



Our life with AI:

From innovation to application



Second annual global report
from Google and Ipsos
January 2025

Foreword.

This past year, artificial intelligence (AI) entered the mainstream, showing people around the world how it can serve as an engine for transformation across many fields. As more people use AI, public attitudes towards the technology continue to change.

Google's and Ipsos' second study on global public perceptions of AI—covering 21,000 interviews across 21 countries—shows a significant positive shift in people's thoughts about the technology.

Since [last year](#), increased usage of AI drove greater excitement about the opportunity AI presents and AI's ability to power economic growth. These positive shifts are accompanied by a belief that AI will benefit society and individuals, drive meaningful advancements in science and medicine, and allow people to be more strategic with how they spend their time both personally and professionally.

Last year, 2024, was a pivotal year for the technology. AI powered updated models, sparked the creation of

new companies and products, and showed up more in our daily lives—from improving flood forecasting to finishing sentences in email drafts to helping local governments fix potholes. And AI researchers joined the ranks of Curie and Einstein by being awarded Nobel Prizes in chemistry and physics. Still, we continue to just scratch the surface of AI's full potential.

While any new technology involves uncertainty, as more people see and experience AI for themselves, appetite for AI (responsibly developed and deployed) has increased while concerns about the technology have decreased. Instead of advising leaders to proceed with caution, the global public now wants to see government and AI companies working together to leverage AI's benefits and support AI innovation.

As AI becomes increasingly prominent in our daily lives, we hope this report can continue to contribute to conversations about how this technology can benefit individuals and society.

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AI upswing.

- As AI becomes more prominent, attitudes towards the technology are increasingly positive.
- More people are now using AI and excited about its potential than they were last year.

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Leveraging and leveling up with AI.

- Around the world, people are using AI to be more strategic in their personal and professional lives.
- People believe AI will help them and are excited by applications like personal assistants and tutors.

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AI's benefits for society.

- The global public anticipates positive economic gains from AI.
- Across the world, people are most excited about AI's potential to impact science and medicine.

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Harnessing AI's benefits—together.

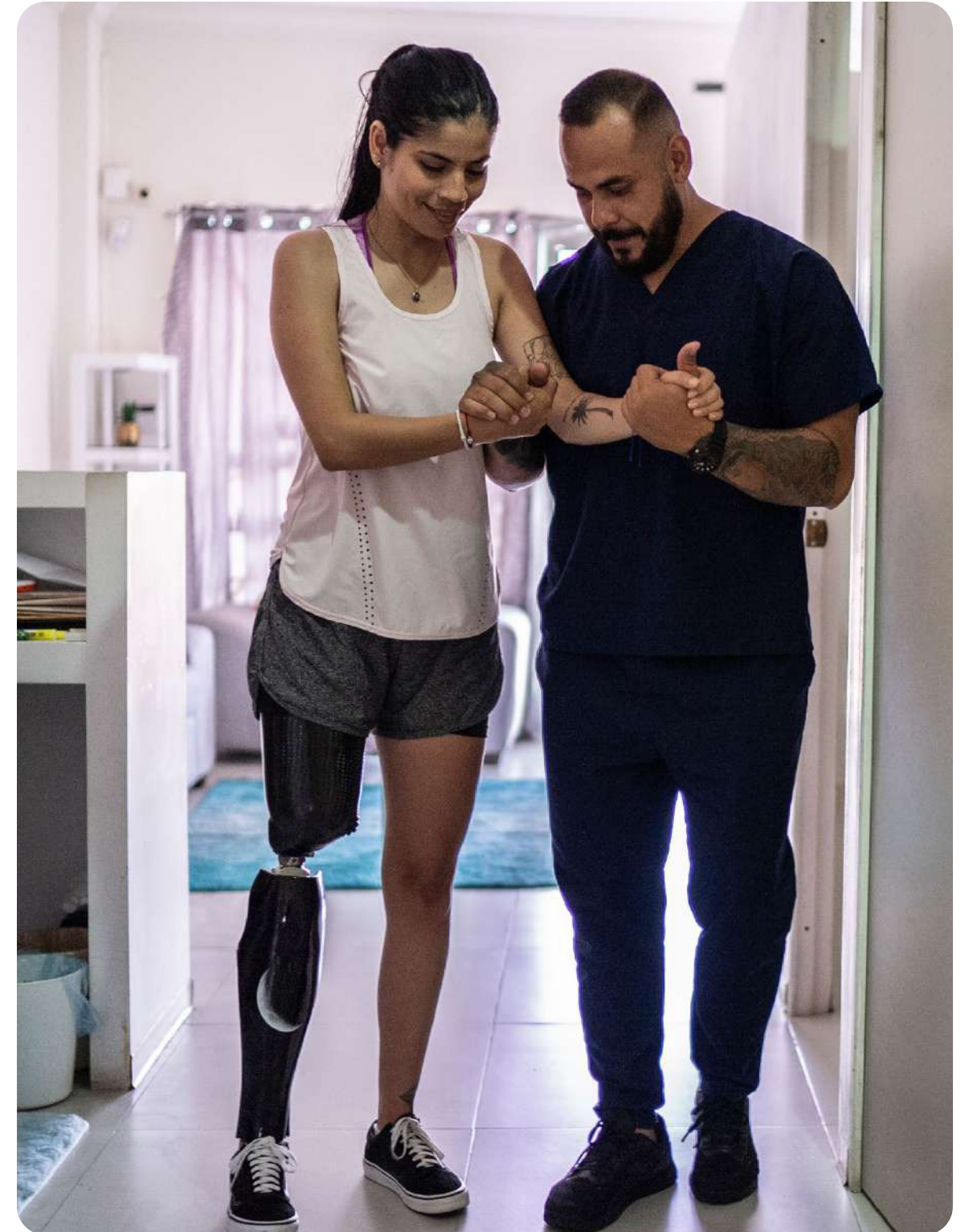
- Global citizens trust their governments to oversee AI, but want to see leaders maximize its benefits.



