

# GLOBAL PUBLIC CONFIDENCE STUDY 2024

# Report on Artificial Intelligence

IRIS NETWORK  
GLOBAL PUBLIC CONFIDENCE  
STUDY REPORT 2024



# Introduction

- ▶ The 2024 IRIS Global Public Confidence Study provides a multi-country view of public sentiment across the most important issues of the day. The project aimed to understand:
  1. Public assessments of the economy and personal finances
  2. Levels of confidence and concern about climate change
  3. Perspectives on the state of healthcare systems
  4. Awareness, usage and attitudes towards artificial intelligence
- ▶ **This report presents the artificial intelligence results. Separate reports address views on economic confidence, health care and climate.**
- ▶ More than **13,000 people were surveyed across 20 countries** (13,083).
- ▶ Fieldwork was completed during June, July, and August 2024.
- ▶ A nationally representative sample of 500 to 1,000 adults was interviewed in each country.
- ▶ Data was collected online in 20 countries, by telephone (CATI) in Turkey.

# Participating Countries

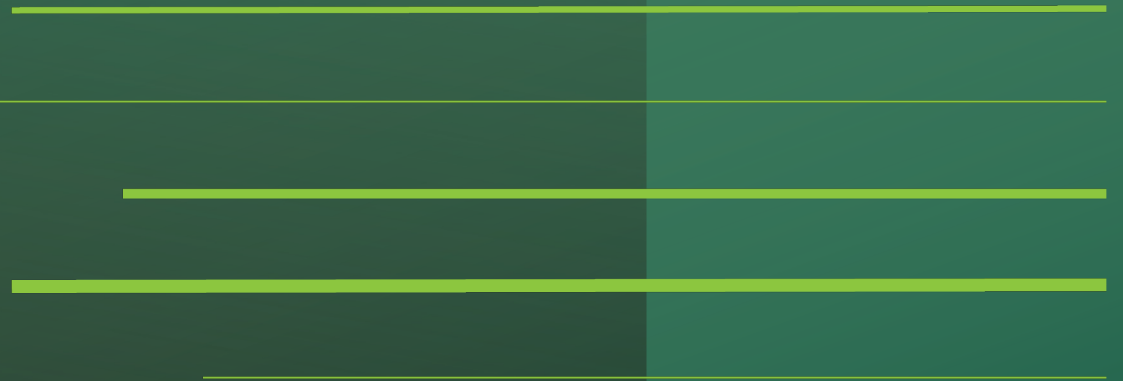
<b>Australia</b>			<b>Indonesia</b>			<b>Mexico</b>			<b>South Korea</b>		
<b>Austria</b>			<b>Italy</b>			<b>Nigeria</b>			<b>Spain</b>		
<b>France</b>			<b>Japan</b>			<b>Panama</b>			<b>Switzerland</b>		
<b>Finland</b>			<b>Kenya</b>			<b>Poland</b>			<b>Turkey</b>		
<b>Greece</b>			<b>Malaysia</b>			<b>Romania</b>			<b>USA</b>		

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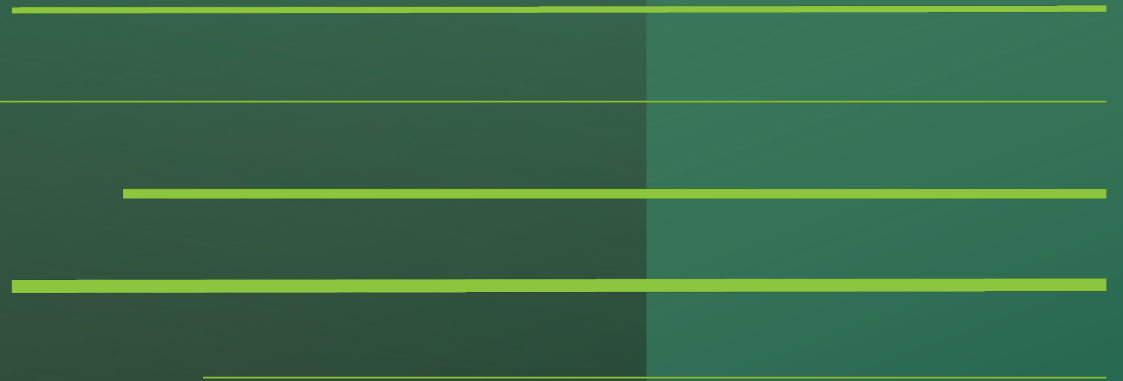
# 1. EXECUTIVE SUMMARY



