

Global Trends & Perceptions on Artificial Intelligence

Survey results in 21 countries



Global Public Trust Survey!

The international network of independent research companies IRIS (*International Research Institutes*), to which **Focus Bari** has belonged since **1991**, designed and conducted this survey, recording public opinion on critical issues of our time.

Twenty-one countries participated in the survey.

Survey objective:

- ✓ Assessment of the **economy and personal financial situation**
- ✓ Levels of confidence and concern about **climate change**.
- ✓ The state and prospects of **healthcare** systems.
- ✓ Use, awareness, and attitudes toward **artificial intelligence**.



The 3 axes ...



Awareness and understanding of AI



AI usage in everyday life



Expectations & attitudes towards the future of AI

Research specifications





IRIS (FOCUS BARI, core member of IRIS)

Topic: Public Trust in Artificial Intelligence

Structured questionnaire

Population: Men & Women aged 18+, proportional to the population of each country

Representative sample: 14,096 individuals in 21 countries in America, Europe, Asia, Africa, and Australia

Conducted: June–August 2024

Weighting was done according to the population of each country

Countries that participated	Sample
Australia	1016
Austria	504
France	503
Canada	1003
Switzerland	535
Greece	1000
USA	1003
Indonesia	5
Italy	611
Spain	487
Japan	50
Canada	1003
Kenya	307
Korea	100
Malaysia	502
Mexico	500
Nigeria	529
Panama	522
Poland	1055
Romania	100
Turkey	501
Finland	508

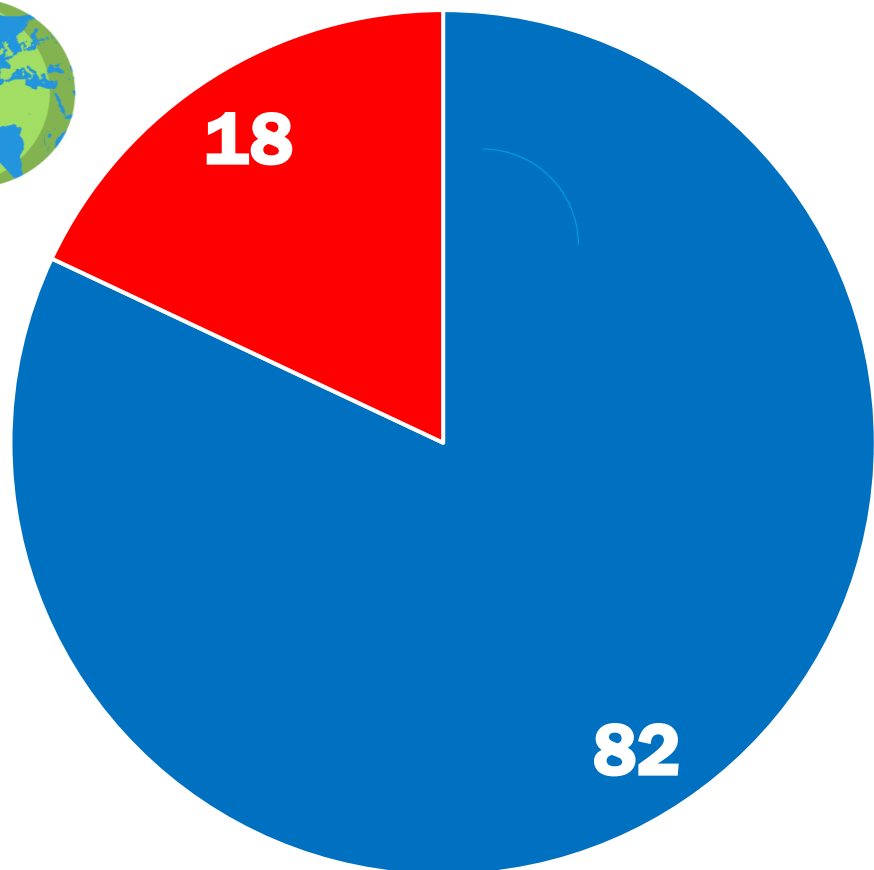
A: Awareness and understanding of AI



Global awareness of AI worldwide

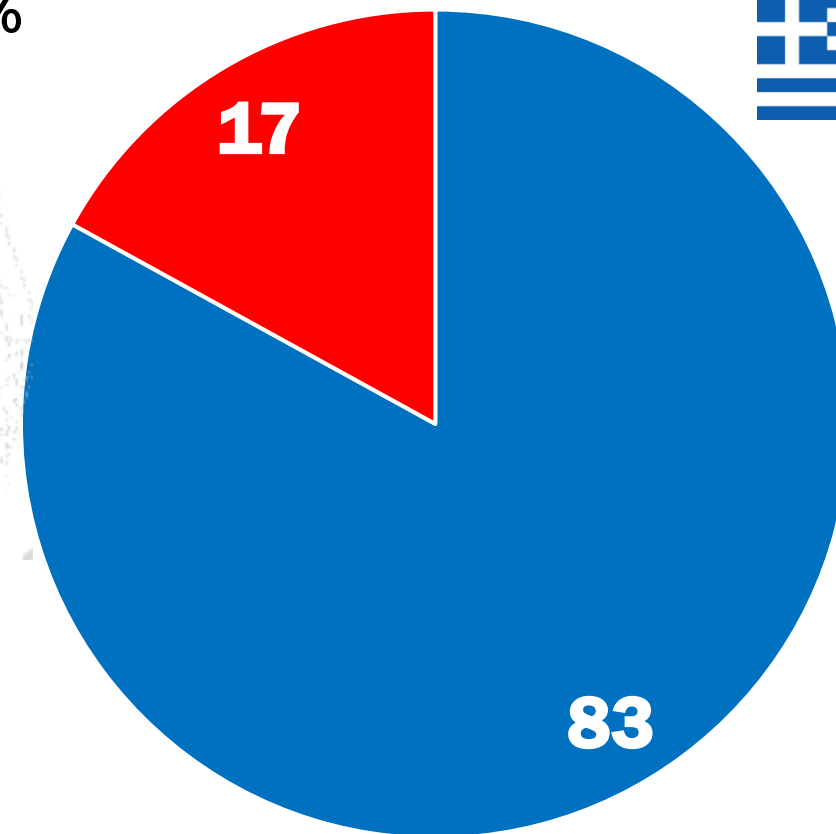
Greece keeps pace with the rest of the world

"Have you heard anything about Artificial Intelligence (AI) and its applications?"



