

THE IPSOS AI MONITOR 2026

A 32-country Ipsos
Global Advisor Survey

June 2026

Introduction: AI, Trust and the Status Quo

Opinions about AI are not changing as fast as the technology itself.

People's attitudes haven't shifted much since a sudden movement with the earthquake that was the introduction of ChatGPT between the 2022 and 2023 waves of the *Ipsos AI Monitor*.

In many ways, AI is the story of these times. The fifth-annual study adds more nuance to the conversation.

Because trends don't happen in a vacuum. To look at advances and tensions around AI purely from a tech perspective and ignore all of the economic, geopolitical, social and environmental is to miss the pre-existing attitudes driving the new attitudes.

What hasn't changed? The tension Ipsos has long-framed between the Wonder of AI and the Worry persists. It's now almost an even number of people saying AI makes them "excited" or "nervous". In many cases, it's the same people feeling both emotions!

Some high level tech takeaways:

Younger people are using AI tools at work and saving time.

Those under 35 are more than three times more likely than the 50-74 cohort (40% vs. 13%) to report that AI tools have actually saved them time at work in the last year

Younger people are also more likely to say that AI will replace their job in the next five years

Perhaps related to higher usage, those under 35 are also have the strongest nervousness (52%) AND excitement (56%) around AI

Men are generally more positive about AI and its benefits than women

Higher income citizens are the least nervous, the most positive and most engaged with these tools

Yet every income level feels threatened: more than one in three are concerned that AI will replace their job in the next five years.

While less than half worldwide are optimistic that AI will improve their health, their country's economy and job market, younger people are more optimistic with no difference between the 18-34 and 35-49 cohorts.

52%

People under 35 are the most likely to be nervous (52% on average across 32 countries) and excited (56%) about the potential of AI.

Introduction: AI, Trust and the Status Quo

TENSION AND TRUST

What's driving this tension? Last year's Monitor looked at the correlation of markets' nervousness and trust that governments would regulate AI responsibly. That's one component.

The U.S. is an outlier in its low-trust/high-nervousness. Data from the Ipsos U.S. Consumer Tracker shows that nearly all Americans want the government to play some sort of role including high bi-partisan agreement it should work to protect jobs. But the Trump administration's stated policy had been not to regulate AI at all. (Note: that might now be shifting to a very hands-on approach.) Uncertainty doesn't breed trust.

THE GLOBAL TRENDS CONTEXT

Ipsos Global Trends shows a long-term decline in trust in institutions and a pervasive feeling that business leaders don't tell the truth (only 43% worldwide think they do).

AI AND THE ENVIRONMENT

The energy and water usage of AI data centers is empirically profound. However, in every market at least two in three think the benefits outweigh the environmental costs.

This despite the Ipsos Global Trends data showing that a majority in every market think we are headed for an environmental disaster if we don't change our habits quickly.



Introduction: AI, Trust and the Status Quo

AI usage is a relatively new habit (compared with burning fossil fuels in our vehicles, for instance) so possibly more changeable. The markets most worried about environmental collapse (such as Indonesia, Thailand, South Africa and Columbia) are even more willing to think AI progress outweighs its harms. Why?

STATUS QUO, or NO?

It's easy to lump the "excited about AI" countries in Asia-Pacific and LATAM, and "nervous" countries in Europe and North America as being emerging and established economies respectively.

Through Ipsos Global Trends we see a different fissure: markets who are protecting the status quo vs. those who look to change their status quo.

In the excited markets we see a strong correlation with the belief that AI will lead to a better economy in their countries. Yet there's much less correlation between the belief that the economy is rigged and that AI will improve the economy.

Many around the world feel that their "systems are broken," but all of this data suggests that many see tech as a short cut to fix the systems and giving them a leg up in a rapidly changing global economy.

The Say-Do-Gap KICKER

All of this being said, the bottom line points to a say-do gap, likely fueled by a fear of missing out or becoming irrelevant. A strong majority around the world, including two in three of those

under 35, say that they don't always trust AI tools, but they use them anyway.

To learn more about consumer attitudes about AI, see the [2025](#), [2024](#), [2023](#) and [2022](#) monitors.

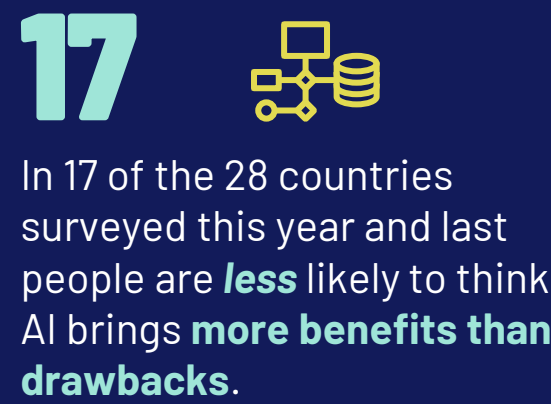
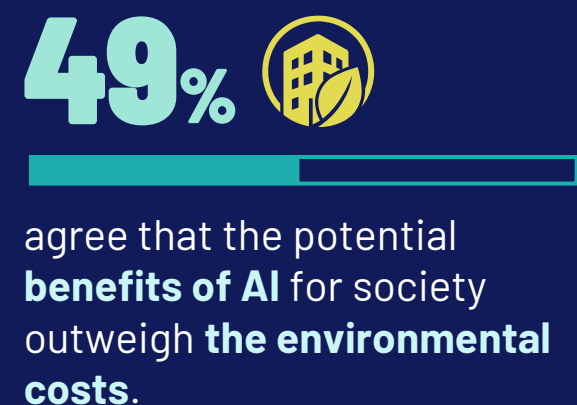
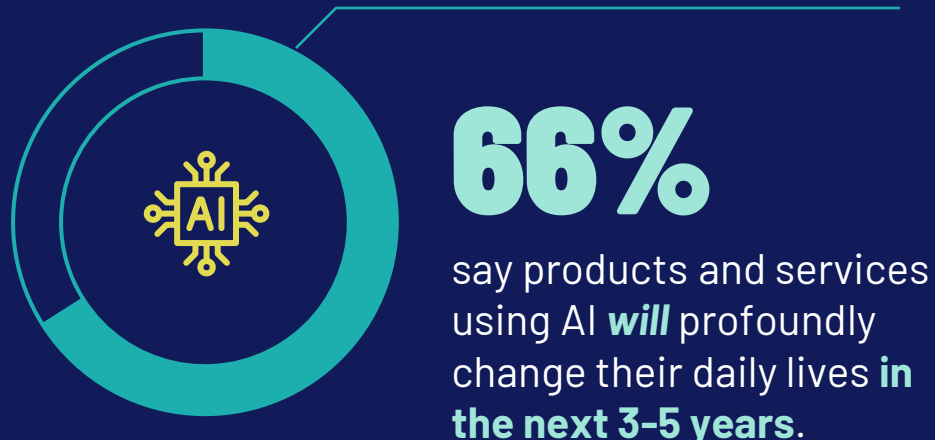
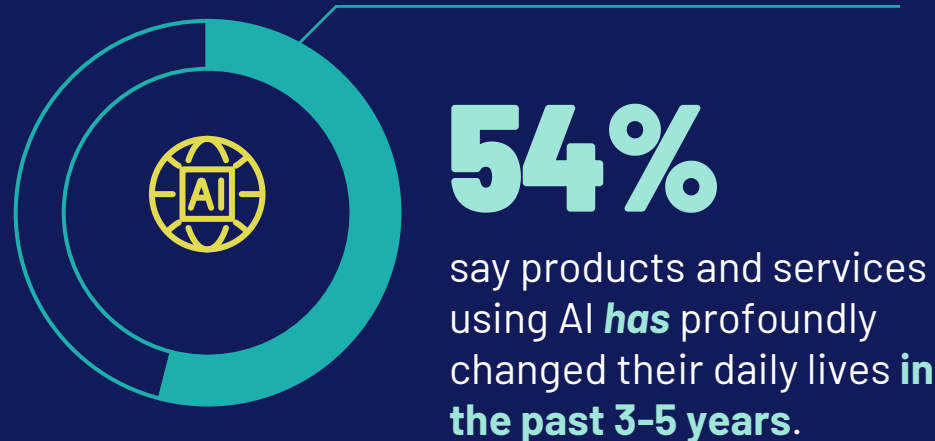
If you wish to learn more about what our findings mean for your business or country, please don't hesitate to get in touch.

Matt.Carmichael@ipsos.com

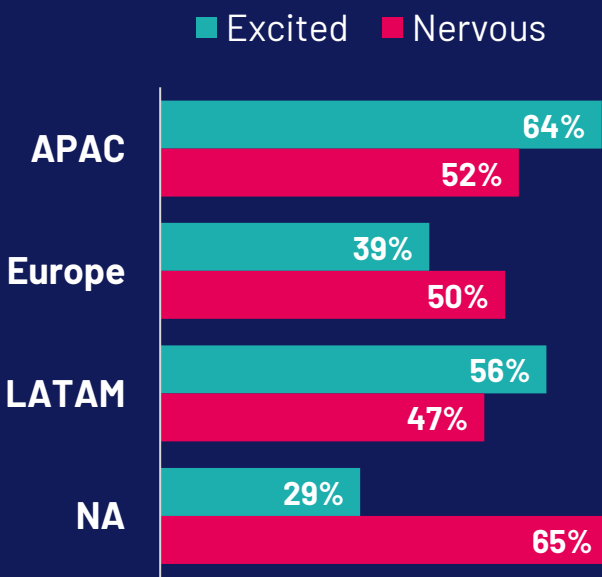


Matt Carmichael,
SVP, Consumer Trends Thought
Leadership, Ipsos in the US

The Ipsos AI Monitor in numbers



Products and services using AI makes me....



Summary

Is AI living up to the hype?

Markets are split: In half more people think AI will change their lives than in 2022 and in half fewer do. We've been asking this for five years. A lot of people are still waiting for AI to live up to the initial, let alone the growing hype.

Peak nervousness? Every market's level of nervousness is up compared to five years ago but almost all of that jump happened in the first year of the *Ipsos AI Monitor* as ChatGPT was widely released.

Younger people are nervous

A signal worth watching: At college graduation speeches across America speakers were jeered at for trying to hype AI to audiences of nervous grads entering an uncertain labor market.

In both the AI Monitor and Ipsos Global Trends, the younger age cohorts are more nervous, less excited and more likely to agree that technology is destroying the world. Since the youth are typically early-adopters and strong users and supports of technology, this shift could spell long-term headwinds for tech companies. Keep an eye on these numbers.

AI is making work more efficient

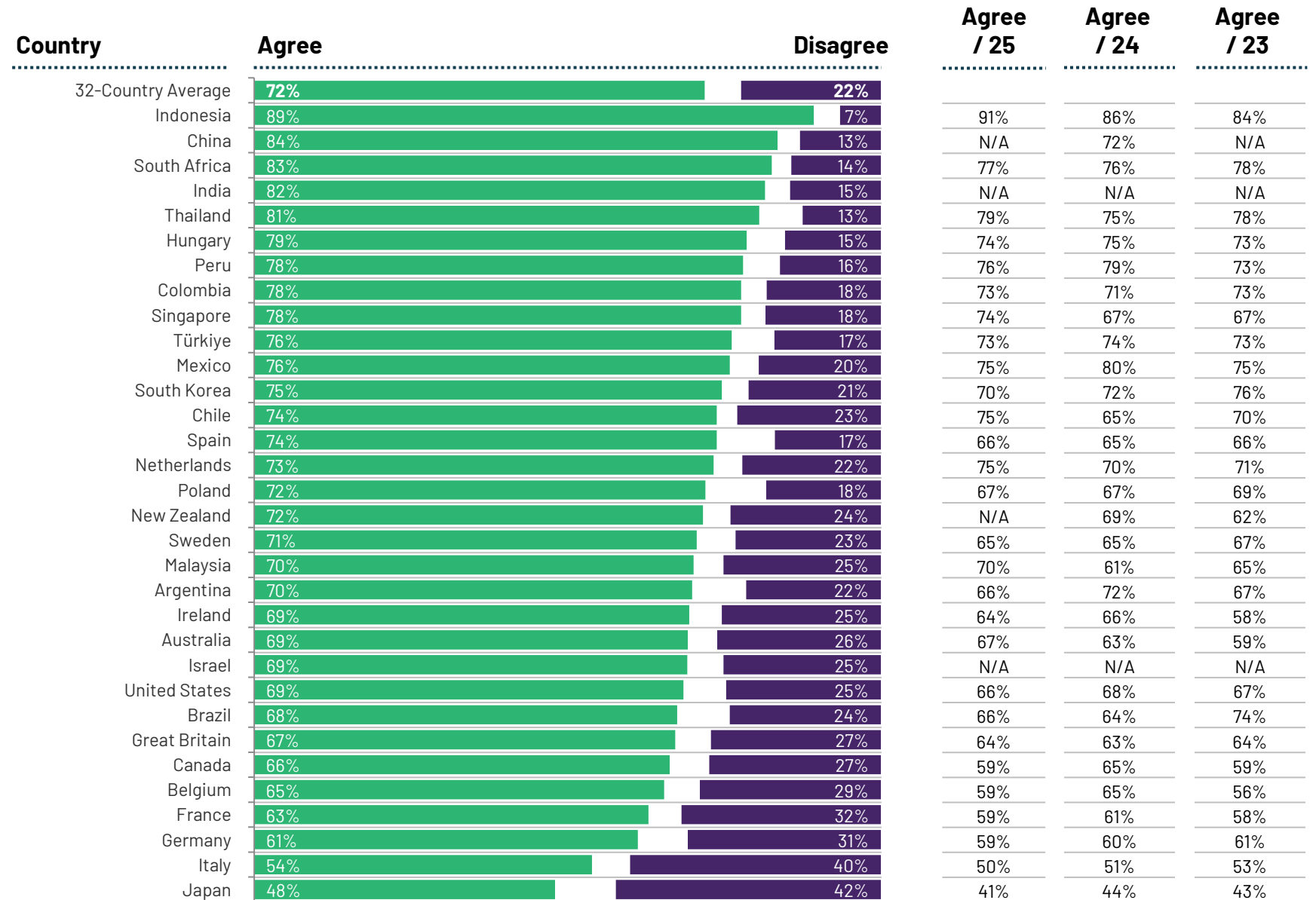
There are positive signs, too.

Two-thirds of workers (62%) across 32 countries say AI has saved them time at work in the last 12 months. Those who are in a higher income bracket are more likely to agree that AI is saving them time (70%) than people living in middle- and low-income households (60% and 54% respectively). Younger generations – Gen Z (68%) and Millennials (65%) – are more likely than older ones – Gen X (57%) and Baby Boomers (46%) – to feel they have saved time.

How much do you agree or disagree with the following?

I have a good understanding of what artificial intelligence is

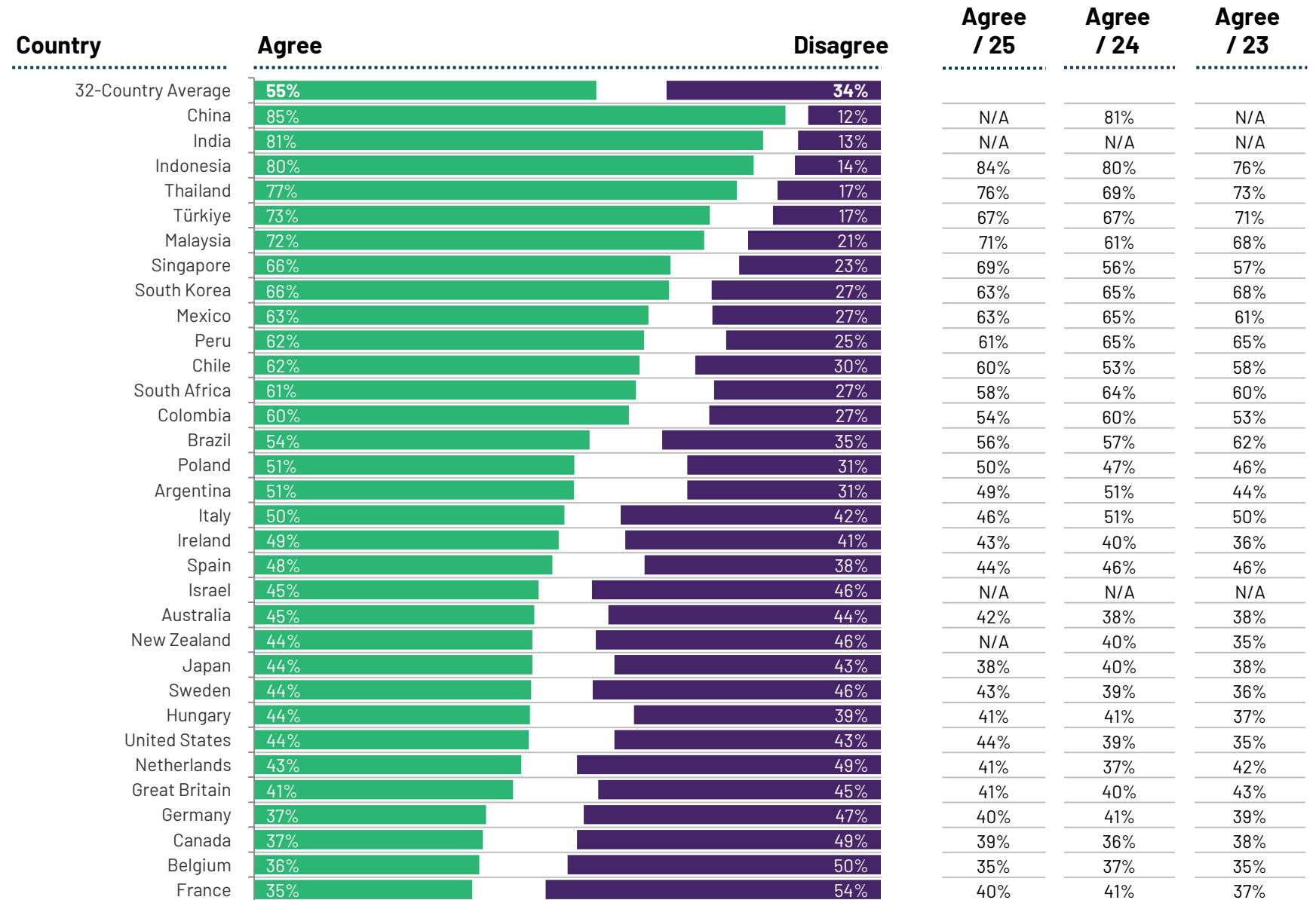
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



How much do you agree or disagree with the following?

I know which types of products and services use artificial intelligence

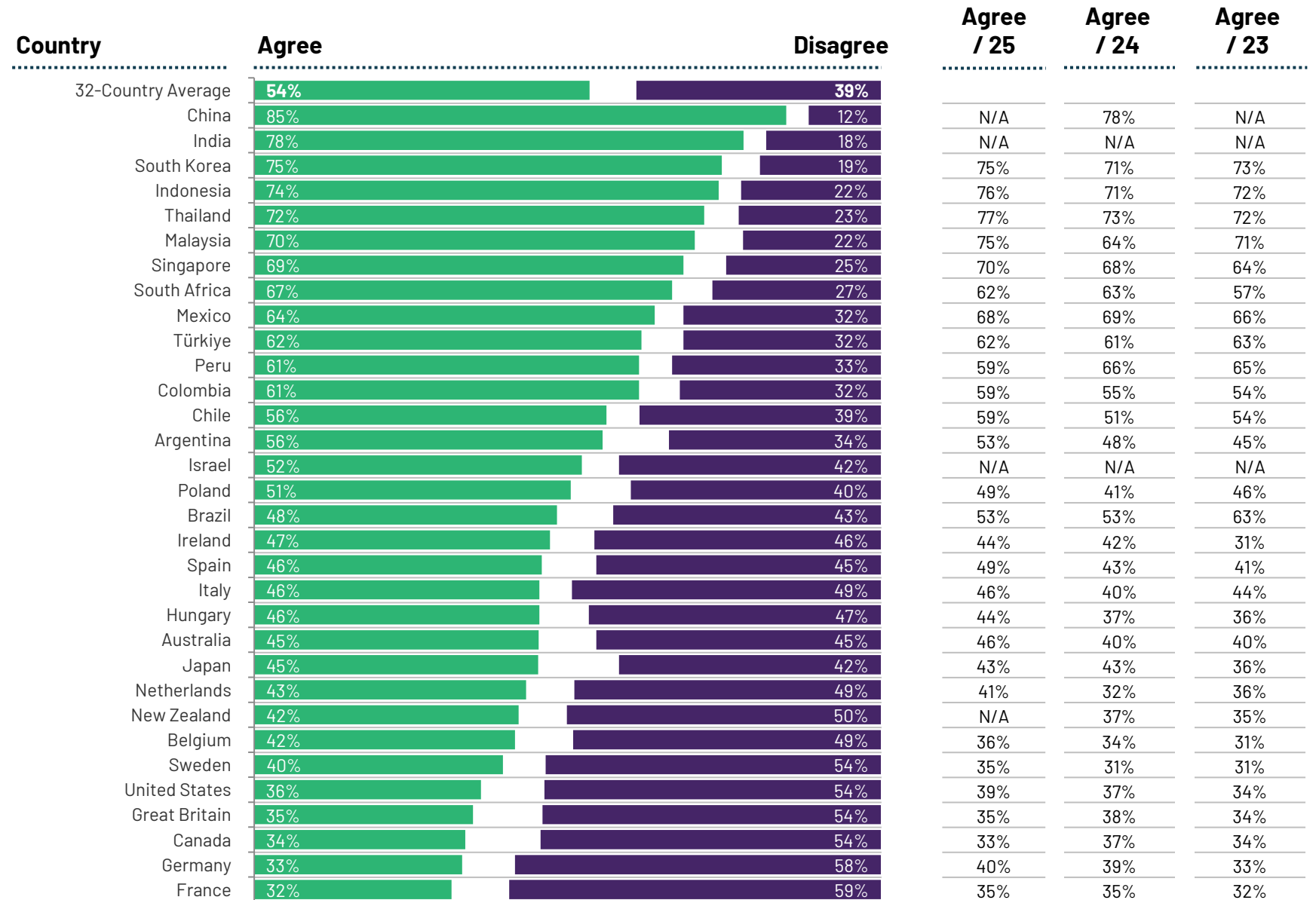
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How much do you agree or disagree with the following?