# Executive Summary

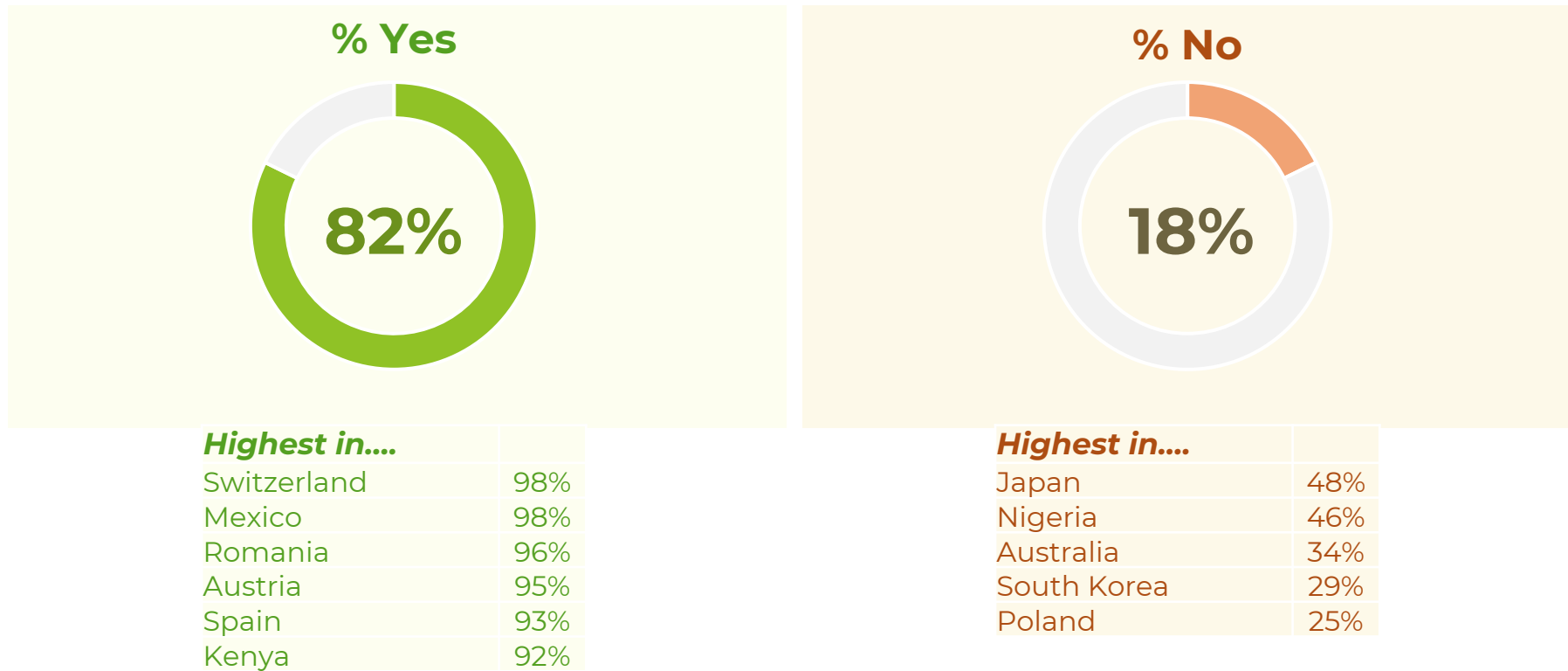
- ▶ On average, just above eight in ten have heard about AI and its applications. Awareness levels vary across countries. Awareness levels are the highest in Switzerland (98%), Mexico (98%), Romania (96%), Austria (95%), Spain (93%) and Kenya (92%) and lowest in Japan (52%) and Nigeria (54%).
- ▶ On average, nearly four in ten feel knowledgeable about AI and its applications. Knowledge levels are highest in Kenya (75%) and Nigeria (66%) and lowest in Japan (8%), Spain (12%), Turkey (18%) and Austria (18%).
- ▶ Almost half have ever used artificial intelligence technologies in their personal life. However, one third of the participants say that they use artificial intelligence in their work life. Usage rates in both personal and work life are the highest in Kenya, Mexico, Malaysia, Indonesia and Switzerland and lowest in Spain, Japan, Turkey, Panama and Austria.
- ▶ On average, nearly four in ten want their children work in AI area. Kenya (86%), Nigeria (82%) and Mexico (79%) have the highest rates, eight in ten want their children work in AI area; and lowest in Switzerland (28%), Italy (28%), Australia (28%) and France (26%).
- ▶ Asked about thoughts on the advantages and disadvantages of developments in the field of AI on humanity, overall, 44% consider AI having more advantages. That reaches eight in ten in Spain, and six in ten in Kenya, Italy, Mexico, and Nigeria. However, one third of the participants say that AI's disadvantages outweigh its advantages in France, Austria, USA and Switzerland.