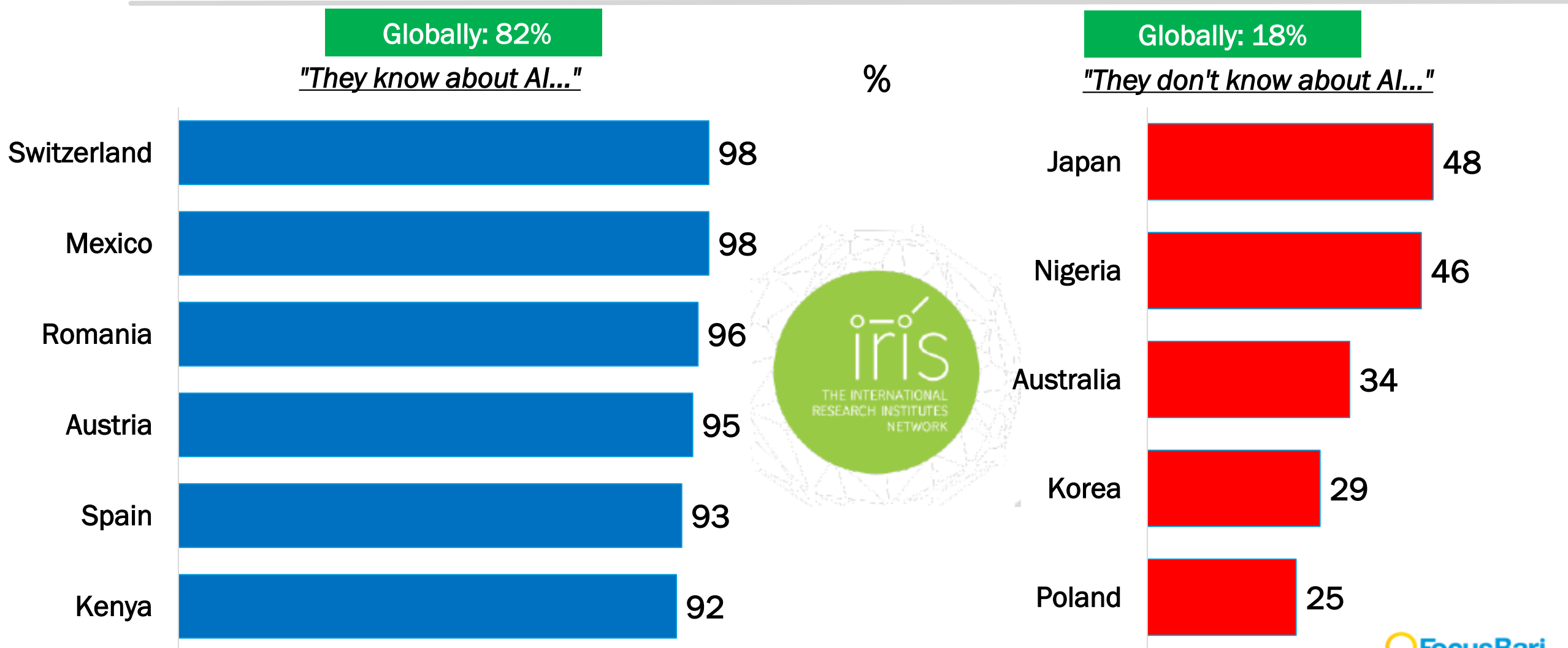
■ Yes

%



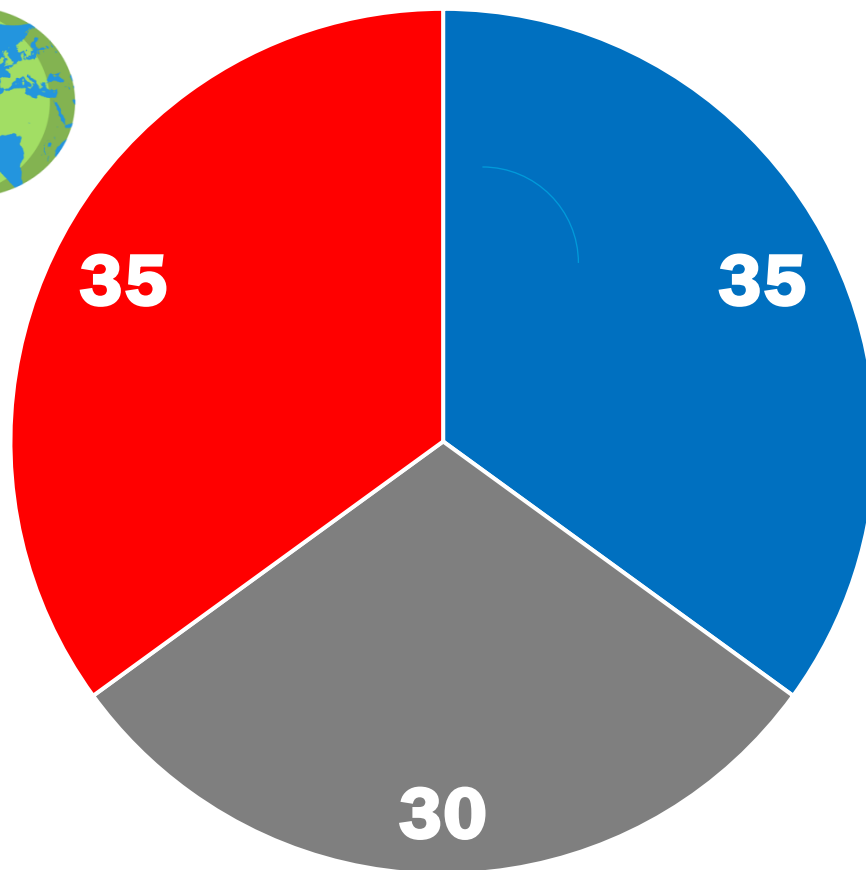
■ No

However, awareness of AI varies significantly across countries.
From nearly 100% in Switzerland, Mexico, Romania, and Austria, to countries such as Japan and Nigeria, where almost half remain unaware of it(!)

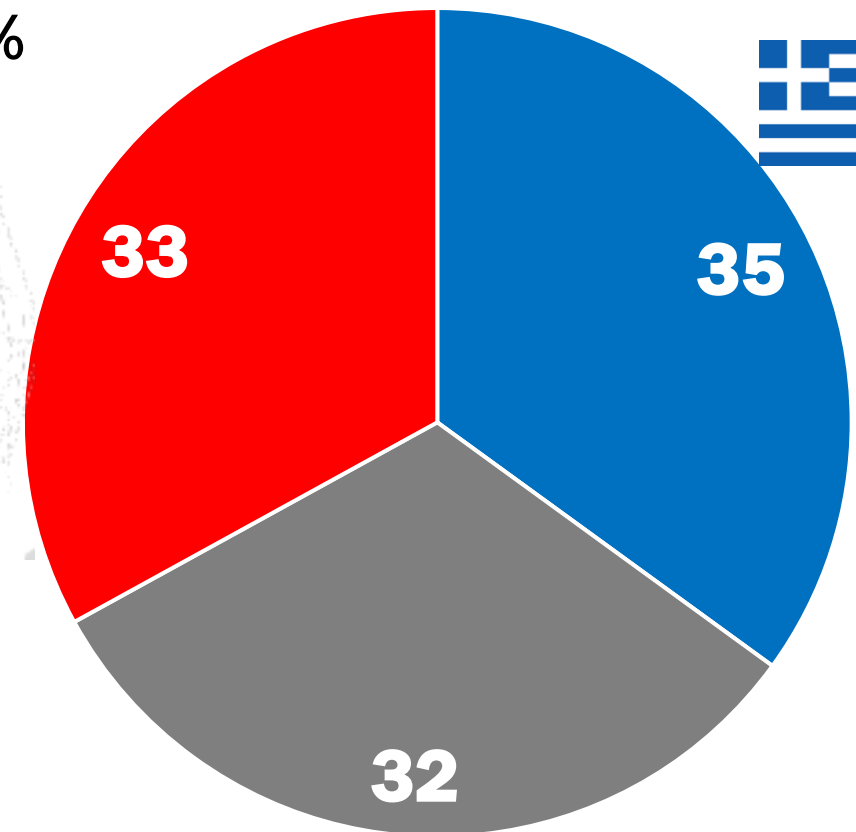


AI is widely known, but not fully understood – A similar picture in Greece and worldwide

"How knowledgeable do you feel about Artificial Intelligence (AI) and its applications?"