Products and services using artificial intelligence have profoundly changed my daily life in the past 3-5 years

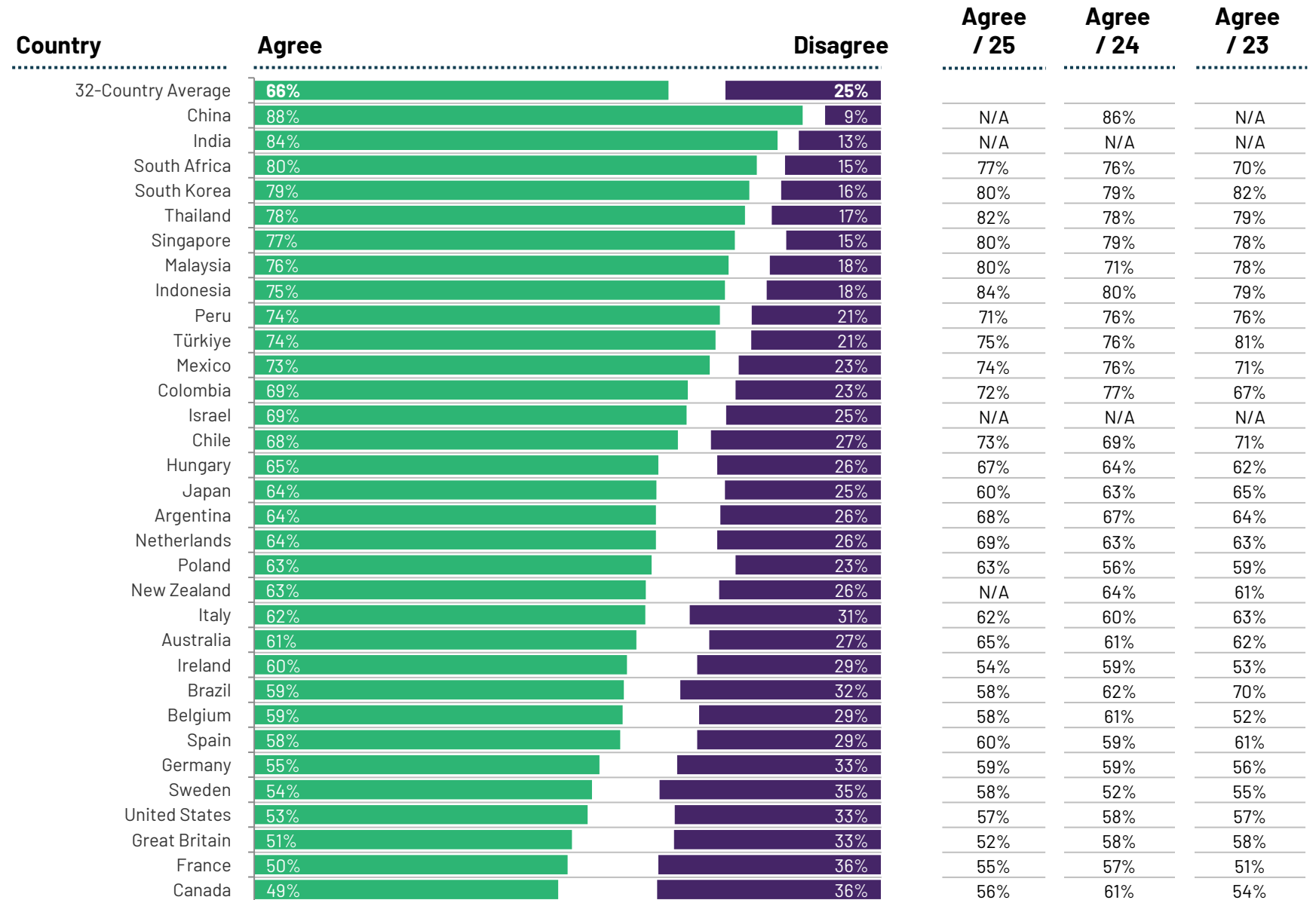
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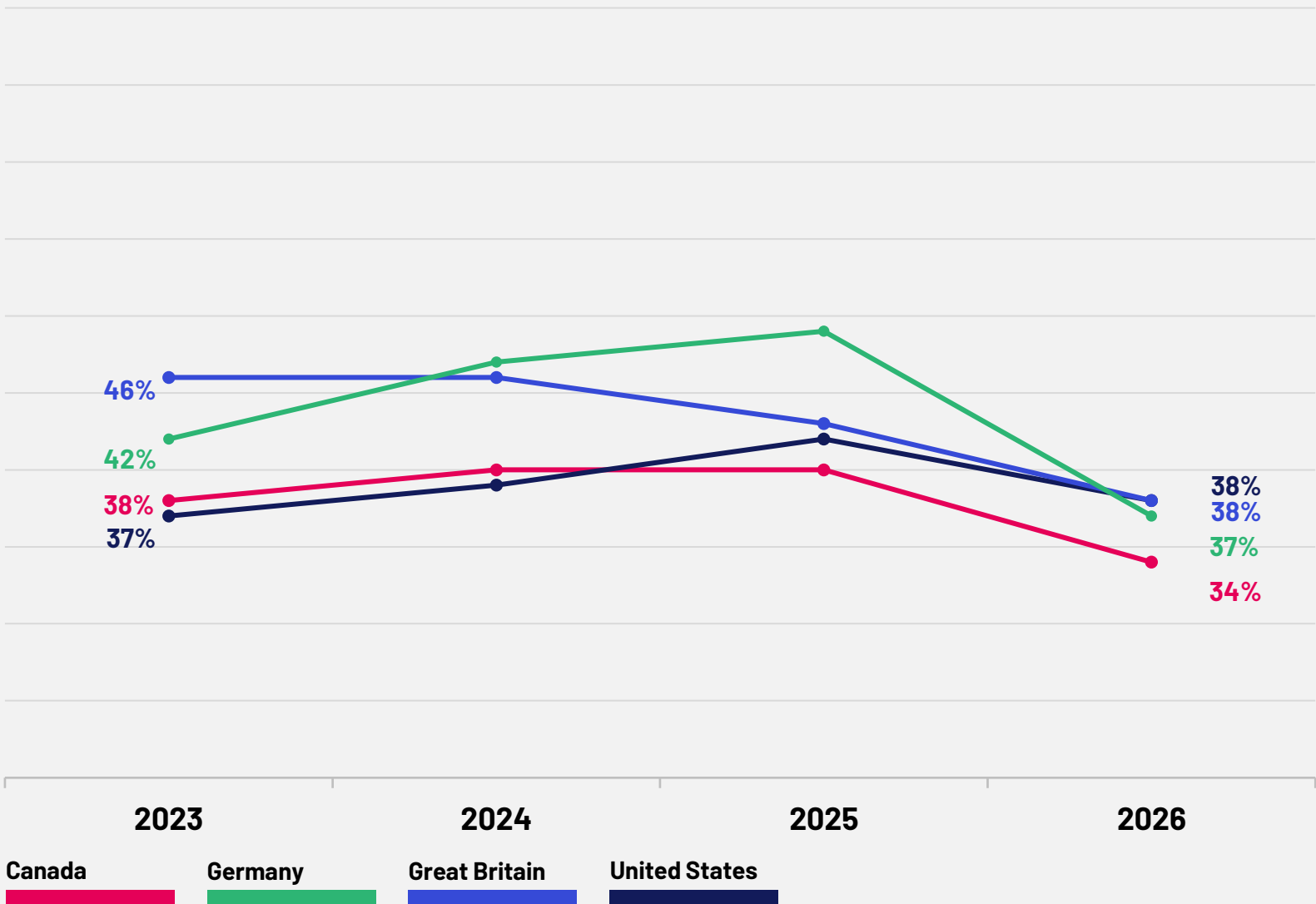
Is AI struggling to deliver on people's expectations for the technology?

How much do you agree or disagree with the following?

Products and services using artificial intelligence have more benefits than drawbacks

% agree

Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



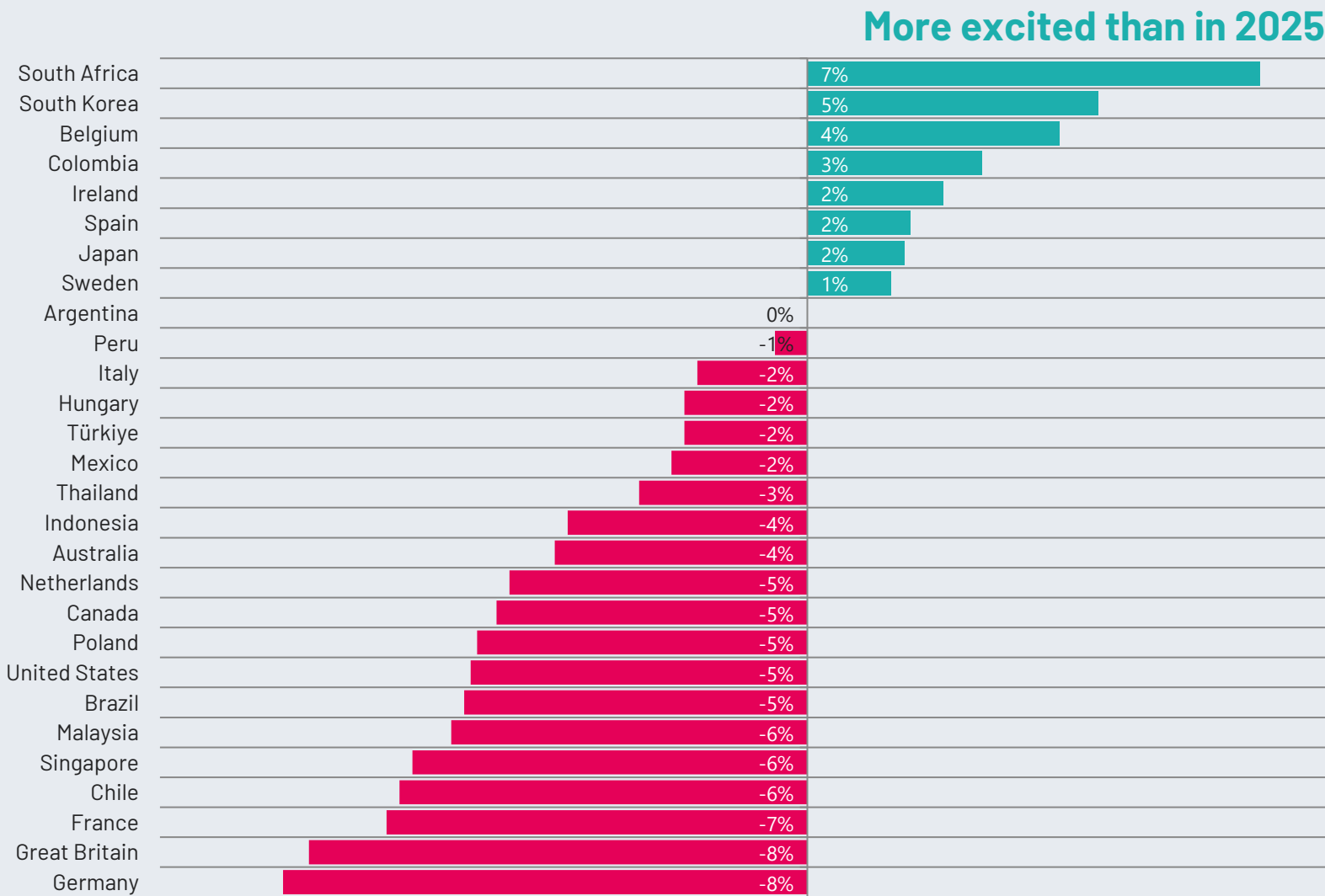
Many countries have seen a decline in the proportion excited for AI products and services than 12 months ago.

How much do you agree or disagree with the following?

Products and services using artificial intelligence make me excited

Net agree change between 2025 and 2026

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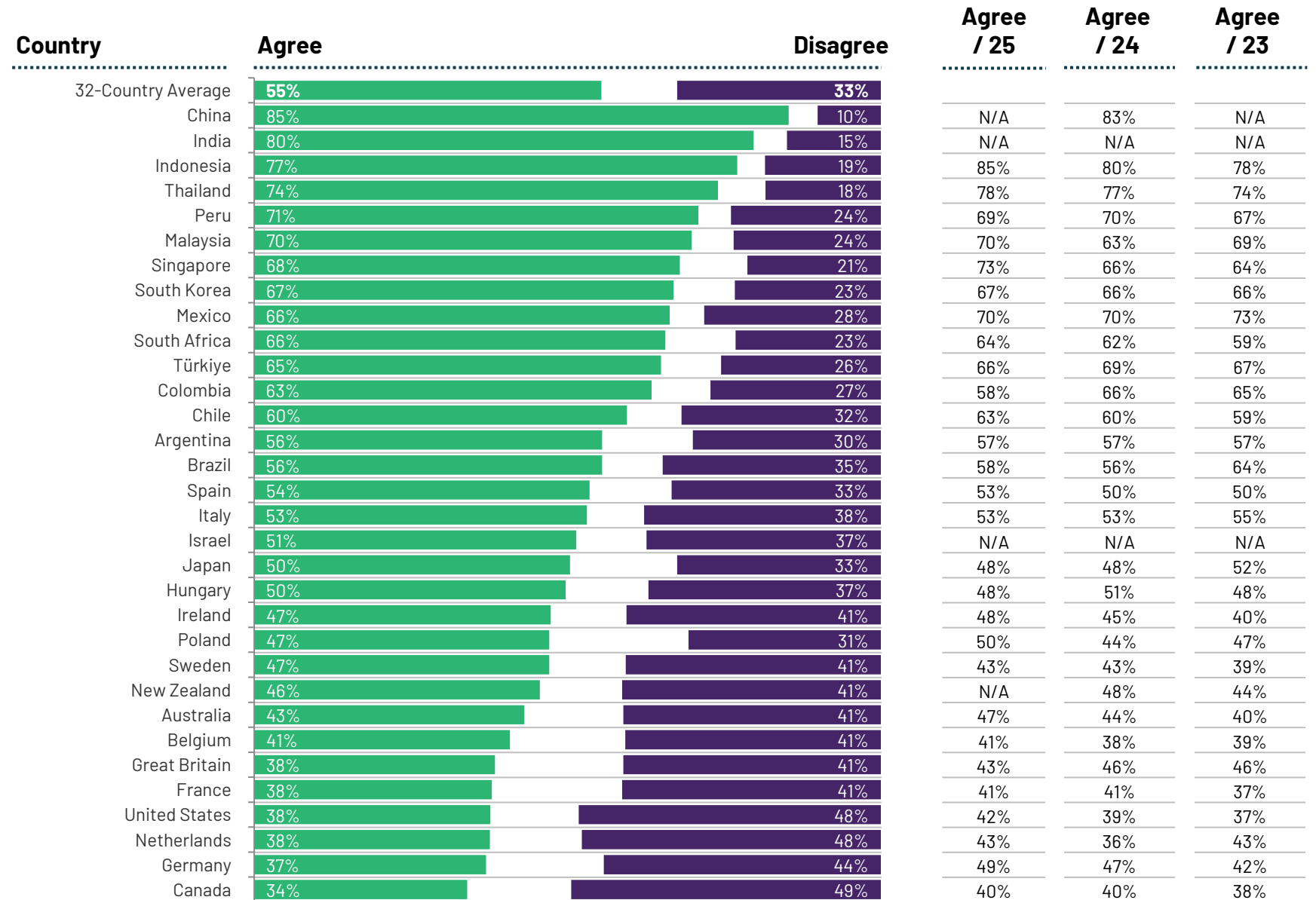


Less excited in 2026

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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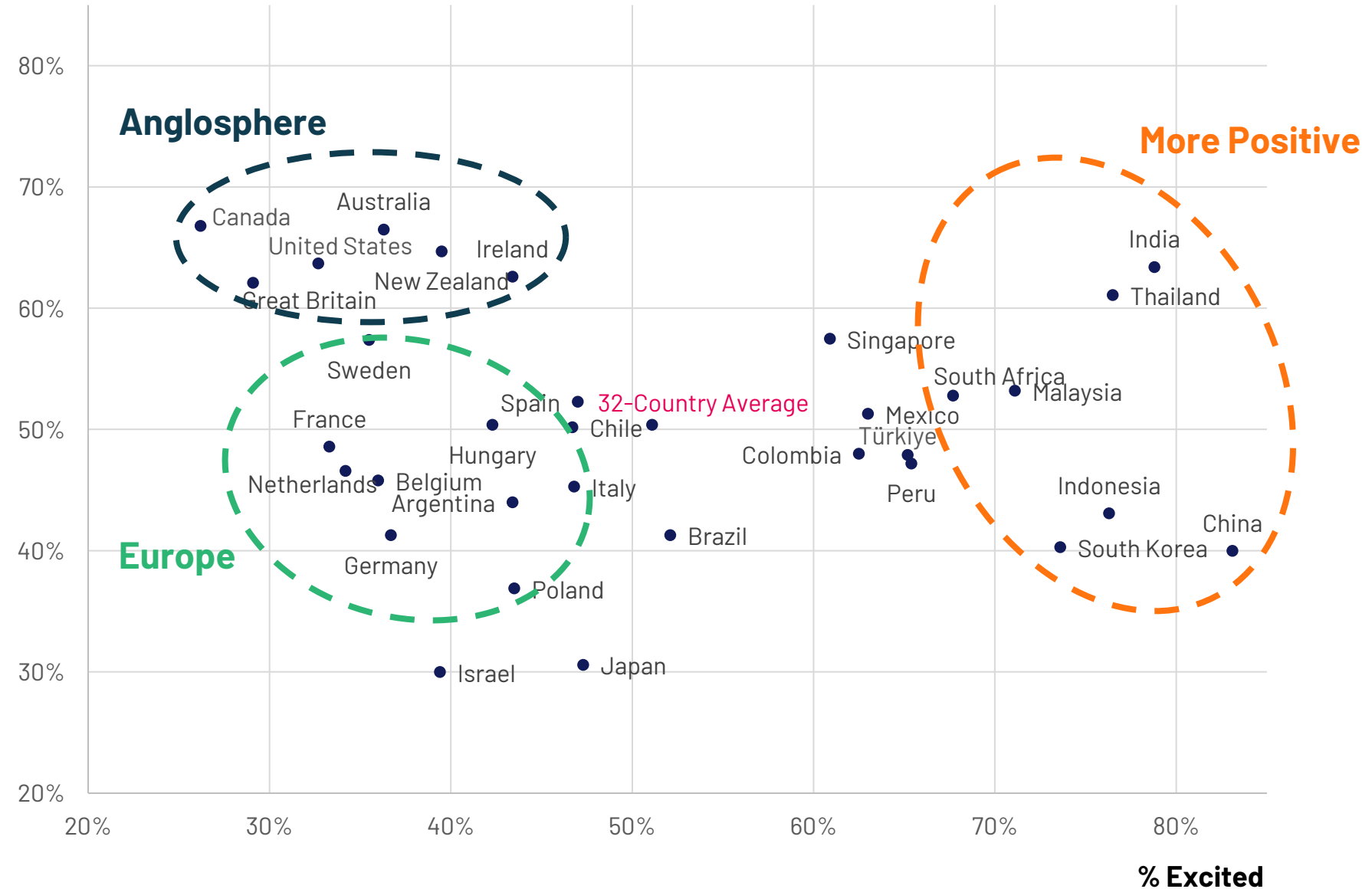


How much do you agree or disagree with the following?