In 2024, AI powered updated models, sparked the creation of new companies and products, and showed up more in our daily lives than ever before.



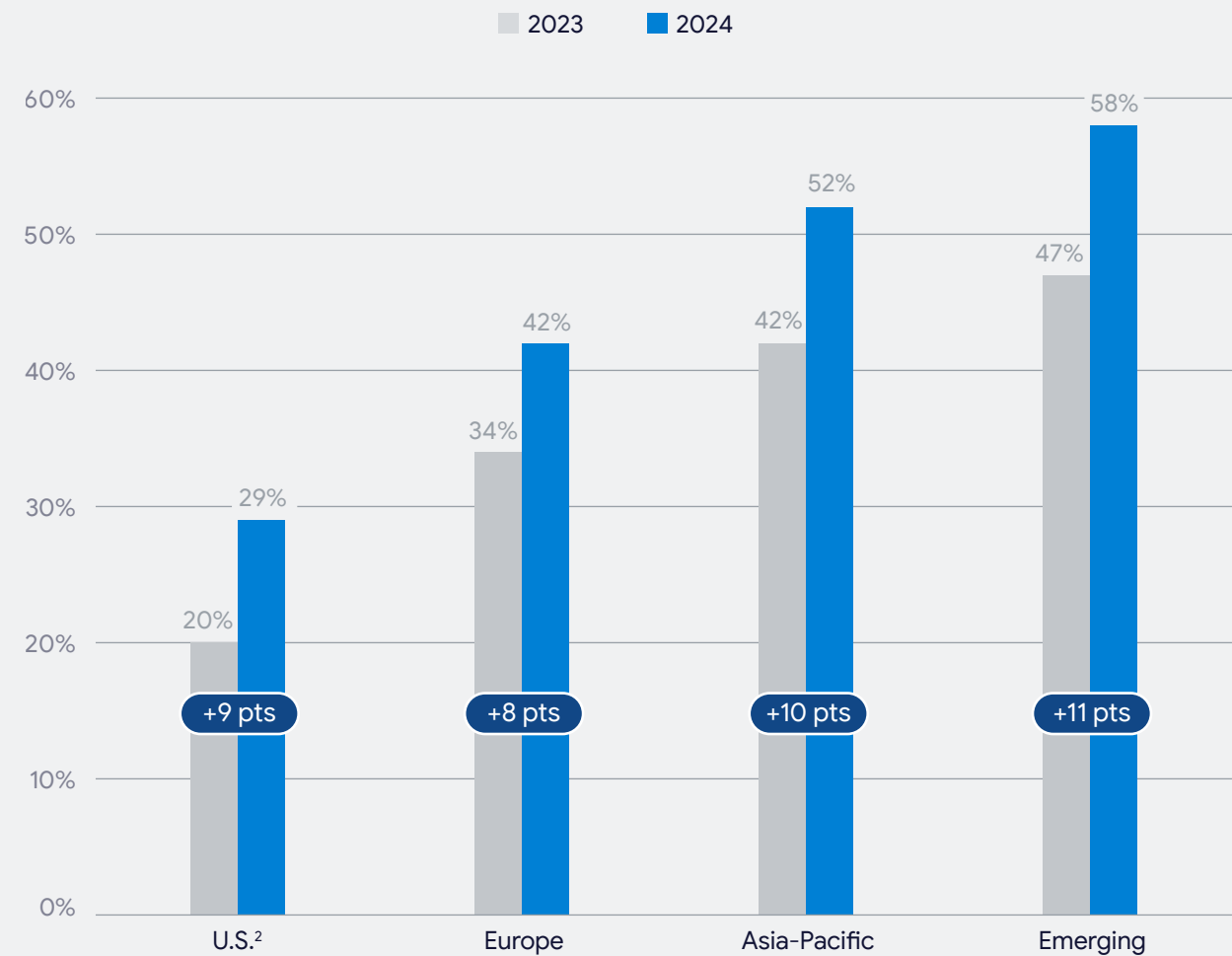
AI upswing.