%



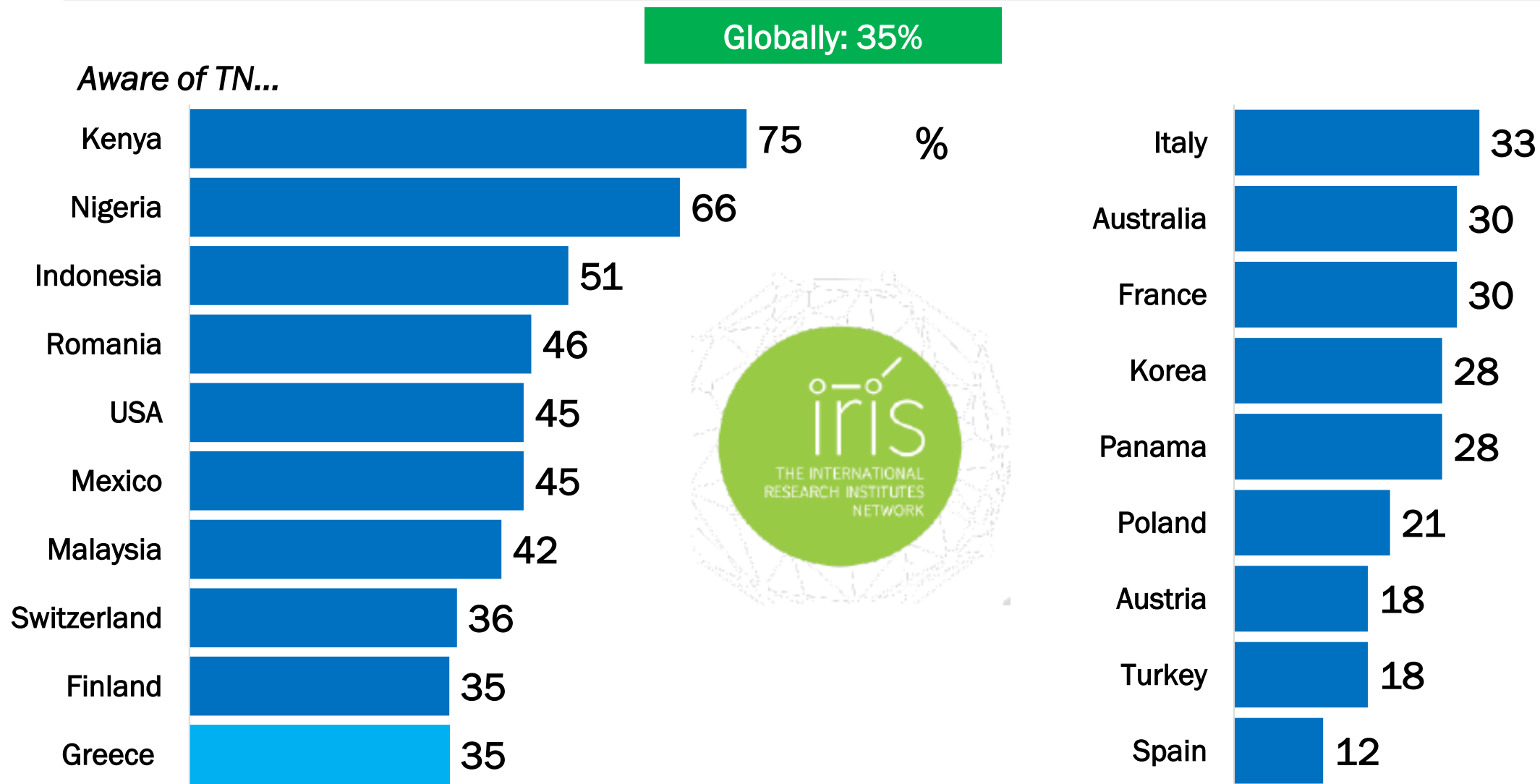
■ Very knowledgeable/ knowledgeable

■ Neither knowledgeable or not

■ Not very knowledgeable/not at all

Understanding of AI varies widely across countries

Kenya and Nigeria lead, Spain, Turkey, and Austria lag behind



B: Artificial Intelligence usage in everyday life

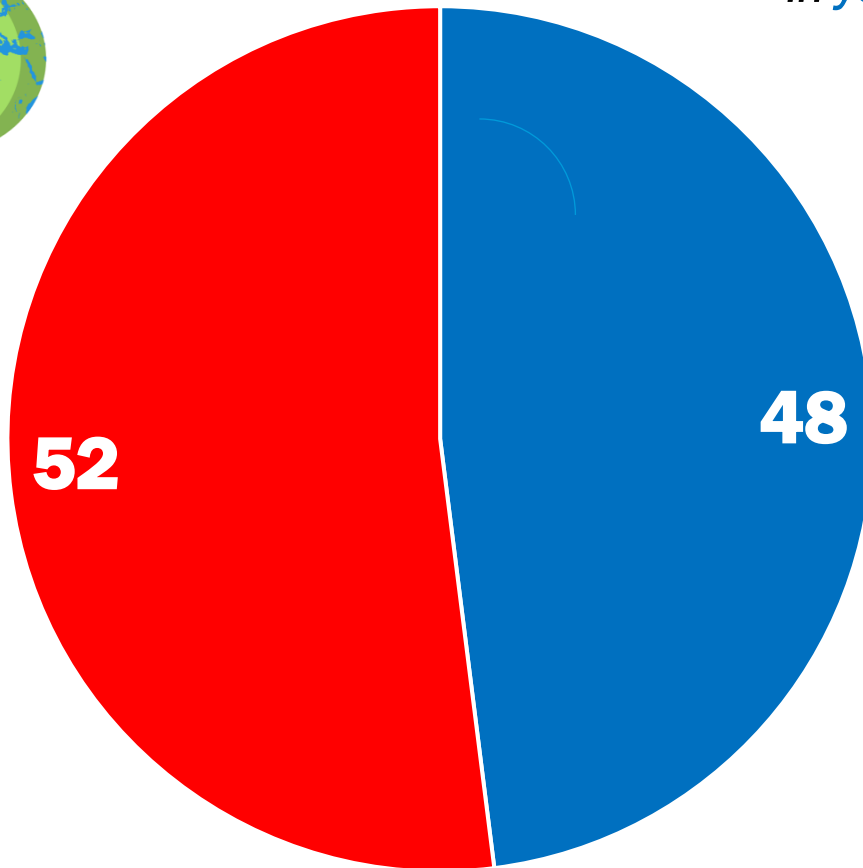


AI is gradually becoming part of everyday life

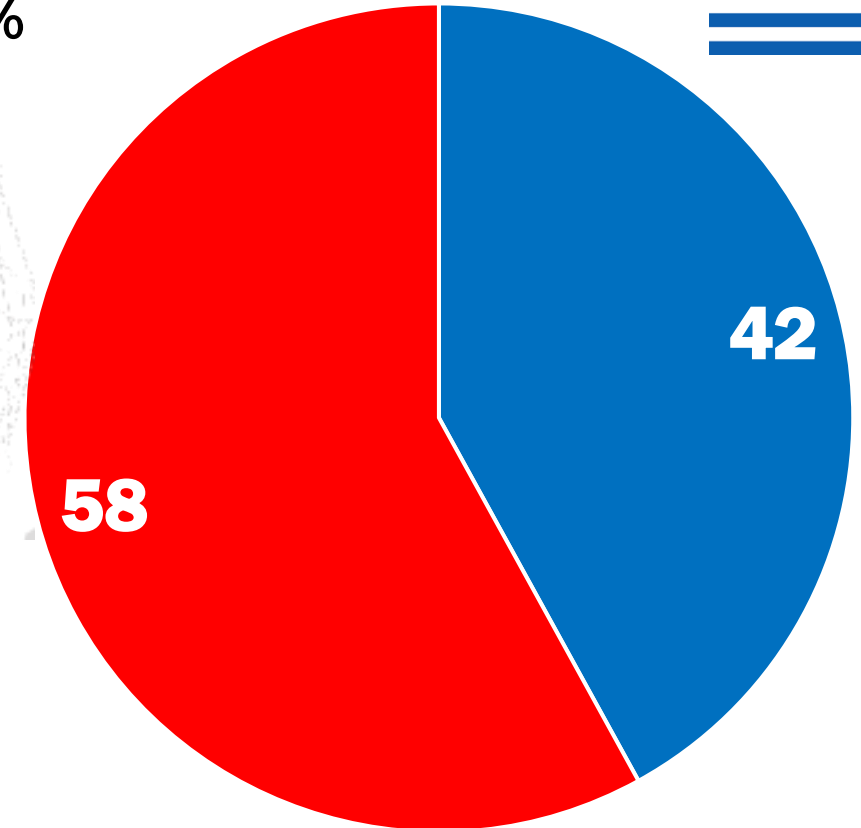
One in two people worldwide have already used it, fewer in Greece

*"Have you ever used artificial intelligence technologies
in your personal life?"*

