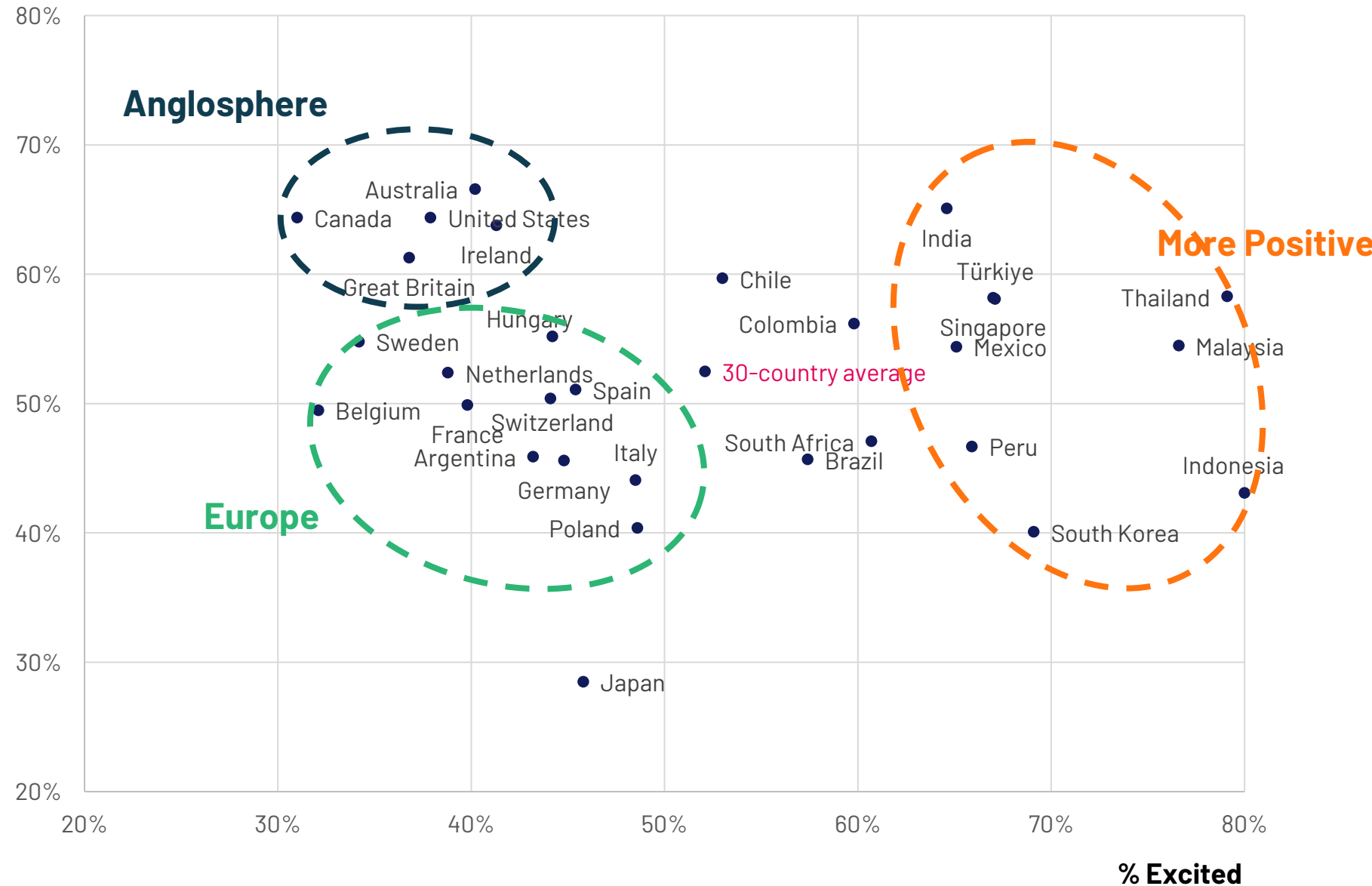


How much do you agree or disagree with the following?

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

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

% Nervous

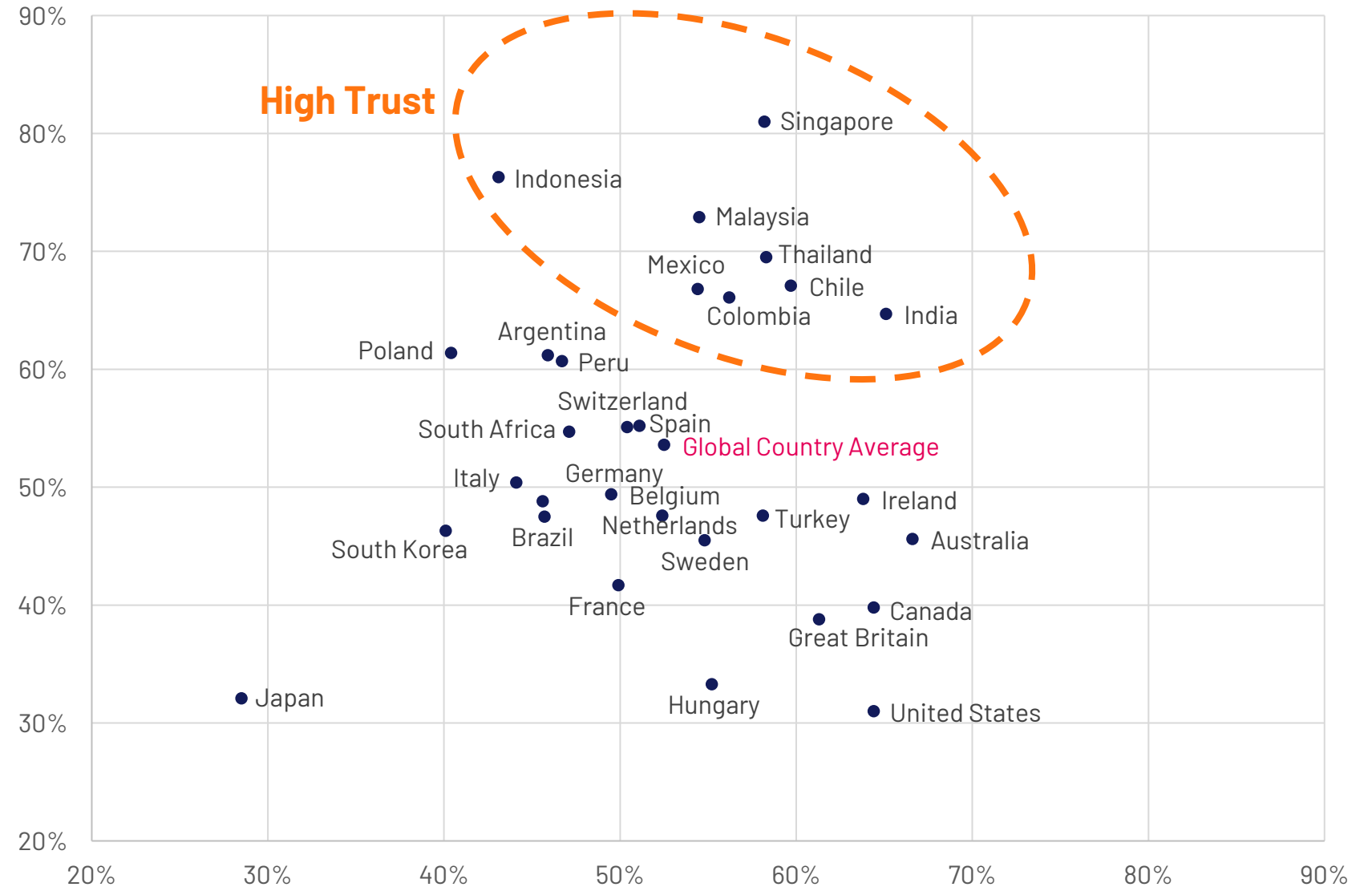


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence 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

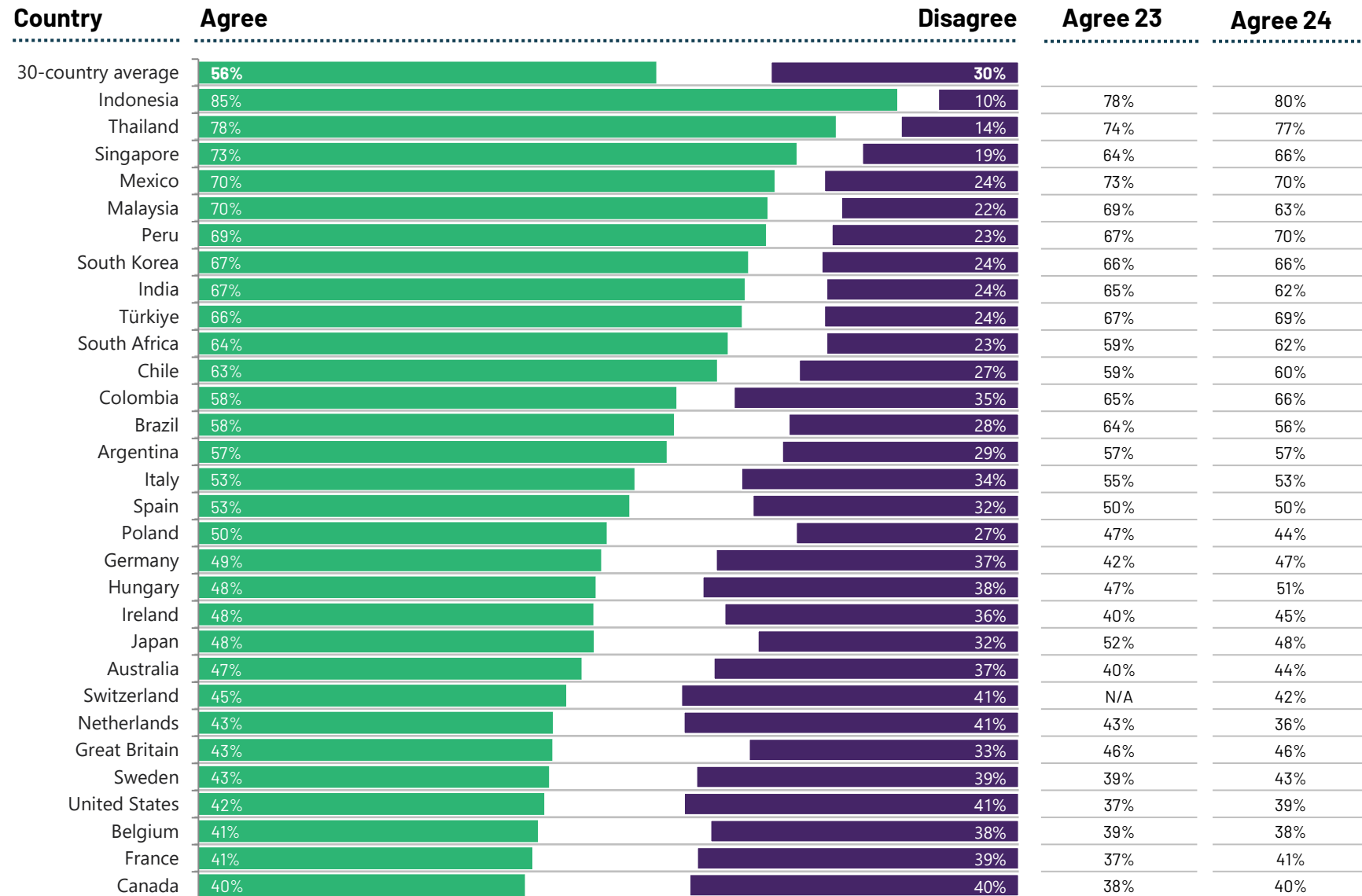
% Trust



% Nervous

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

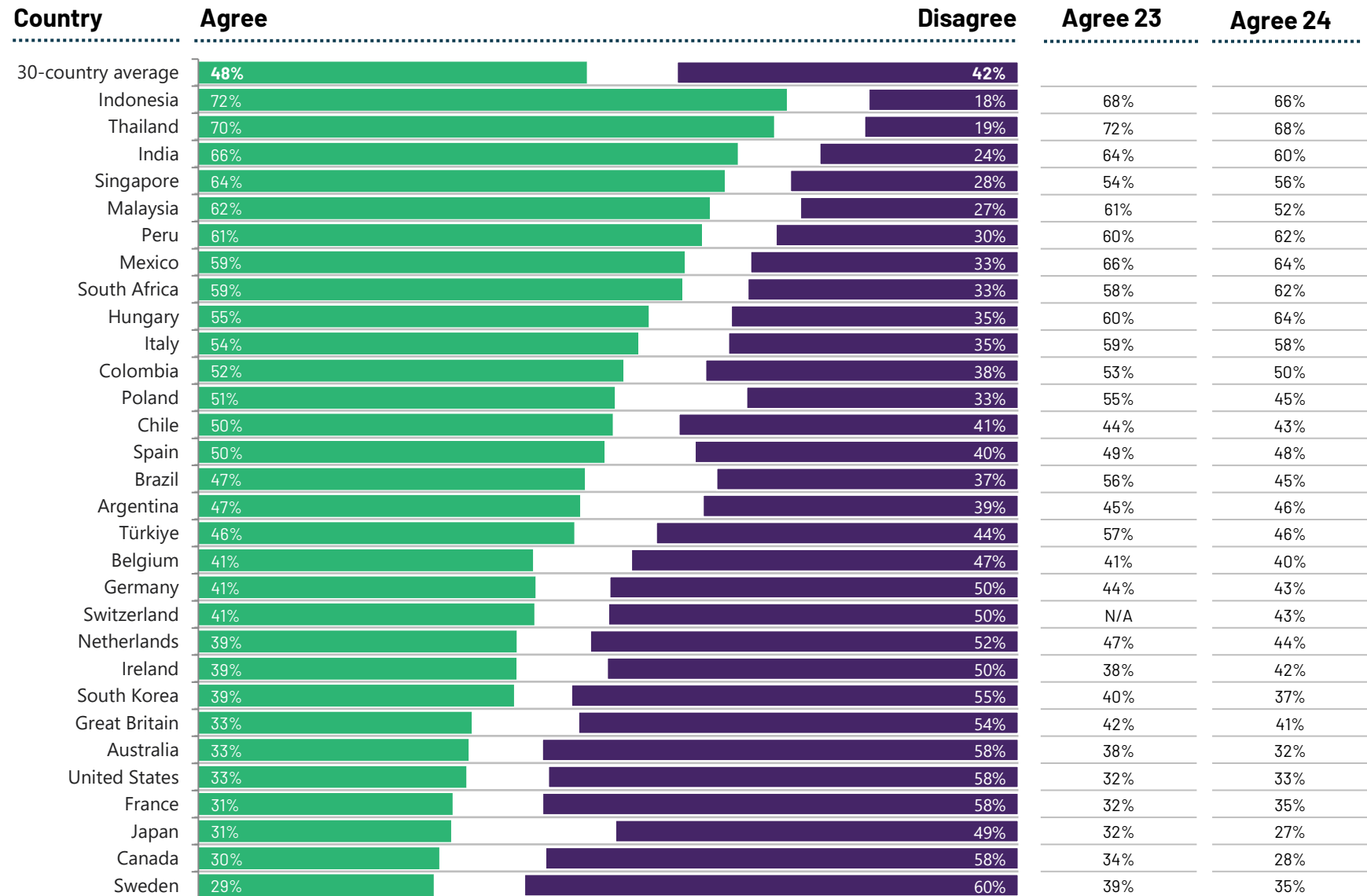
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



AI and trust

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

Base: 23,216 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 that companies that use artificial intelligence will protect my personal data