# 2. ARTIFICIAL INTELLIGENCE OUTLOOK



# Awareness of AI

Q. Have you heard anything about AI and its applications?

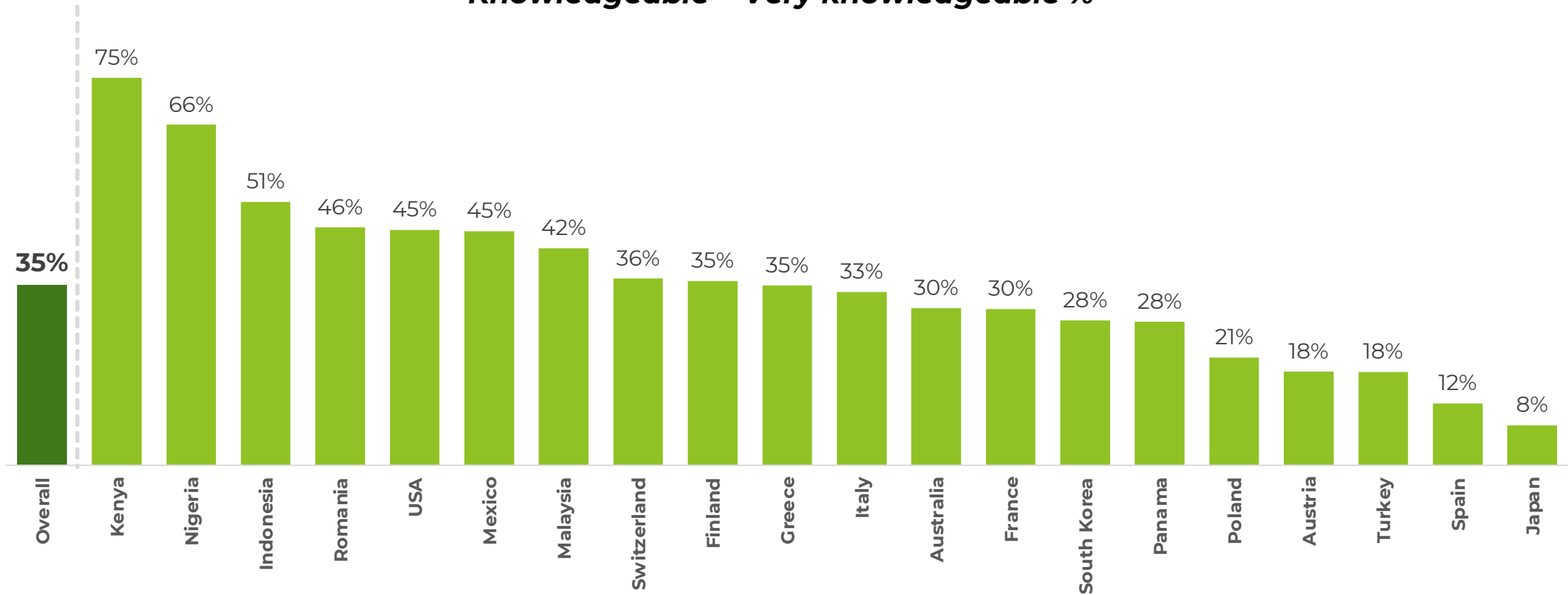




# Knowledge Level of AI and Its Applications

Q. How knowledgeable do you feel about AI and its applications?

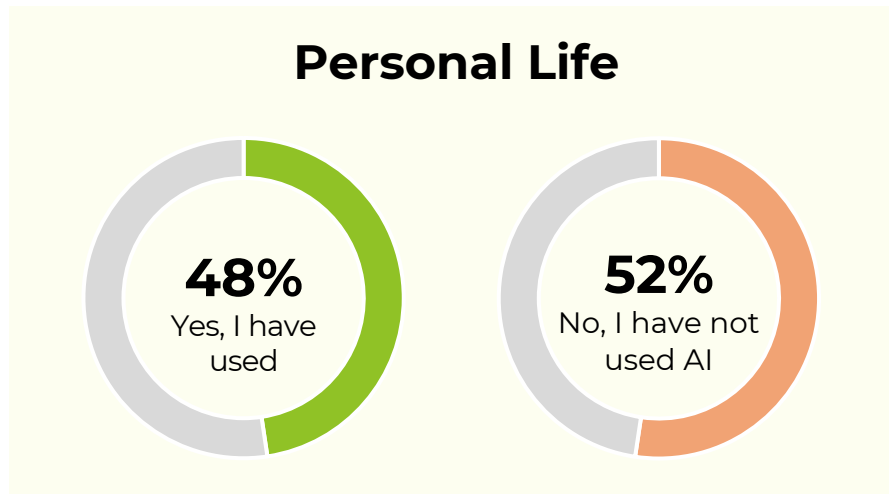