%



■ Yes

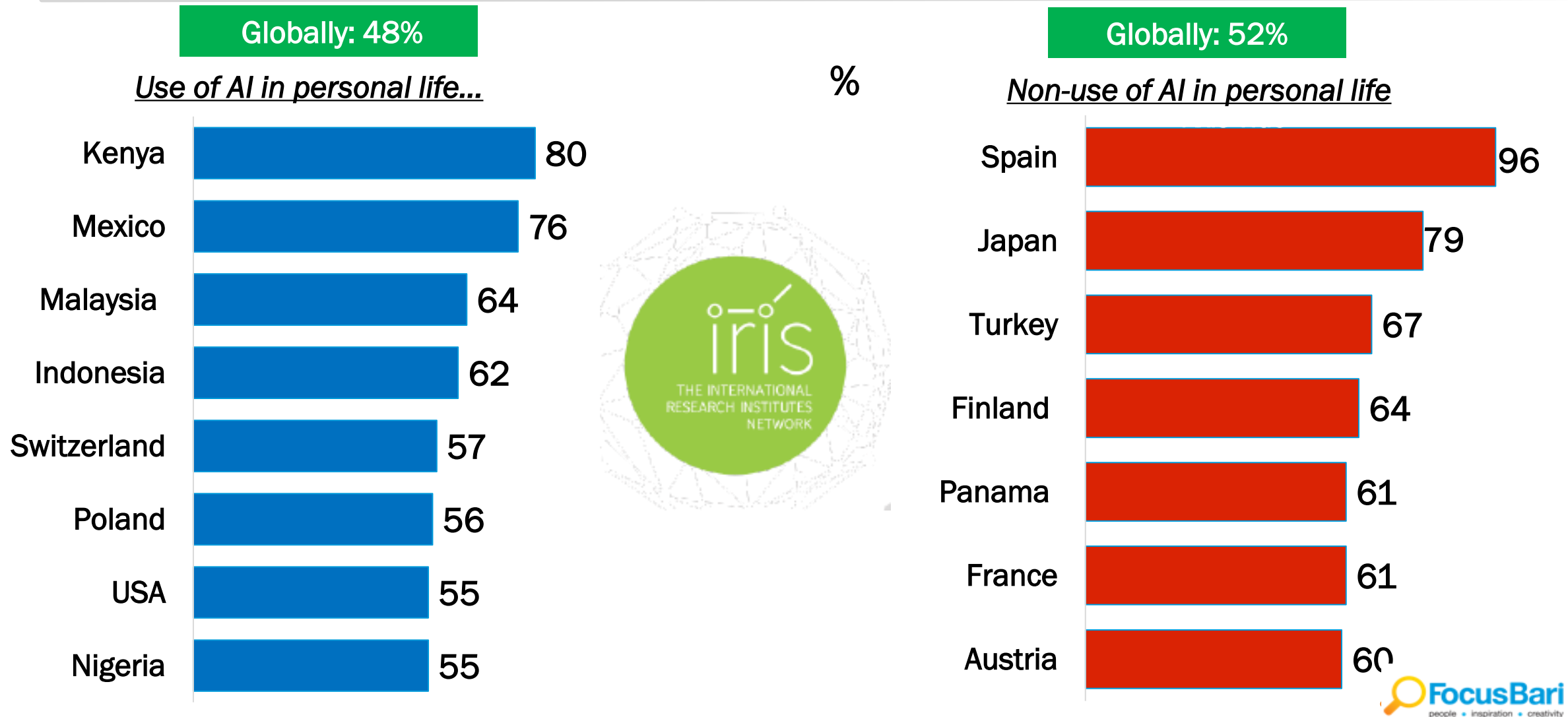


■ No



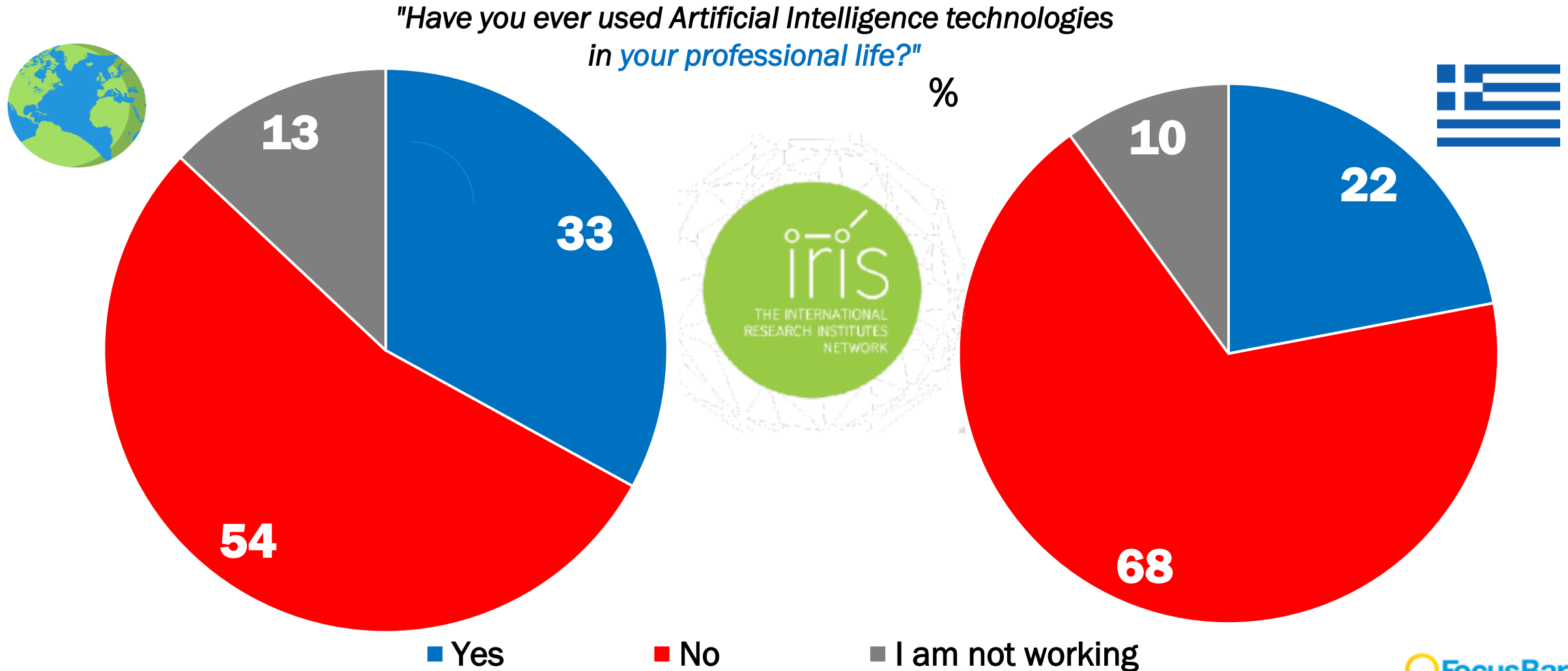
Usage of AI in personal life varies widely across the world.

Kenya and Mexico lead the way, while Spain and Japan lag behind

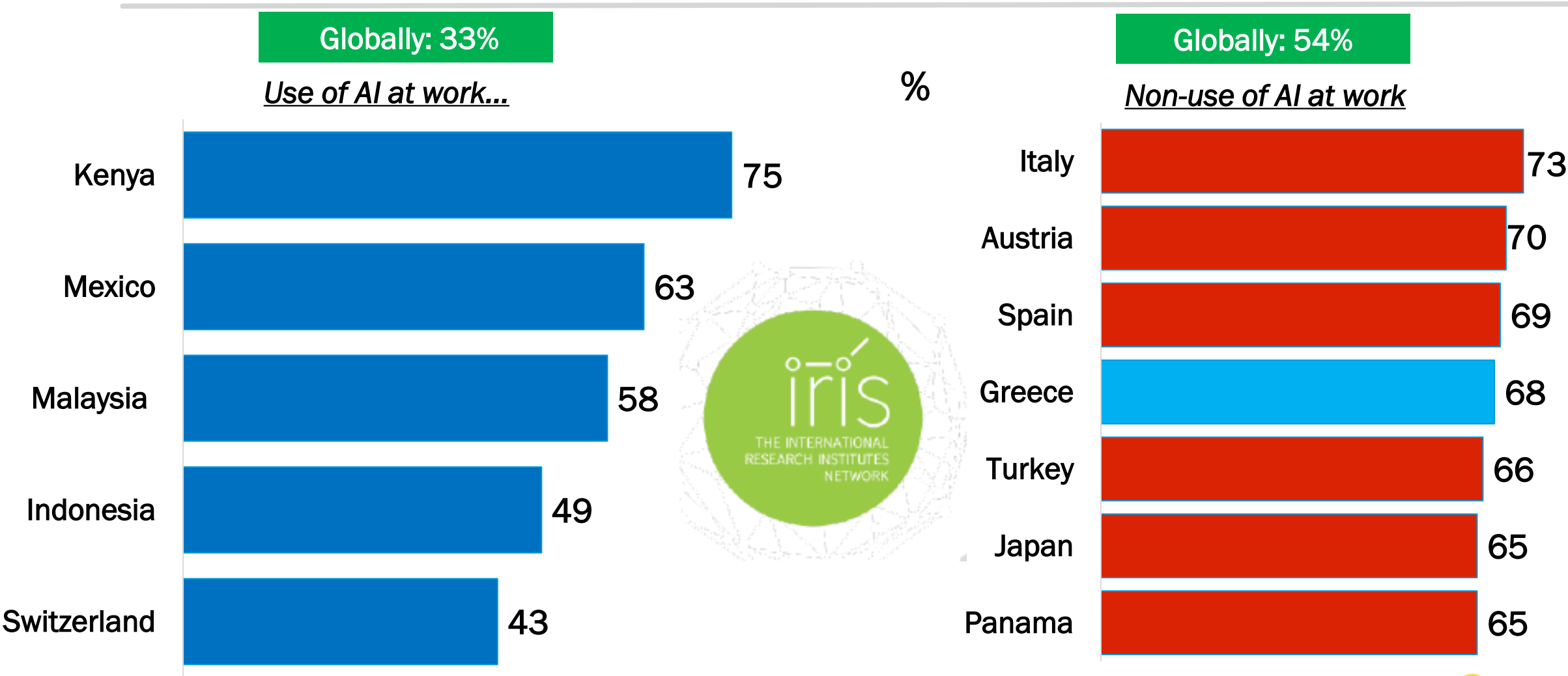


AI enters the workforce more slowly

One in three globally, only one in five in Greece



Significant differences in the use of AI at work – Kenya & Mexico show the highest adoption, while Italy & Austria show greater hesitation