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

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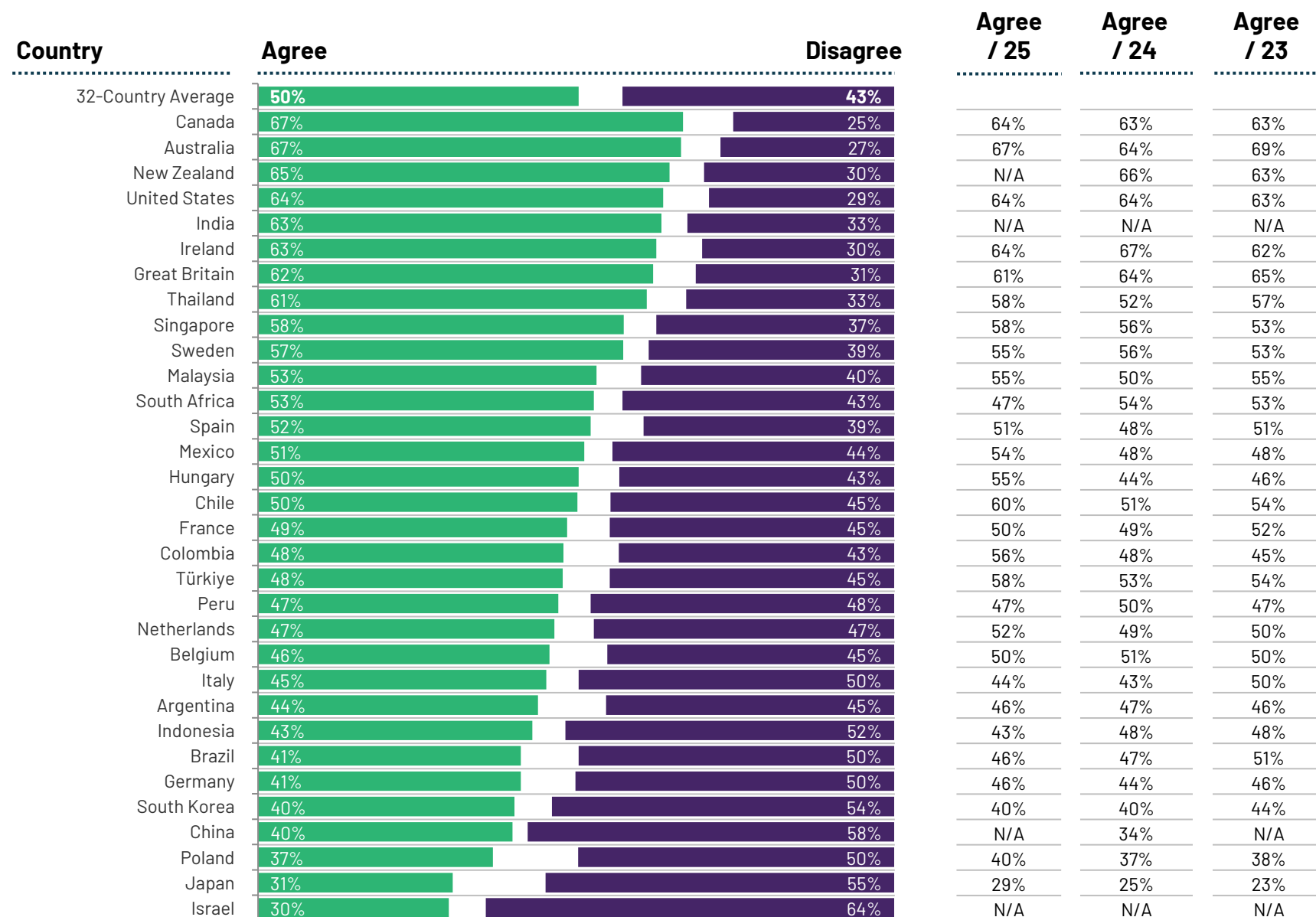
% Nervous



How much do you agree or disagree with the following?

Products and services using artificial intelligence make me nervous

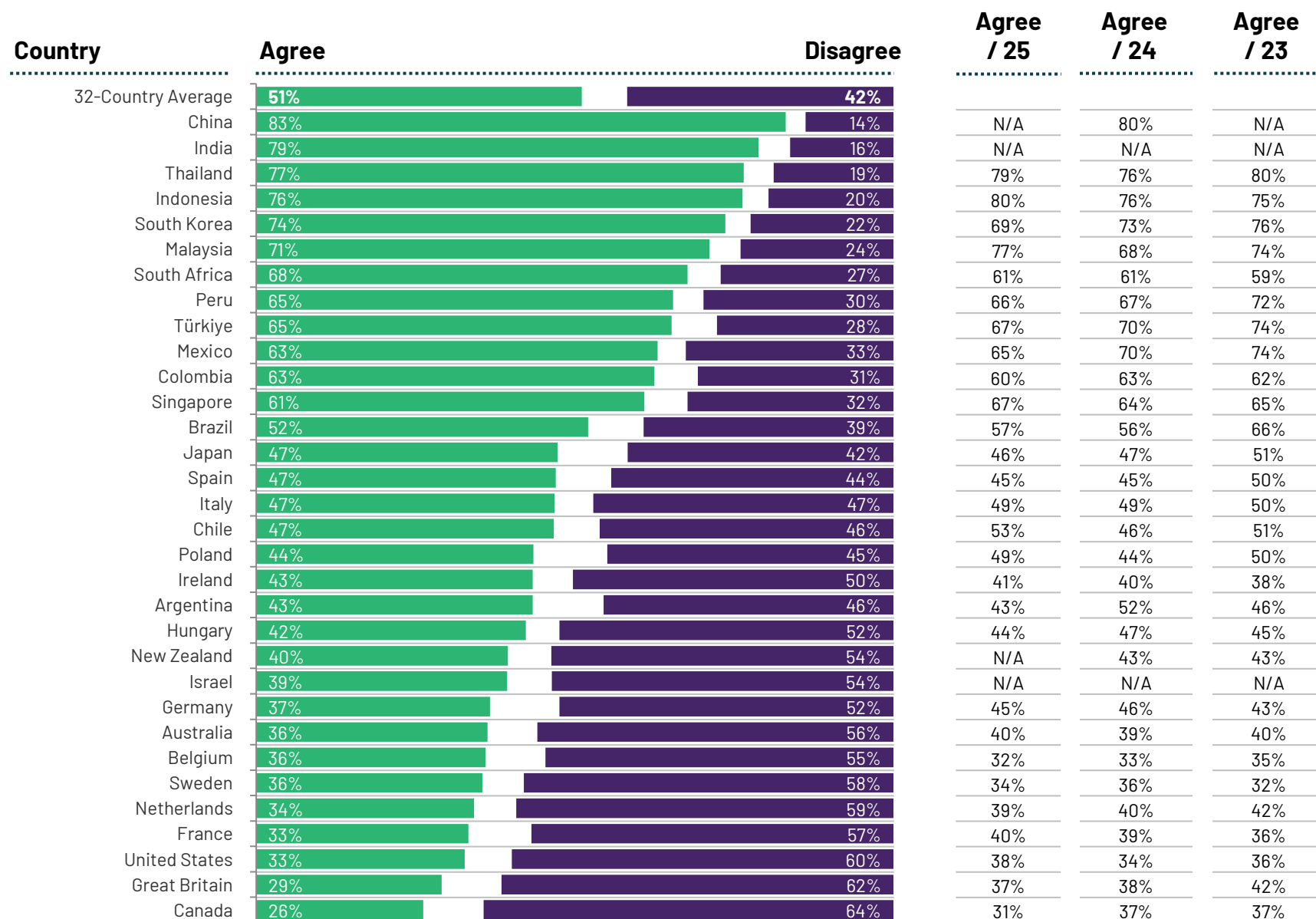
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How much do you agree or disagree with the following?

Products and services using artificial intelligence make me excited

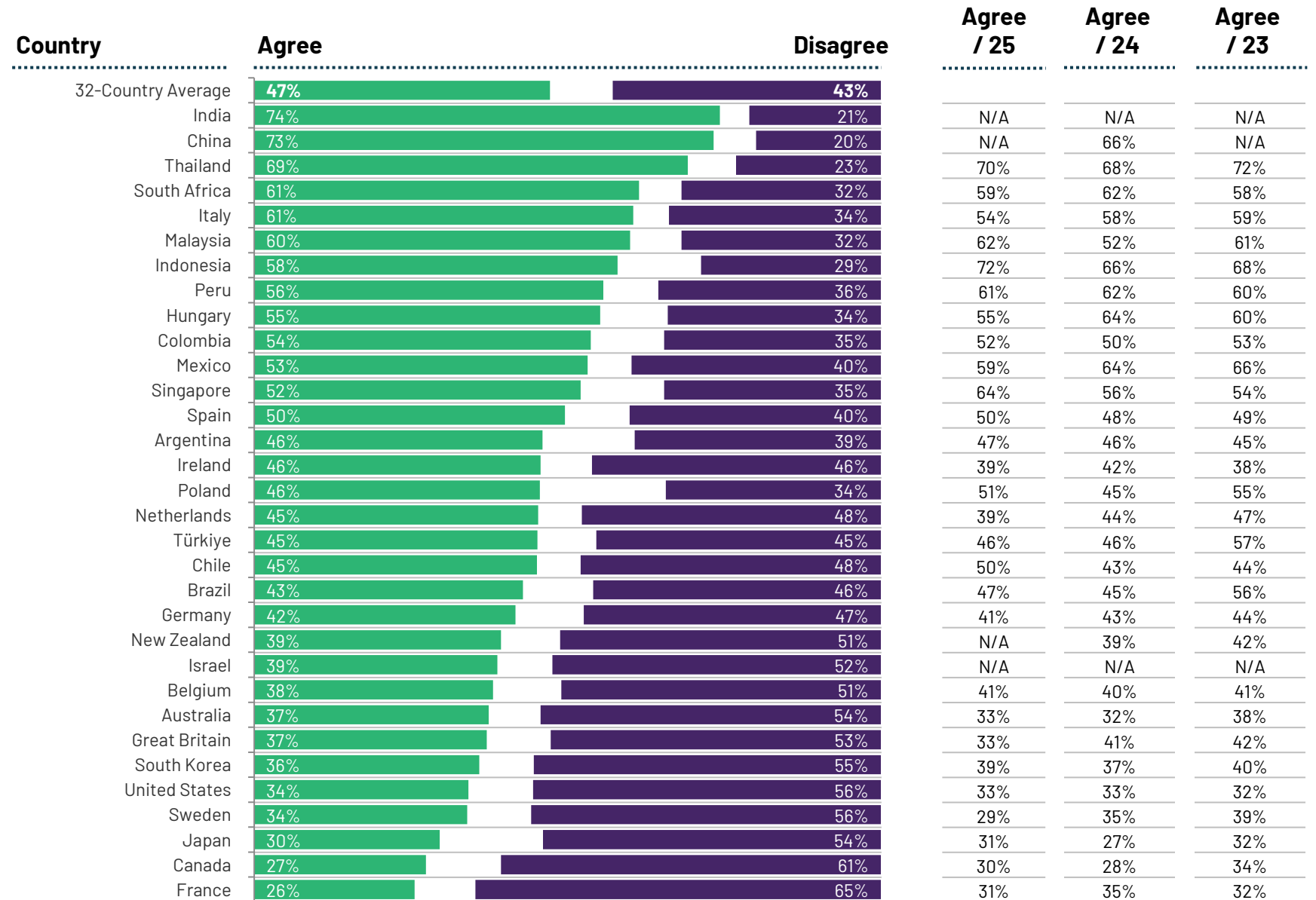
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How much do you agree or disagree with the following?

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

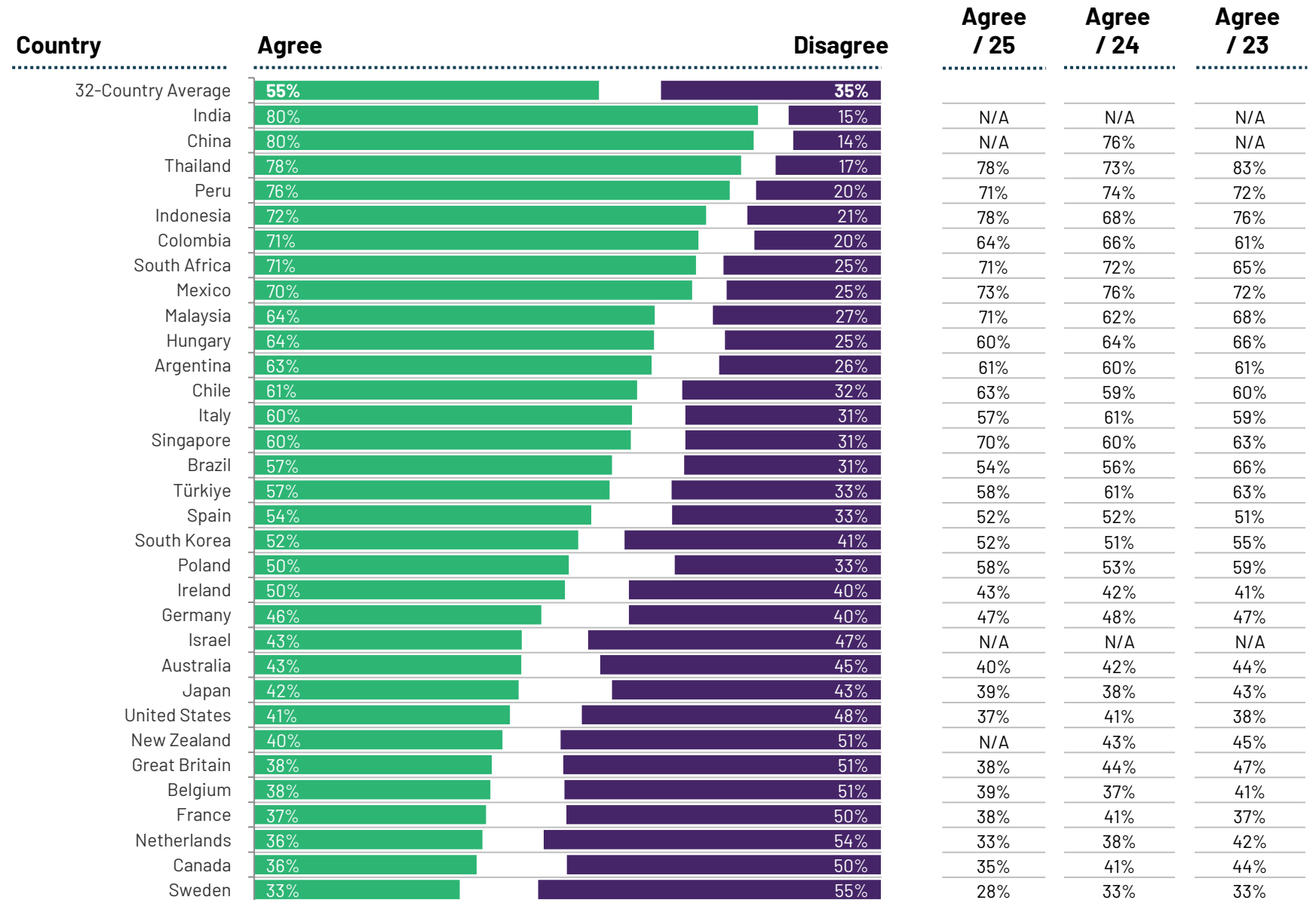
Base: 23,532 adults under the age of 75 across 32 countries between March 20, 2026 and April 3, 2026.



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

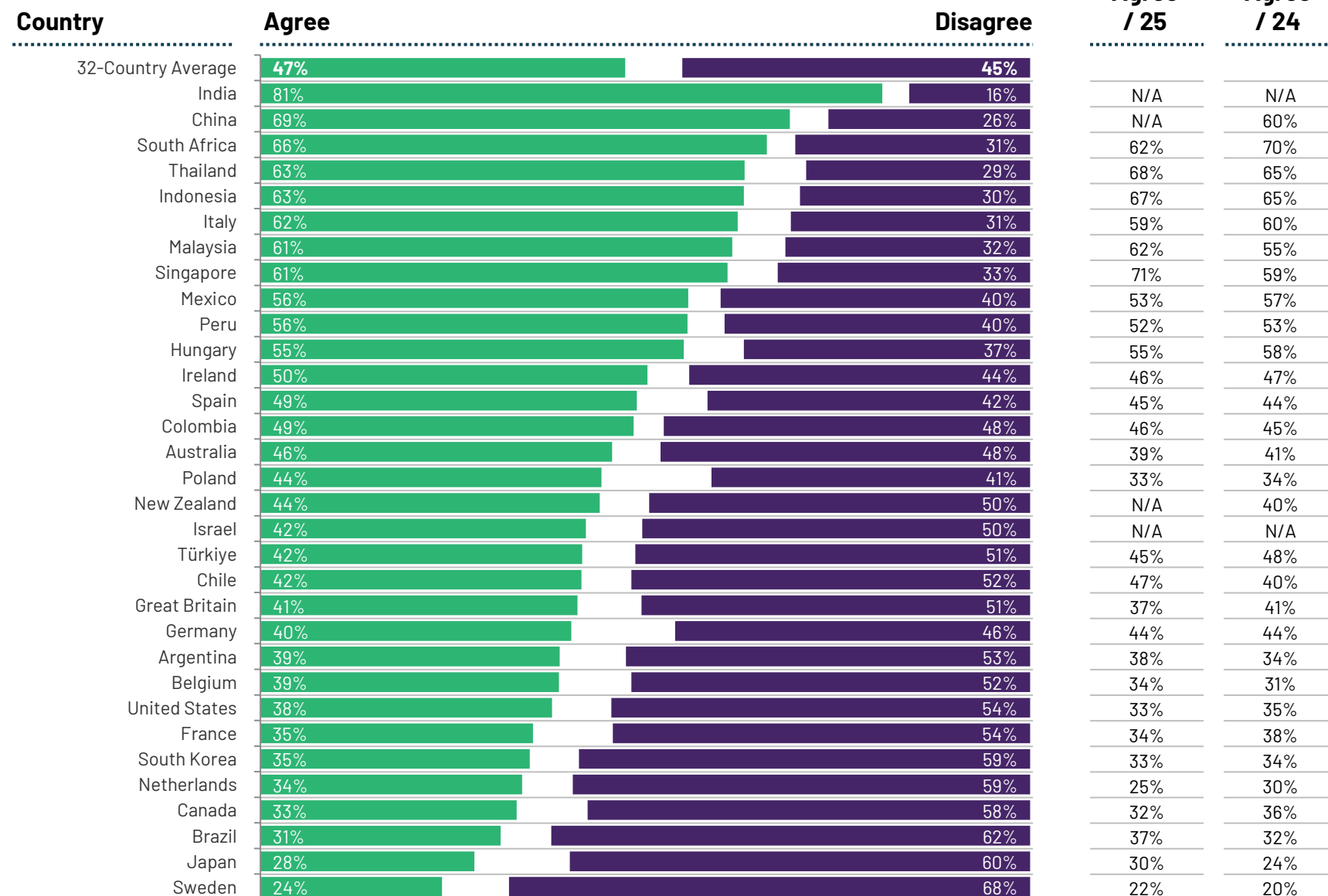
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How much do you agree or disagree with the following?

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

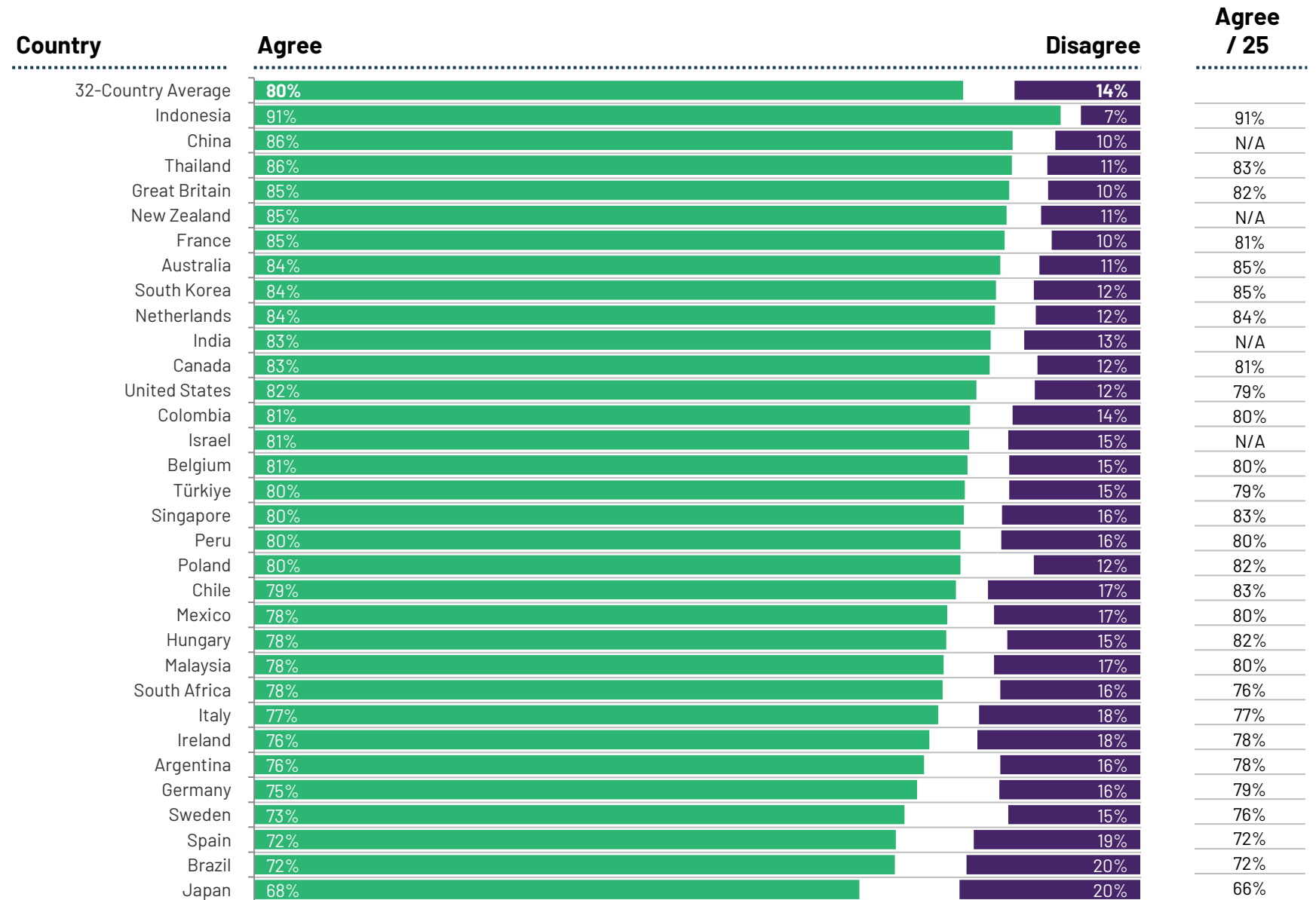
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How much do you agree or disagree with the following?