**Knowledgeable + Very knowledgeable %**



**Base:** Who heard about AI and its applications

# Use of AI in Personal Life and Work Life

Q. Have you ever used artificial intelligence technologies in your personal life and work life?

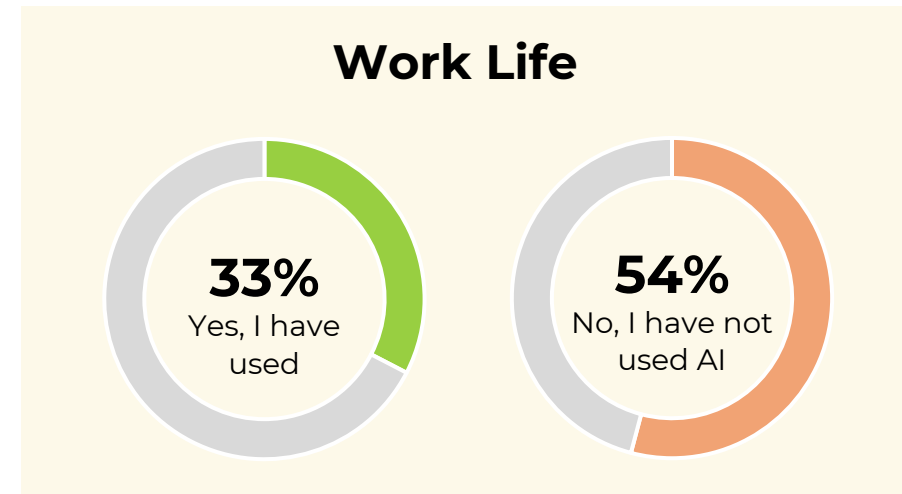


**Highest in...**

Kenya	80%
Mexico	76%
Malaysia	64%
Indonesia	62%
Switzerland	57%
Poland	56%
USA	55%
Nigeria	55%