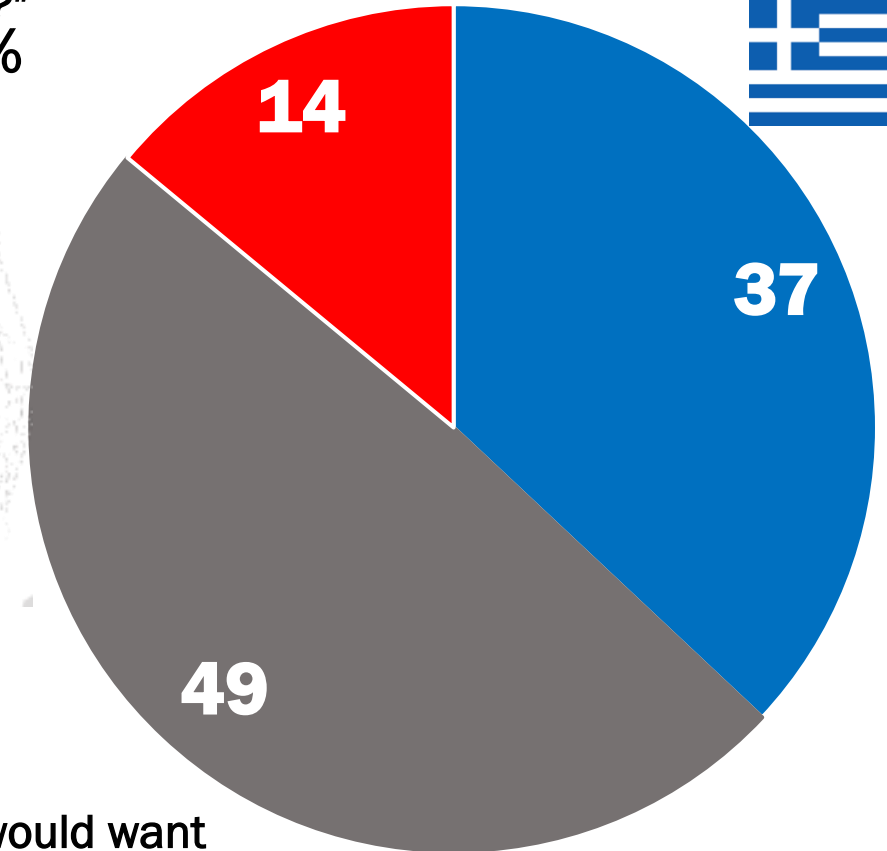
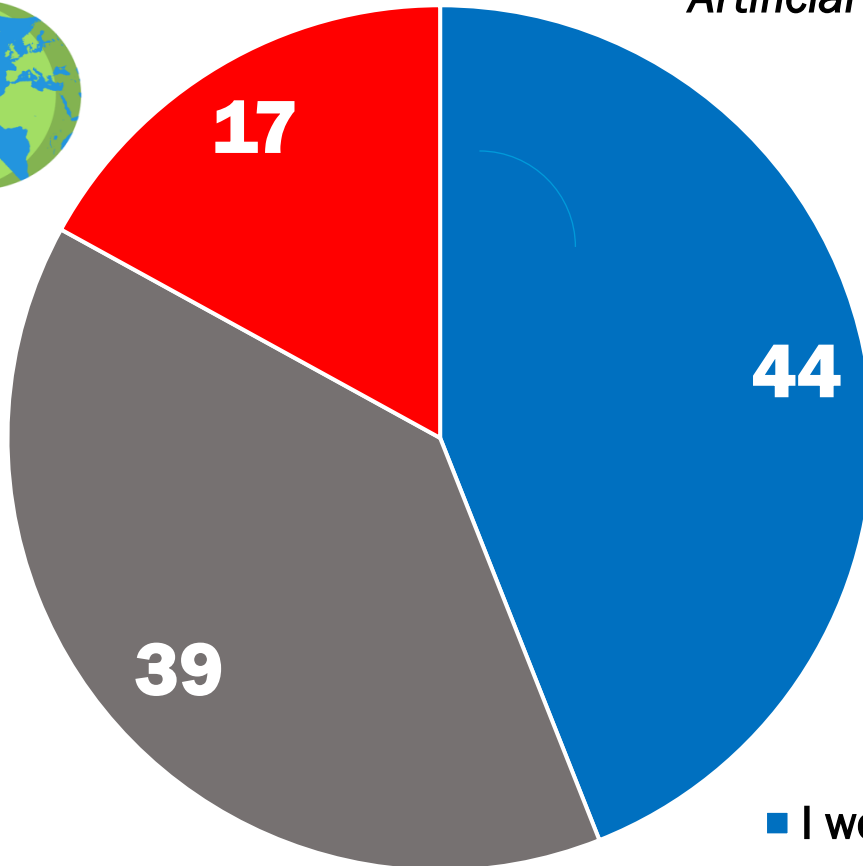
C: Expectations & attitudes towards the future of AI



AI is gaining ground as a career choice worldwide

Most parents see it as an opportunity, while Greeks remains more cautious

"To what extent would want your child to work in Artificial Intelligence (AI) area?"
%