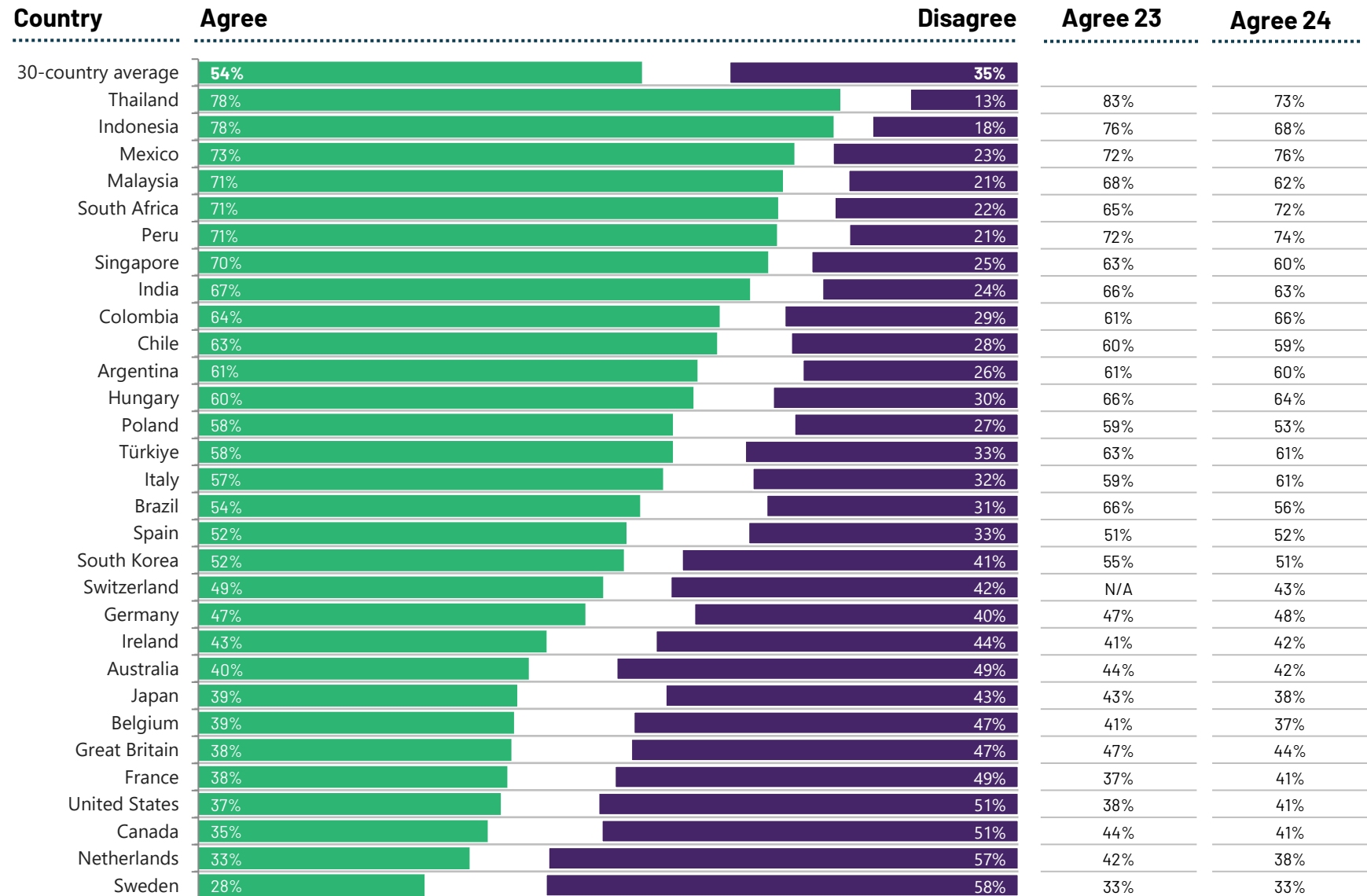
Net agree

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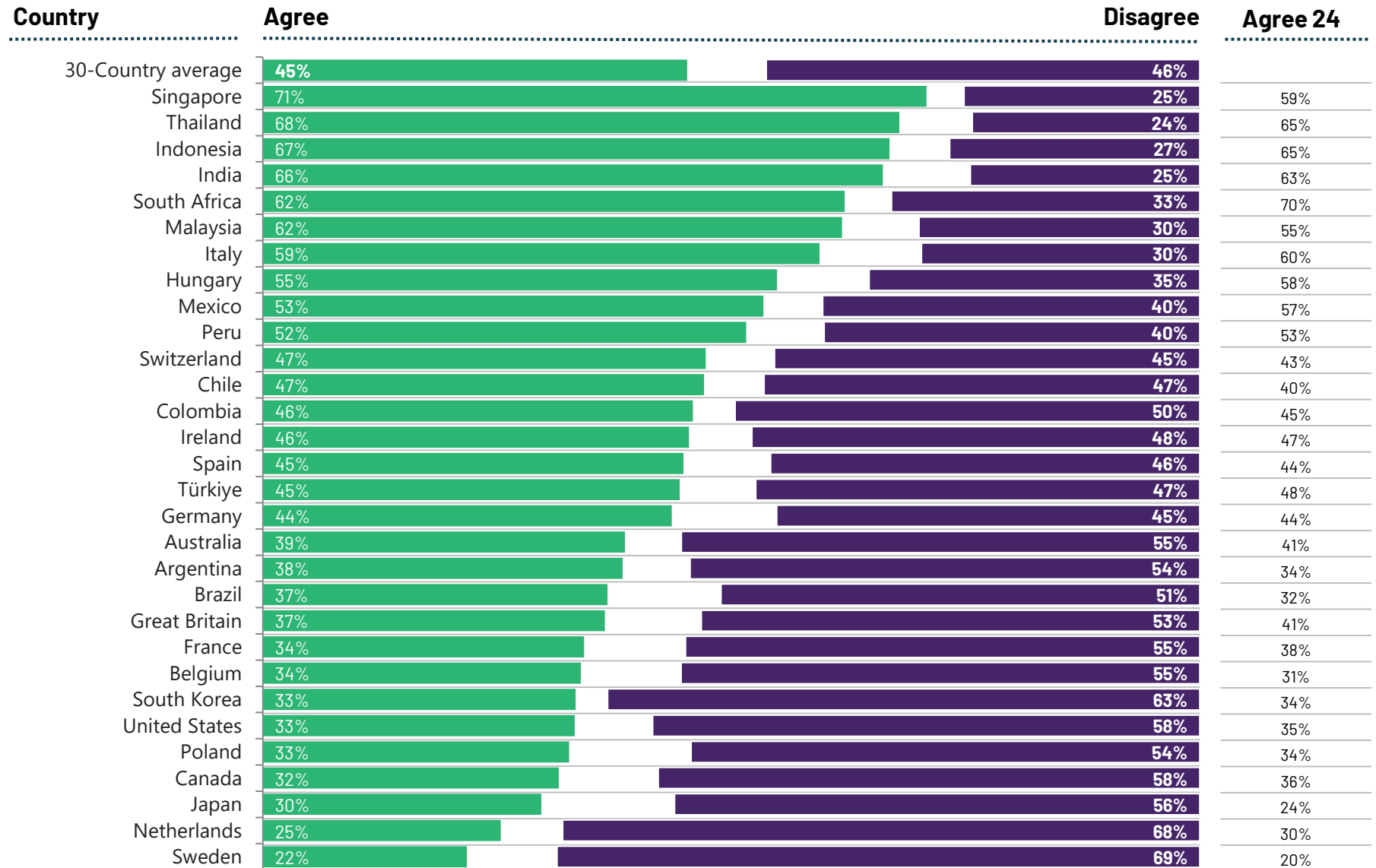
How much do you agree or disagree with the following?
I trust artificial intelligence to not discriminate or show bias towards any group of people

Base: 23,216 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 people not to discriminate or show bias towards any group of people

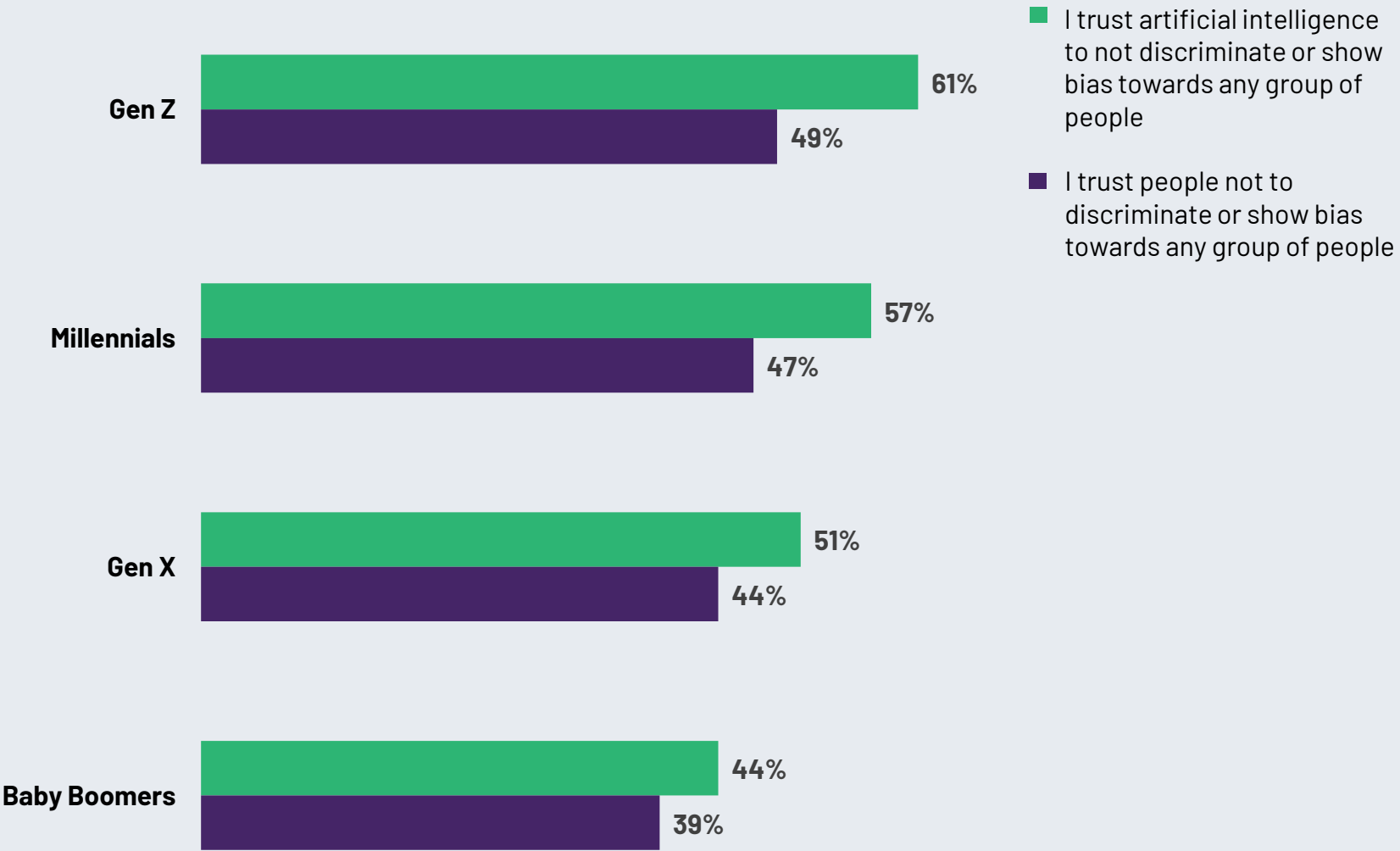
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How much do you agree or disagree with the following?

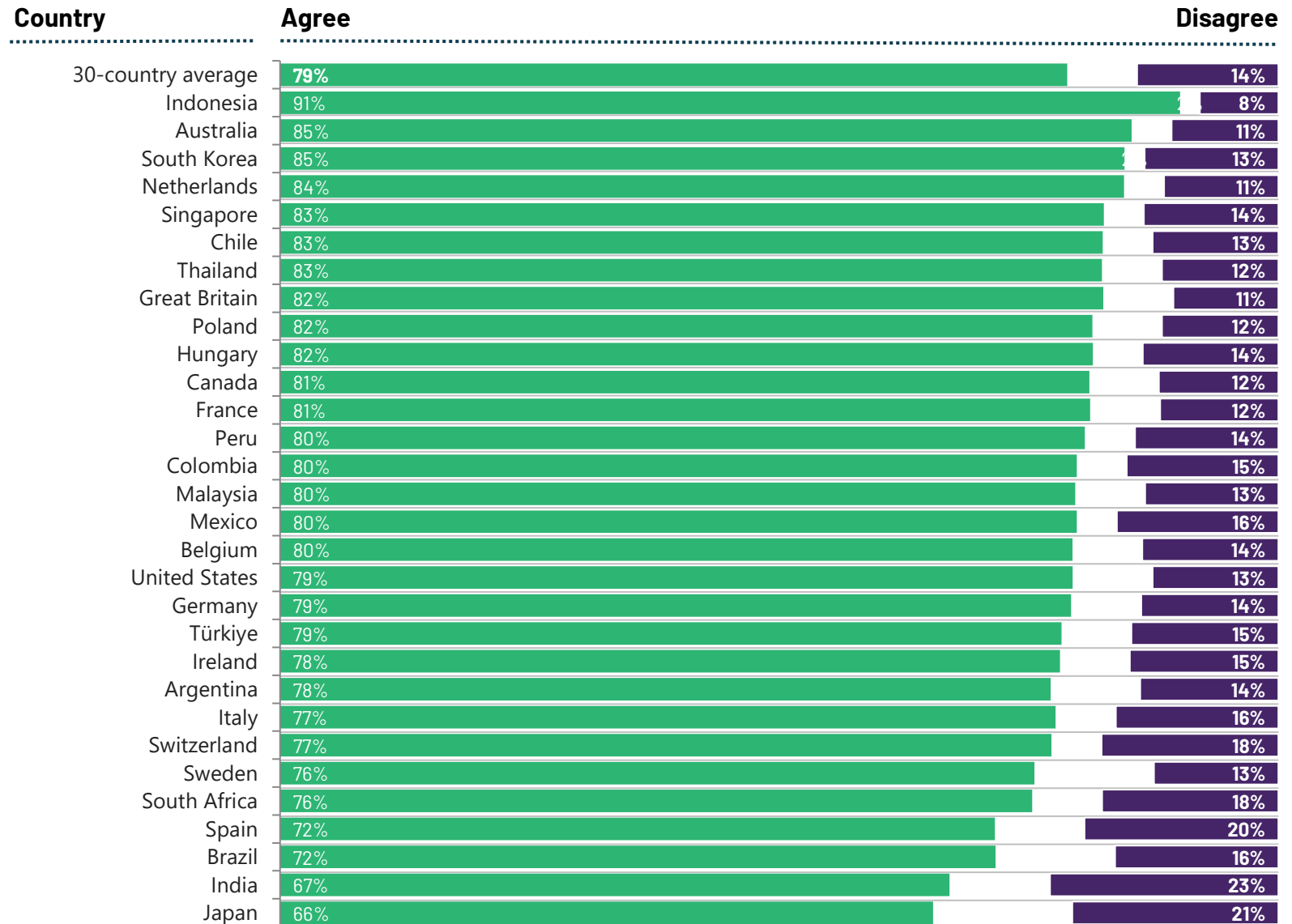
% agree

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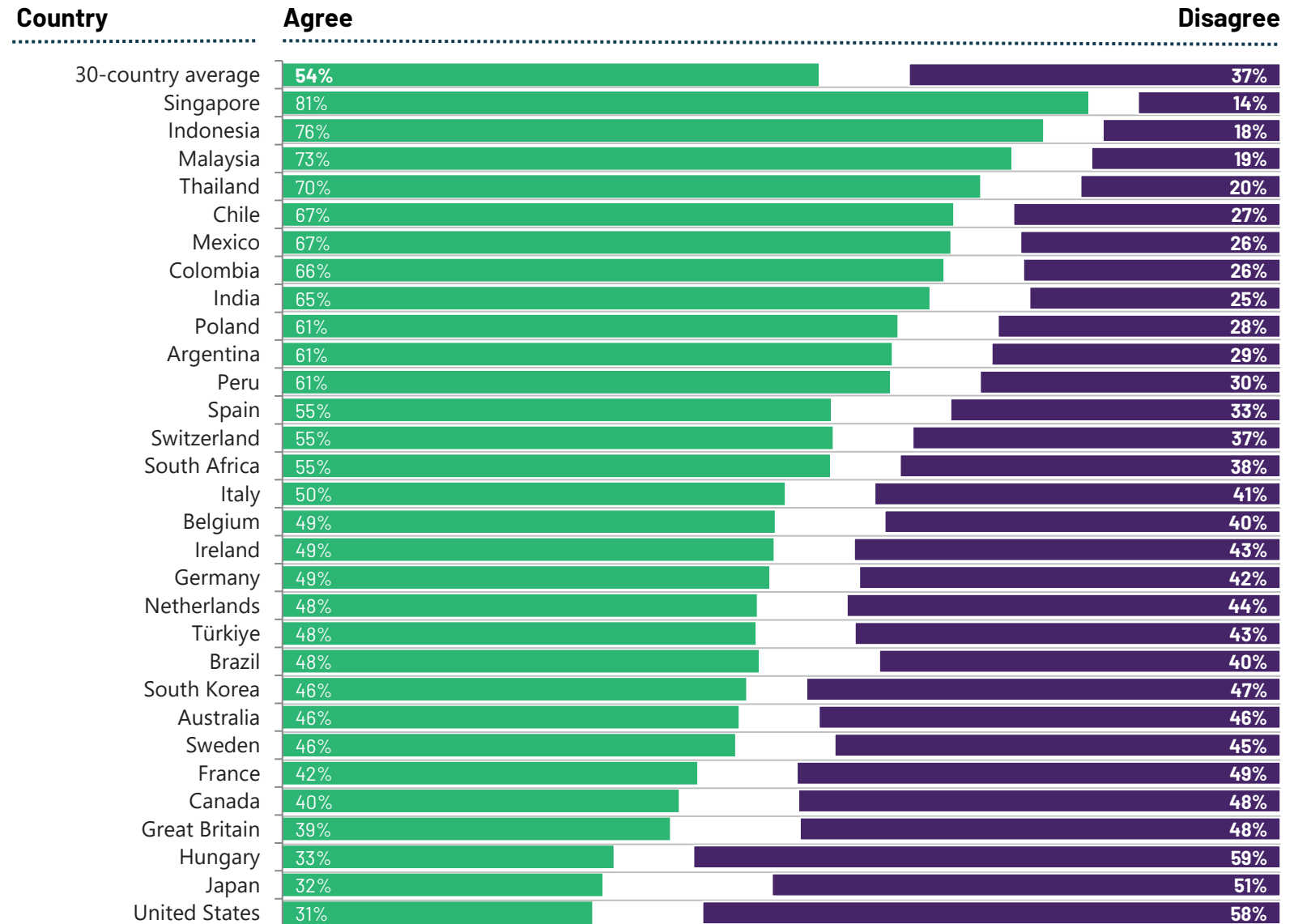
How much do you agree or disagree with the following?
Products and services using artificial intelligence should have to disclose that use

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



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

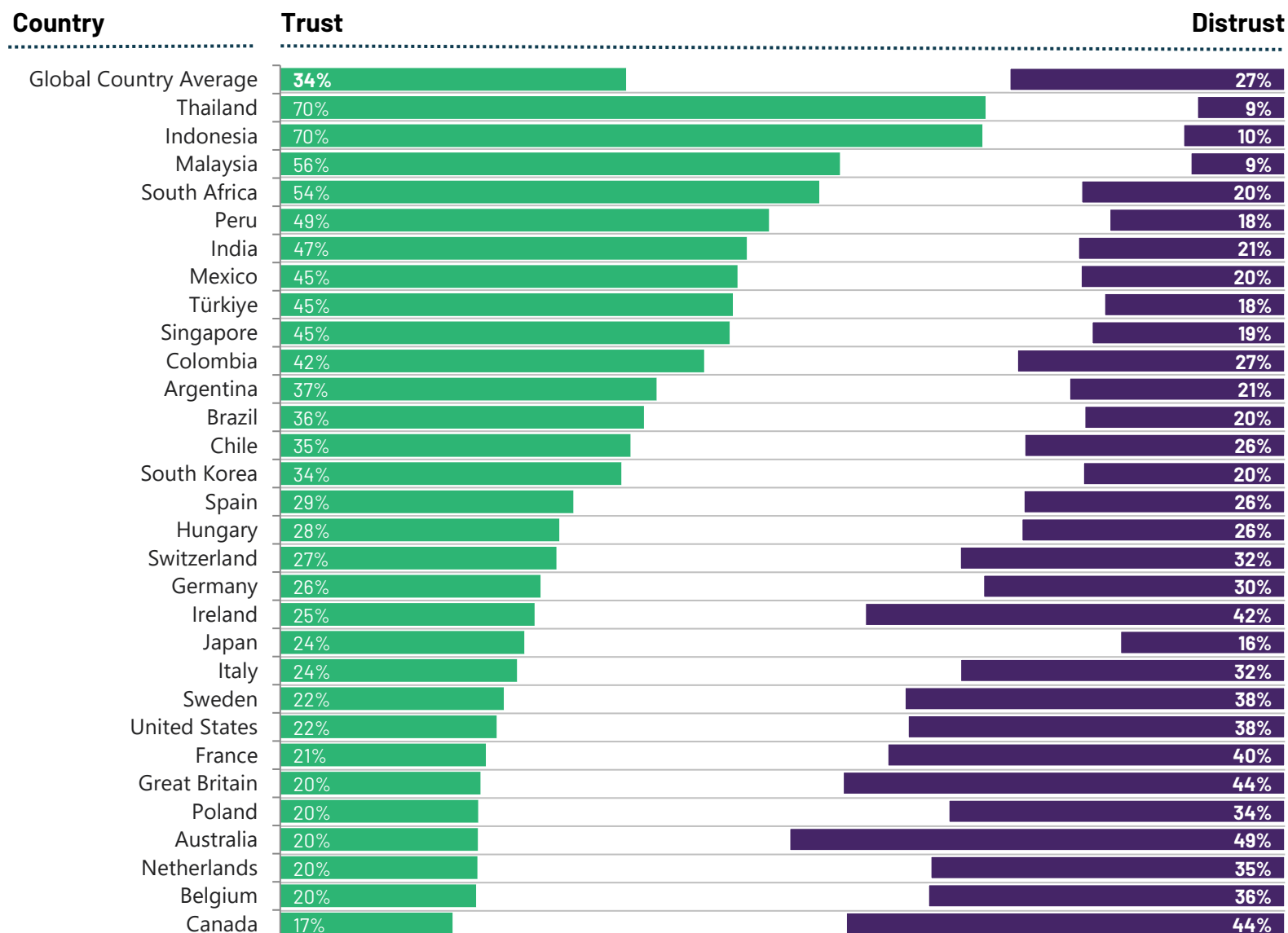
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