AI in the hands of more people.

In the last year, generative AI usage has increased, with a near majority of the global public (48%) now reporting they have used generative AI in the last year.¹ Both AI usage overall and increased usage from 2023 to 2024 are highest in emerging markets.

AI use in the past 12 months

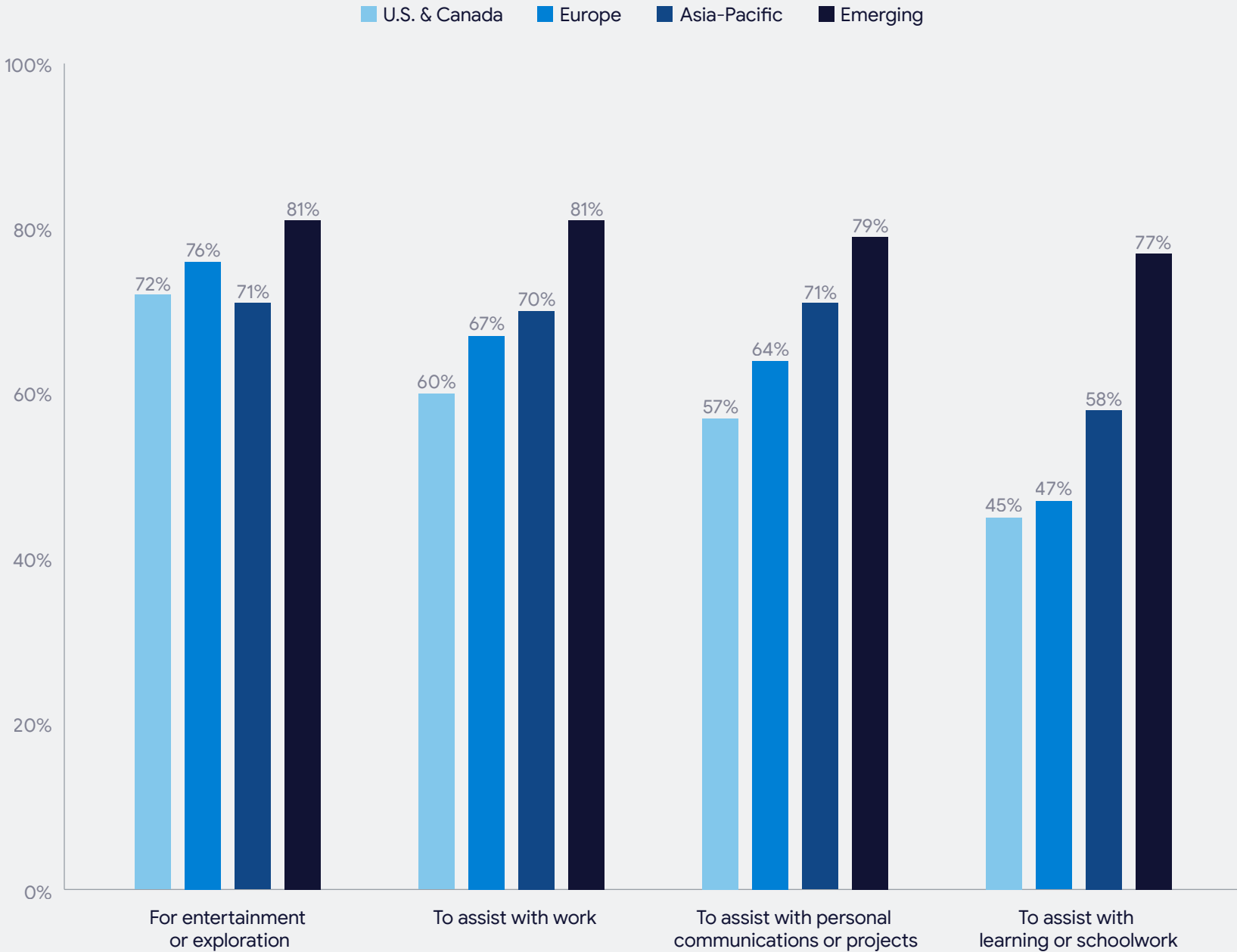


Base: all respondents. "Q. In the last 12 months, have you used an AI application (such as ChatGPT, Gemini, or Claude)?" Change, 2023 to 2024.
Europe: Belgium, France, Germany, the Netherlands, Poland, Spain, Italy, United Kingdom; Asia-Pacific: Australia, India, Japan, Singapore, South Korea; Emerging: Brazil, Chile, Mexico, Nigeria, South Africa, United Arab Emirates.
¹ Note expanded country list. Change from 2023 to 2024 is slightly lower but still significant among the 16 countries that were asked in both this year and last year's surveys: +9 on AI usage (38% to 47%) and +5 on excitement about AI (50% to 55%, on page 7) across Australia, Belgium, Brazil, France, Germany, India, Japan, Mexico, the Netherlands, Poland, Singapore, South Africa, Spain, the United Arab Emirates, the United States, and the United Kingdom.
² Canada was only included in 2024.

A variety of use cases.

Globally, generative AI usage varies and goes beyond experimenting with the technology: people are using AI not only to entertain but to support their work, personal projects, and education. Those in the Asia-Pacific region and in emerging markets are using AI the most, topping usage across applications.

How AI applications were used in the past 12 months



Base: used AI in last 12 months. "Q. Have you used an AI application in the last 12 months for the following?"