Products and services using artificial intelligence should have to disclose that use

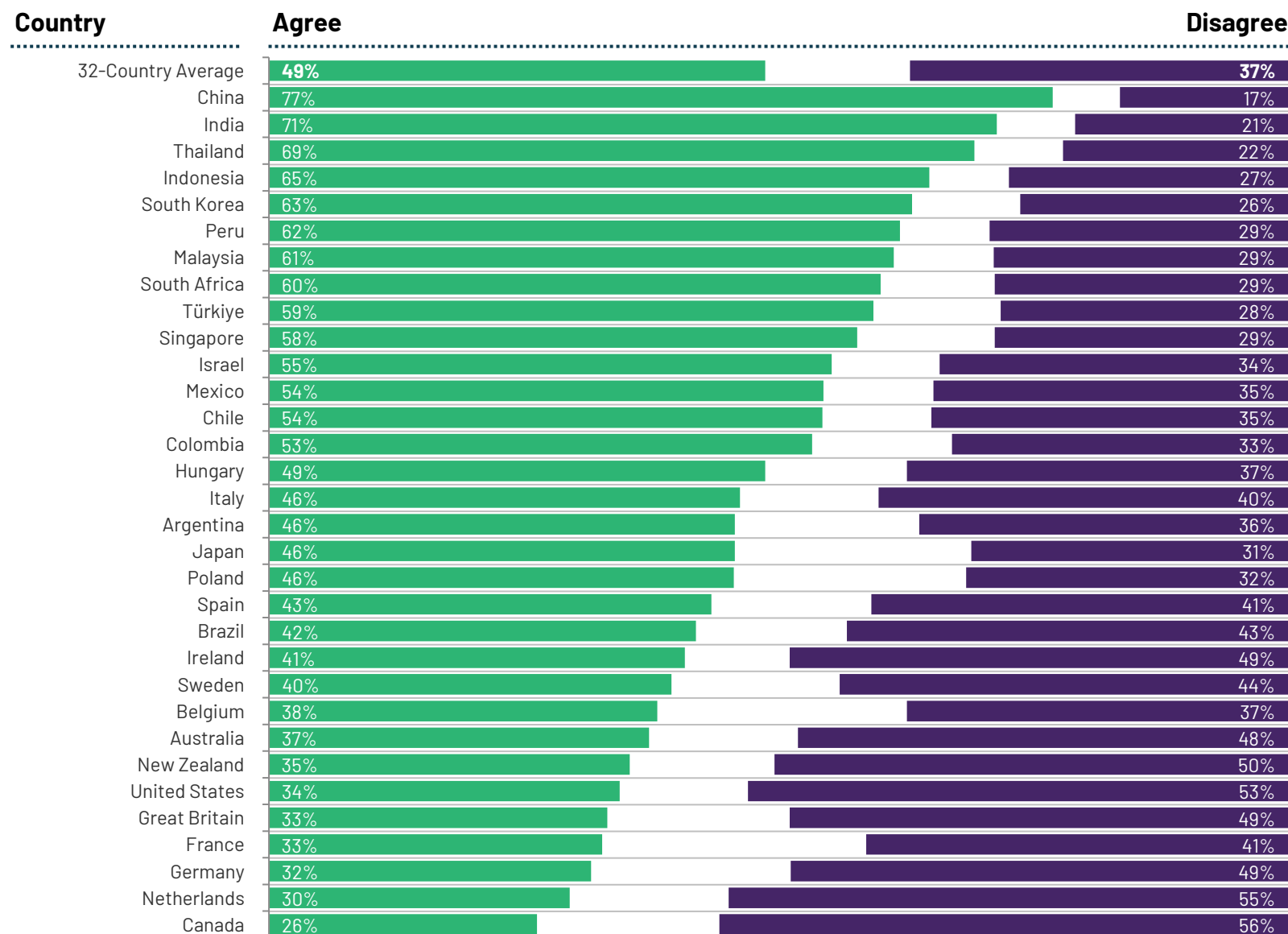
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How much do you agree or disagree with the following?

The potential benefits of AI for society outweigh the environmental costs

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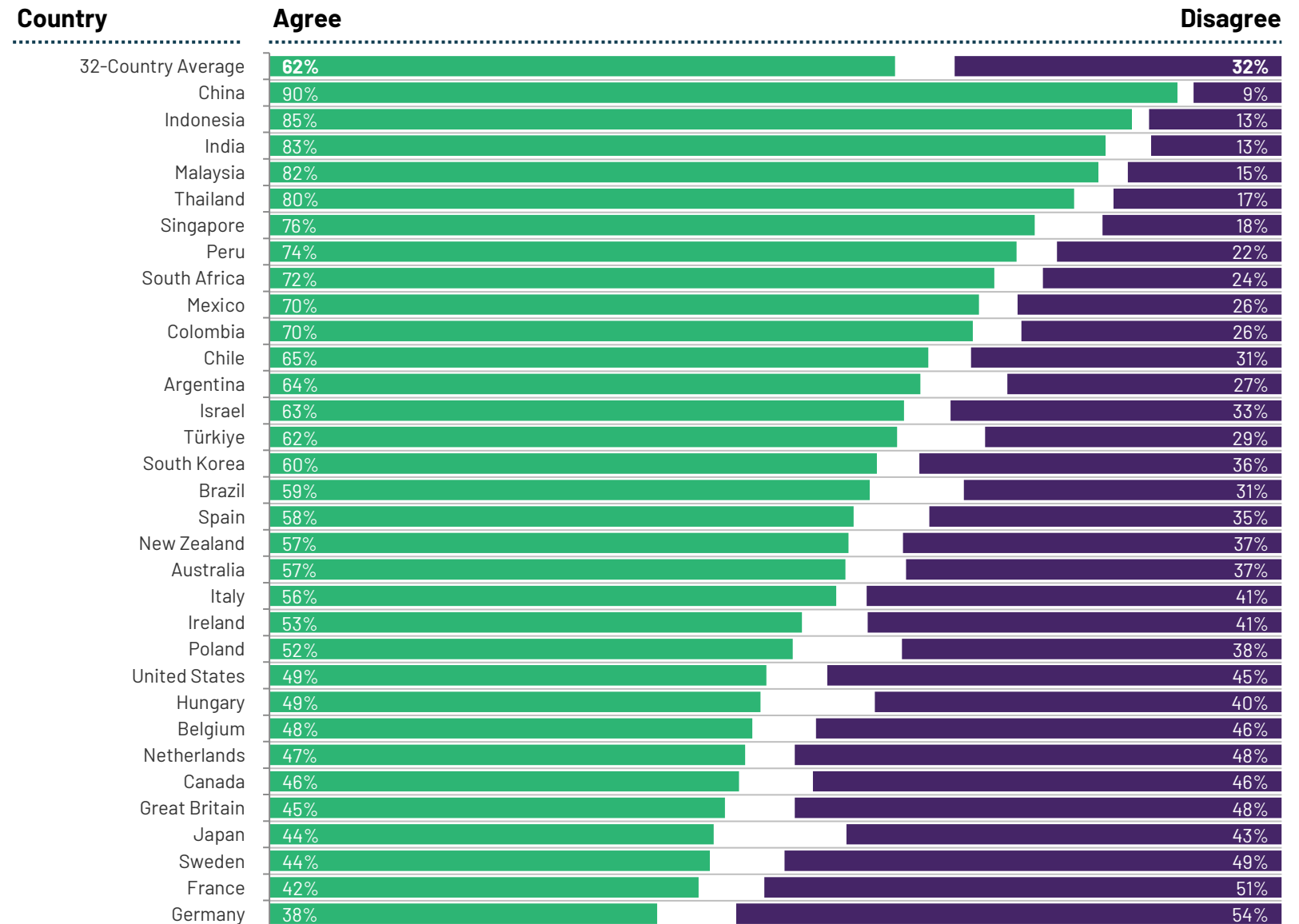


How much do you agree or disagree with the following?

AI tools have saved me time at work in the last year*

*Only asked to those currently in work

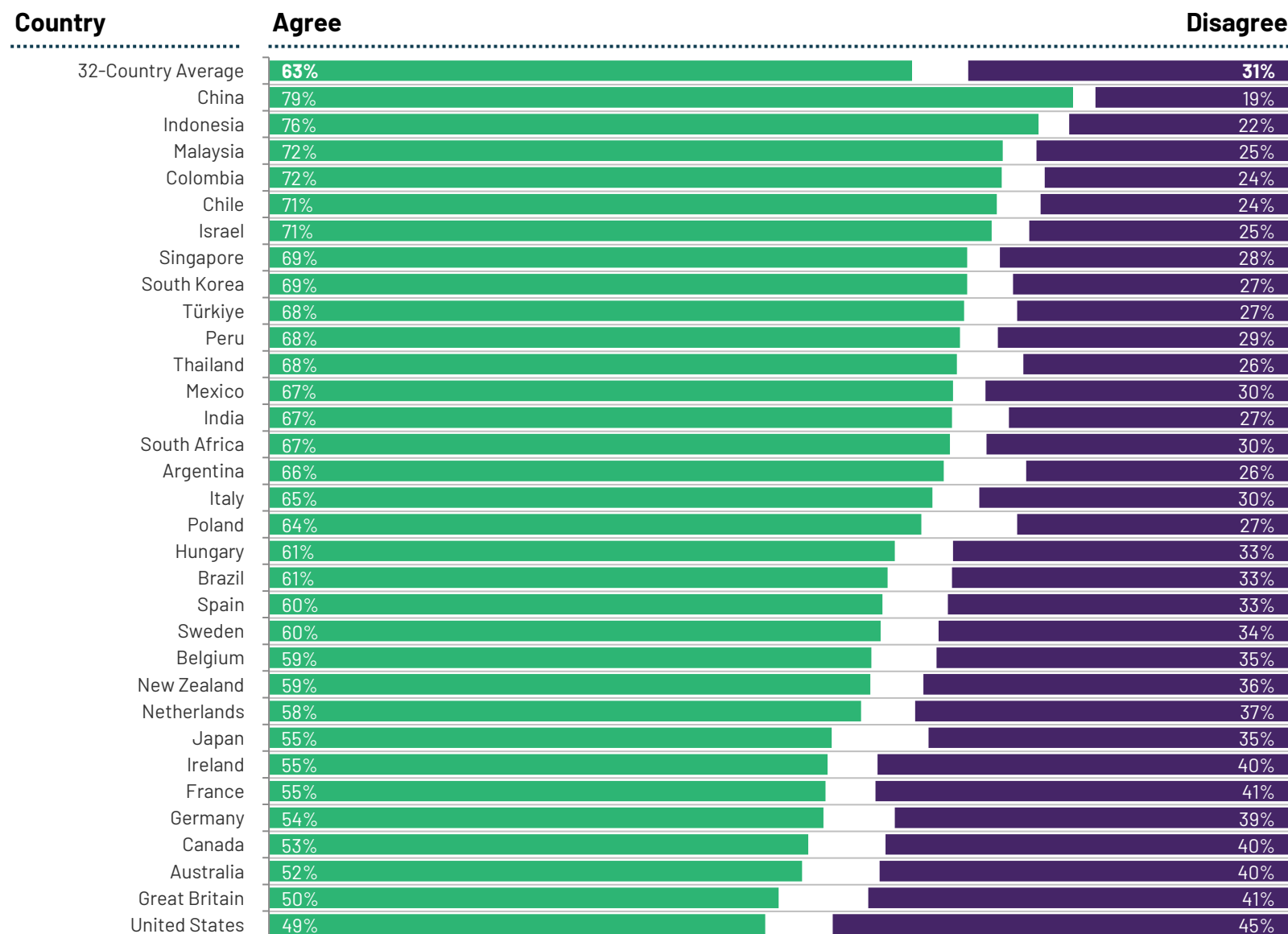
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How much do you agree or disagree with the following?

I don't always trust AI tools, but I use them anyway

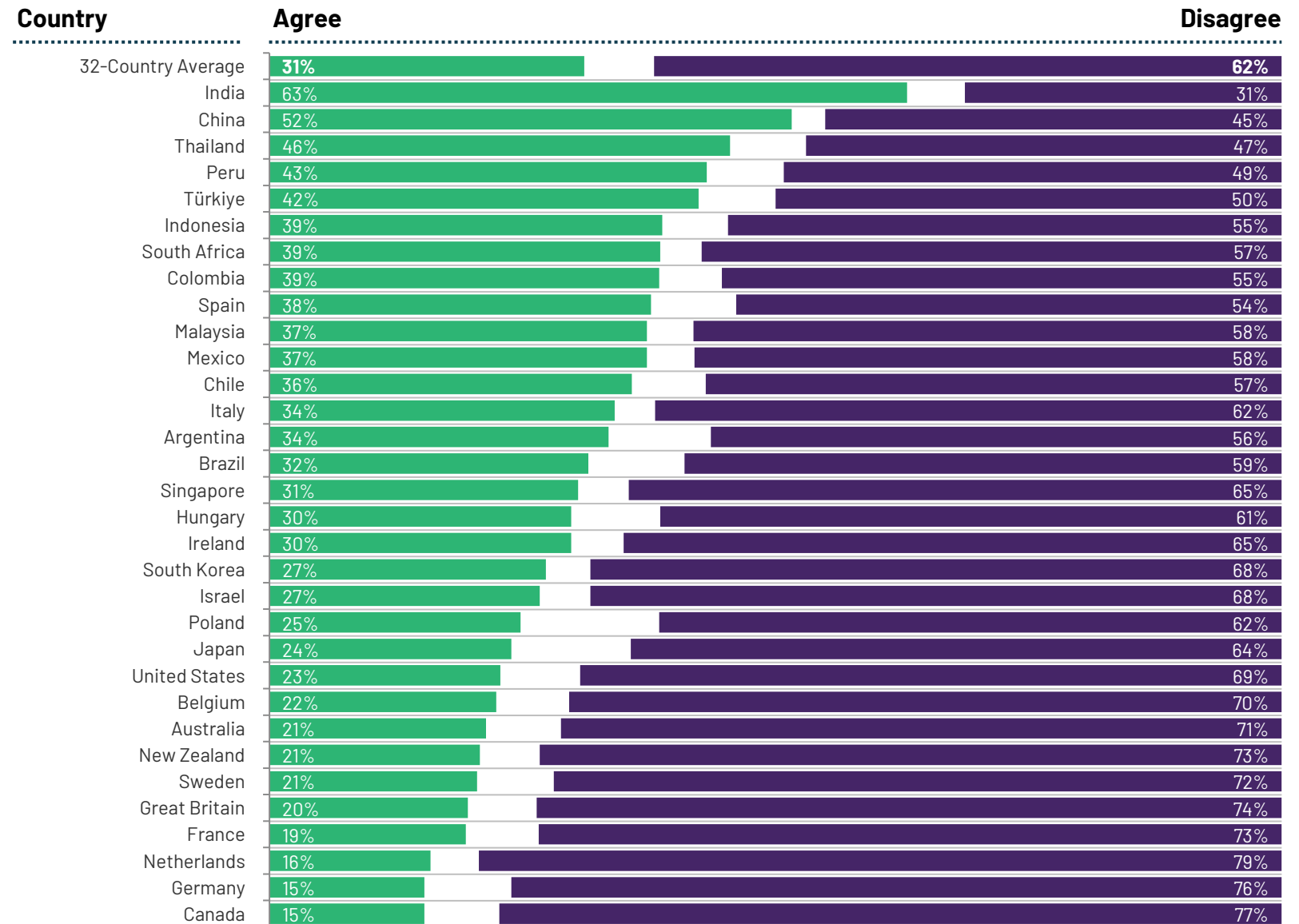
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How much do you agree or disagree with the following?

I trust AI tools, so I don't check their work

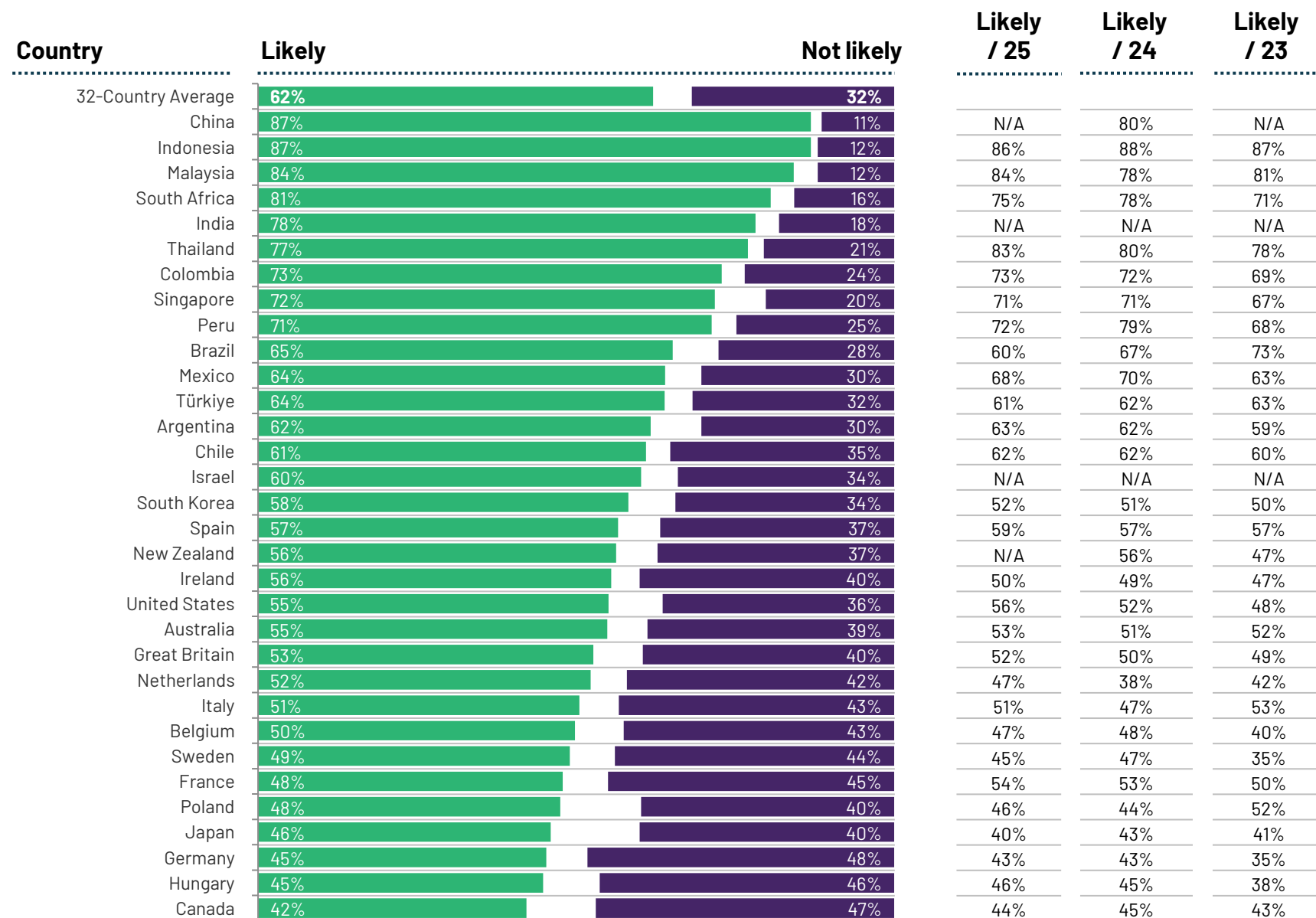
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How likely, if at all, do you think it is that **AI** will change how you do your current job in the next 5 years?*