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

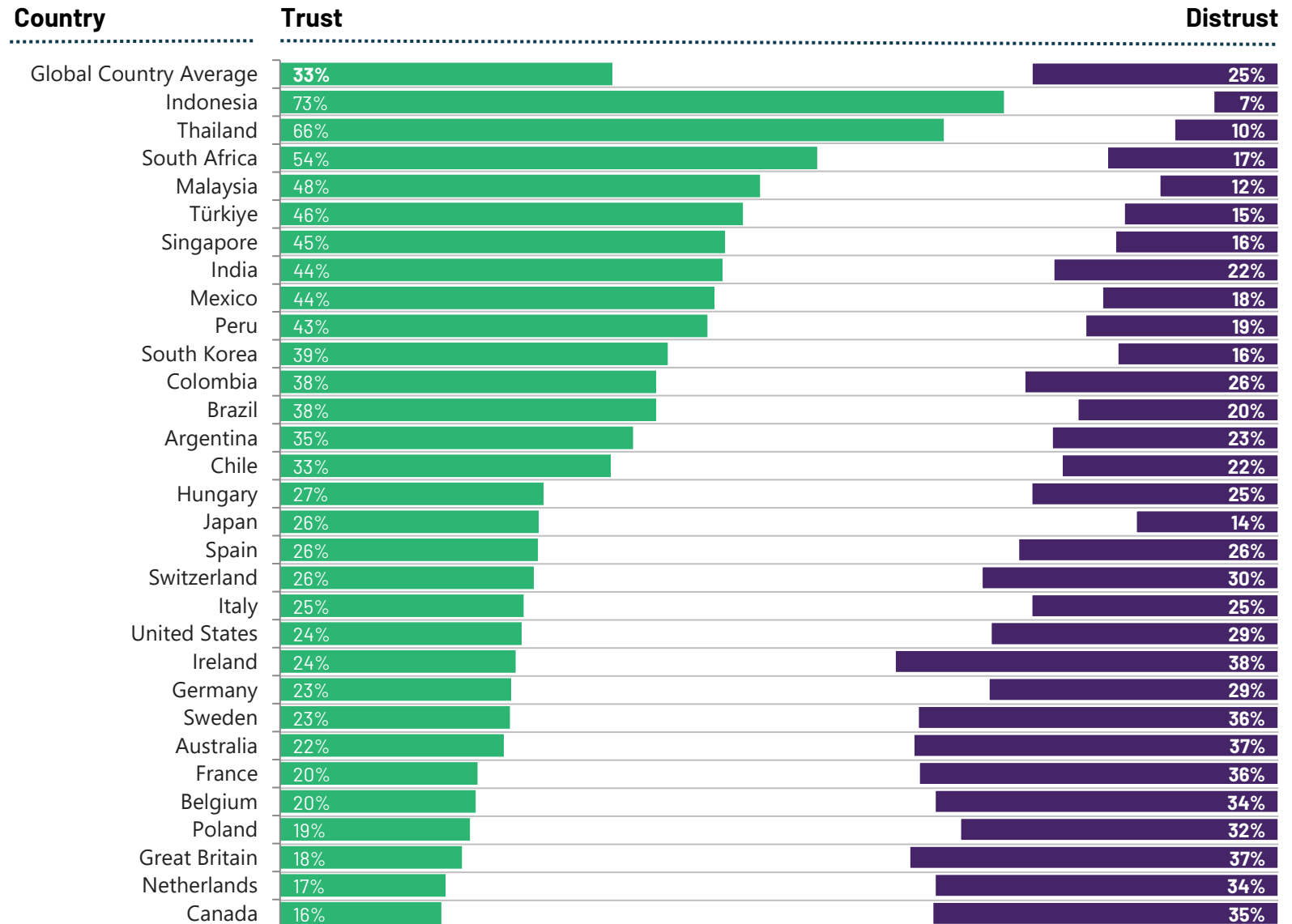
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Writing product descriptions or instructions

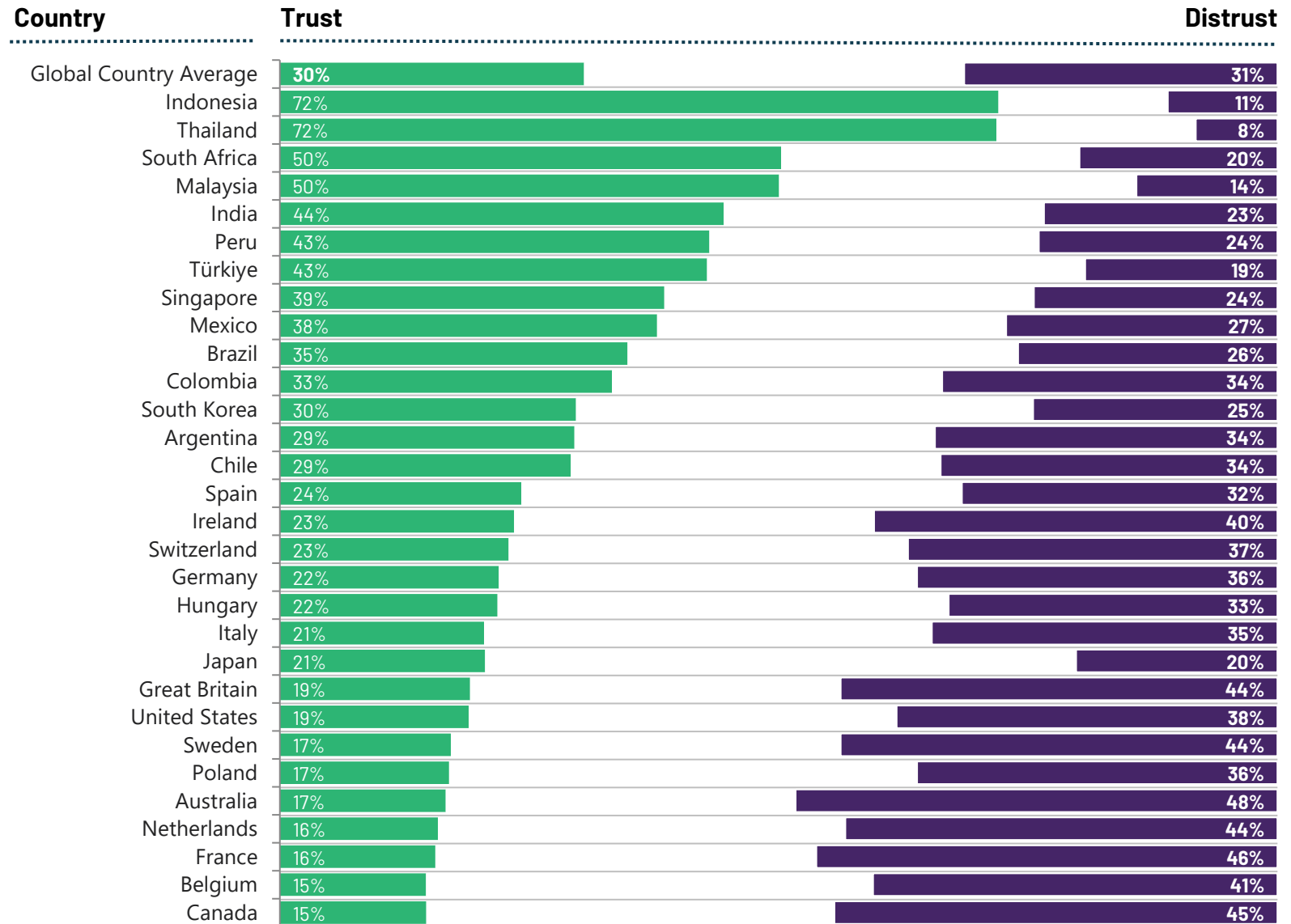
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If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Creating images or video used in advertising

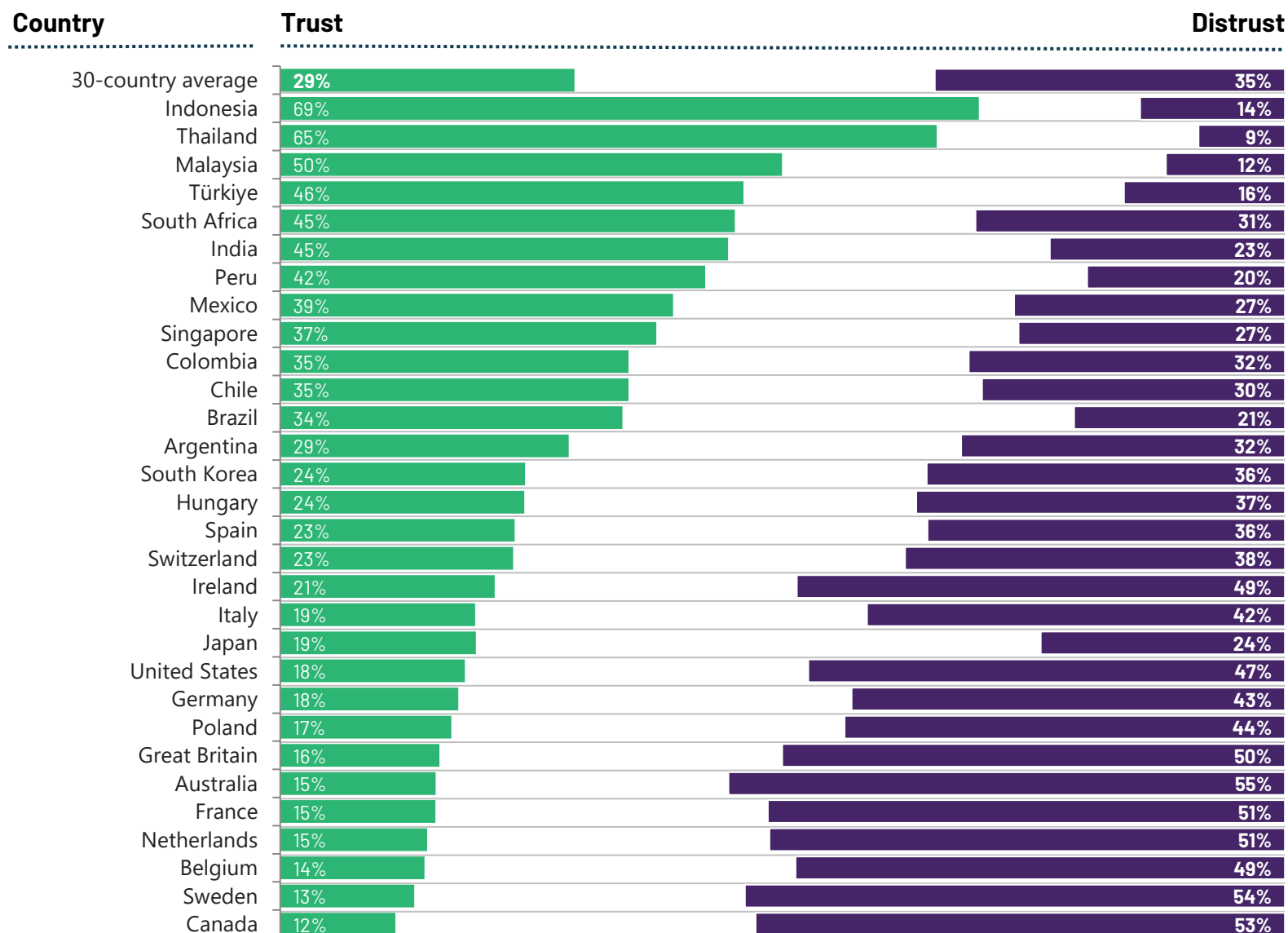
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If AI were to be more widely used by for the following, would that make you trust the companies and brands using it more, less or the same?

Writing product reviews

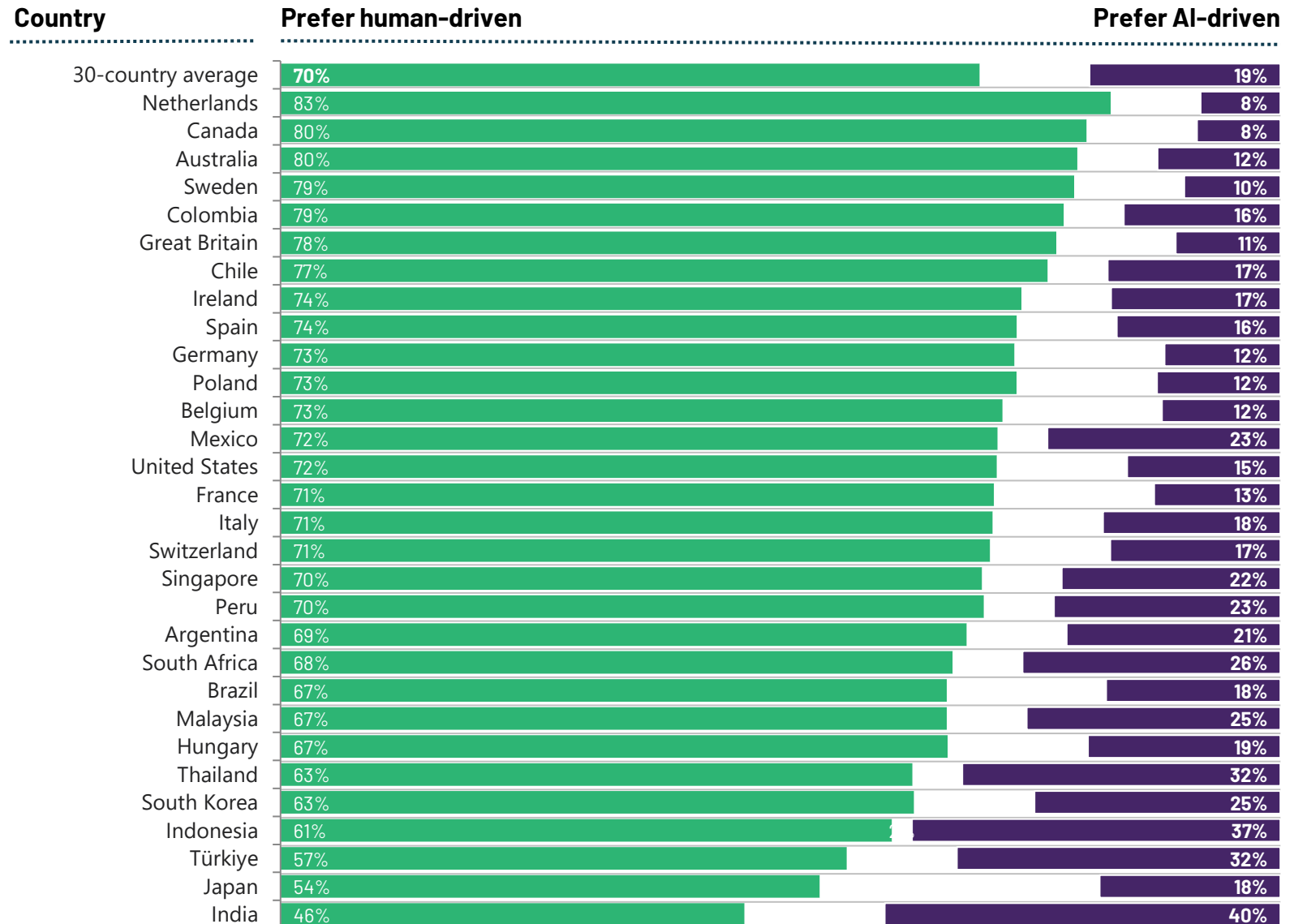
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As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.