**Highest in...**

Spain	96%
Japan	79%
Turkey	67%
Finland	64%
Panama	61%
France	61%
Austria	60%



**Highest in...**

Kenya	75%
Mexico	63%
Malaysia	58%
Indonesia	49%
Switzerland	43%

**Highest in...**

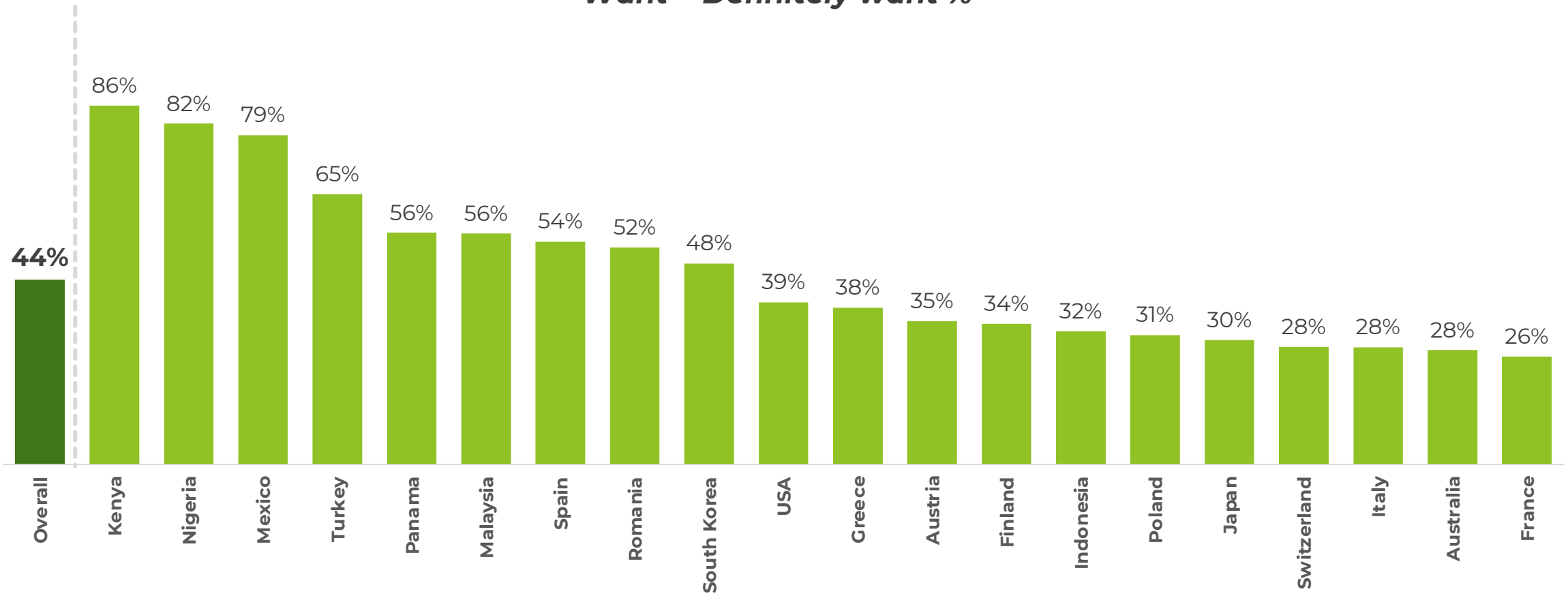
Italy	73%
Austria	70%
Spain	69%
Greece	68%
Turkey	66%
Japan	65%
Panama	65%