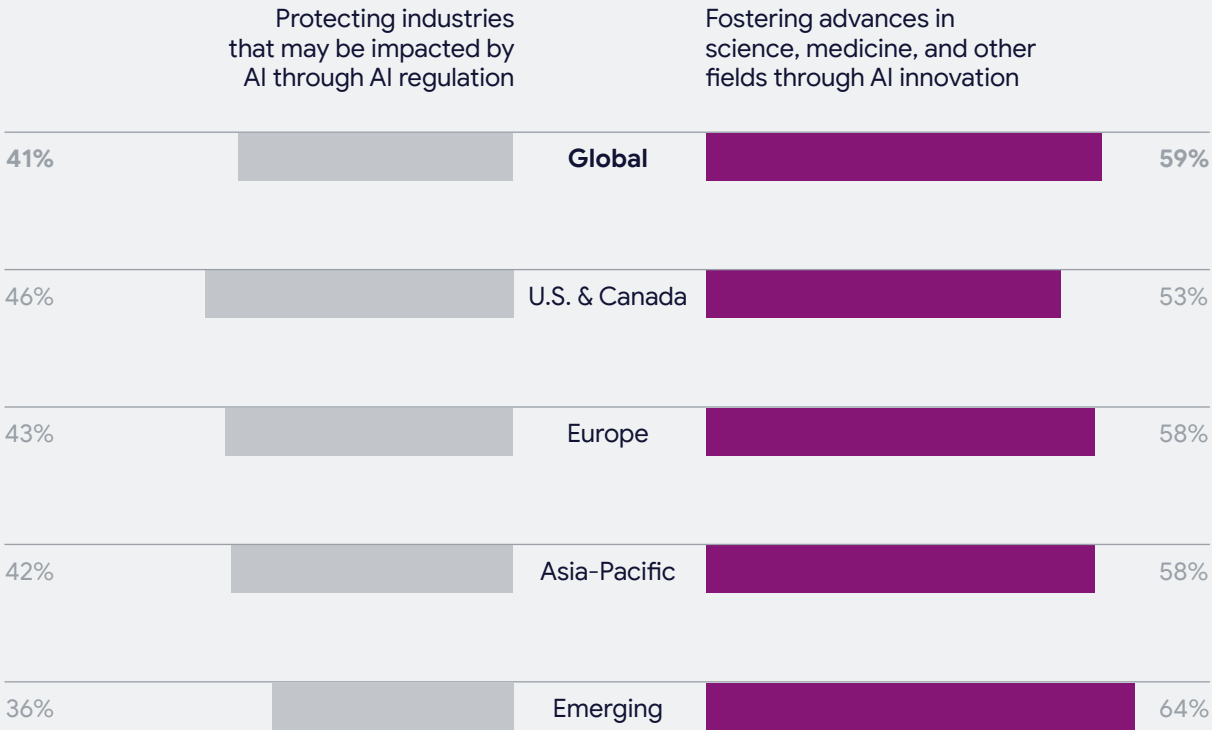
Increased AI excitement.

[Last year](#), we noted that experiencing is believing when it comes to AI. When people use AI, excitement about what the technology can do outweighs and assuages concerns. We have seen this shift prove itself again this year: **excitement about AI’s potential (57%) now outweighs concerns about the risks of deploying AI (43%), up from 50%/50% last year.** AI’s potential to power societal advances for good tips the balance even further in favor of excitement: looking specifically at AI’s ability to advance science, medicine, and other fields using AI, excitement outweighs concerns by nearly a two to one margin (66% excited/34% concerned).

This is highest in emerging markets, where 77% of respondents are more excited than concerned.

It is also clear that **the public wants to ensure AI regulations help foster groundbreaking innovations in science and medicine.** In nearly every country, people believe fostering advances in science, medicine, and other fields through AI innovation is more important (59% globally) than protecting impacted industries through AI regulation (41%). This holds true even in markets that have been traditionally less optimistic about AI like the U.S. (53% innovation/46% regulation) and Europe (58%/43%).

Innovation more important than regulation



Base: all respondents. “Q. Which of the following do you think is more important, even if neither is exactly right?”

AI's benefits for society.