Online news articles or websites

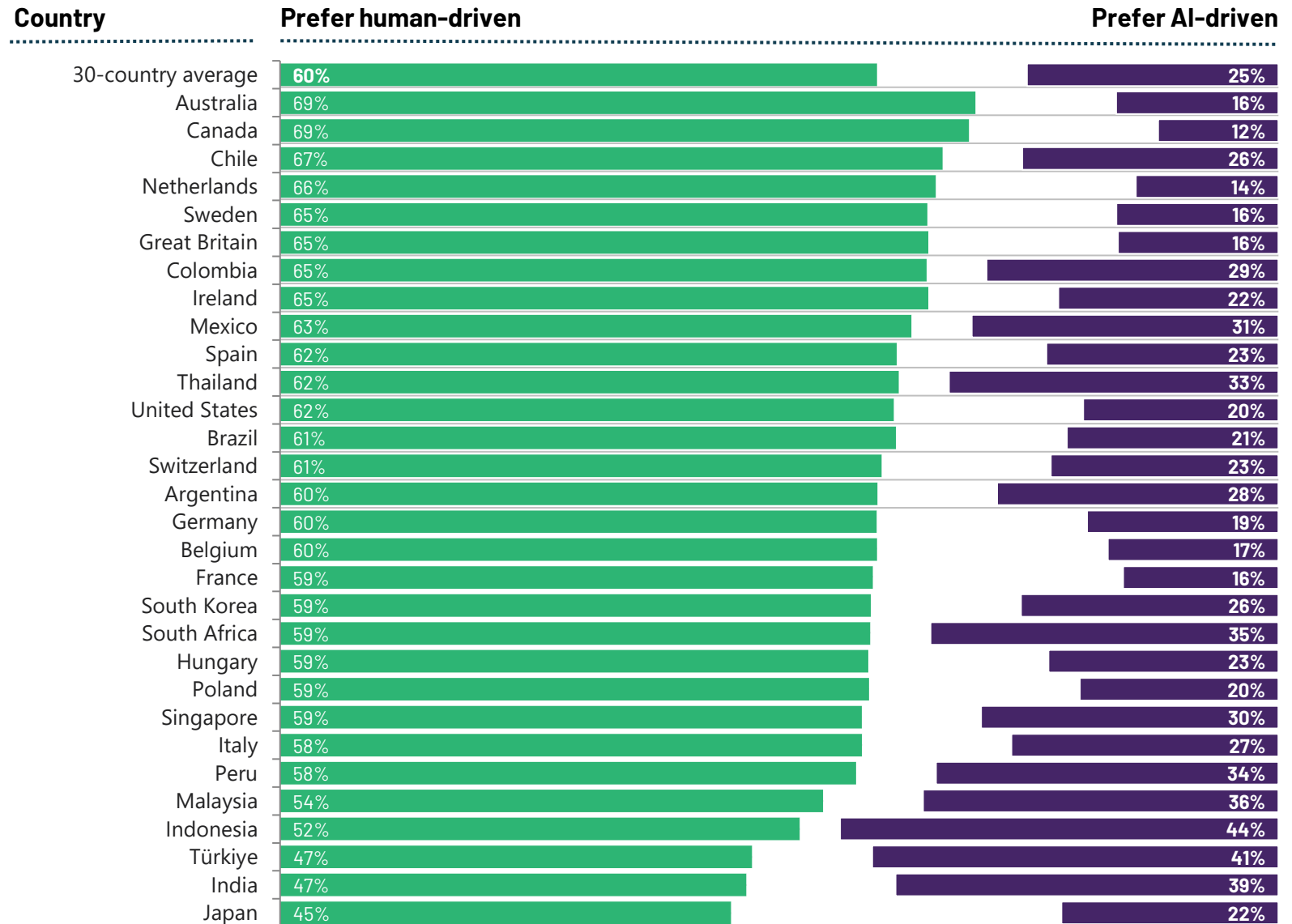
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Customer marketing websites

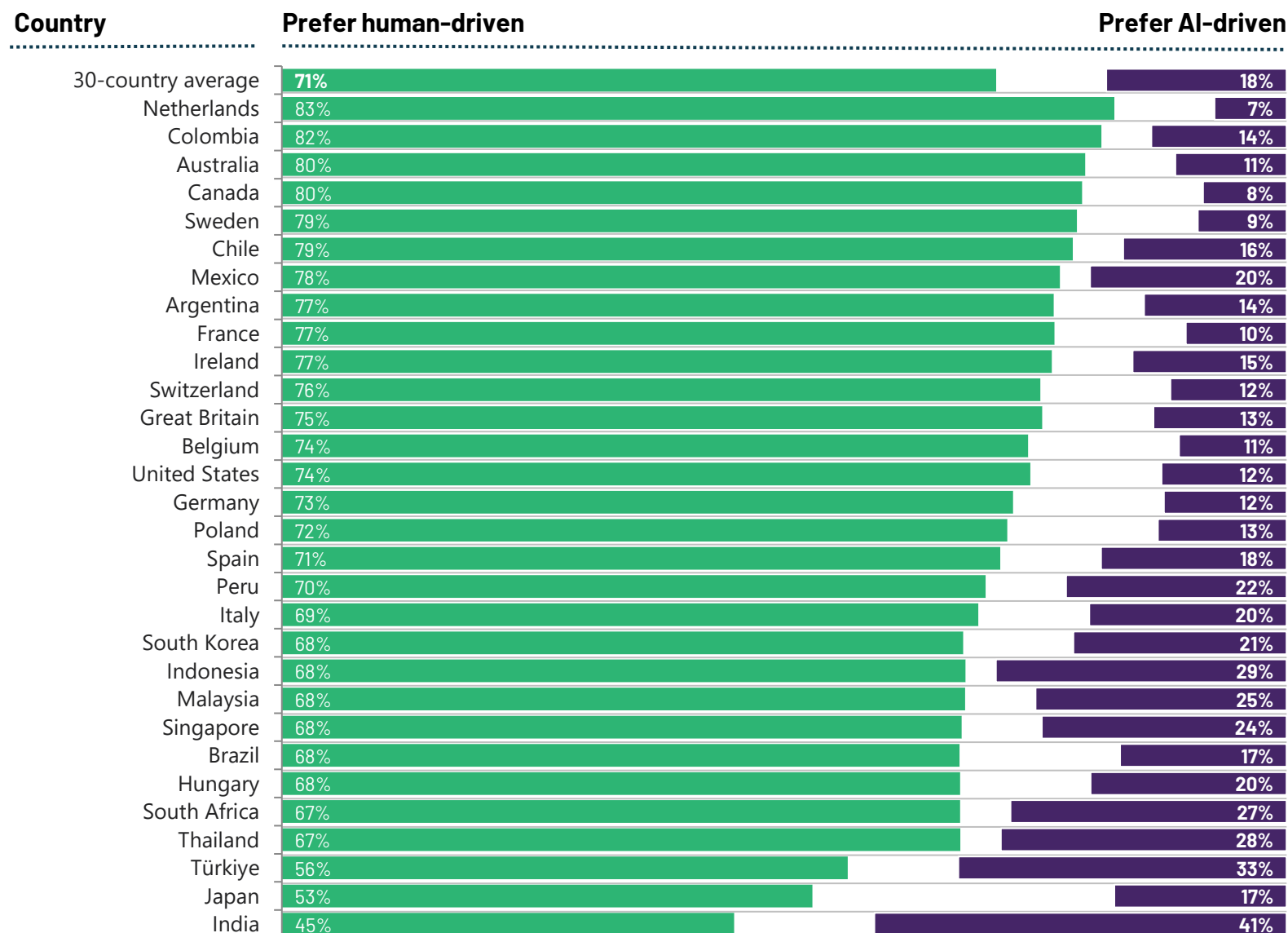
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Photojournalism, or pictures for a news story

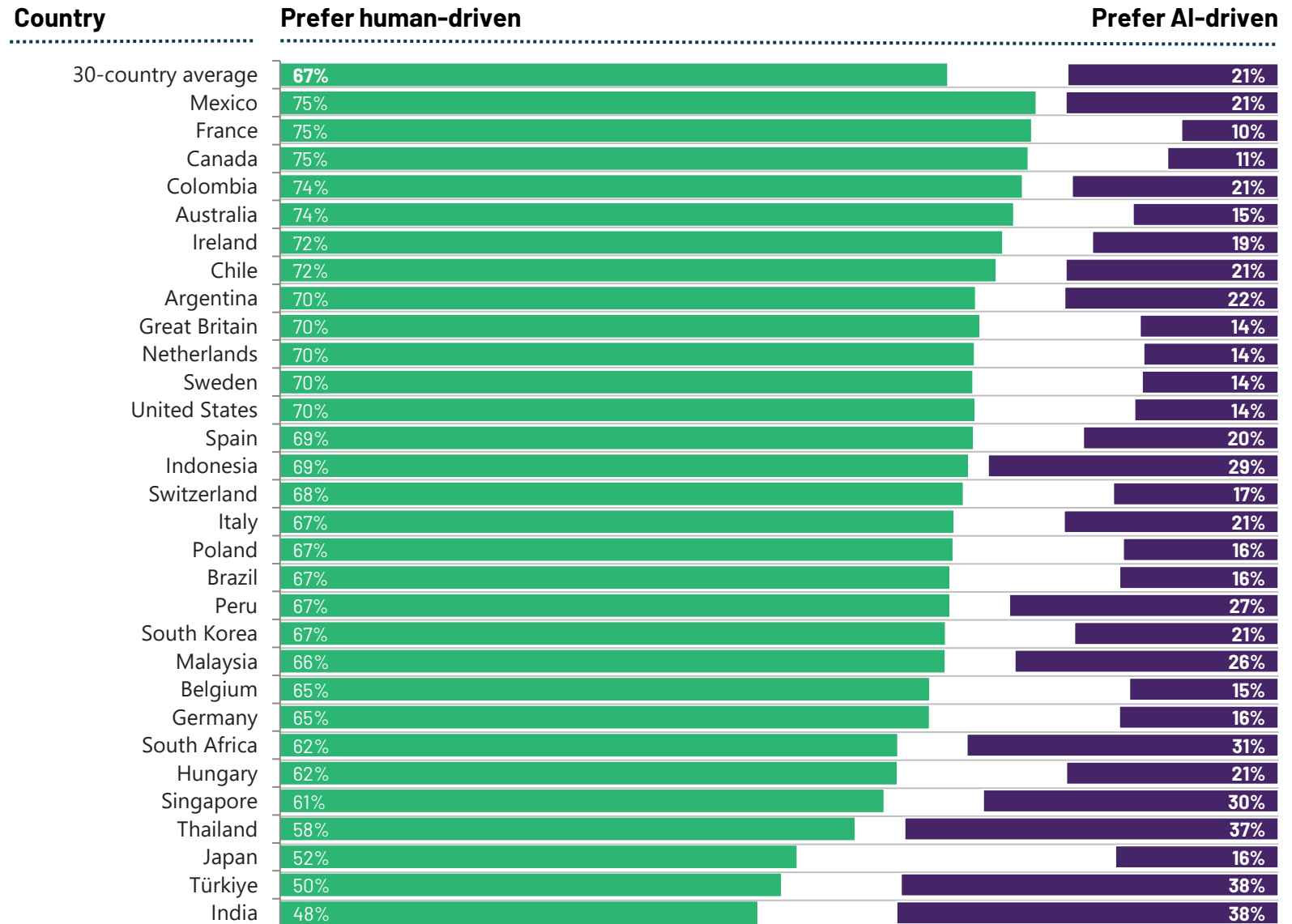
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Movies for streaming networks or theatrical release

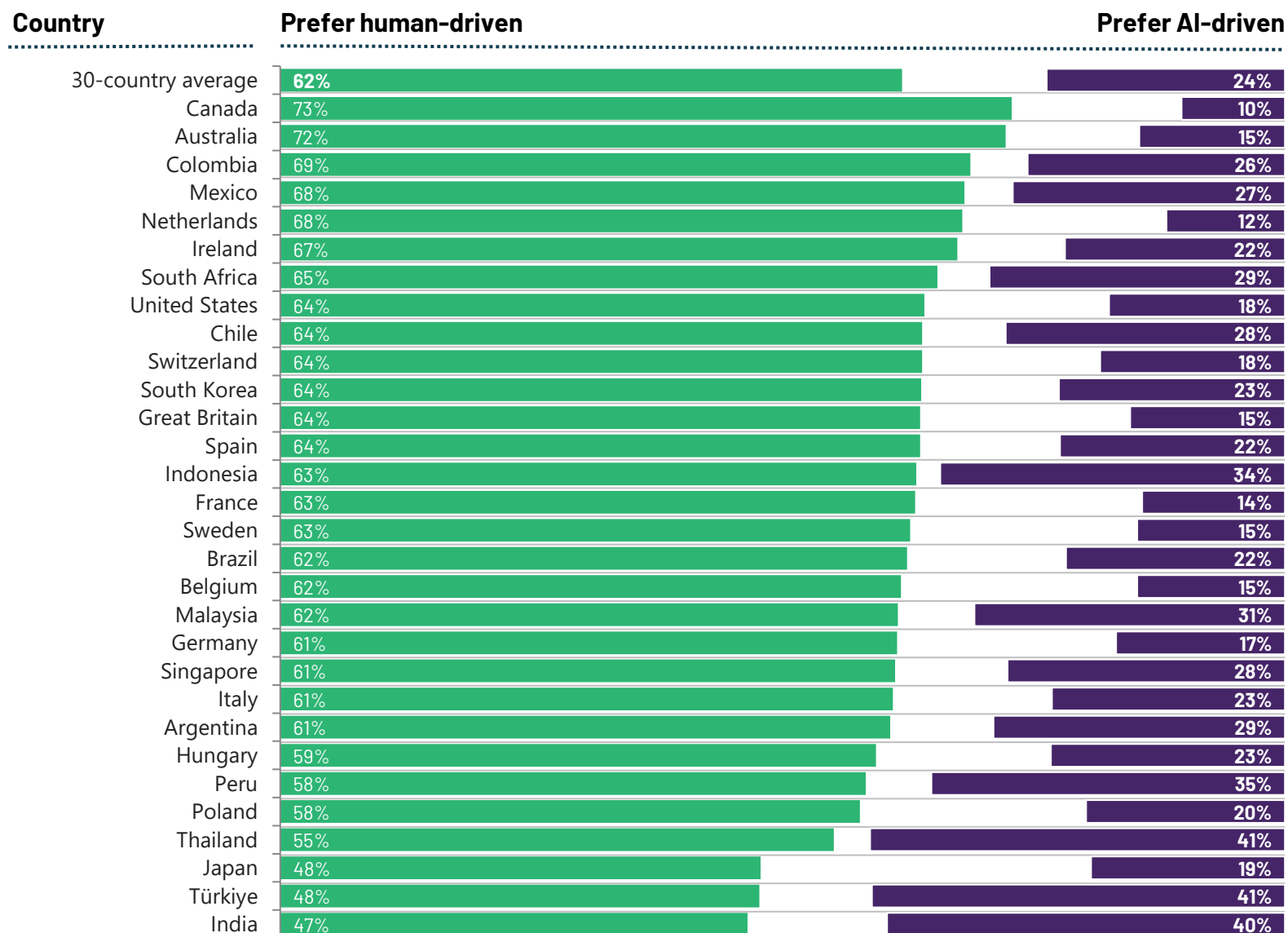
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Advertising, such as TV ads or video ads on social platforms such as YouTube or TikTok

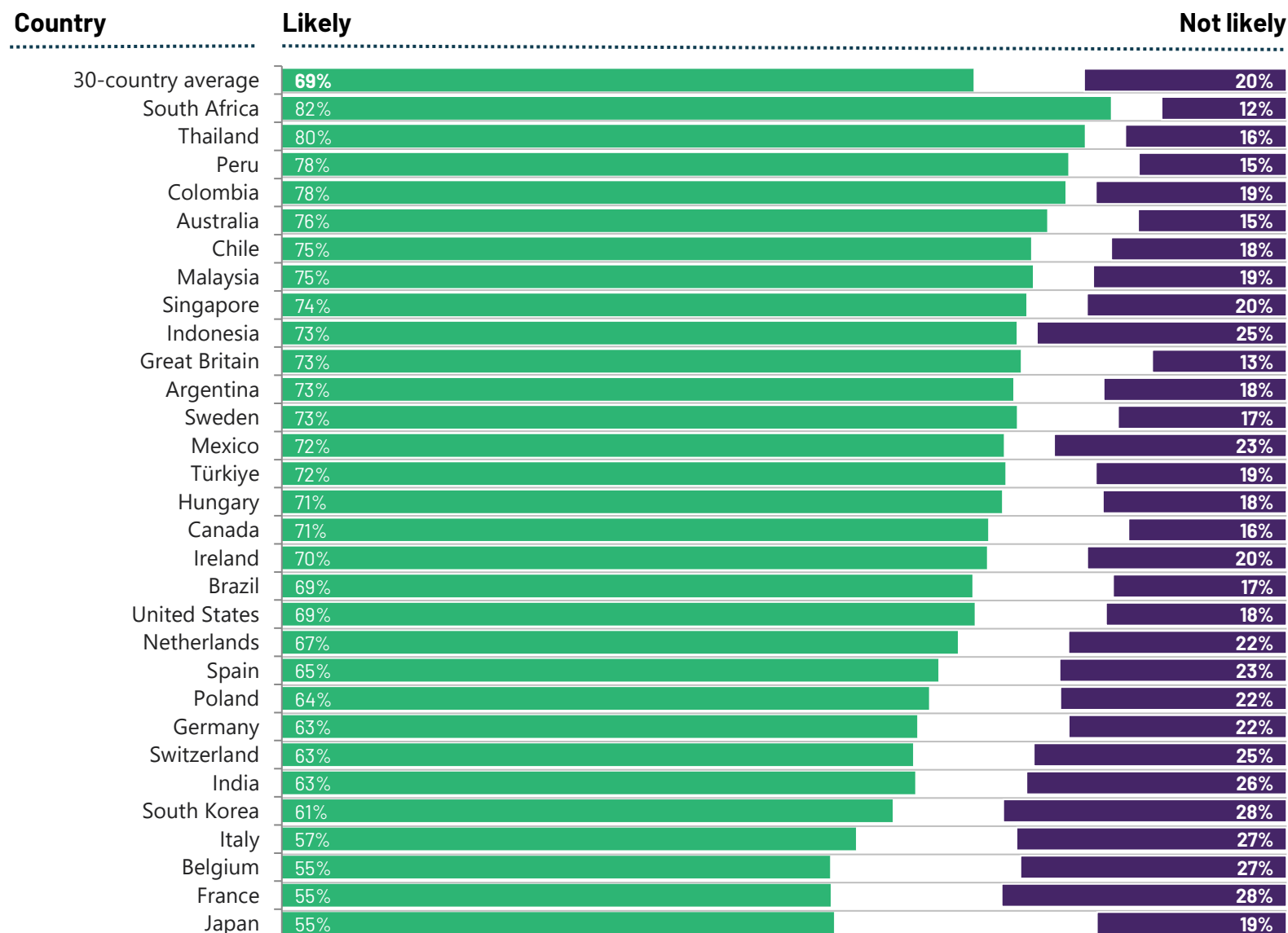
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Screening job applicants