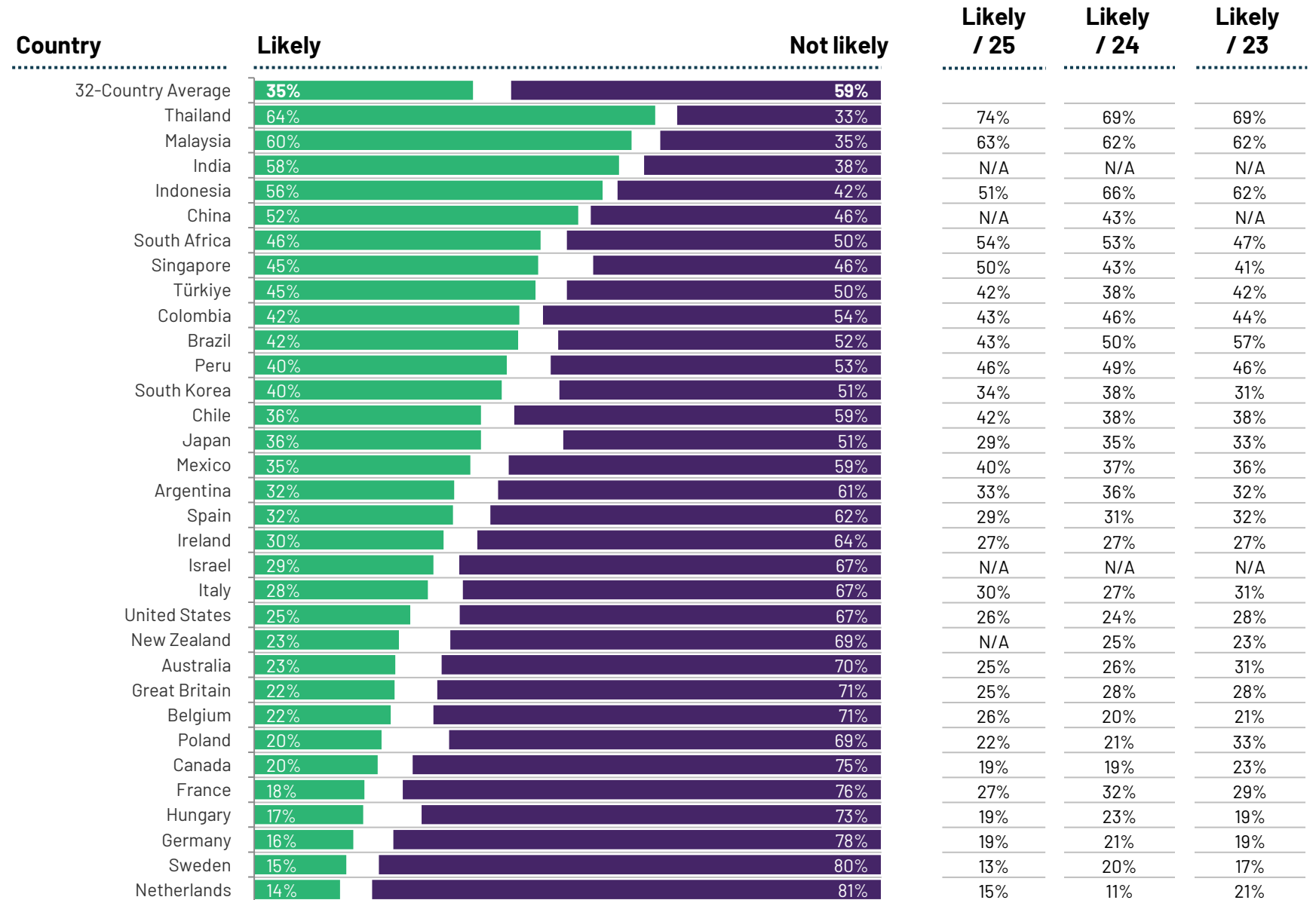
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And how likely, if at all, do you think it is that **AI** will replace your current job in the next 5 years?

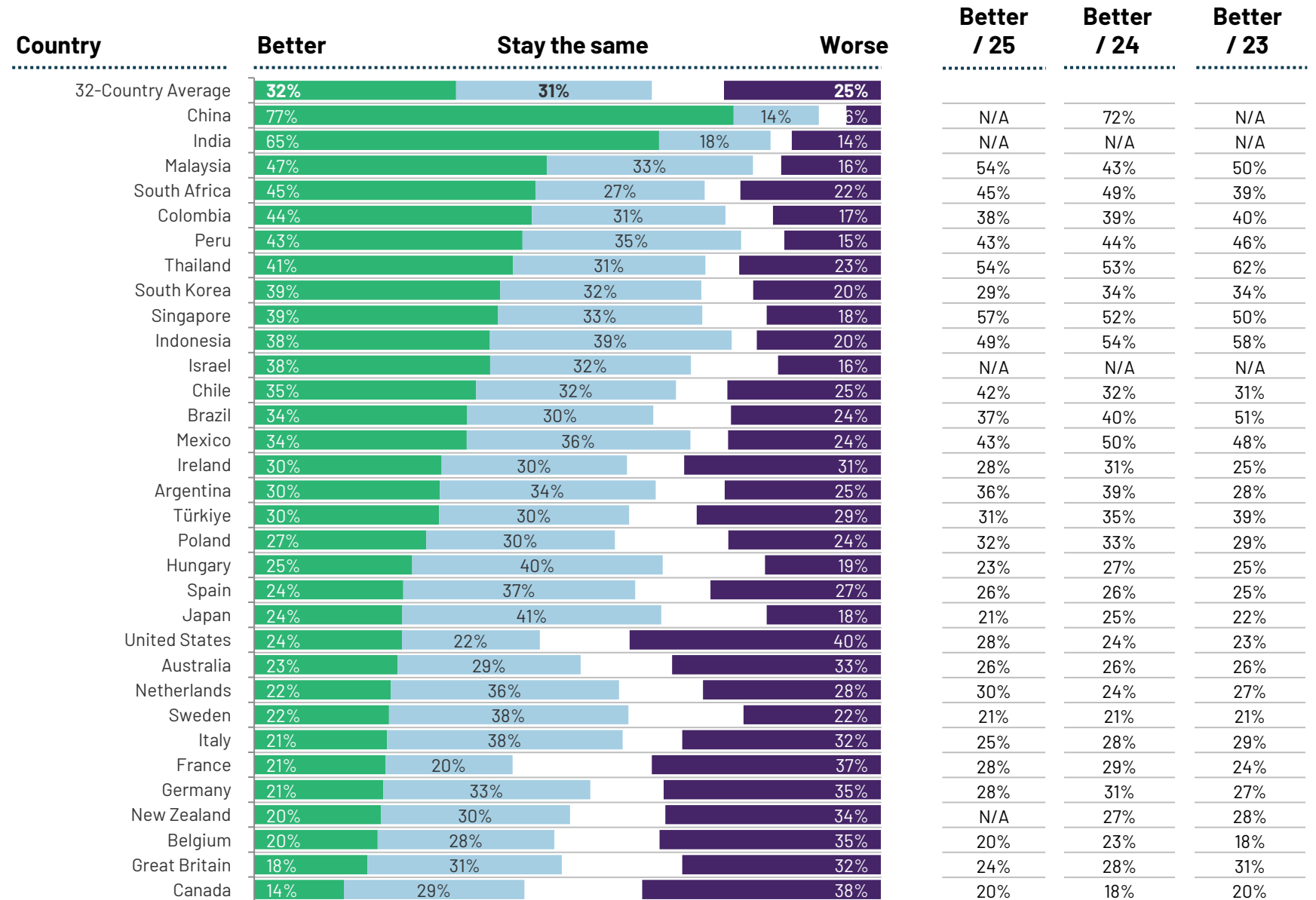
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

The economy in my country

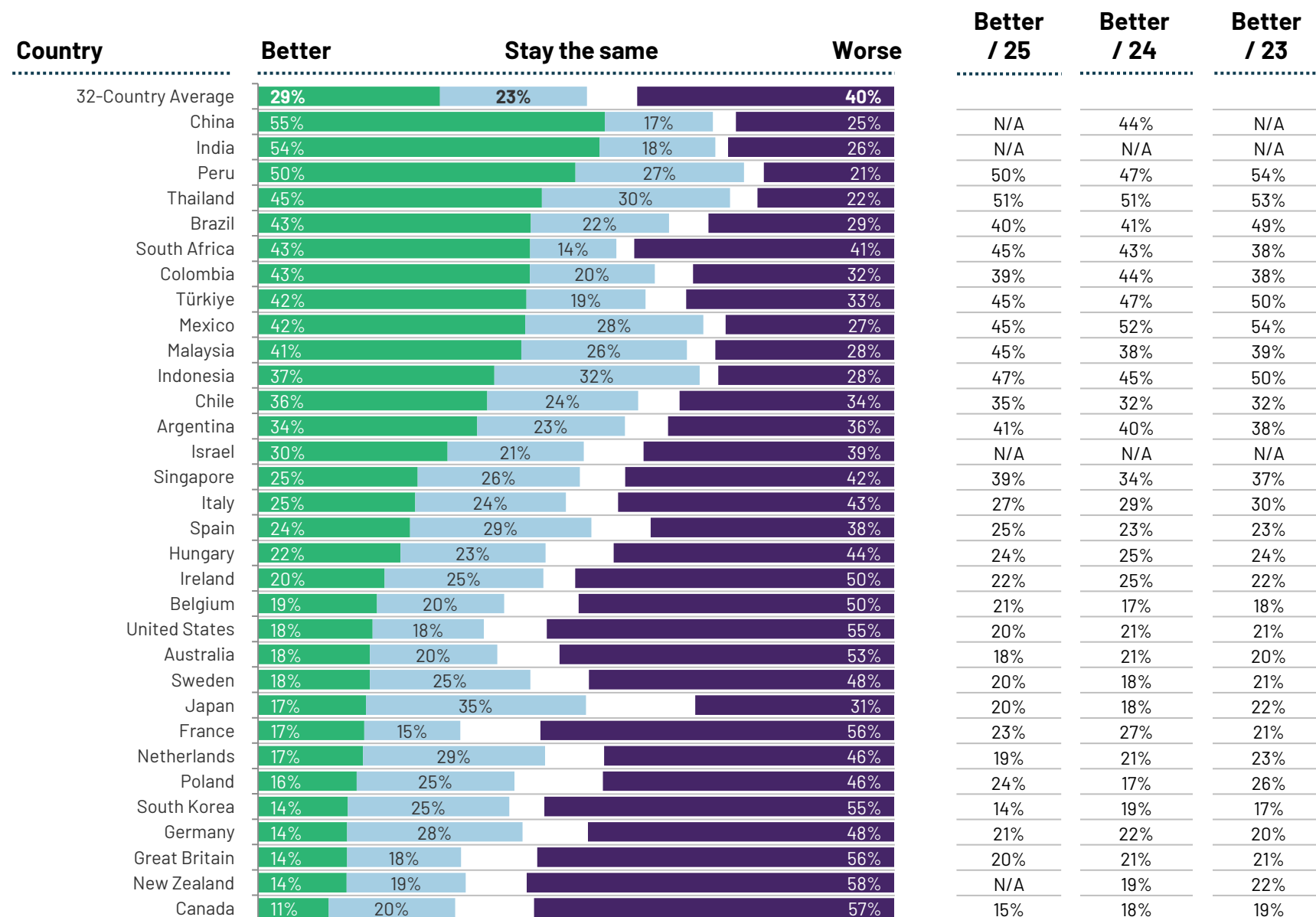
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

The job market

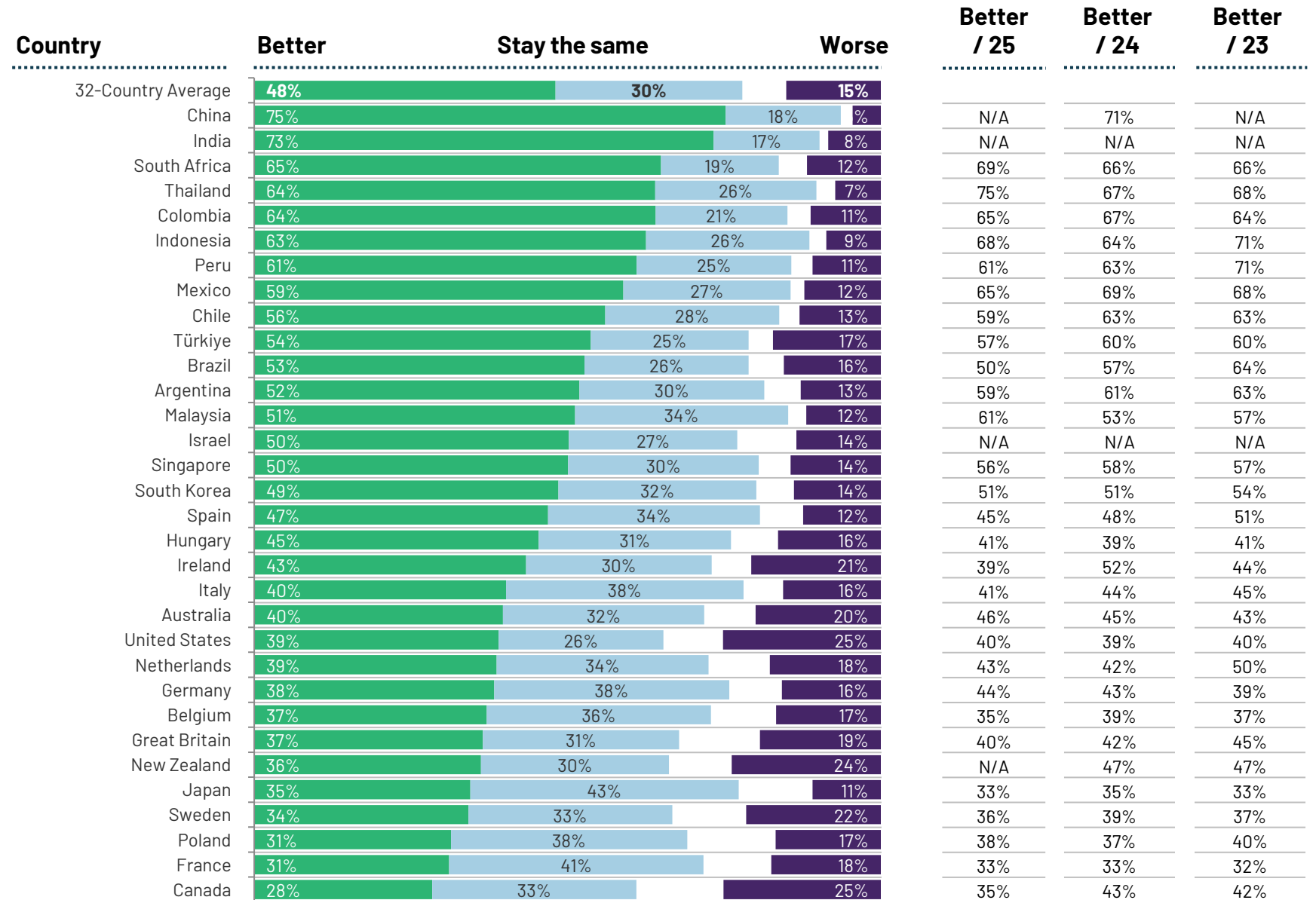
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

**My entertainment options
(television/video content,
movies, music, books)**

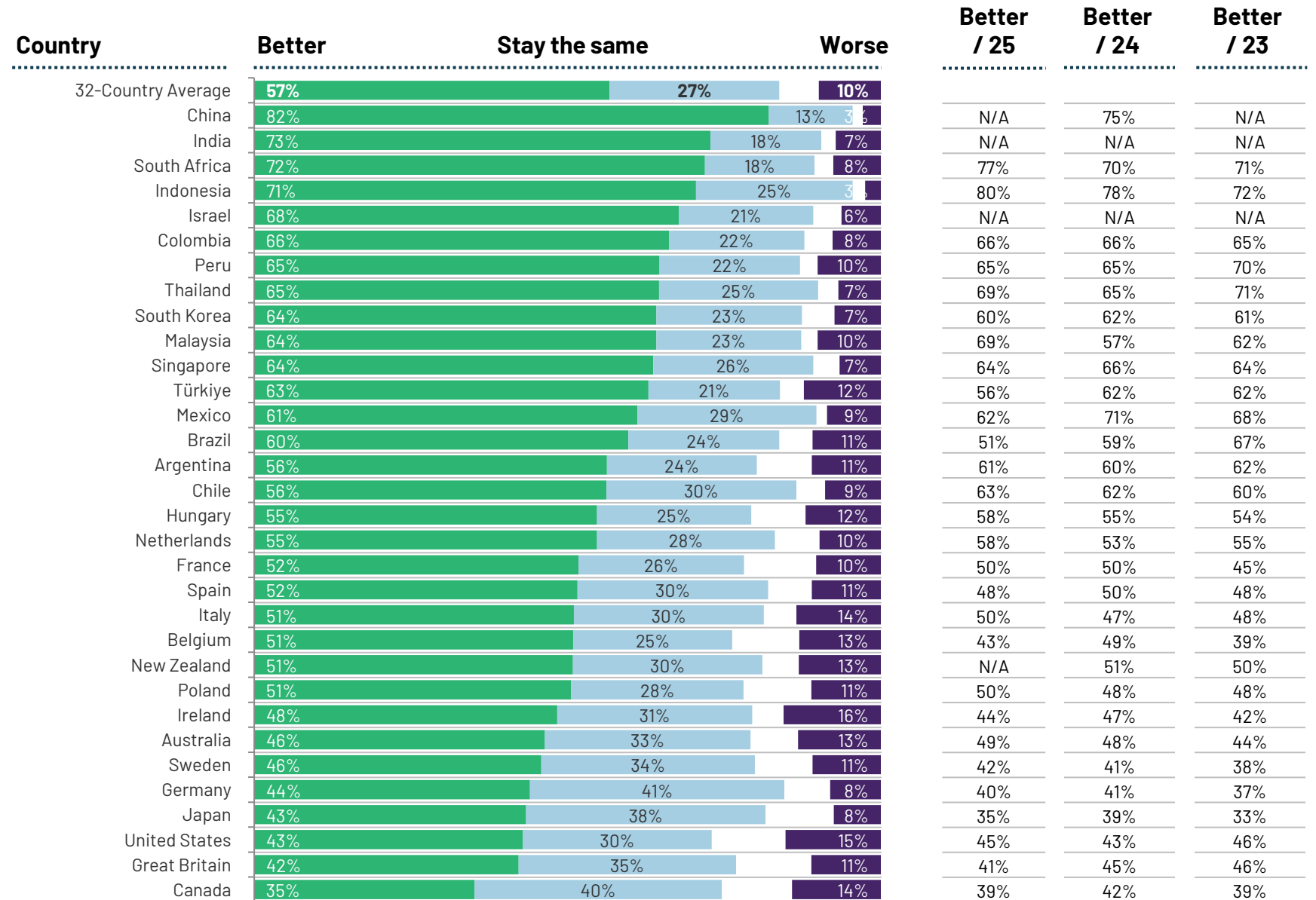
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

The amount of time it takes me to get things done

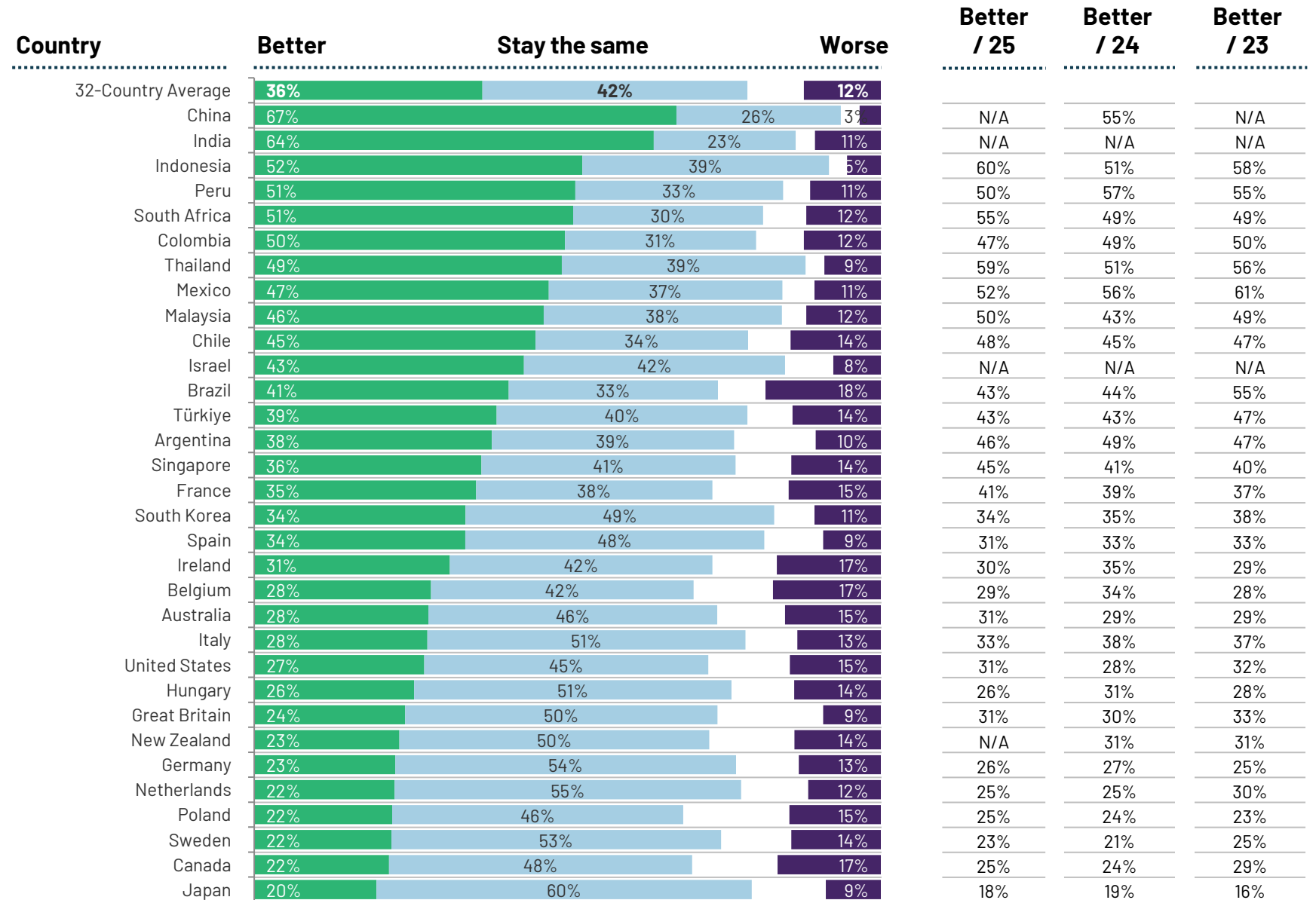
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My health