**Base:** Who heard about AI and its applications

# Wanting Their Child to Work in AI Area

Q. To what extent you would want your child to work in AI area?

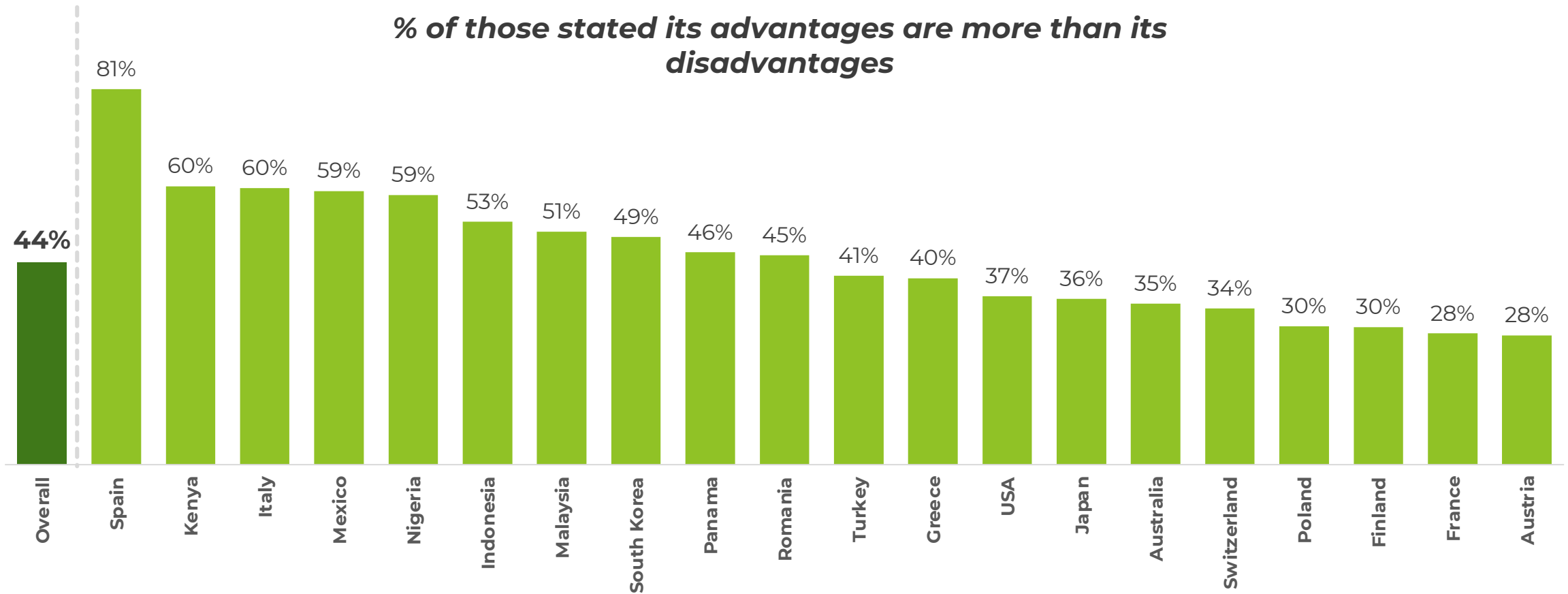
*Want + Definitely want %*



**Base:** Who heard about AI and its applications & have children

# Thoughts on the Advantages and Disadvantages of AI Developments on Humanity

Q. May I learn your thoughts on the advantages and disadvantages of developments in the field of AI on humanity; using a scale where 1 means 'Its disadvantages will be more than its advantages' and 5 means 'Its advantages will be more than its disadvantages'?



**Base:** Who heard about AI and its applications

# Thank you.

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