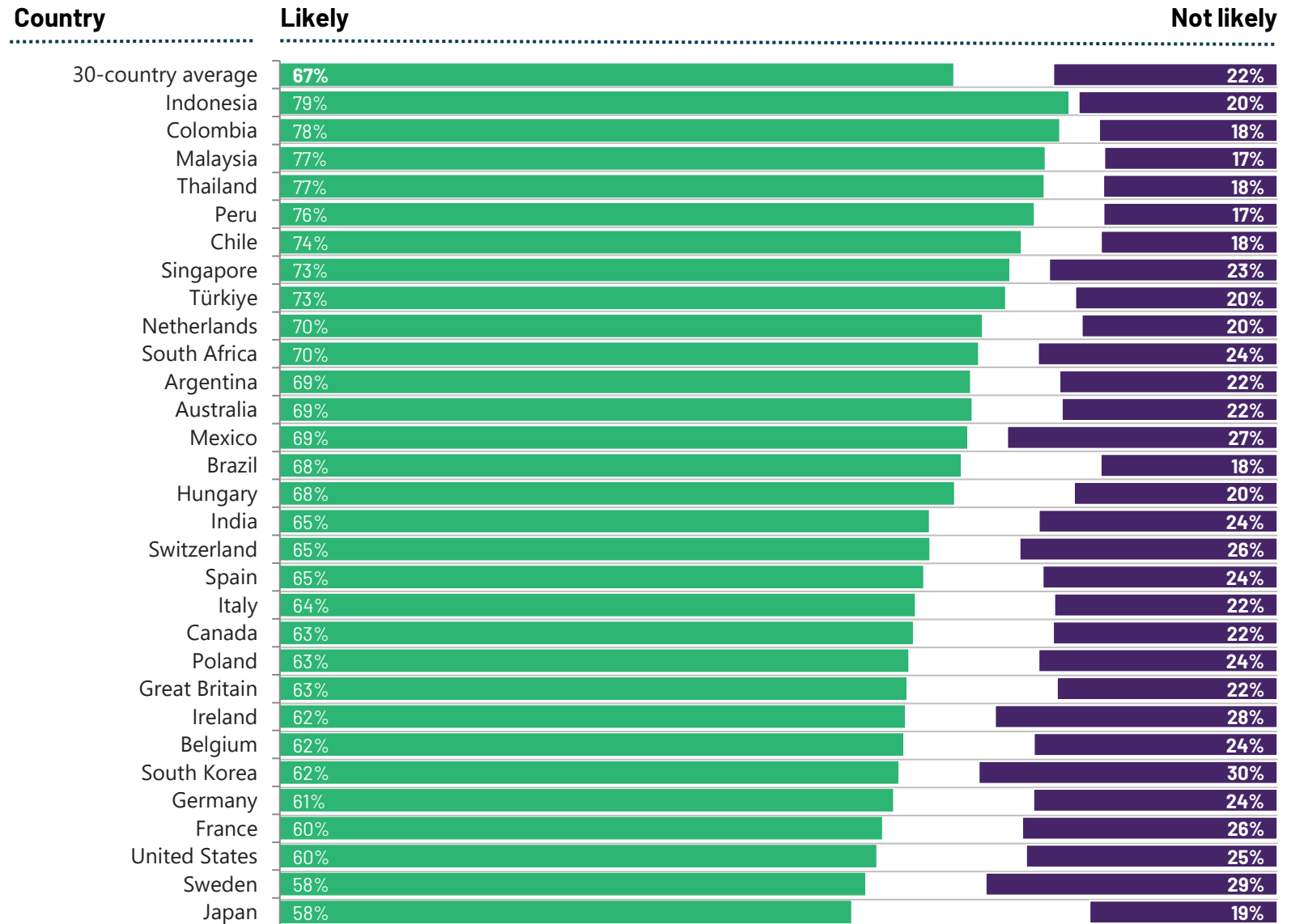
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing scripts for movies or TV shows

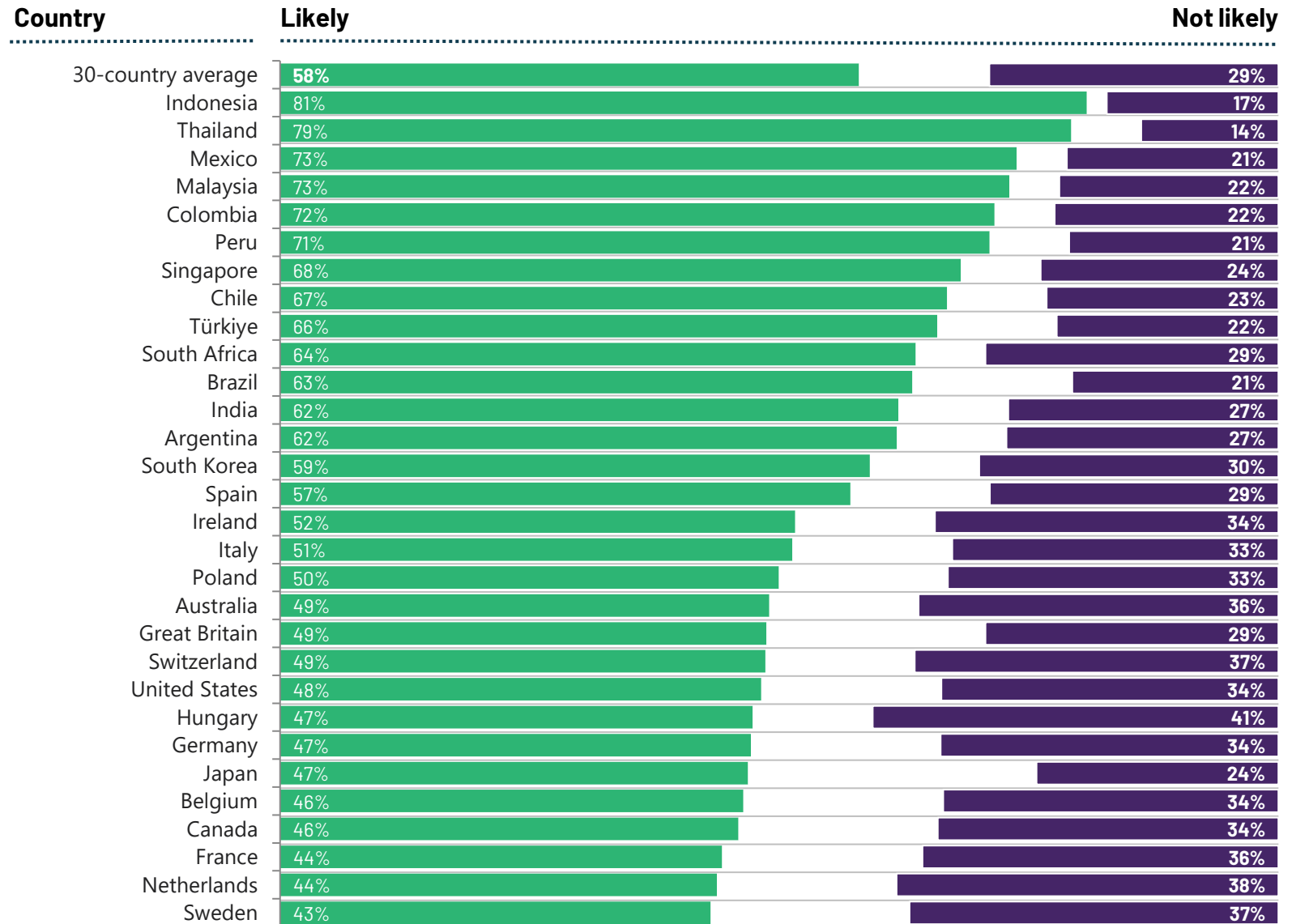
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

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

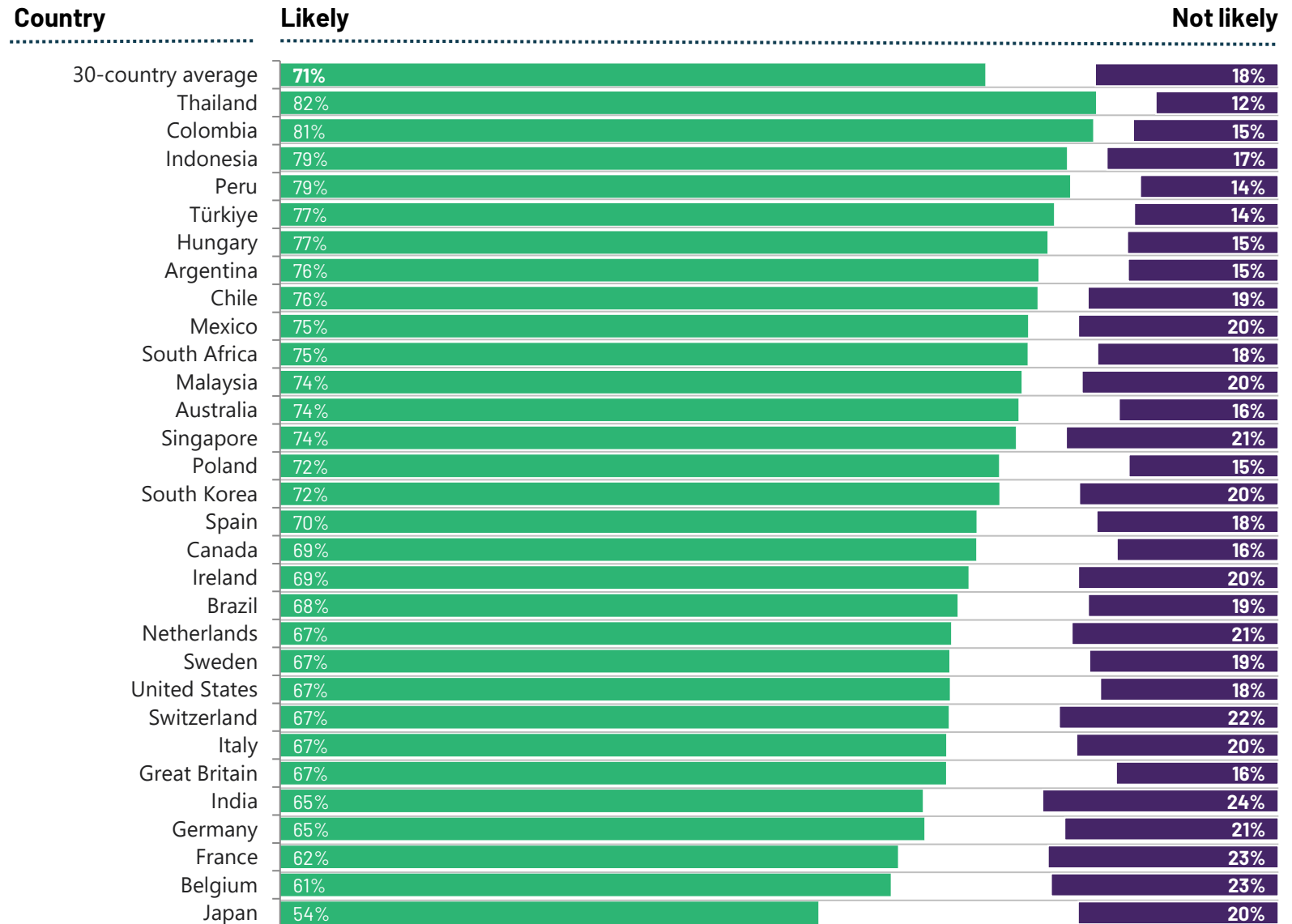
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating political ads with realistic generated video

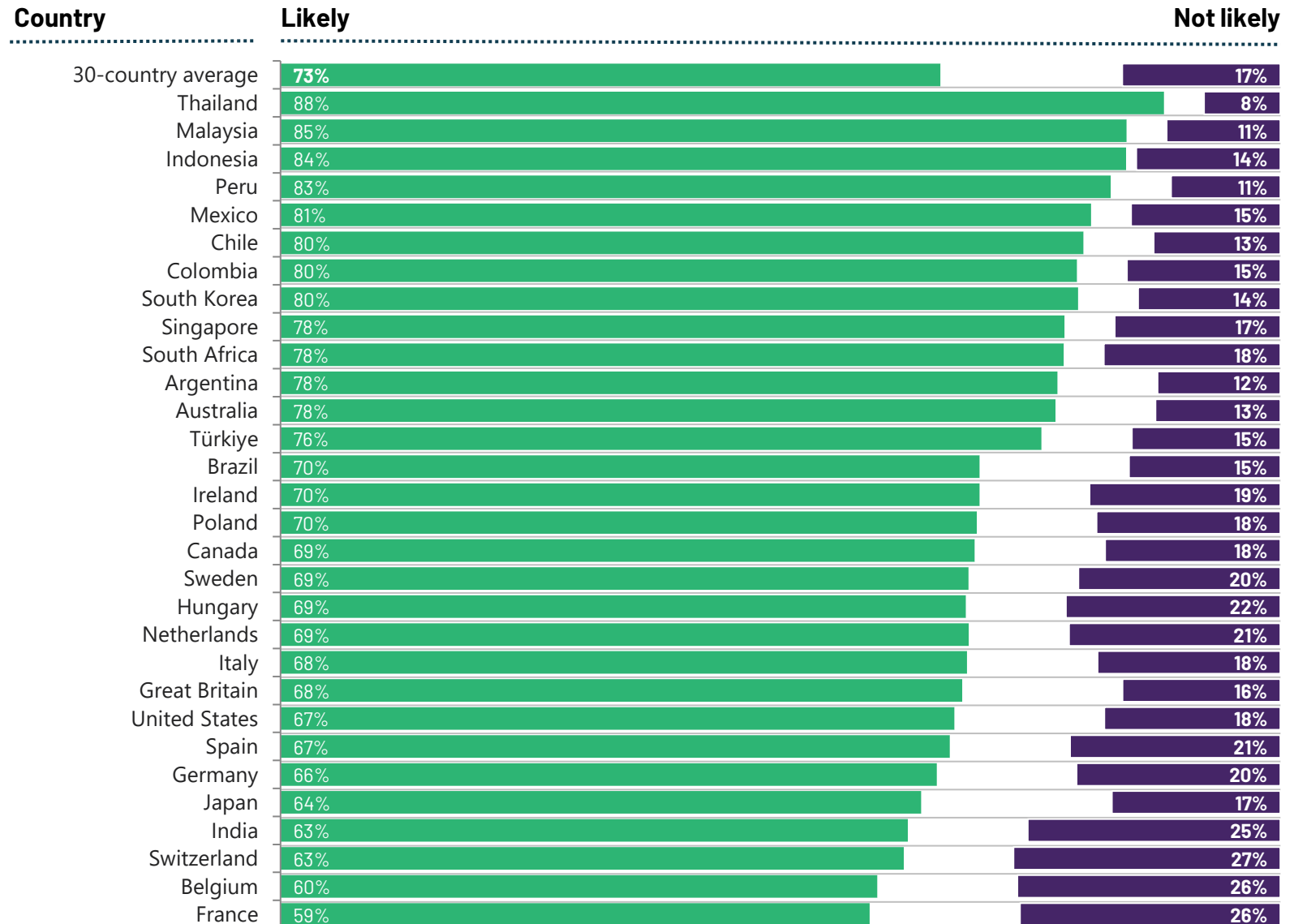
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Assisting with order taking at restaurants

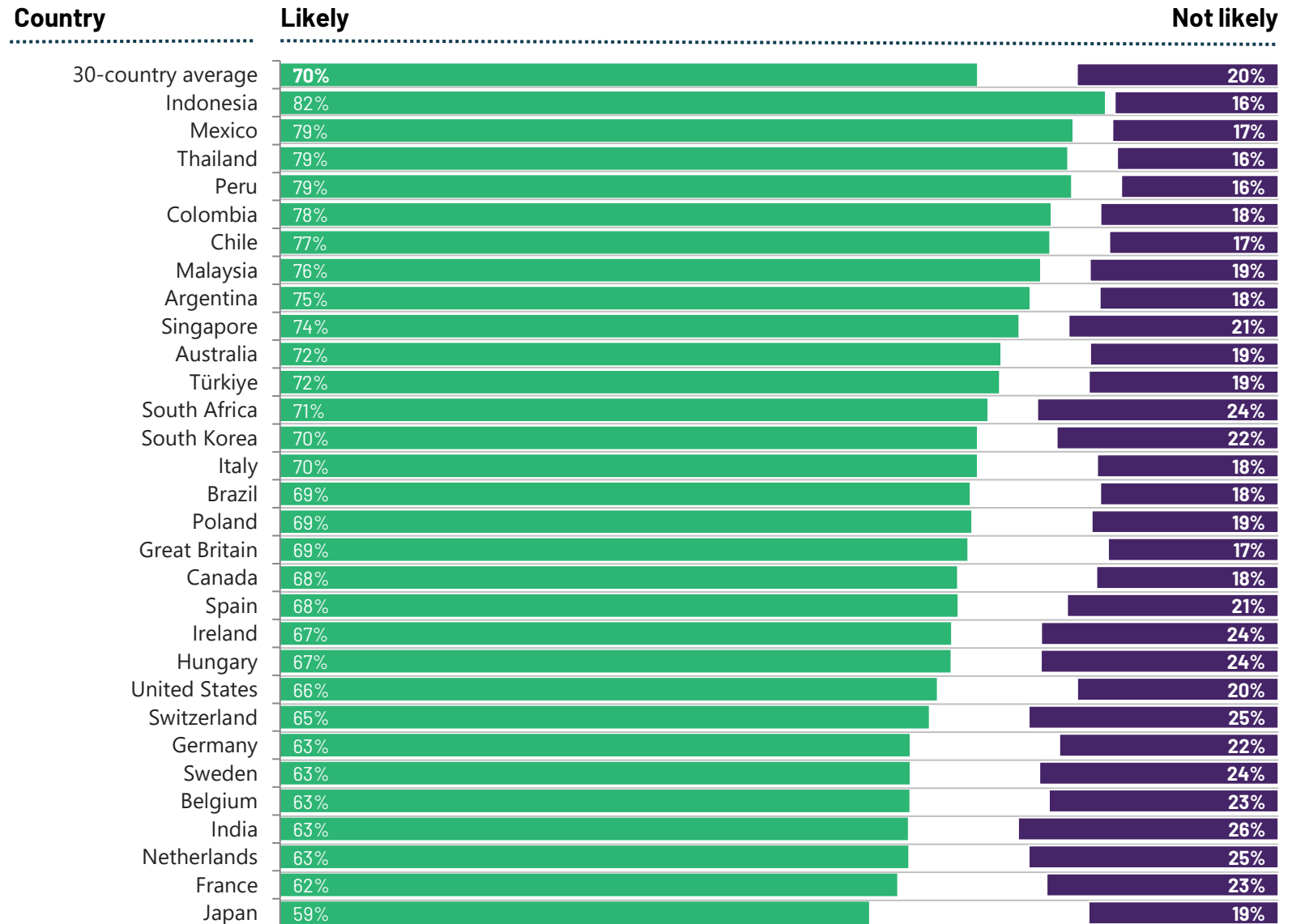
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Writing news stories and articles for publication