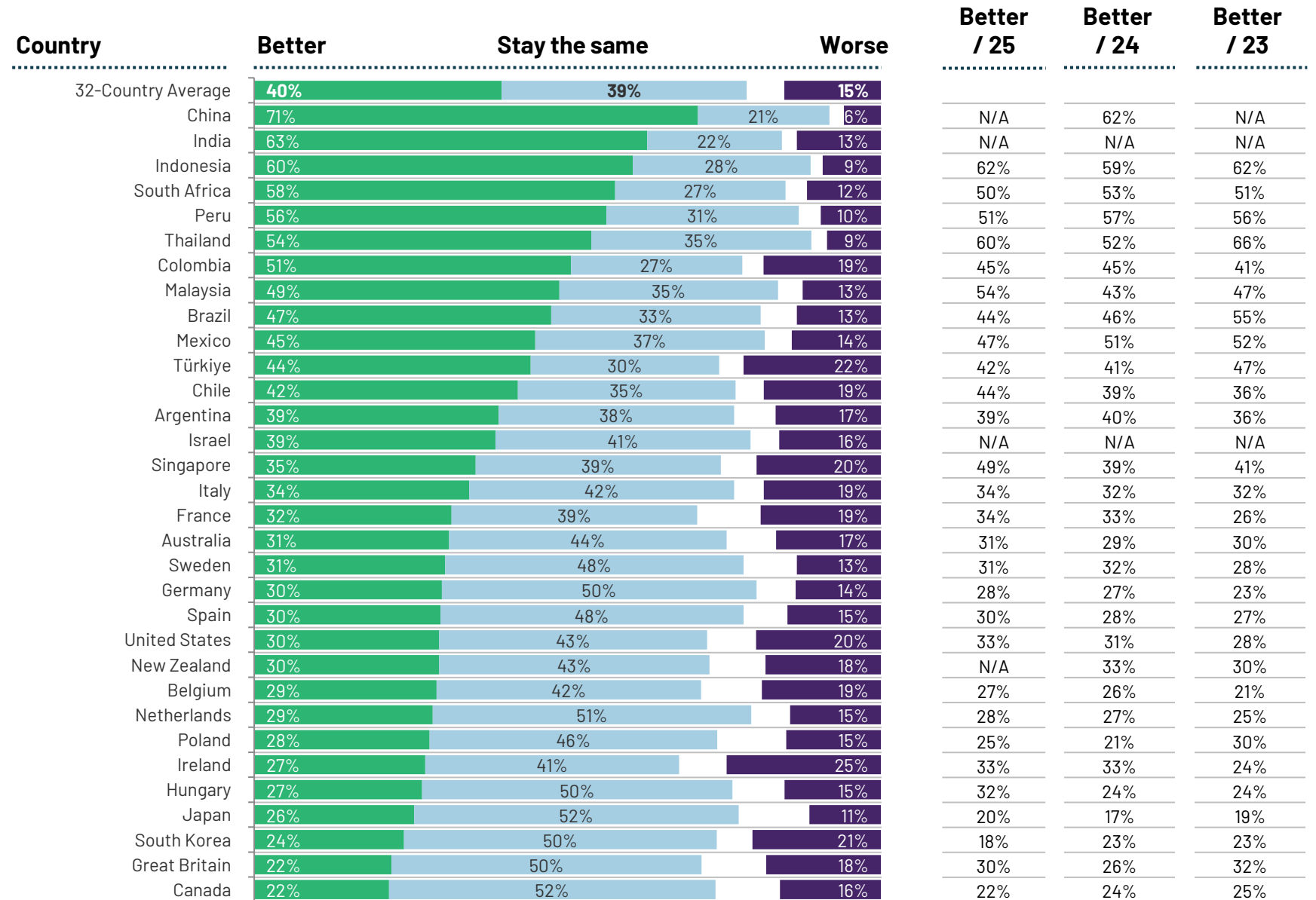
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My job

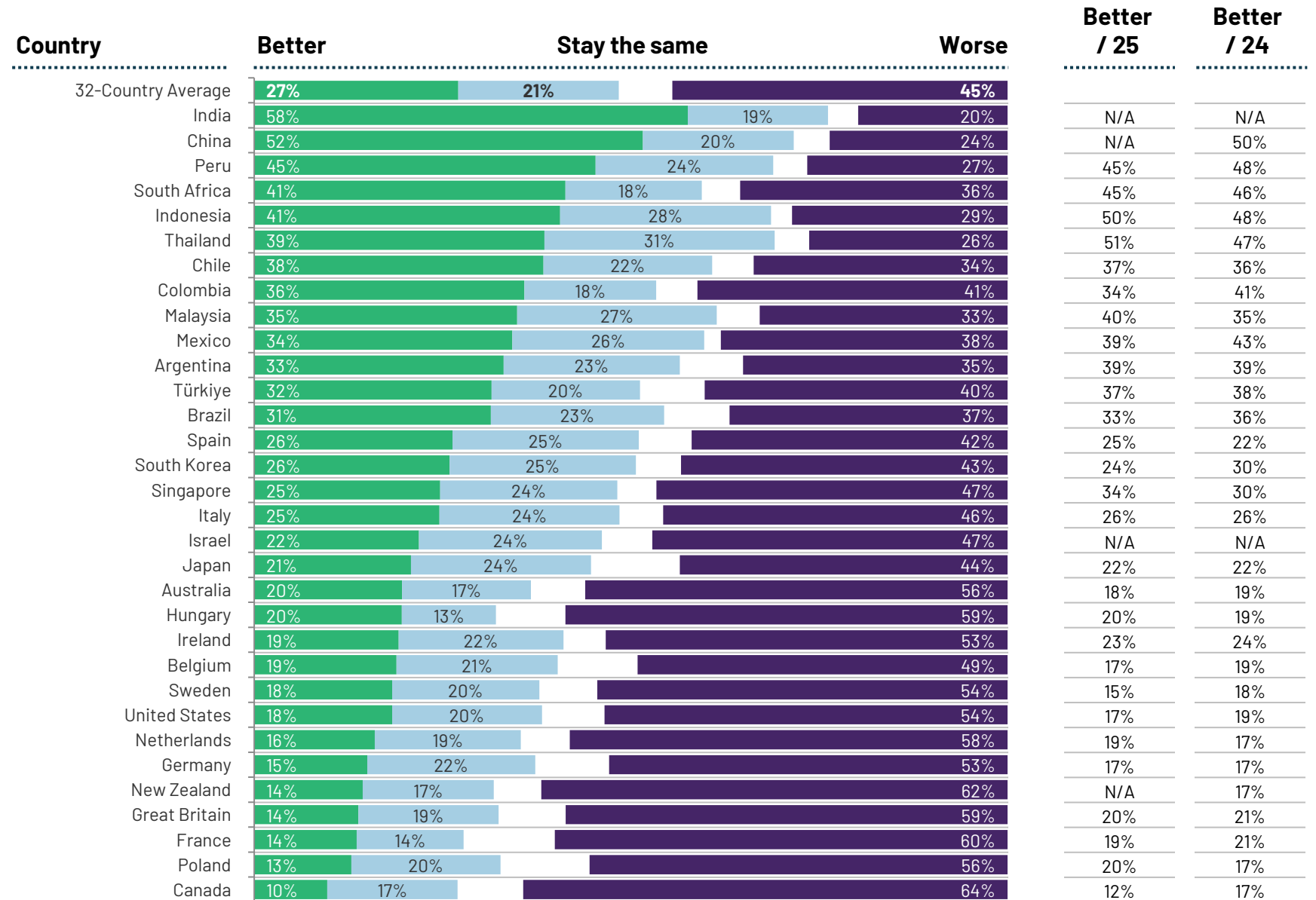
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Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?

The amount of disinformation on the internet

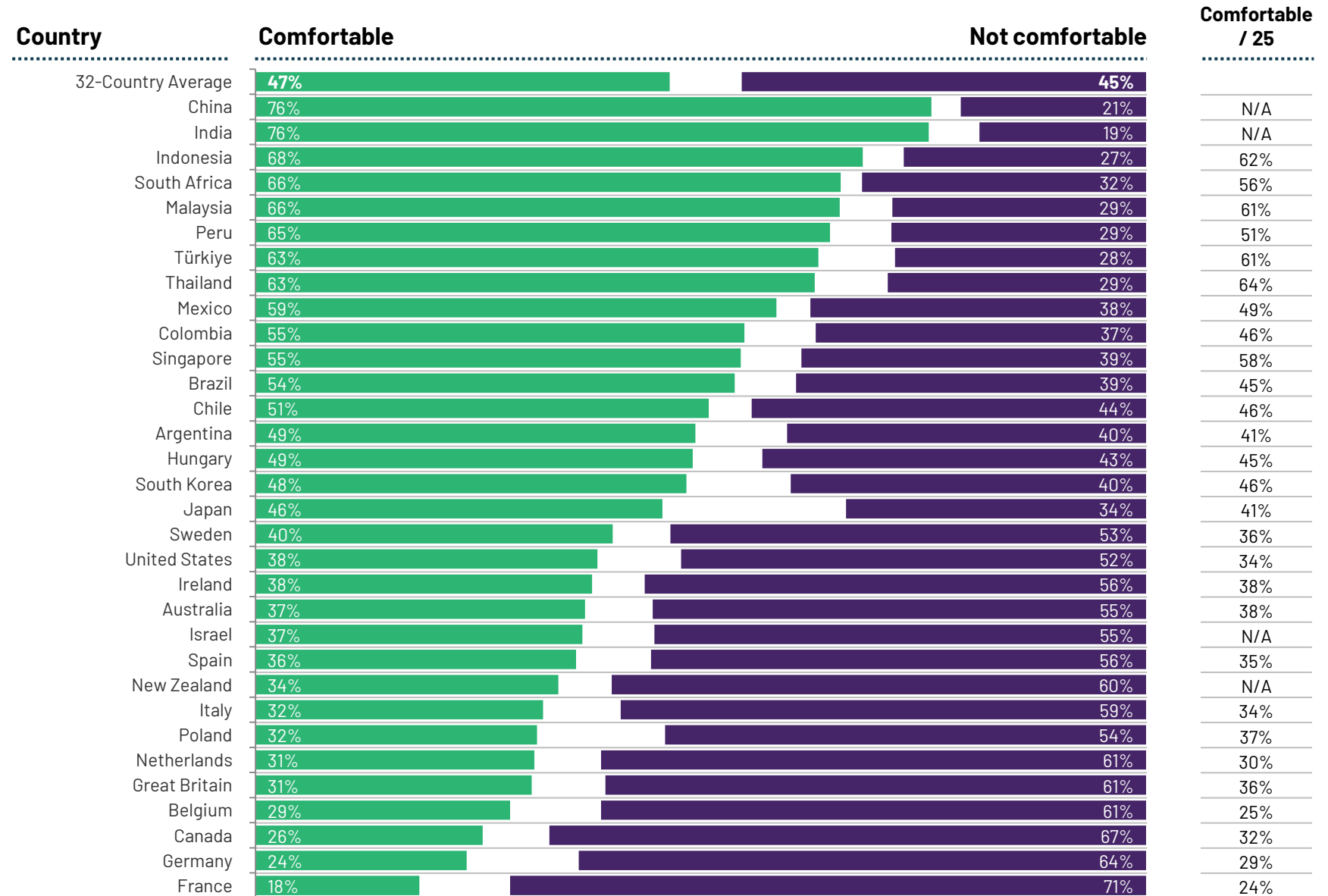
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Screening job applicants

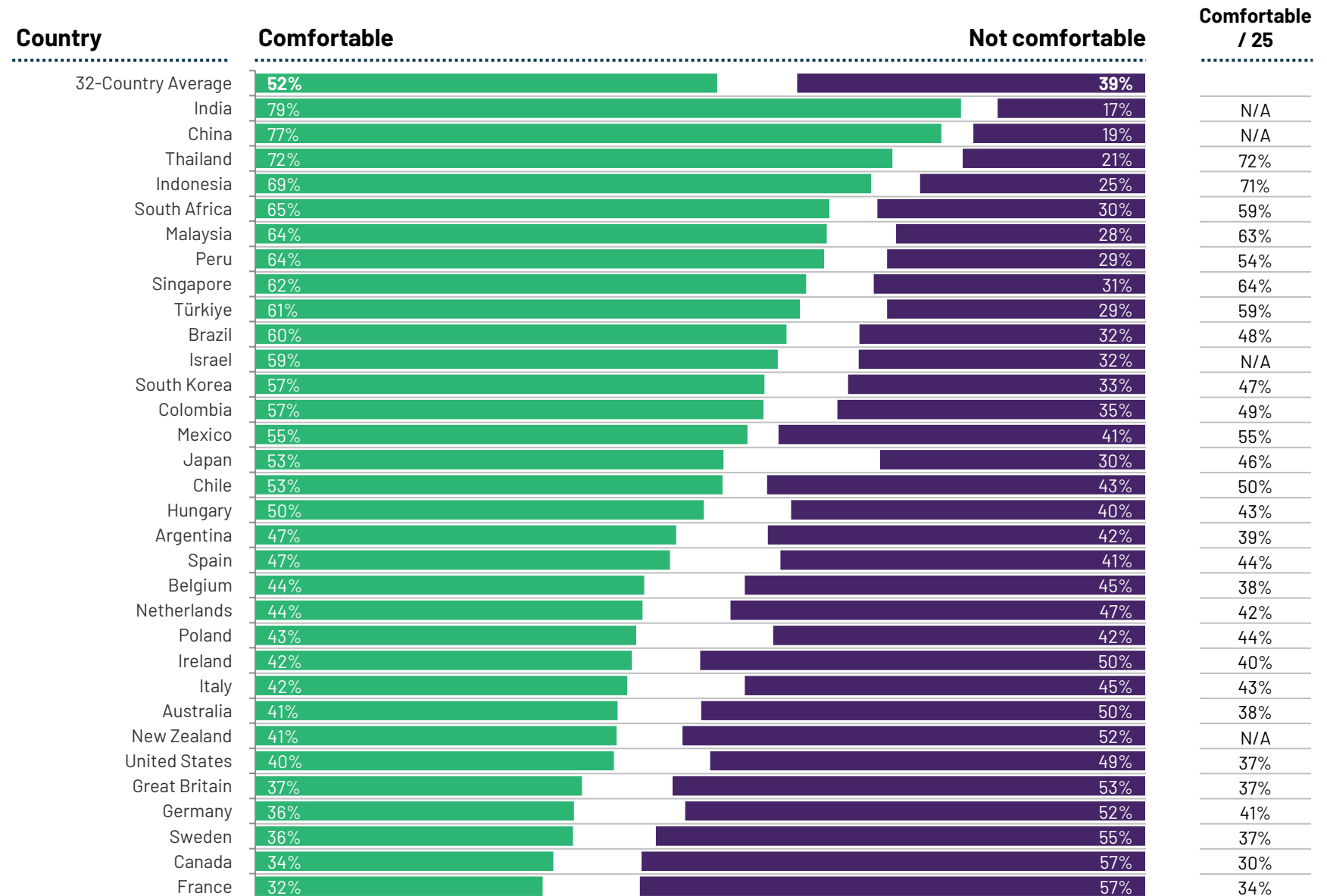
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Writing scripts for movies or TV shows

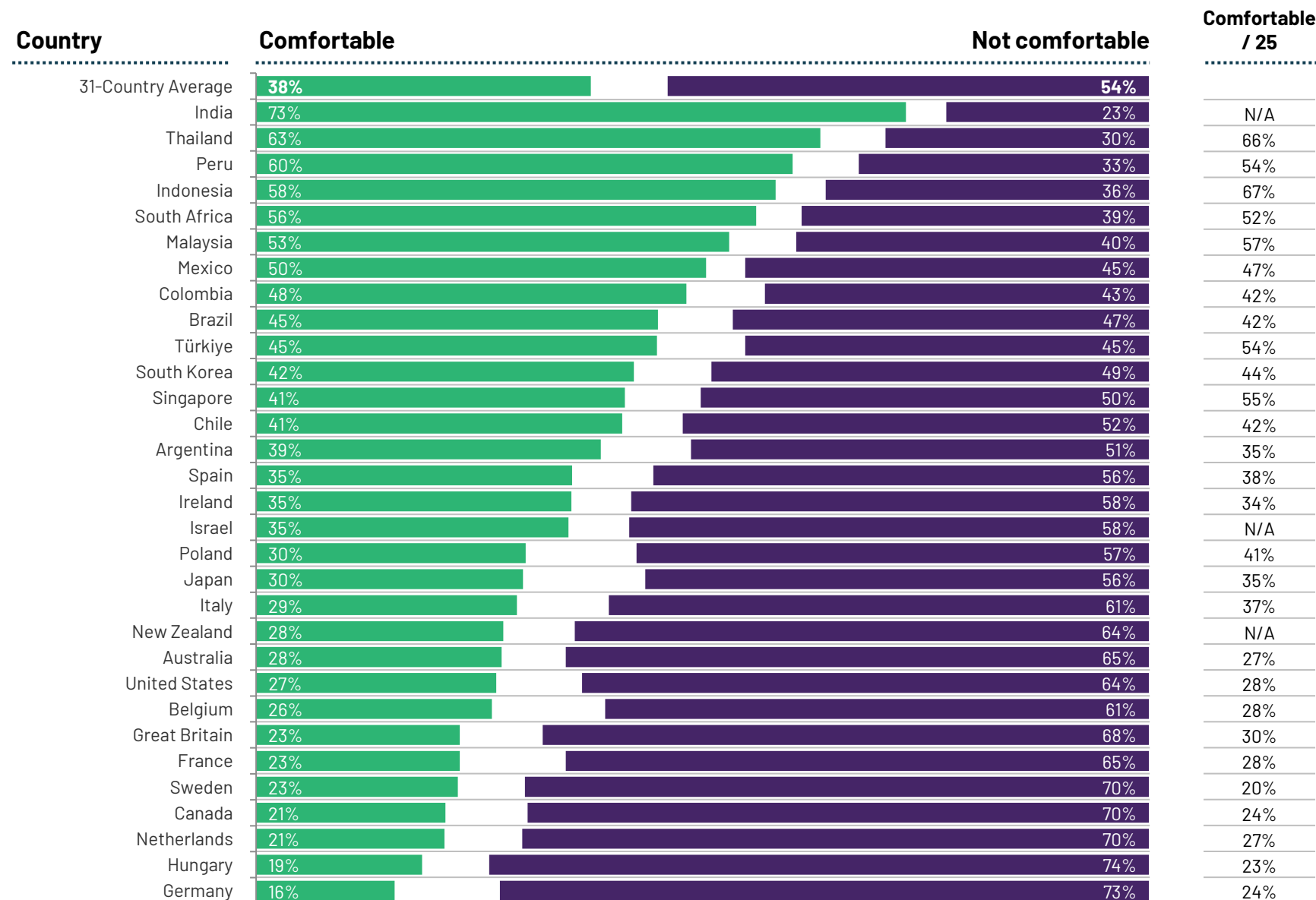
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Creating political ads with realistic generated video