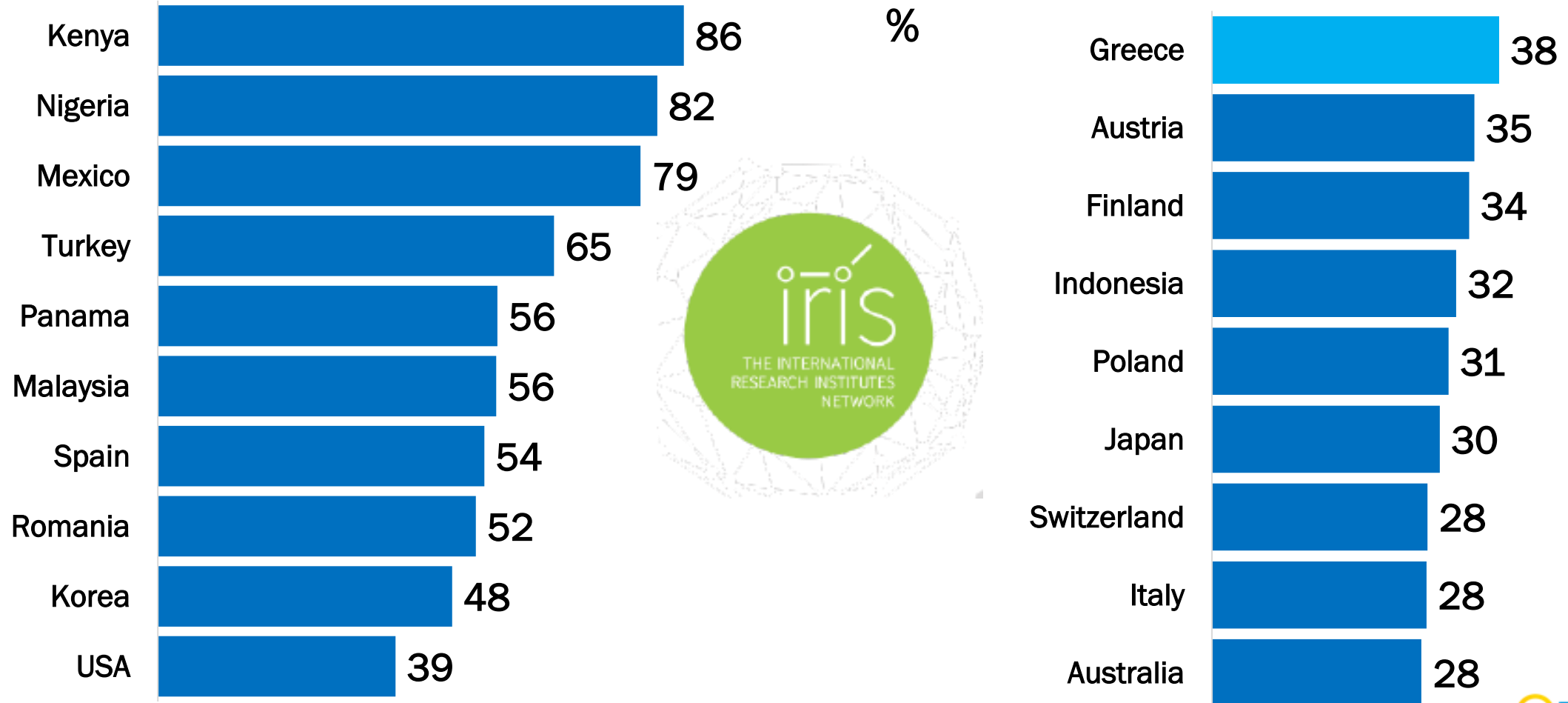


- I would definitely want/would want
- Neither want or not
- I would not want / not want at all

AI "wins over" parents in Kenya, Nigeria, and Mexico, in Australia, Italy, and Switzerland remain more cautious

Globally: 44%

I would like my child to work in the AI field...

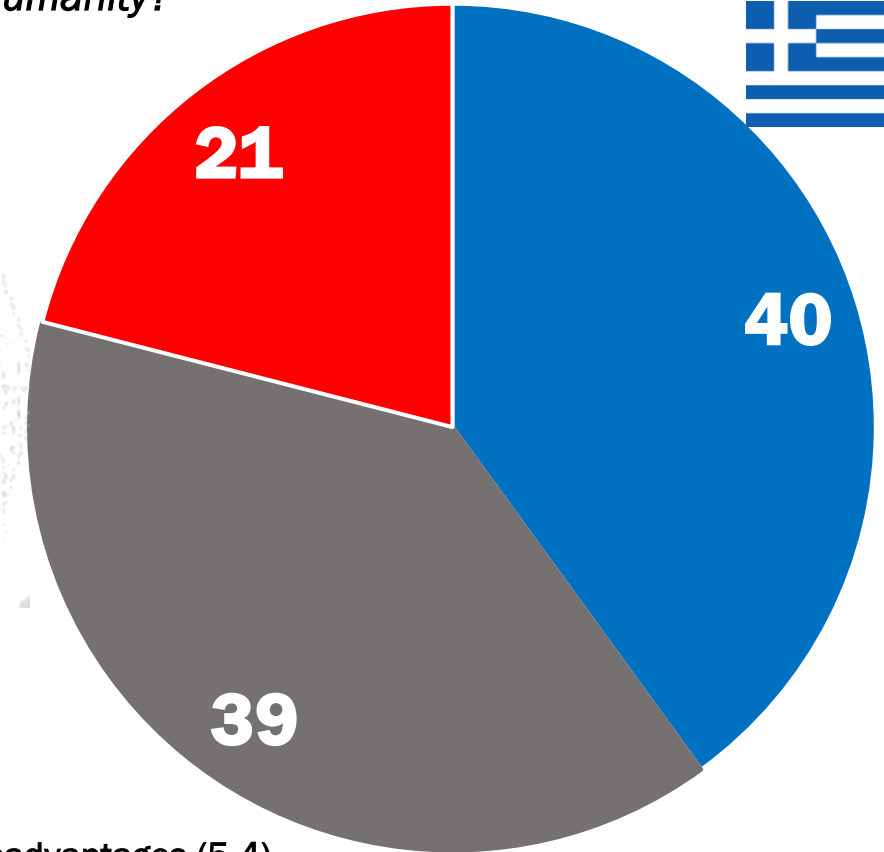
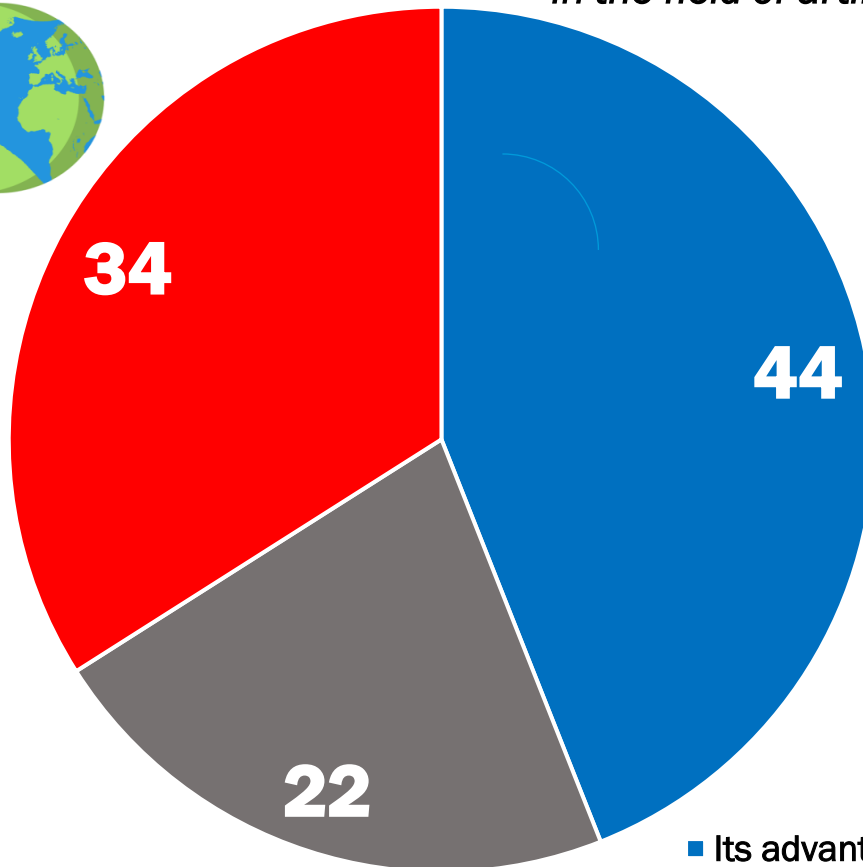


AI inspires optimism worldwide –

Greeks are more level-headed, showing less fear but also less enthusiasm

"What are your thoughts on the advantages and disadvantages of developments in the field of artificial intelligence (AI) for humanity?"