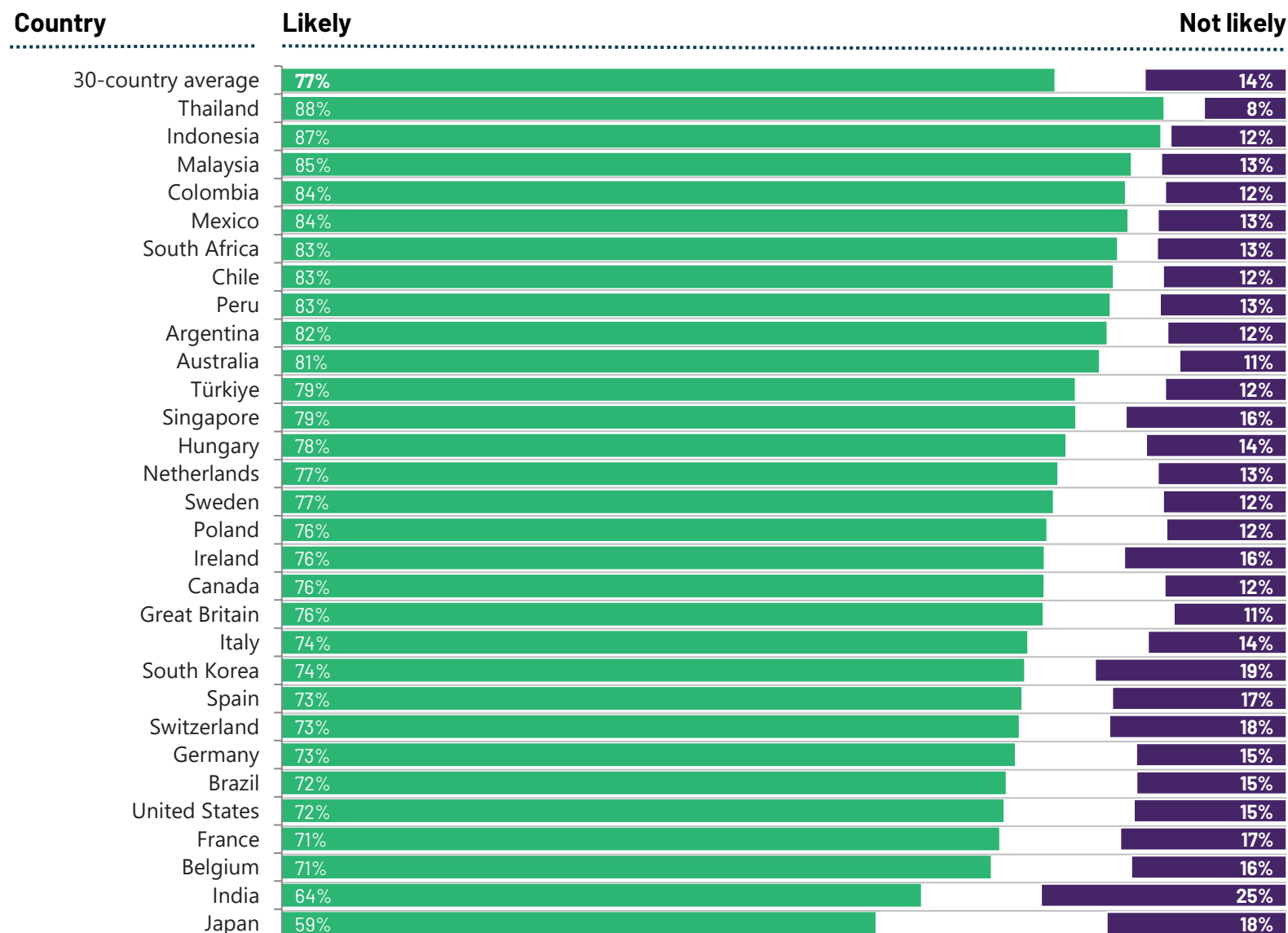
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Creating content for brand advertising

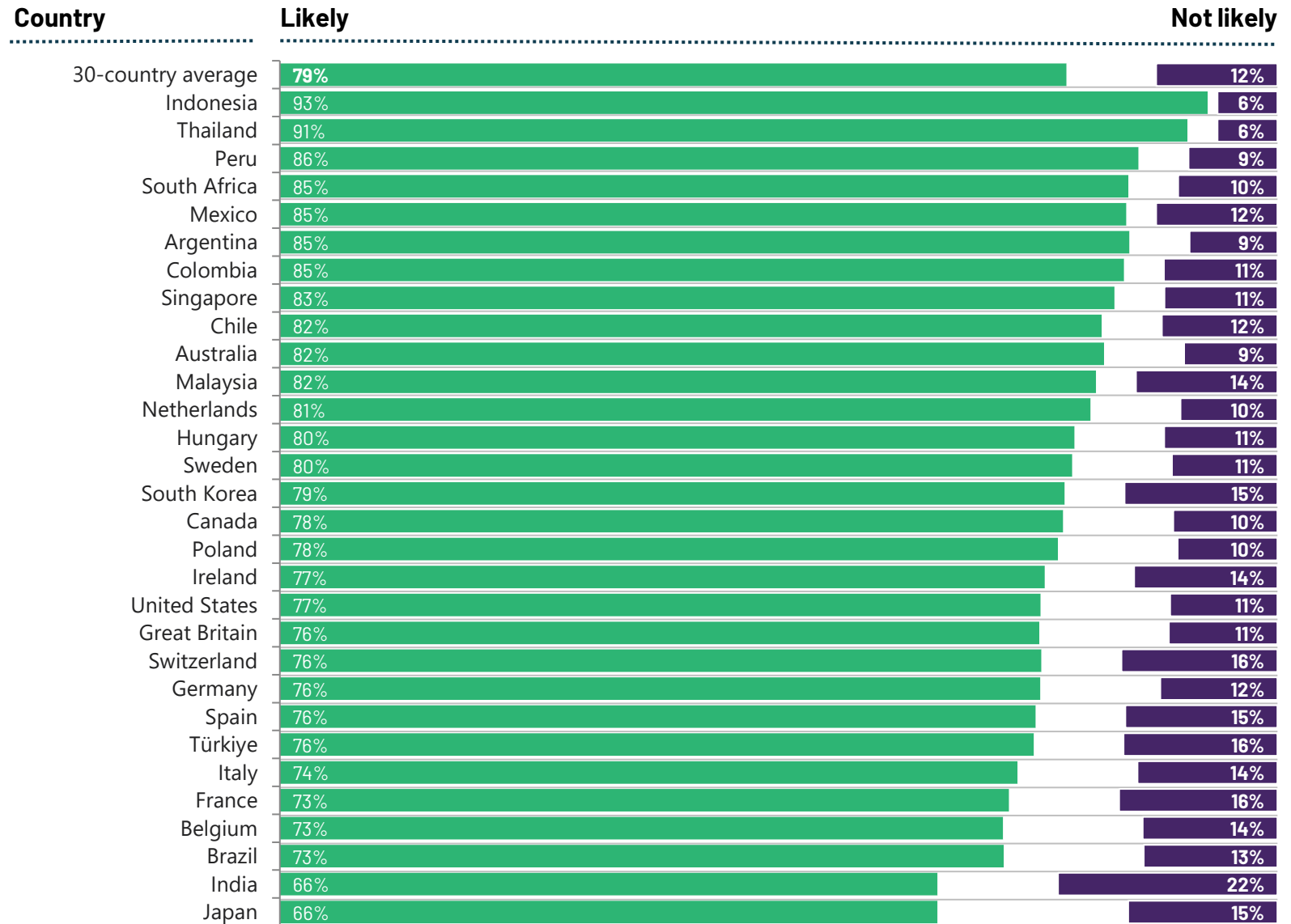
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Online search results

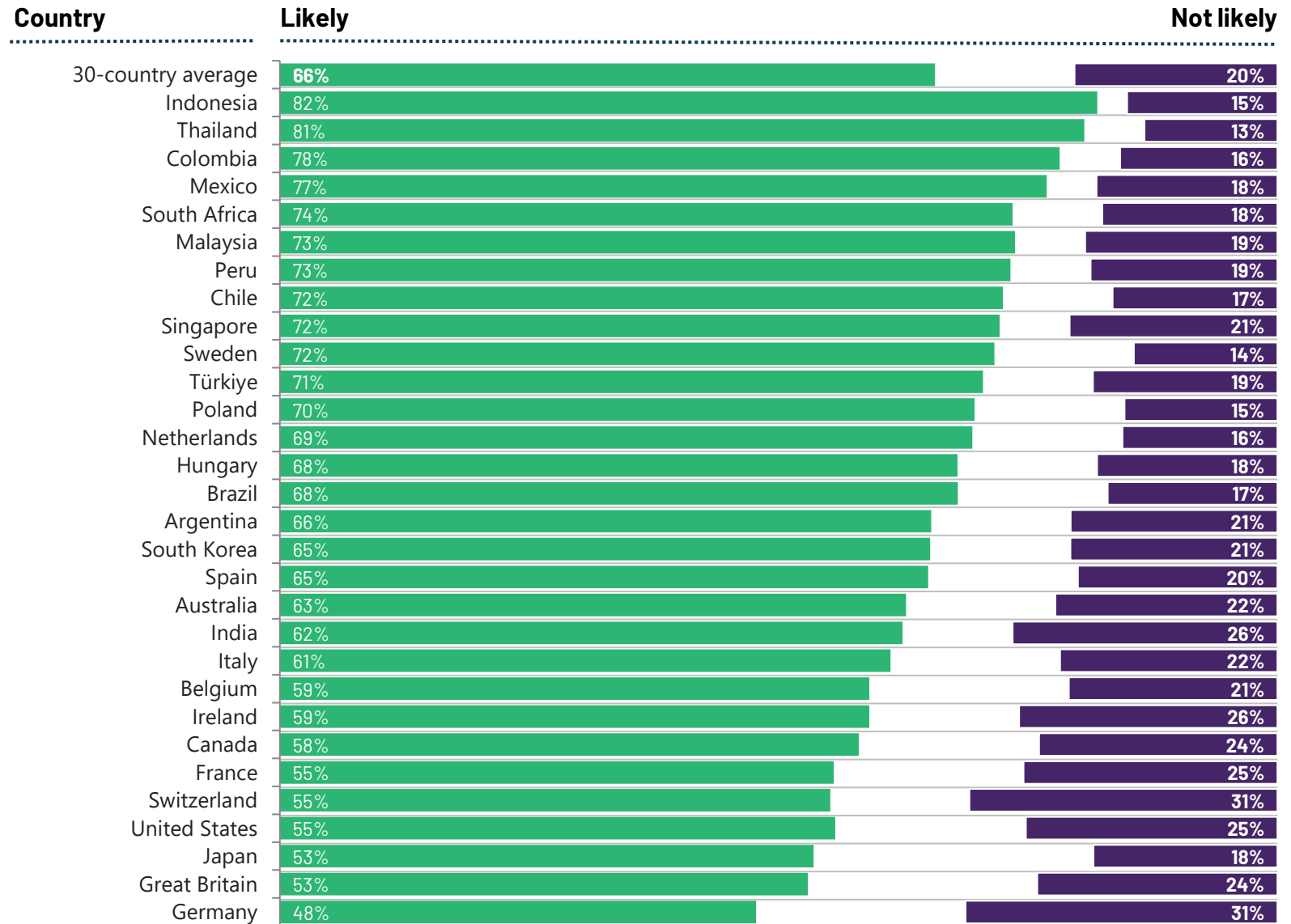
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AI is currently or might someday be used for the following tasks. How likely, if at all, do you think it is that these tasks will be performed primarily by AI?

Targeting disinformation campaigns

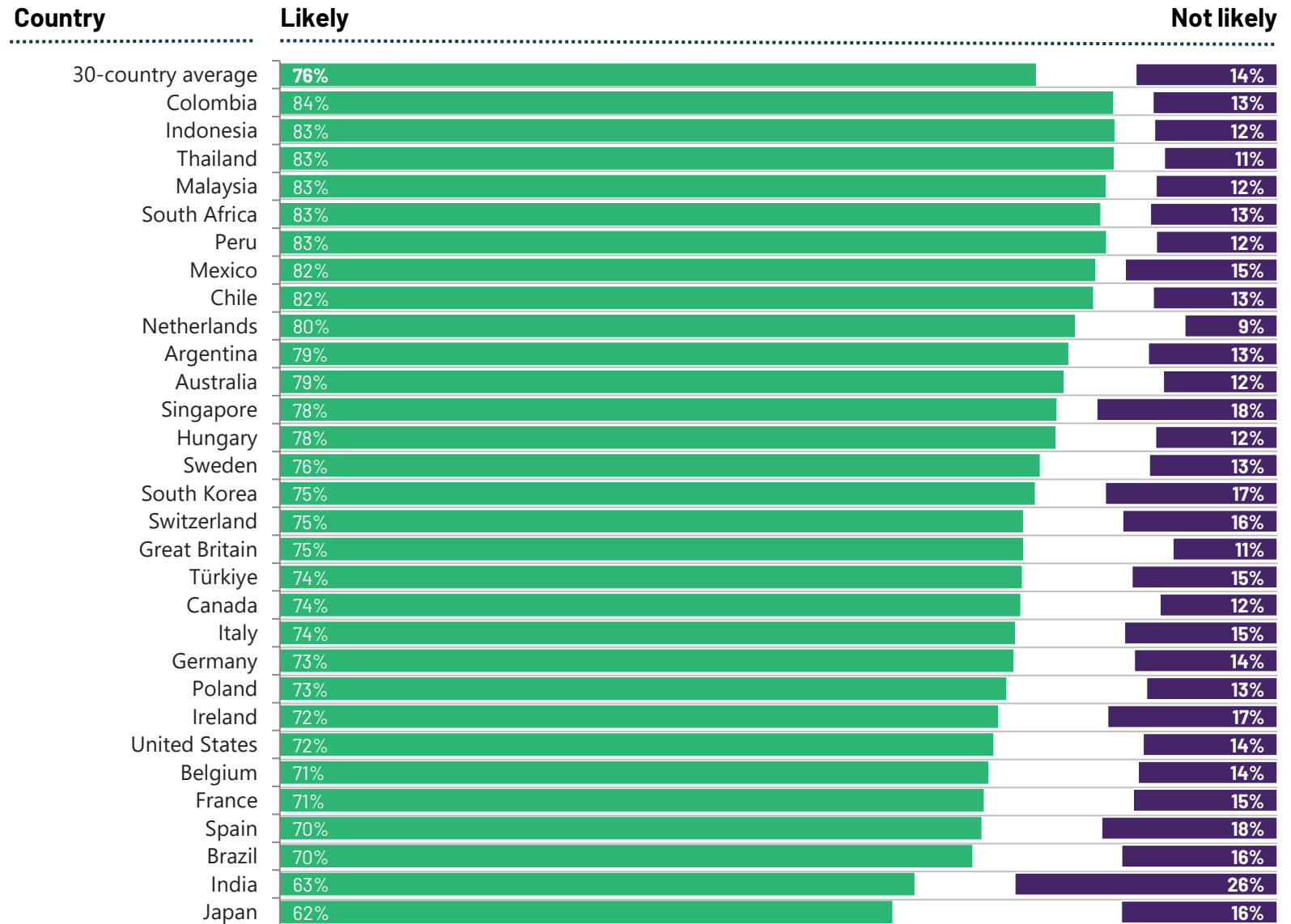
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Targeting advertising messages