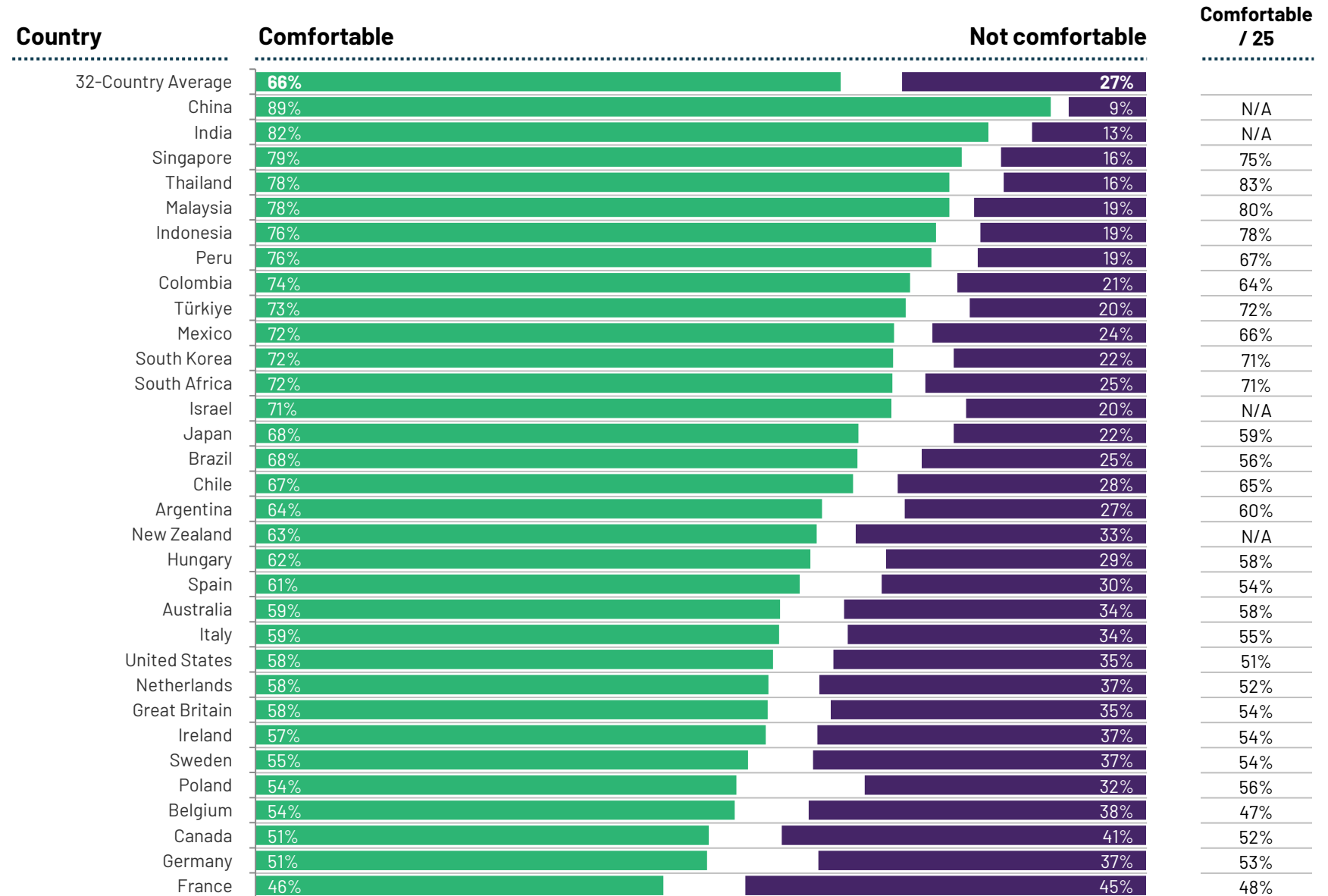
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Assisting with order taking at restaurants

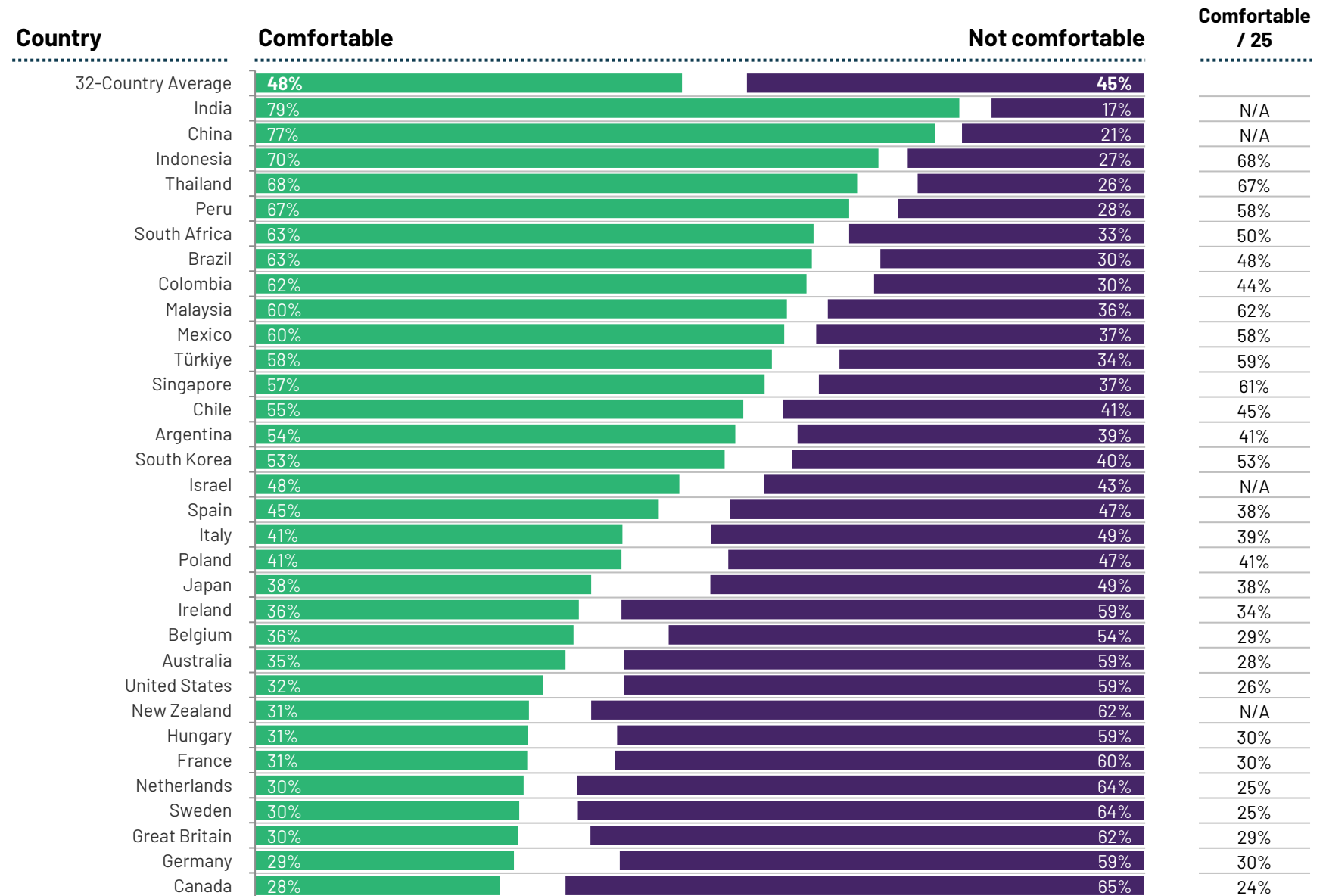
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Writing news stories and articles for publication

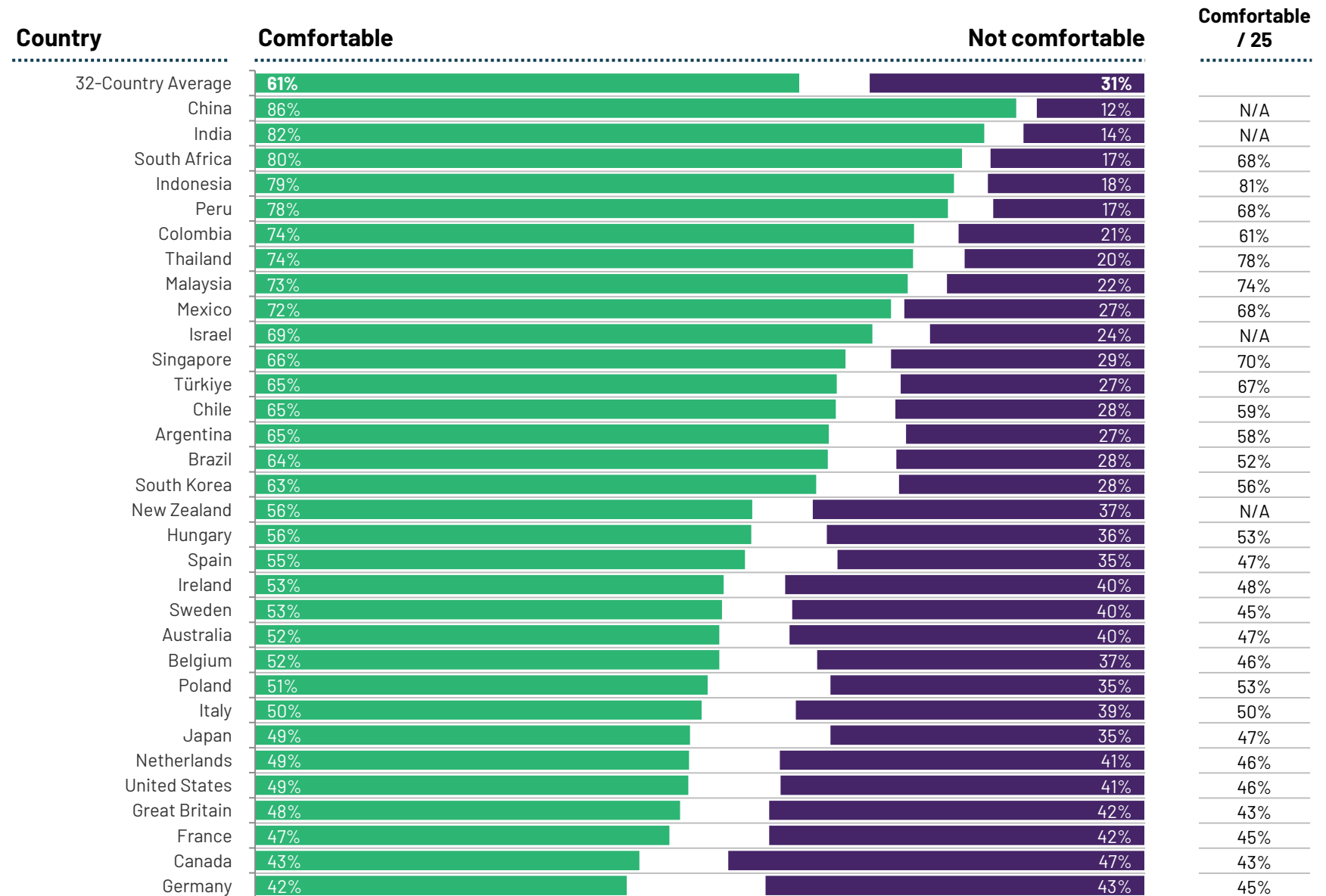
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Creating content for brand advertising

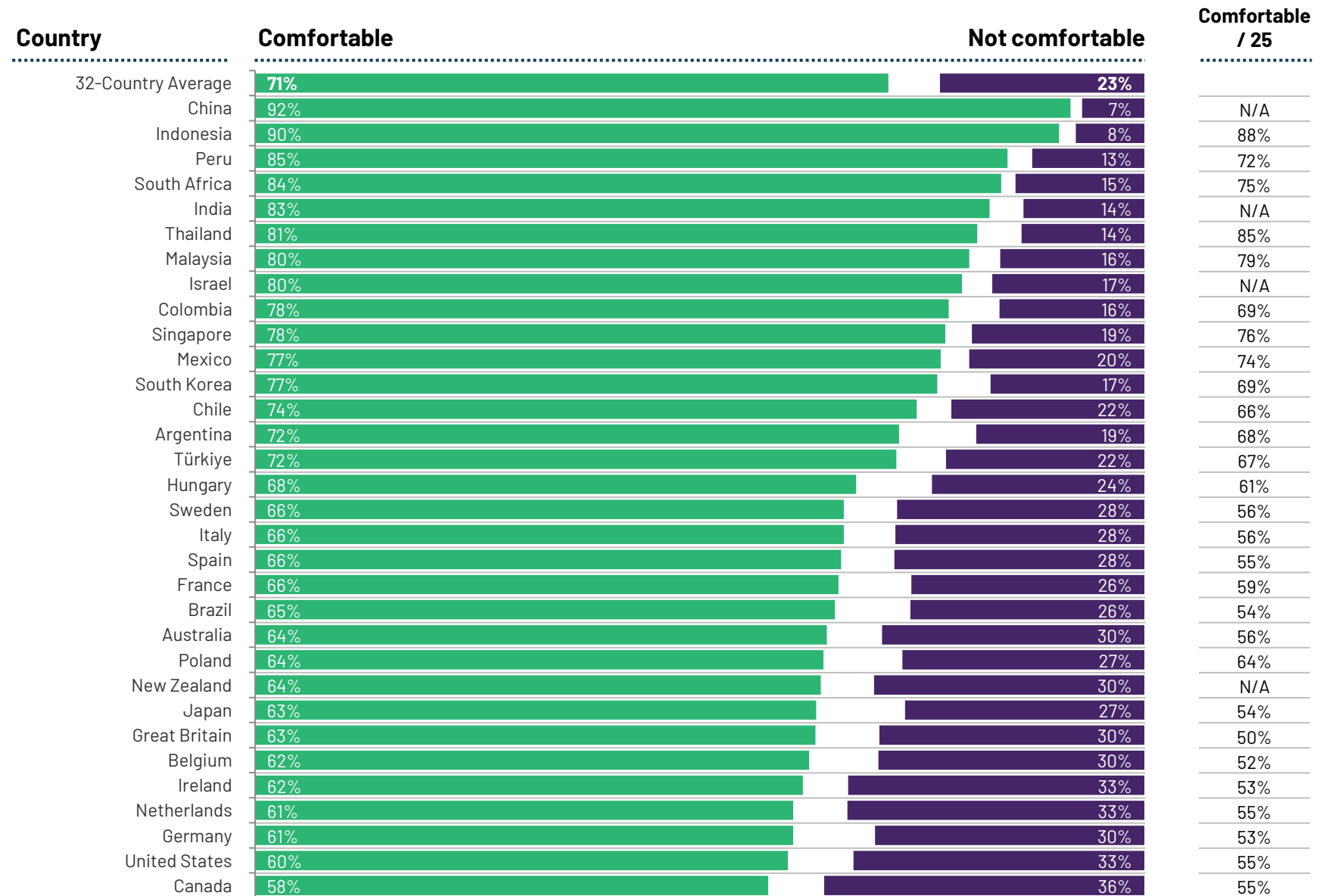
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Online search results

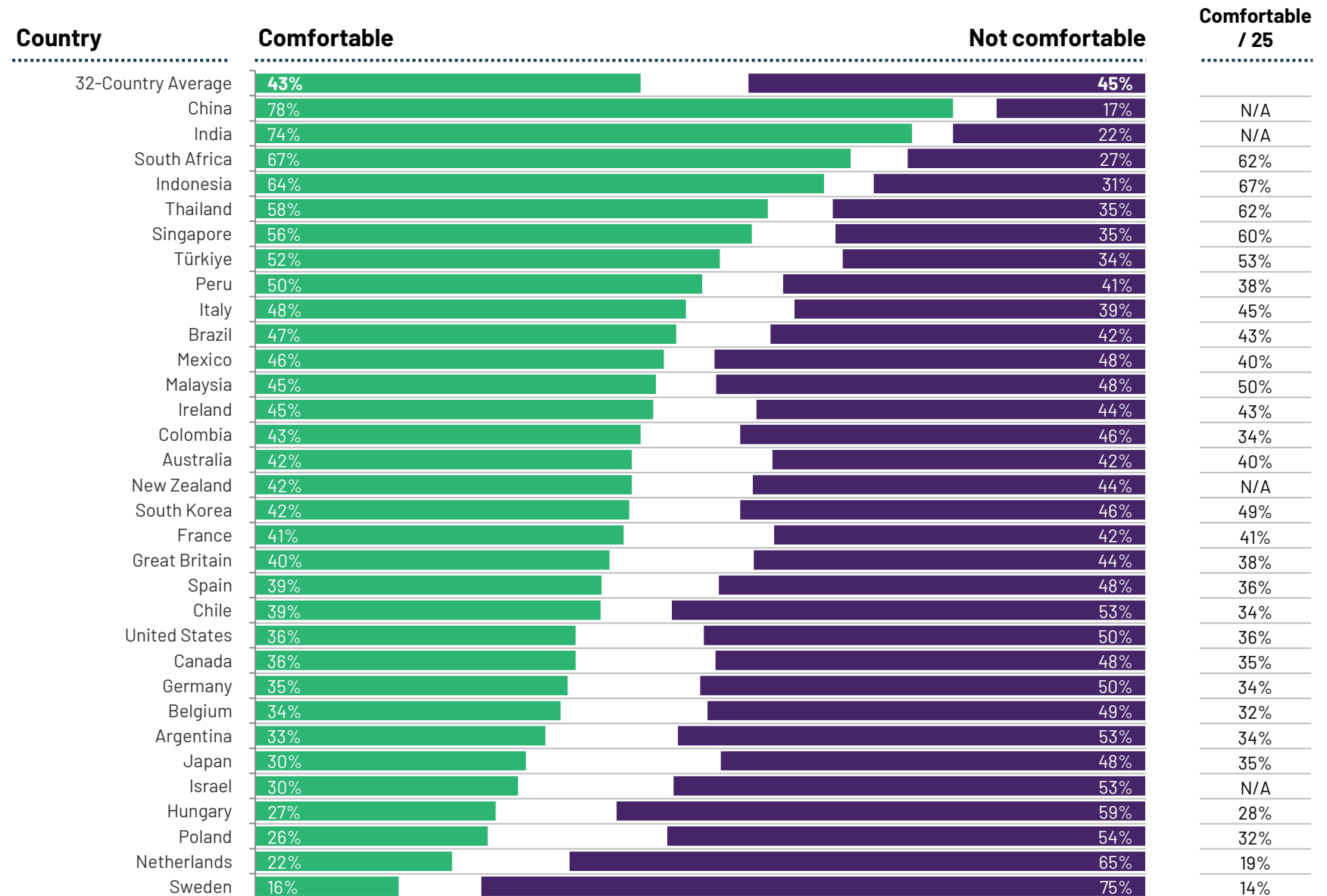
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Targeting disinformation campaigns

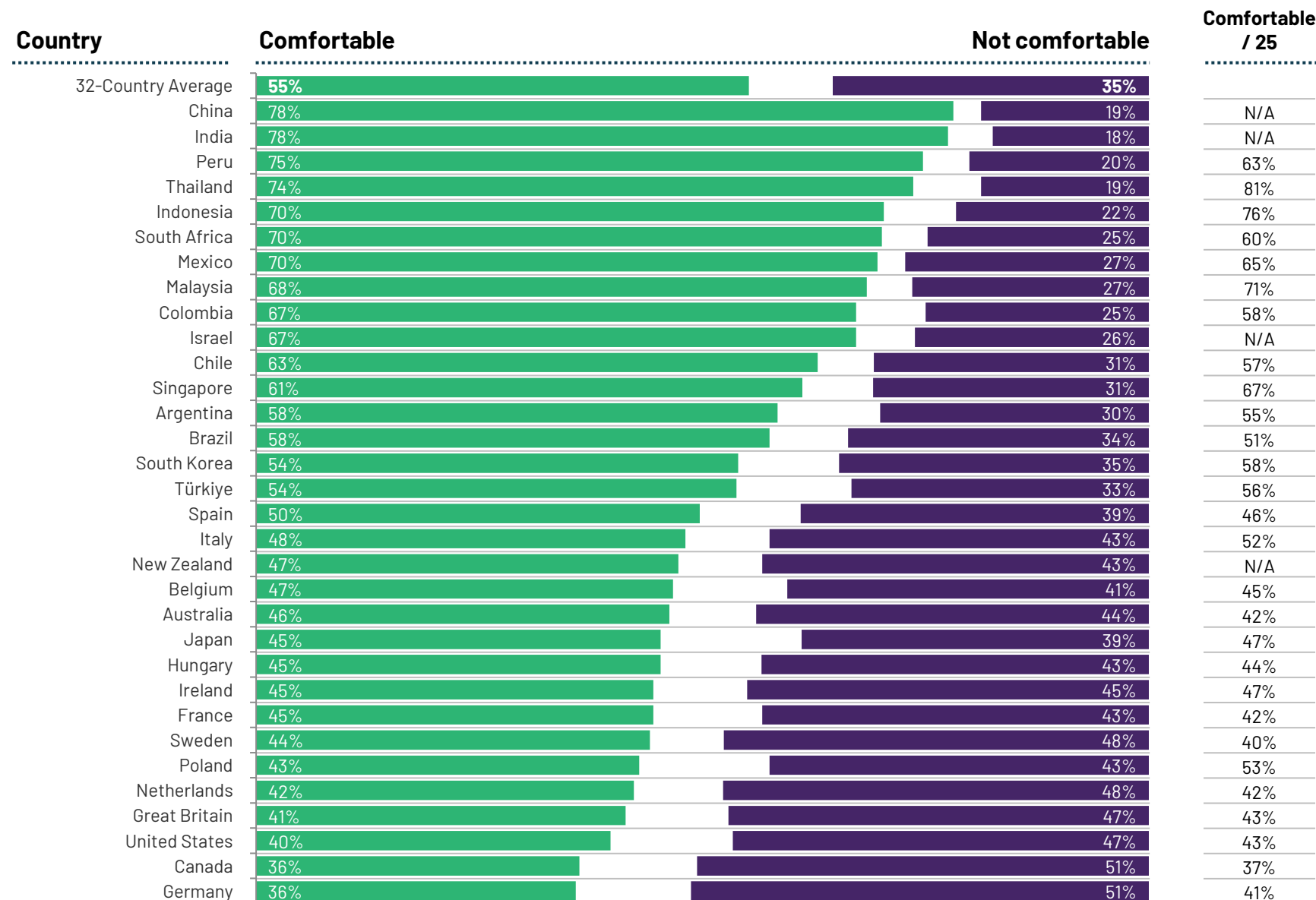
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Targeting advertising messages