%

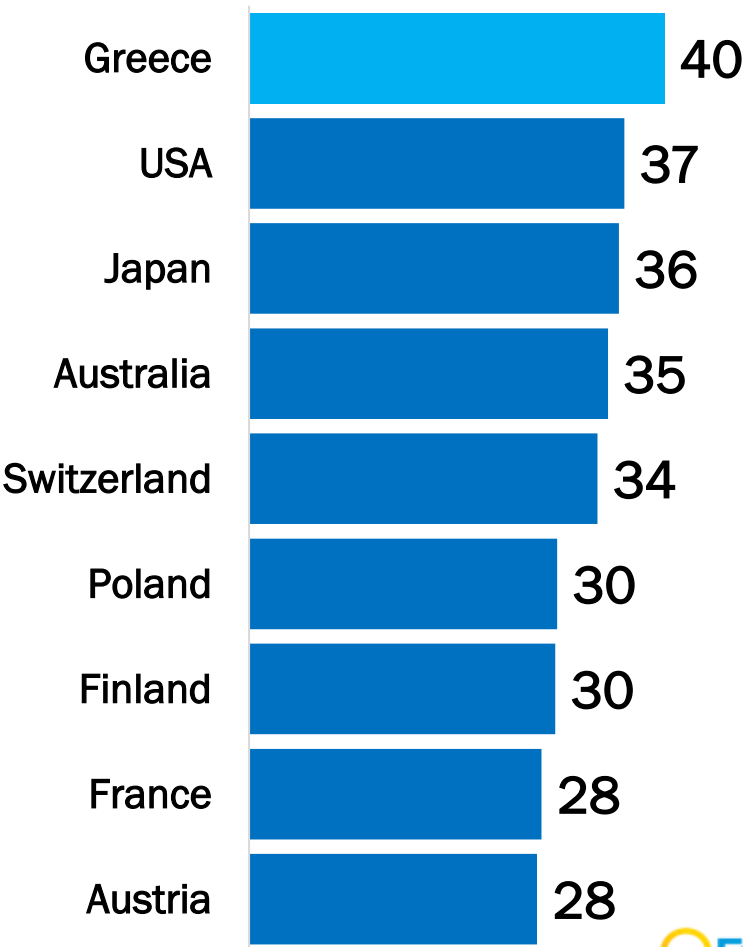
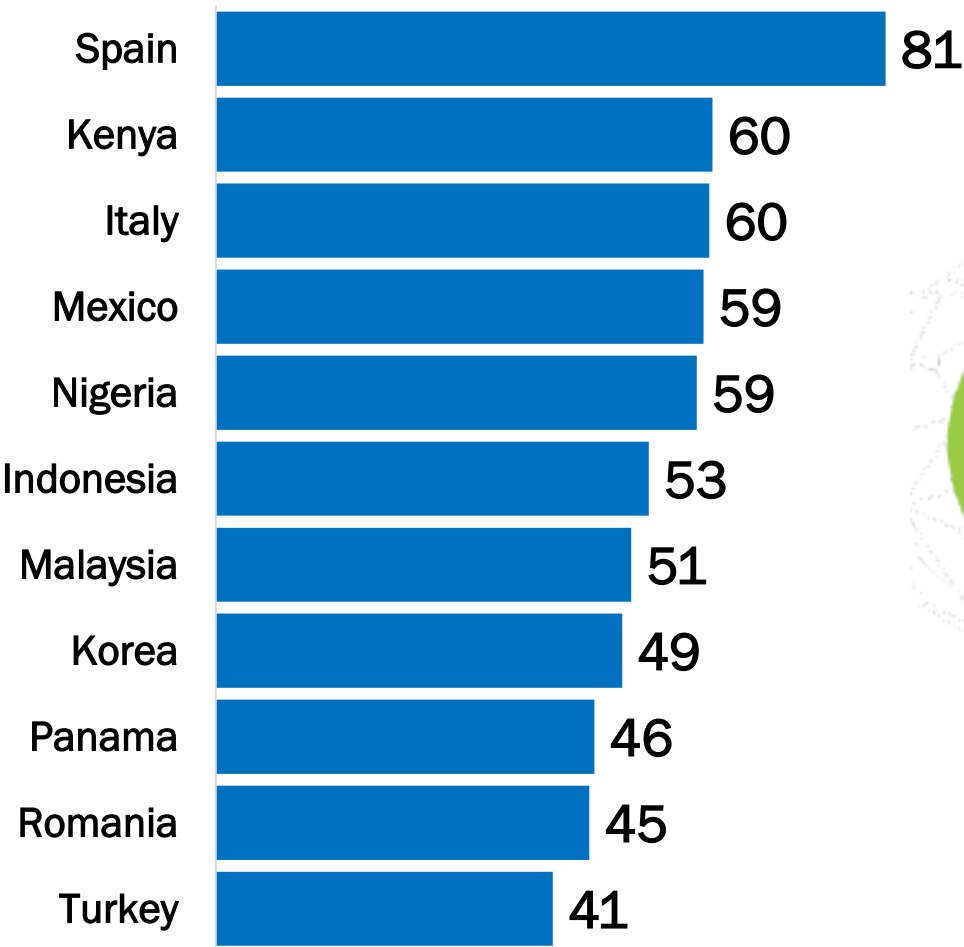


- Its advantages will be more than its disadvantages (5-4)
- Neither advantages or disadvantages (3)
- Its disadvantages will be more than its advantages (2-1)

AI is seen beneficial across countries- but perspectives differ – Spain leads, Austria & France remain more cautious

Globally: 44%

The advantages of AI outweigh its disadvantages...



Key Learnings

1

AI is almost universally known

More than **8 out of 10 people worldwide** have heard of AI and its applications.

Greece is in line with the **global average**, already showing widespread awareness of the term and its use.

The **highest** levels of familiarity are found in **Switzerland, Mexico, Romania, and Austria**, while the **lowest** are in **Japan and Nigeria**.

2

Despite widespread knowledge, understanding of AI varies

One in three people worldwide say they **know** what AI is and how it works.

Greece is fully in line with the international trend,

Kenya and Nigeria show the **highest levels of understanding**, while **Japan, Spain, and Turkey** show the lowest.

3

The use of AI is widespread in personal life and more limited at work

Globally, almost half of people have used AI technologies in **their daily lives**, but only **1 in 3** use them in their professional environment.

Greece follows this trend (personal use **42%** and professional use **22%**), showing that AI is being integrated more slowly into the professional sphere

4

Attitudes towards AI are positive, with variations

Internationally, **44%** believe that AI has **more advantages** than disadvantages.

The **positive attitude** peaks in **Spain**, while **Austria, France, and Switzerland** appear more cautious. **Greeks** tend to view AI positively but with a more level-headed and realistic approach—a **perception that is also reflected in the views of parents, who see it as a career opportunity but with moderation and awareness**.

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Thank you!

Want more info? Ask xenia@focus.gr