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

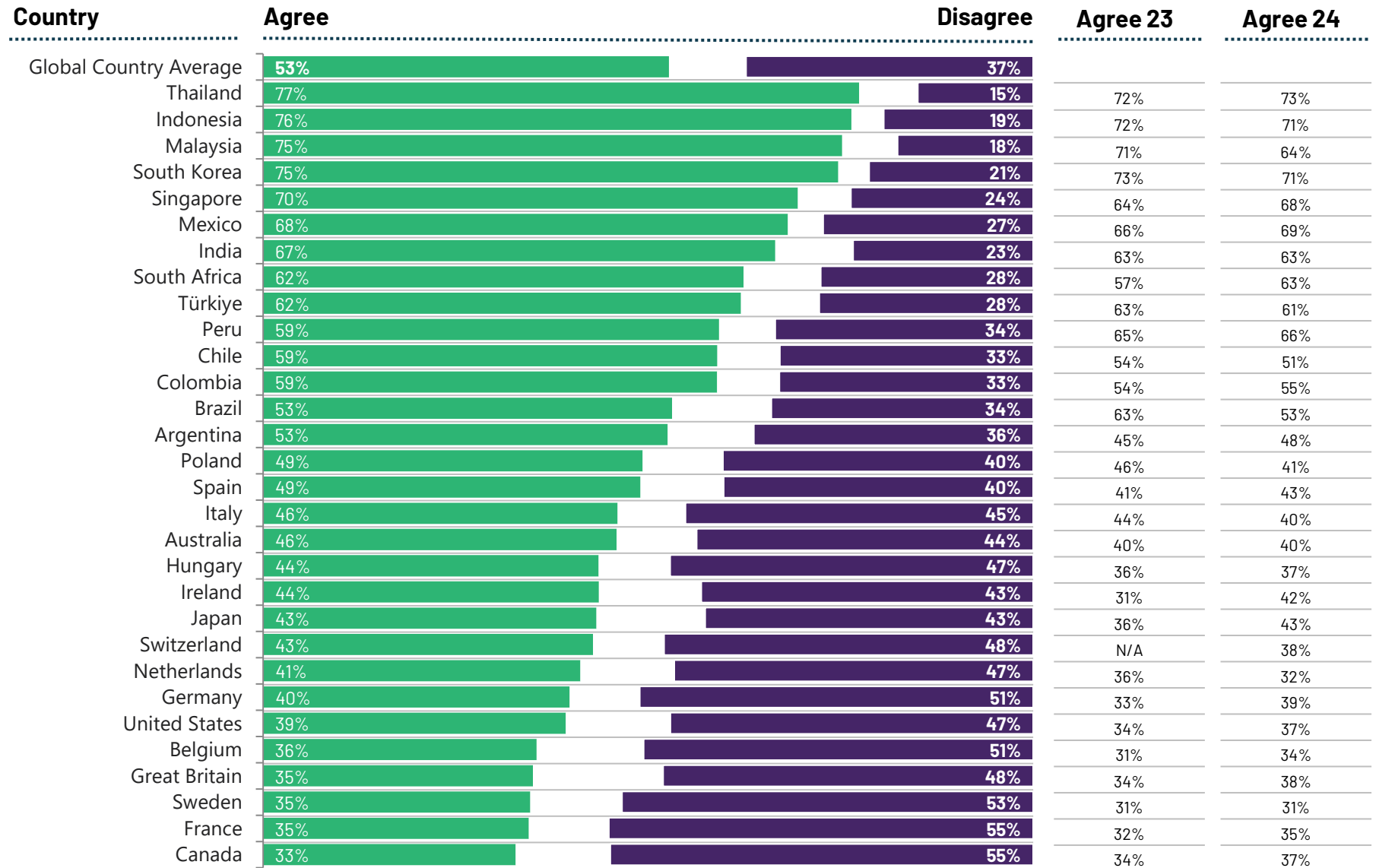


AI and the future



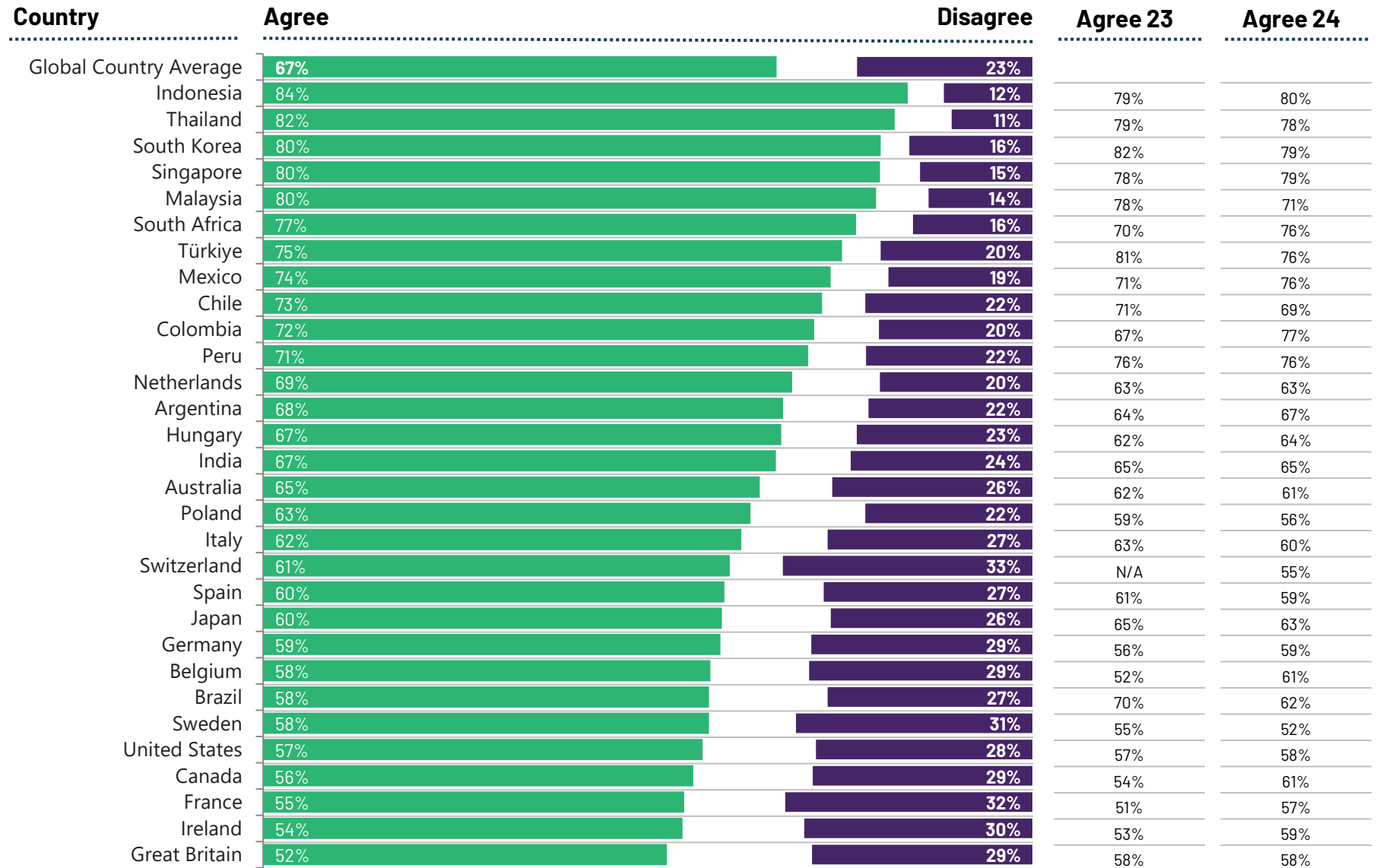
How much do you agree or disagree with the following?
Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

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



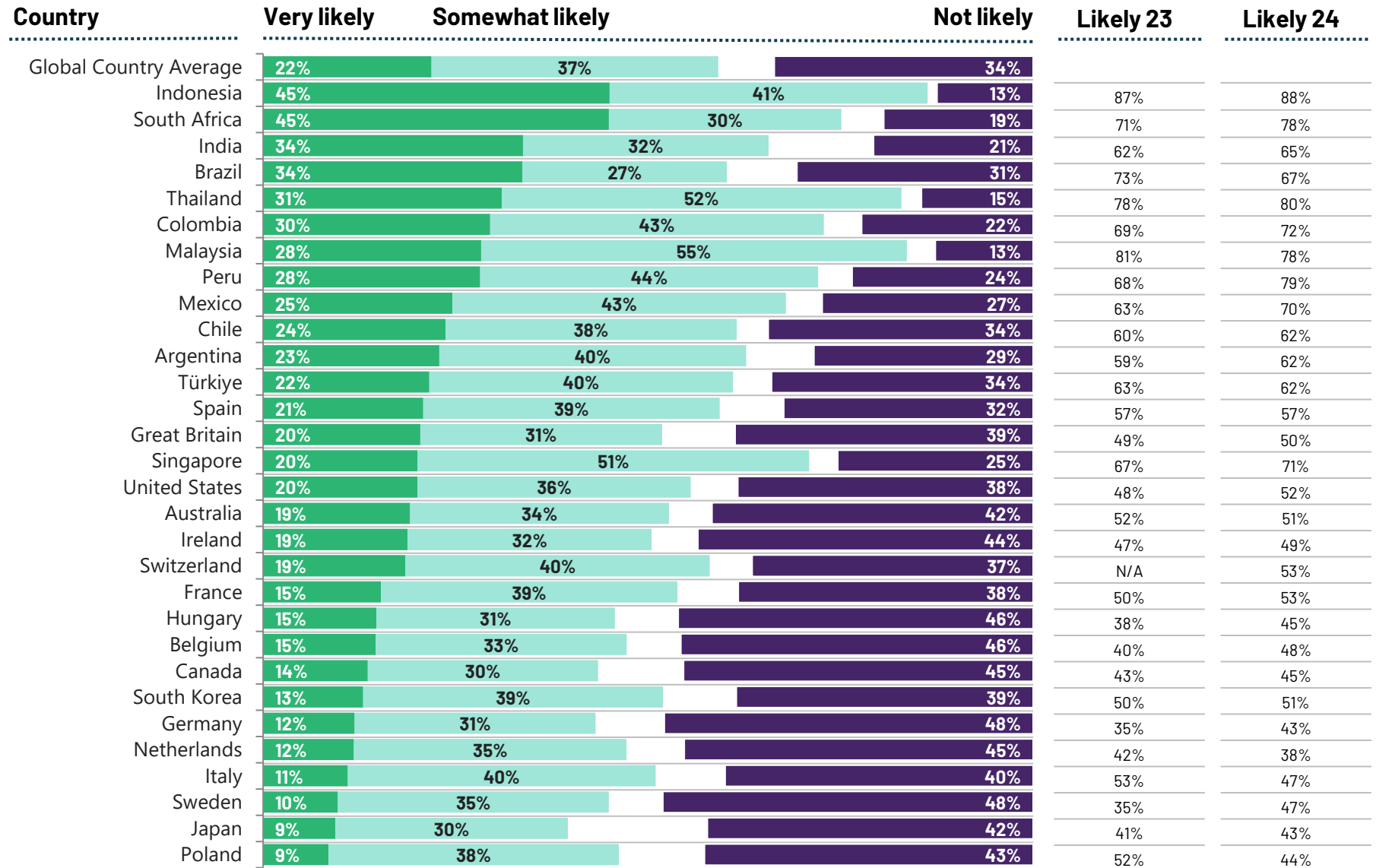
How much do you agree or disagree with the following?
Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years

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



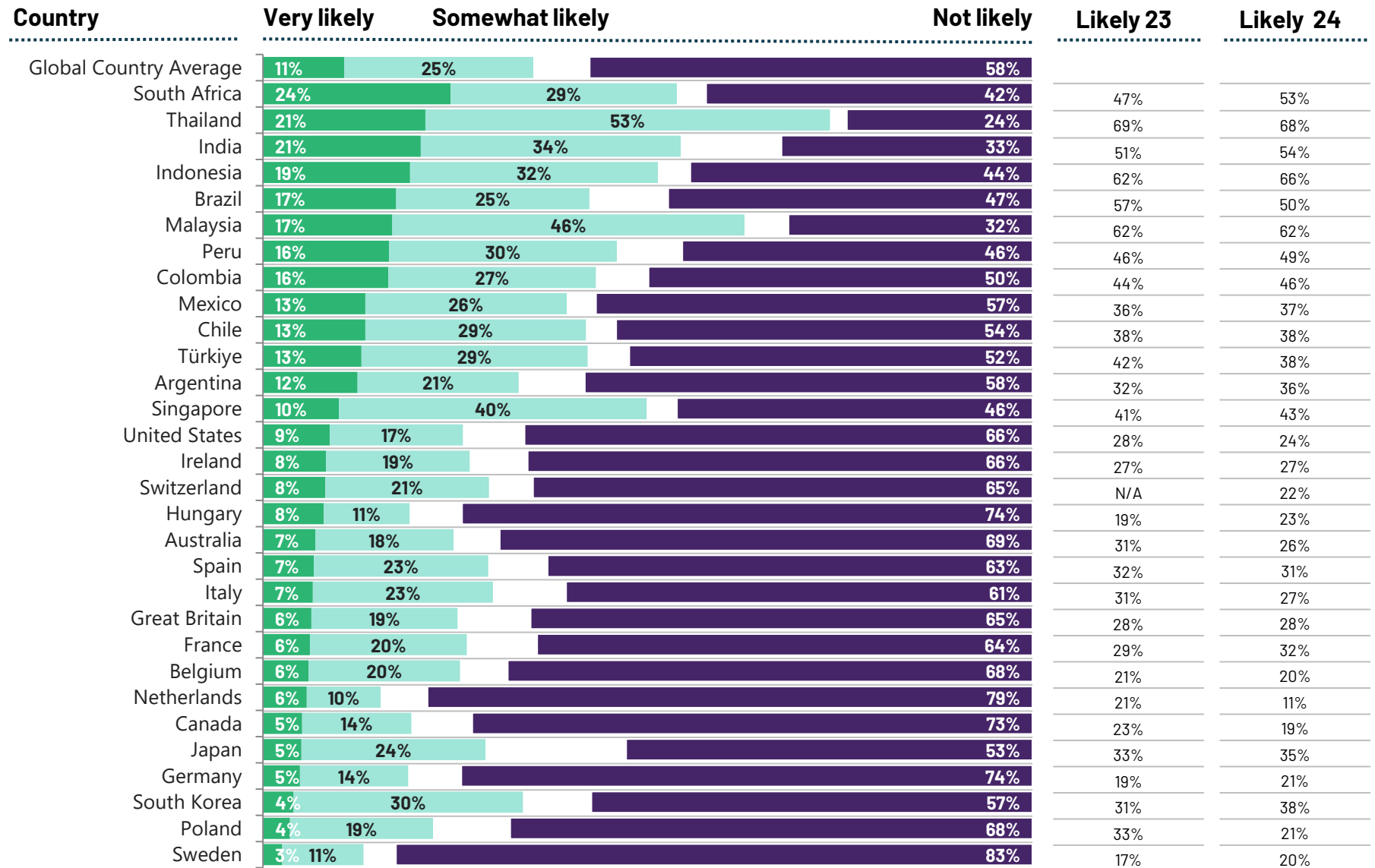
How likely, if at all, do you think it is that AI will change how you do your current job in the next five years?

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



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

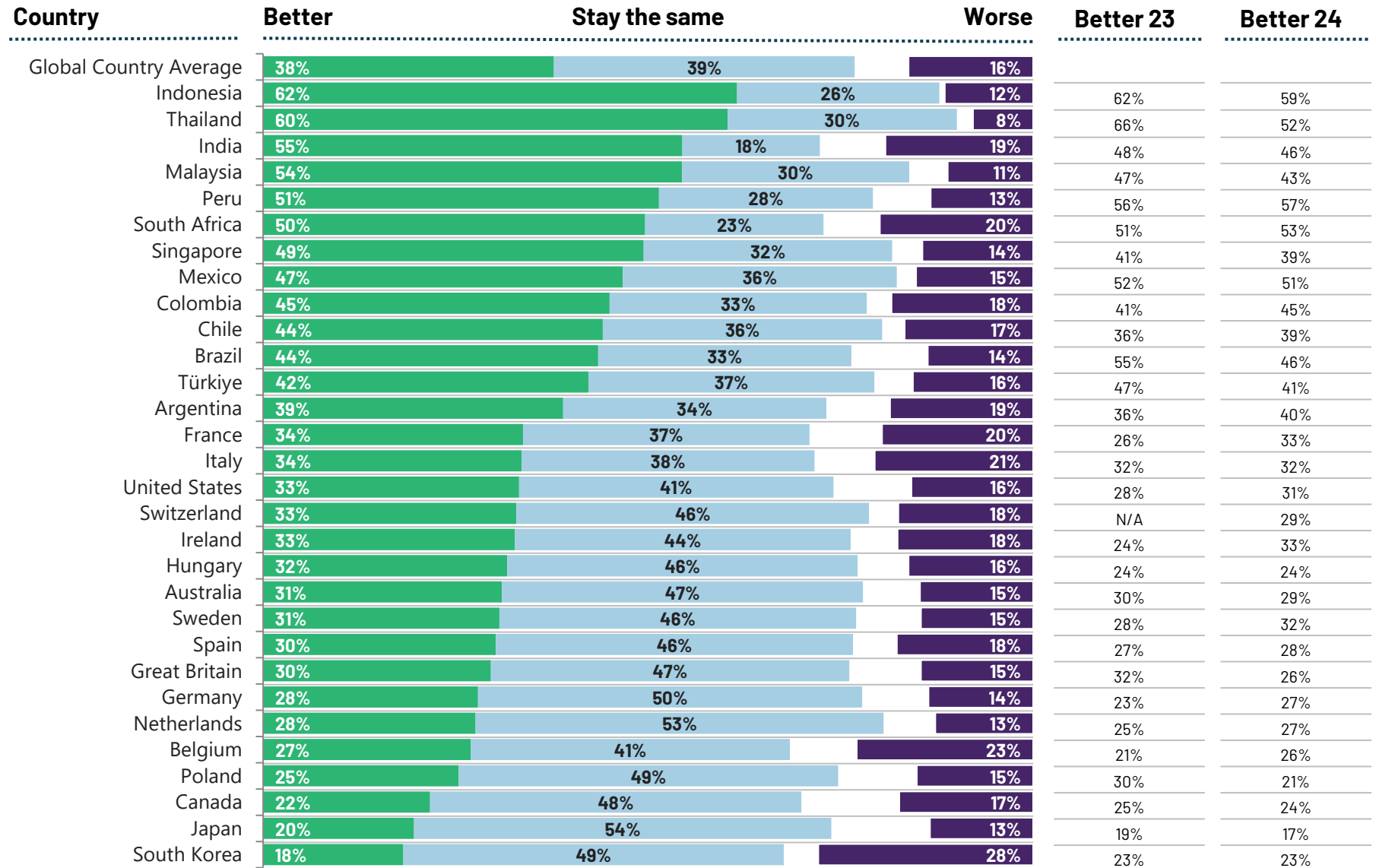
Base: 23,216 online adults under age 75 across 30 countries, interviewed March 21 – April 4, 2025



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

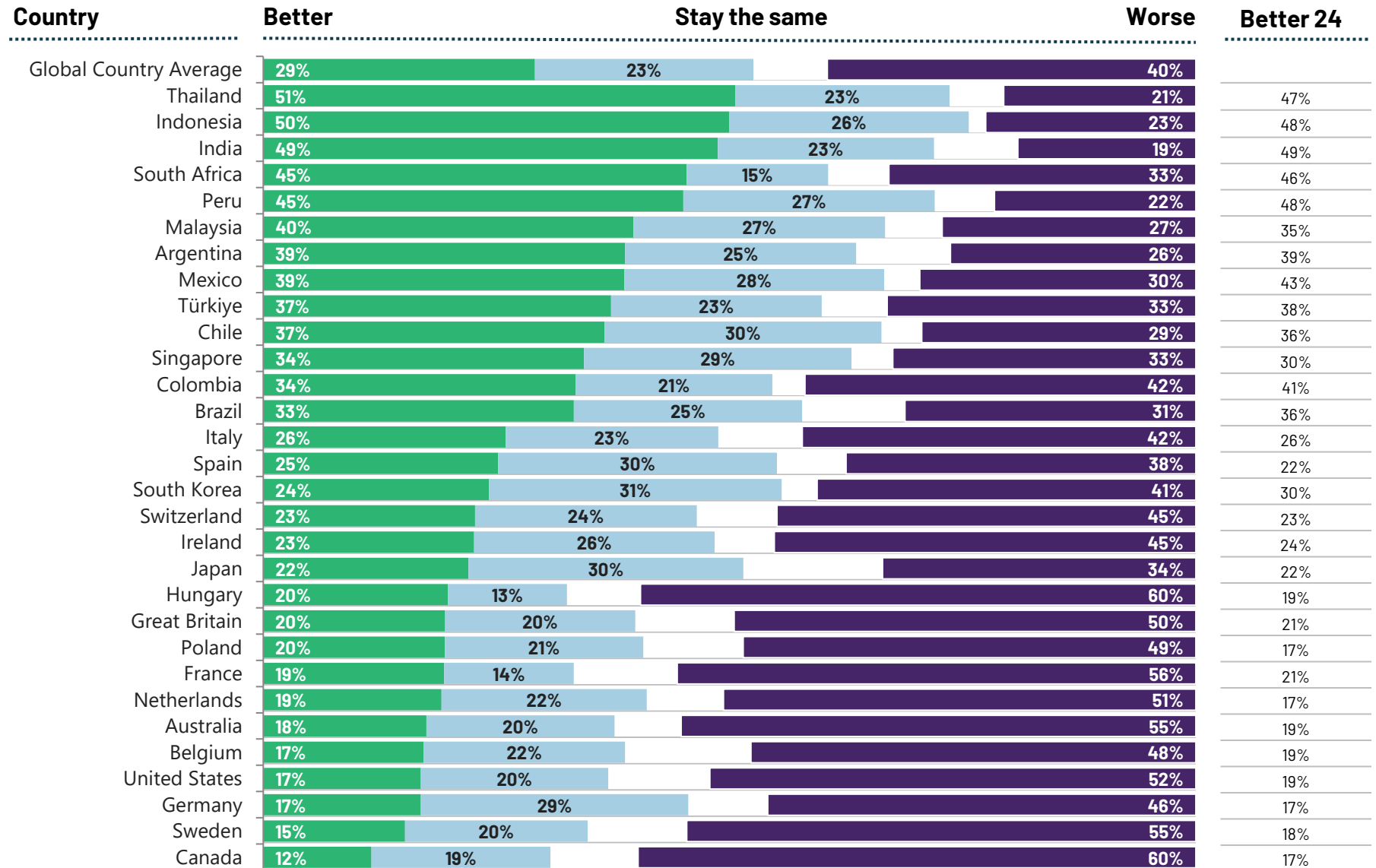
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? –