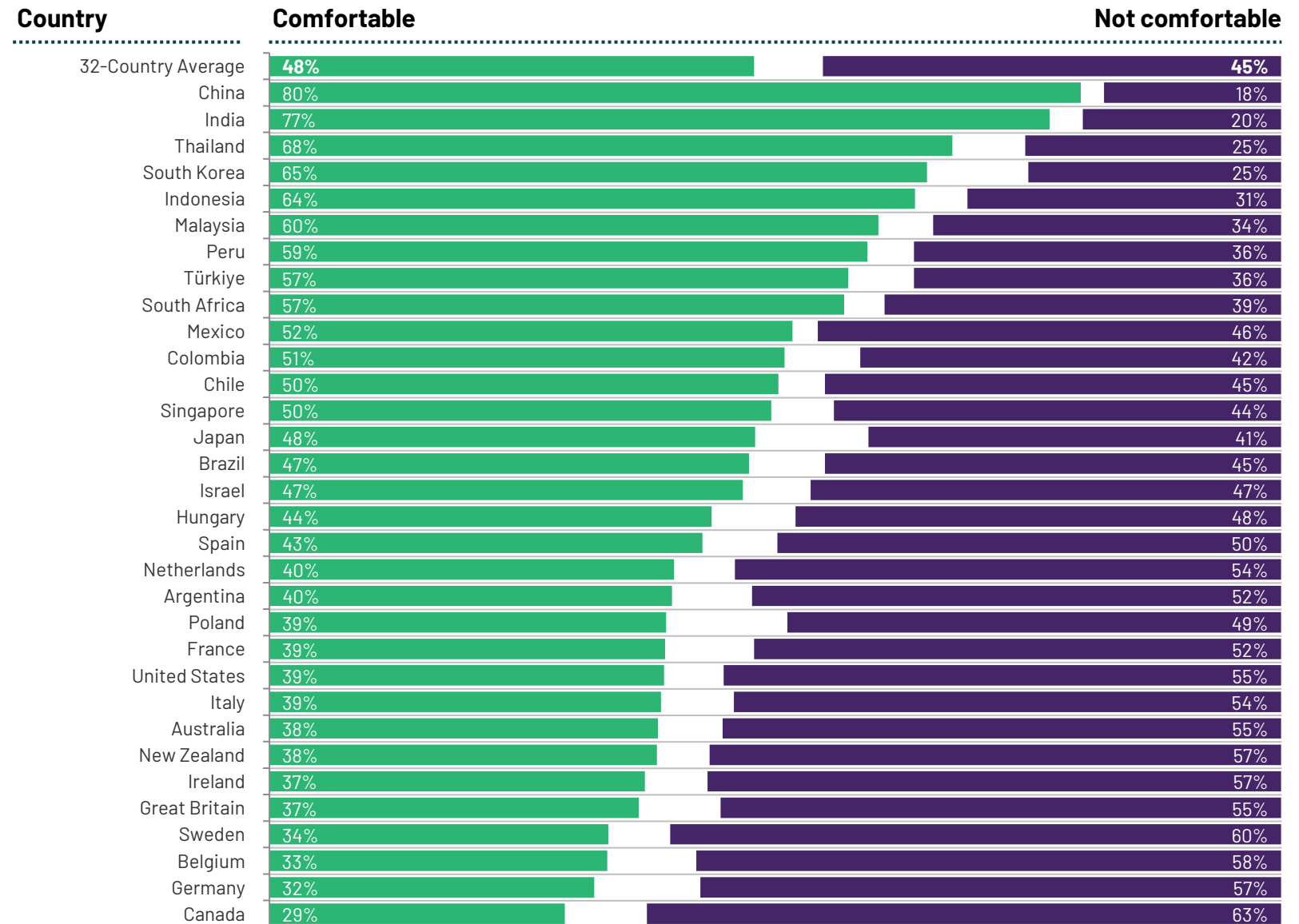
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Offering diagnoses of illnesses based on your symptoms

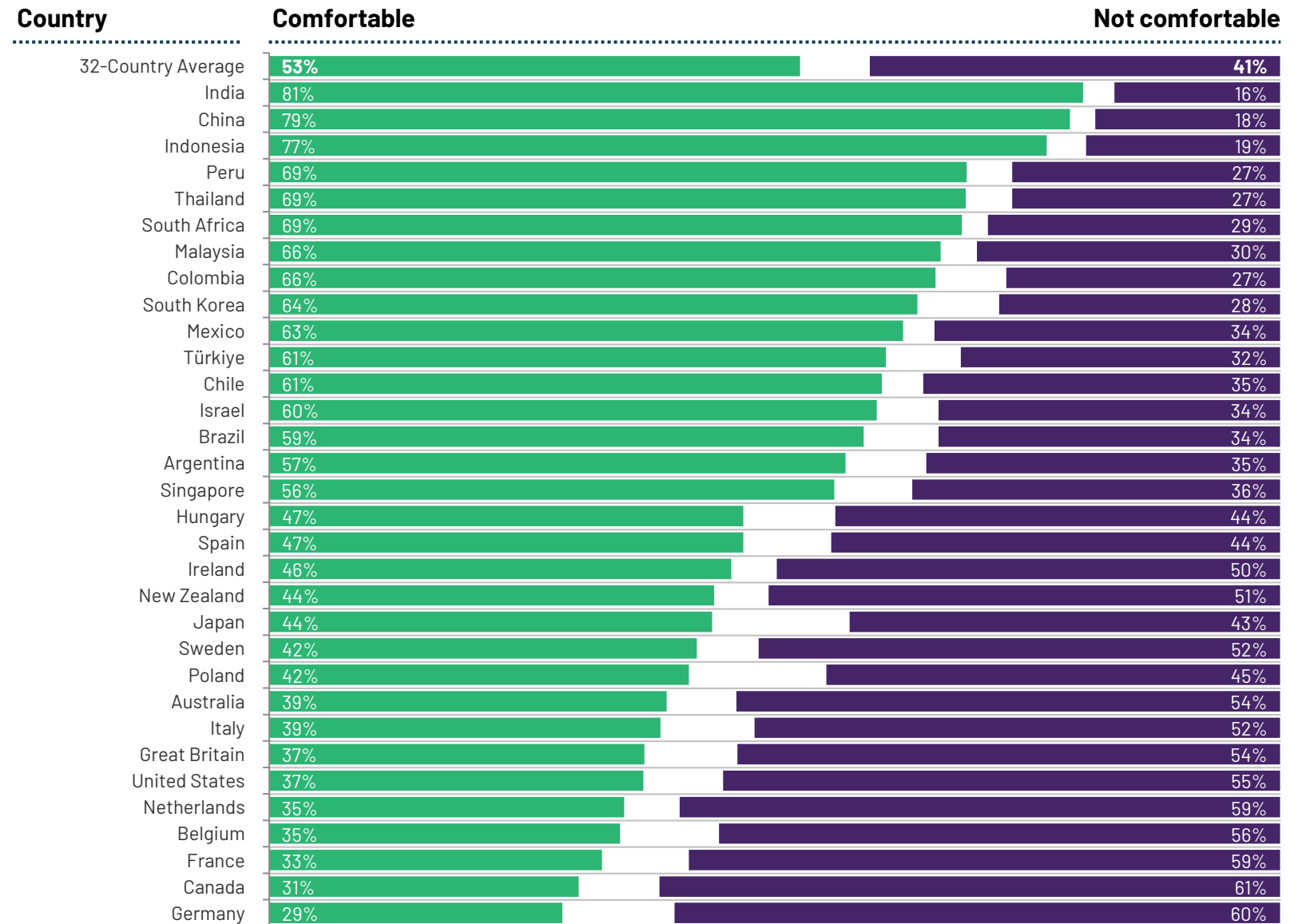
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Helping you to advise or manage your personal finances

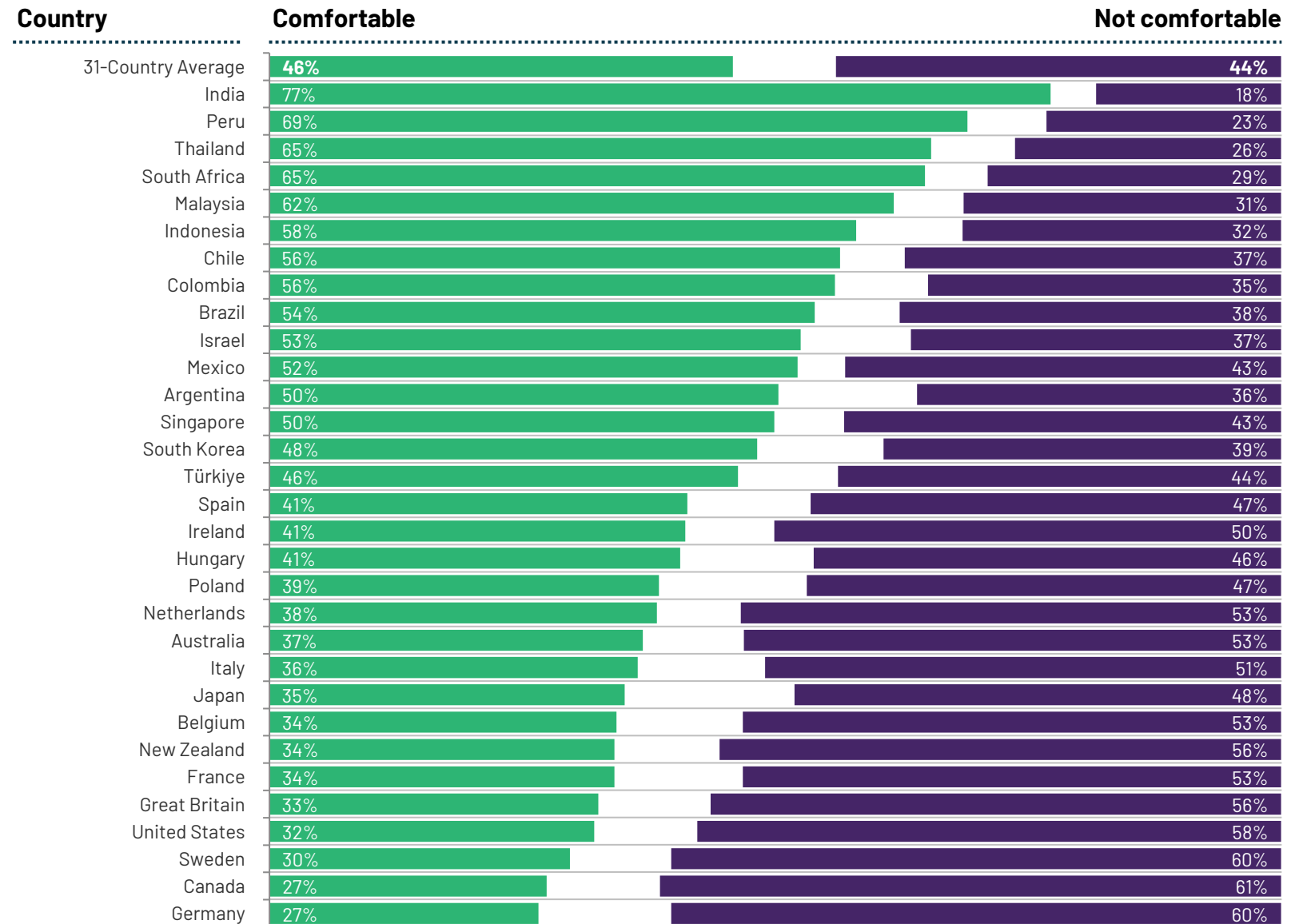
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AI is currently or might someday be used for the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI?

Helping [COUNTRY] to achieve national security/defense goals

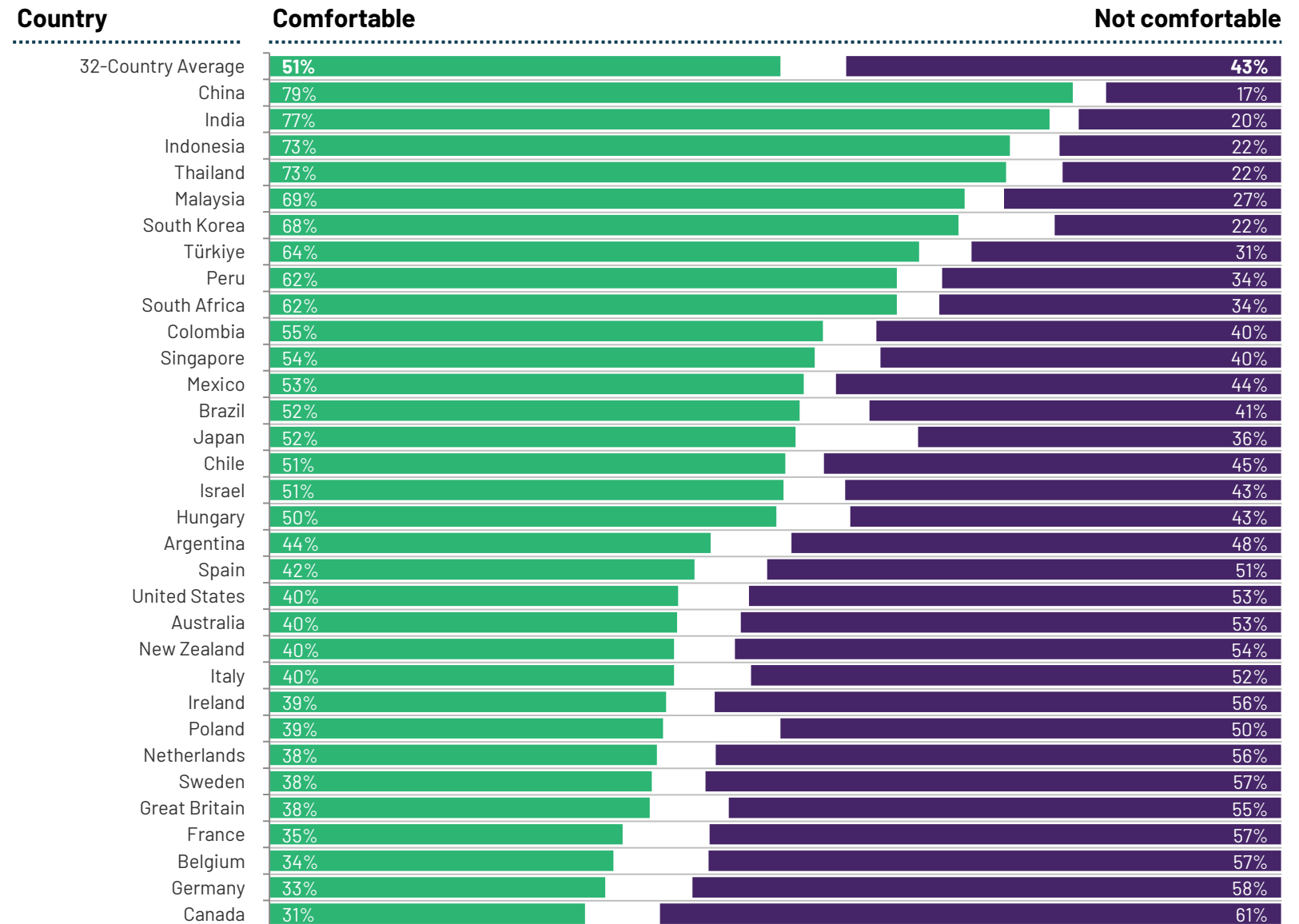
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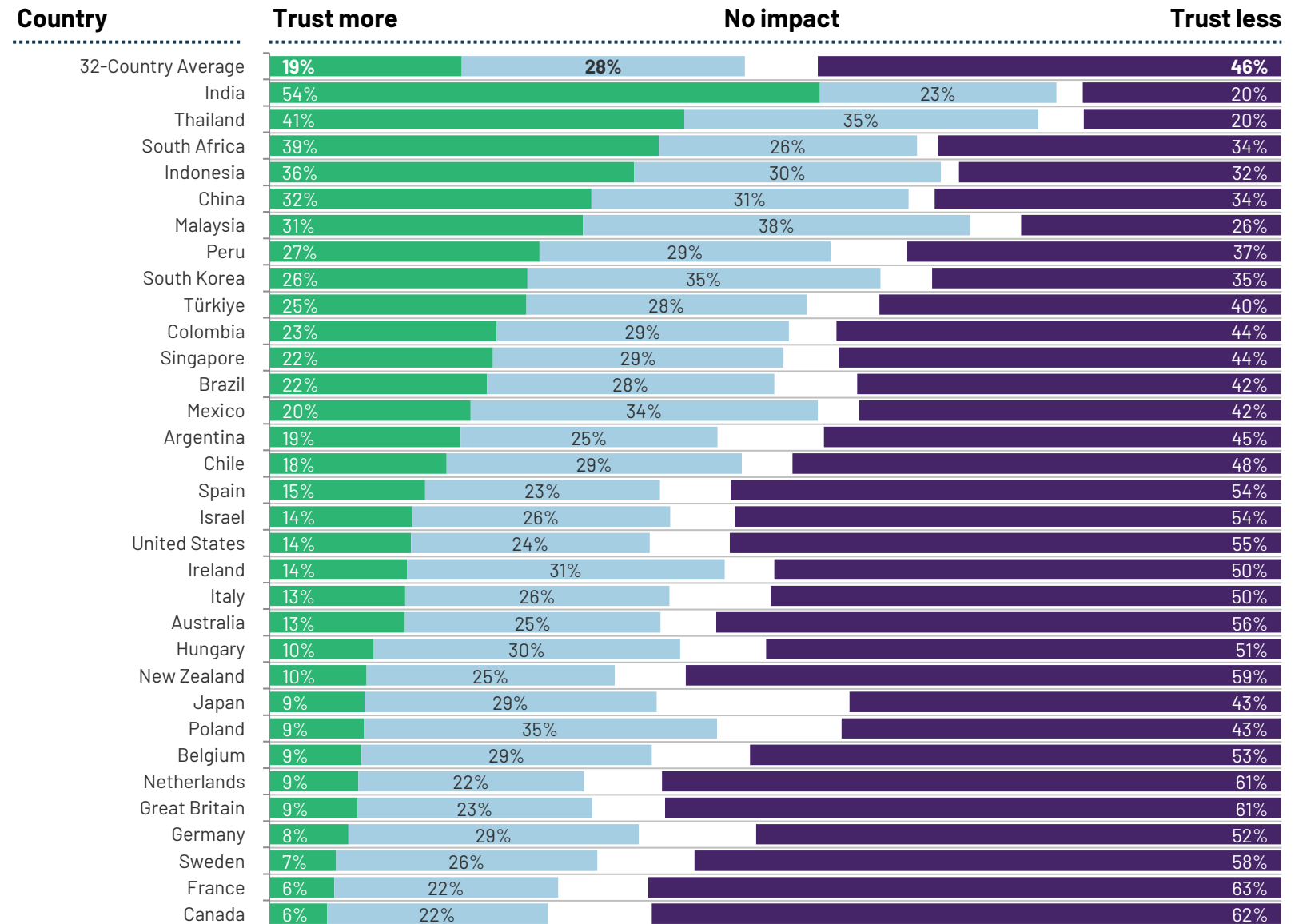
Recommending health treatments based on your medical history

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If you knew a generative **AI** tool was showing you answers that were influenced by advertisers, would you trust the information it provides more, less, or would it have no impact on your level of trust?

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Methodology

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform, between Friday, March 20, and Friday, April 3, 2026. For this survey, Ipsos interviewed a total of 23,532 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, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, India, Italy, Japan, the Netherlands, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered

representative of their general adult populations under the age of 75. Samples in Brazil, Chile, mainland China, Colombia, India, Indonesia, Ireland, Israel, 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.

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 Global 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.

For more information

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