The amount of disinformation on the internet

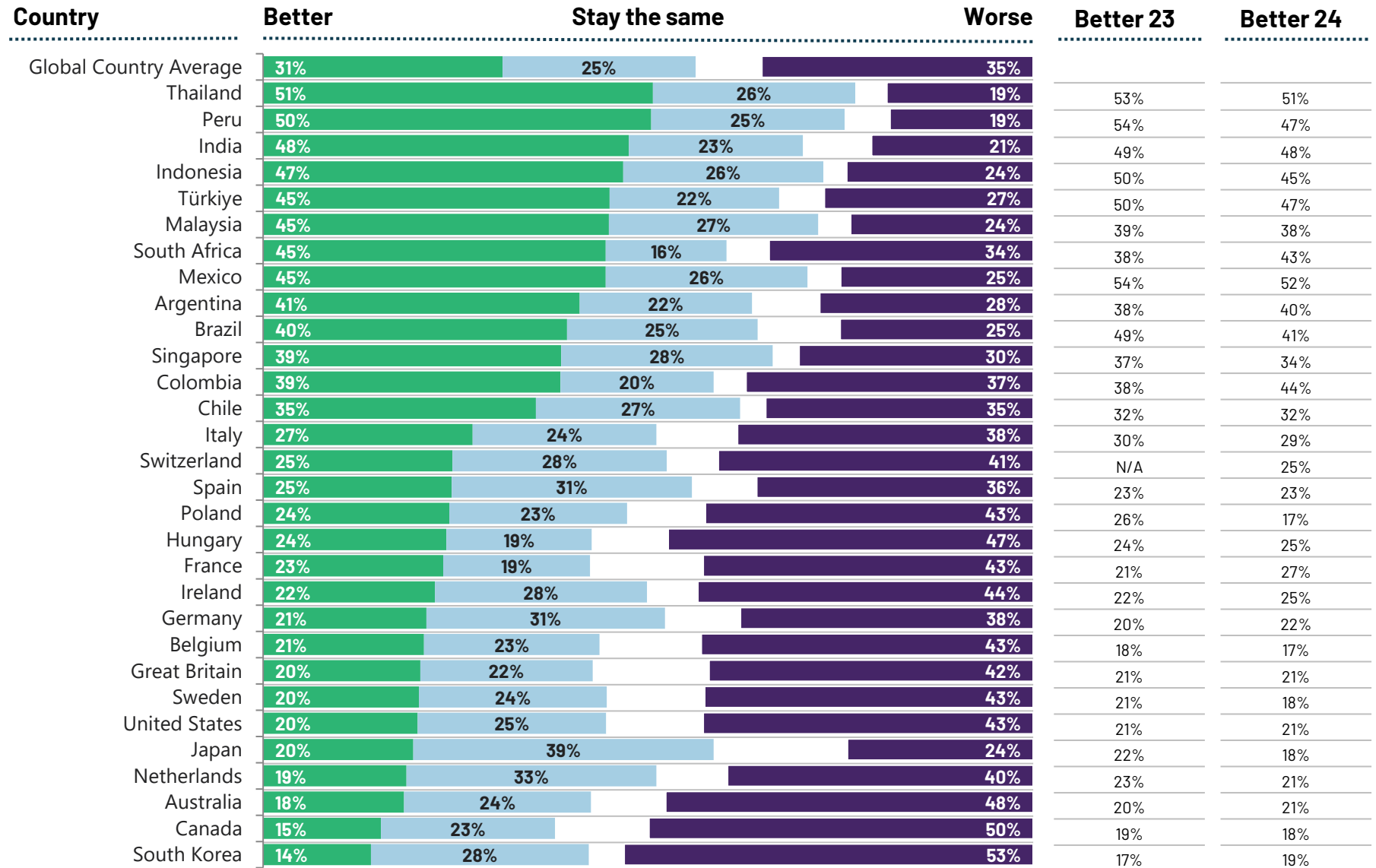
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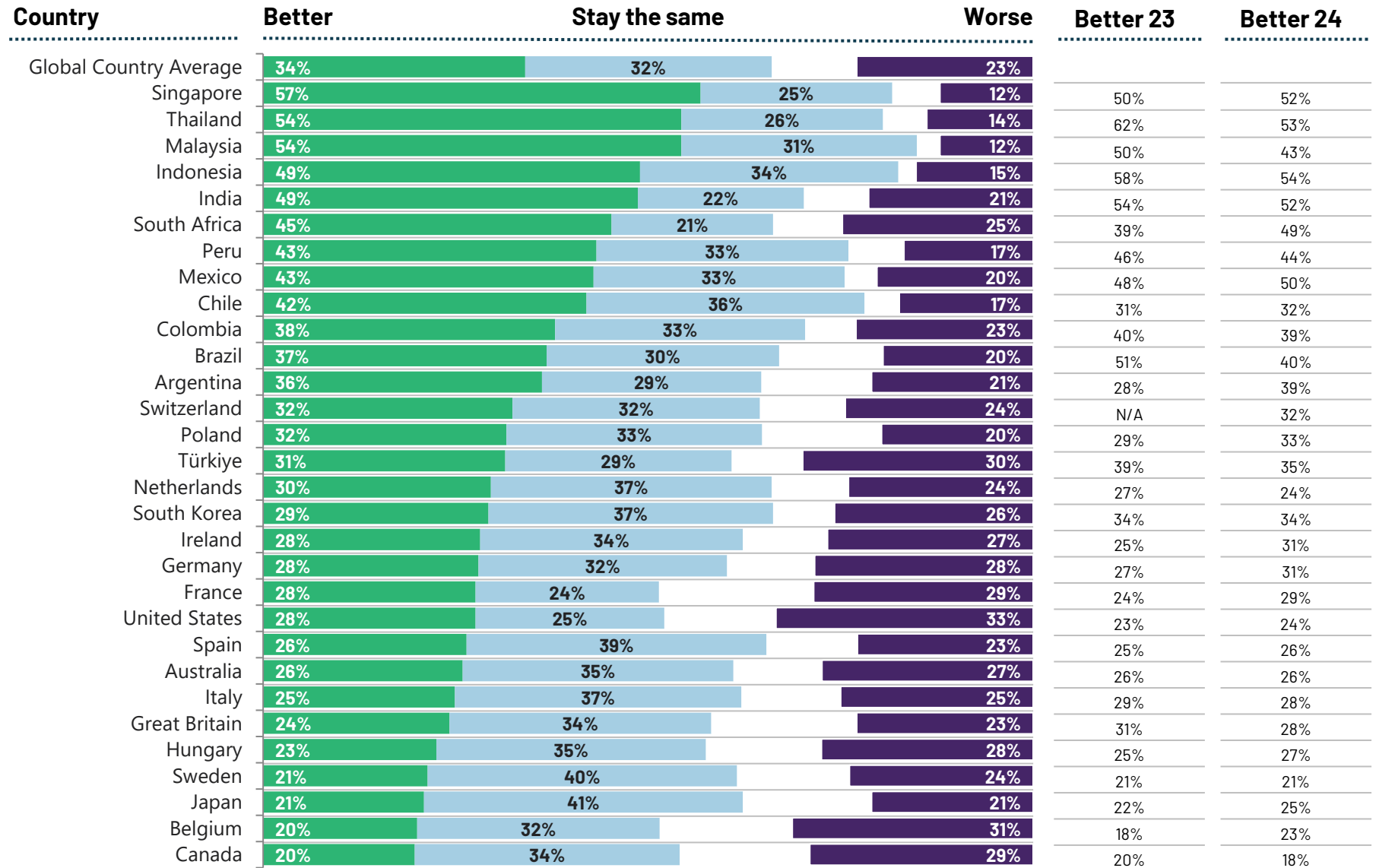
The job market

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



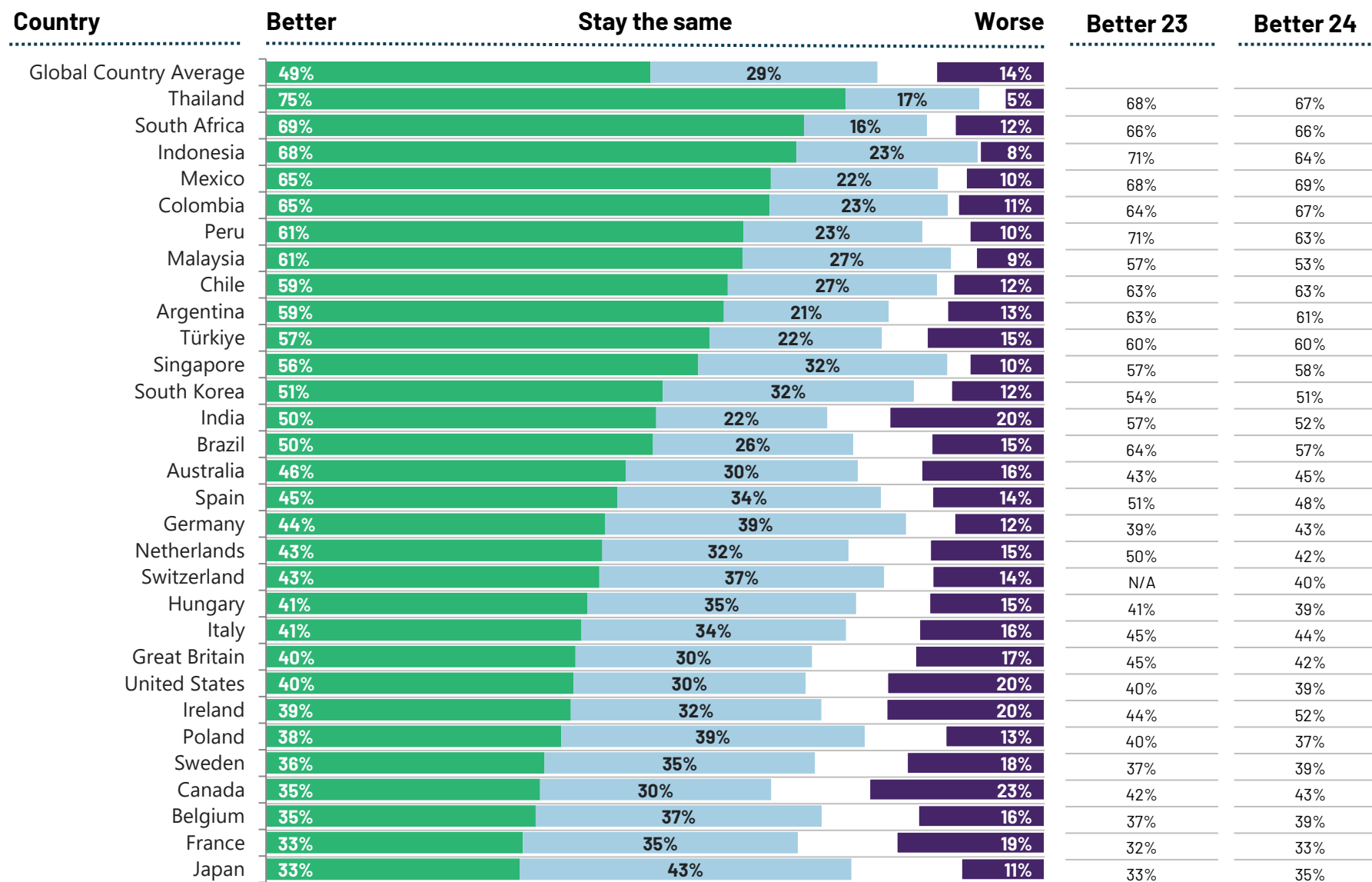
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? -
The economy in ...

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



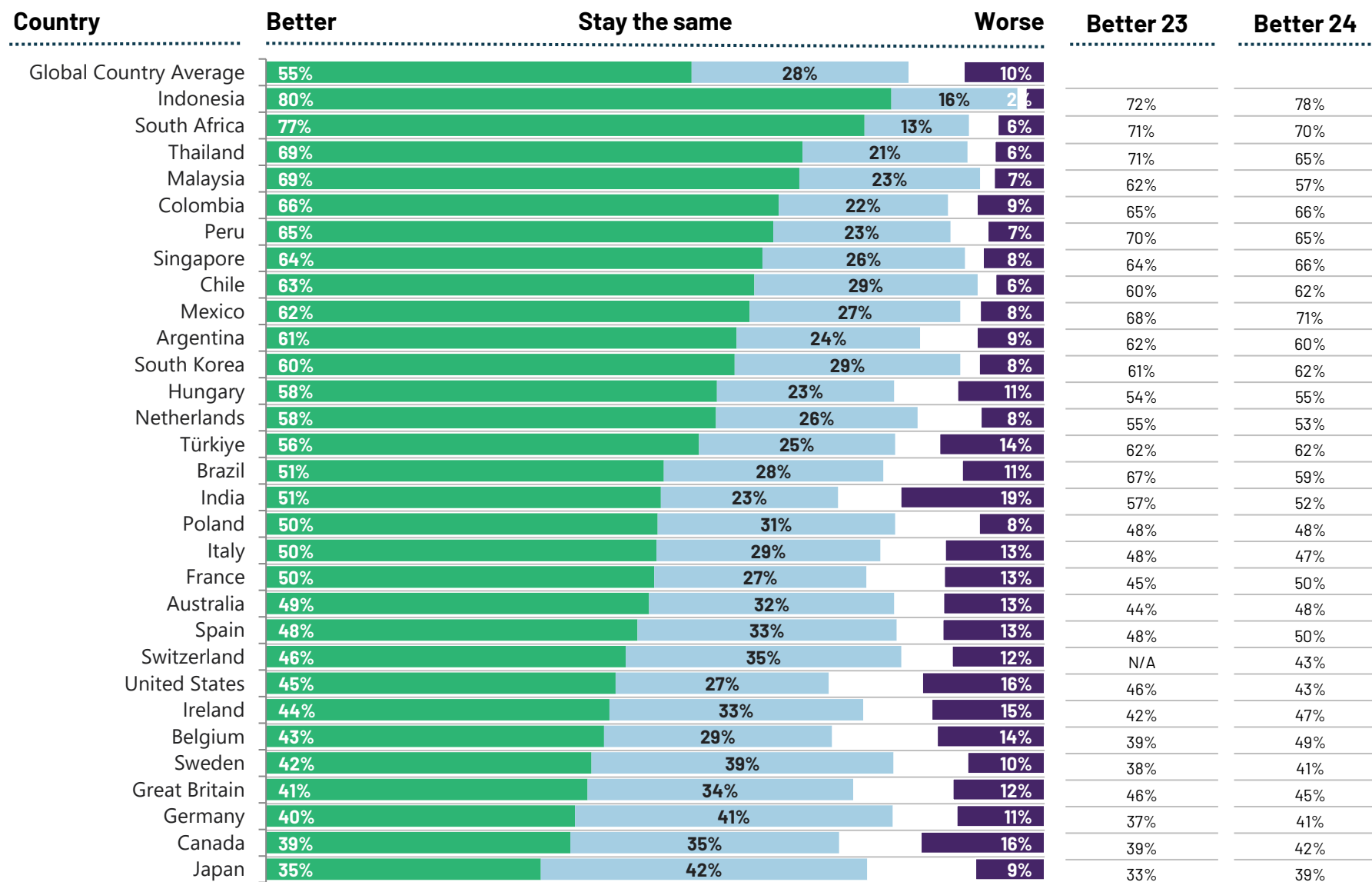
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **My entertainment options (television/video content, movies, music, books)**

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



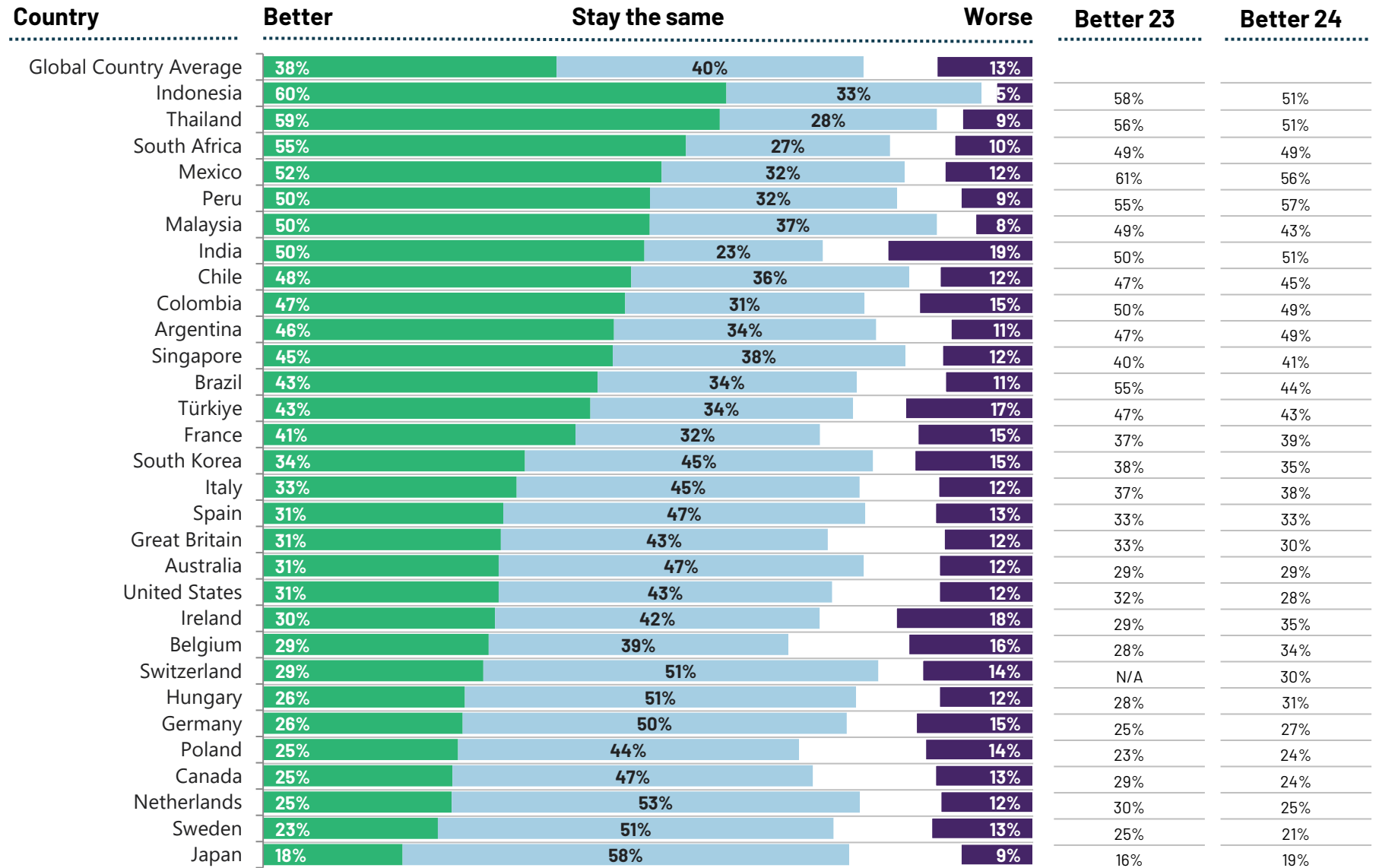
Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years? - **The amount of time it takes me to get things done**

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



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



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.

For more information

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