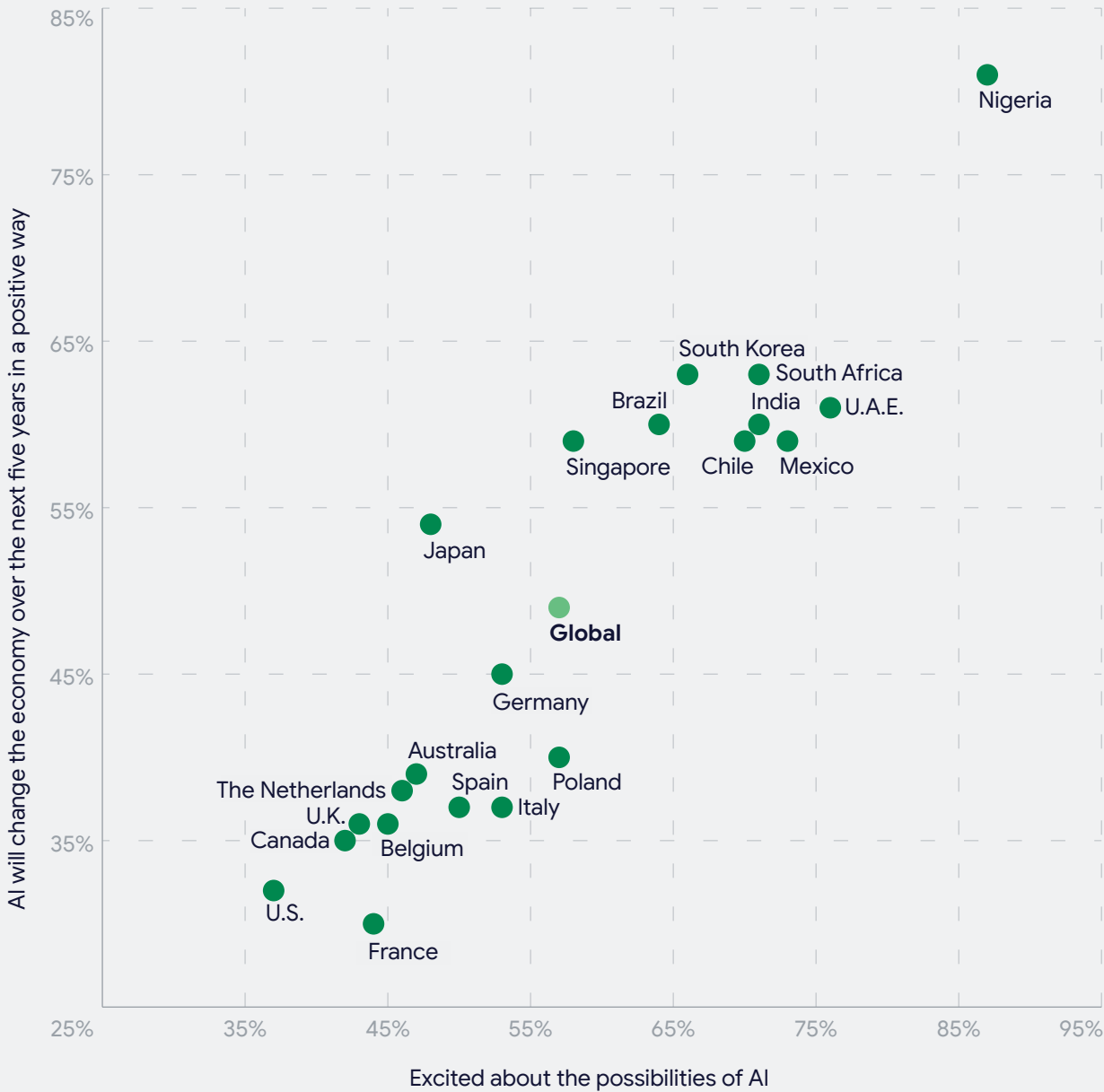
Powering economic growth.

Since last year, optimism about AI's impact on the economy and workforce has increased. More people now believe AI will change the economy in a positive way (from 42% to 49%), and more people who believe AI will change jobs and industries in the next five years believe that change will be a good thing (from 52% to 58%).³ Workforce disruption as a result of AI is also expected to be lower: among the 53% of the public who believe they will be impacted by AI, 44% expect to be able to get more done while 16% expect they will have to find a new role as a result of AI (down from 19% in 2023).

While excitement about AI and positive perceptions of AI's economic impact are both on the rise globally,

countries with higher overall excitement about AI's potential tend to also expect the most positive economic gains from the technology. Countries in the Global South such as Nigeria, Mexico, and South Africa as well as in the Asia-Pacific region tend to both be the most excited about AI and believe most strongly that AI will change the economy in a positive way. These are also the countries that have the highest rates of AI usage by population. In the most developed countries—particularly in English-speaking countries like the U.S., the U.K., and Canada—excitement, expected economic impact, and AI adoption are all lower.

Economic and general optimism about AI linked



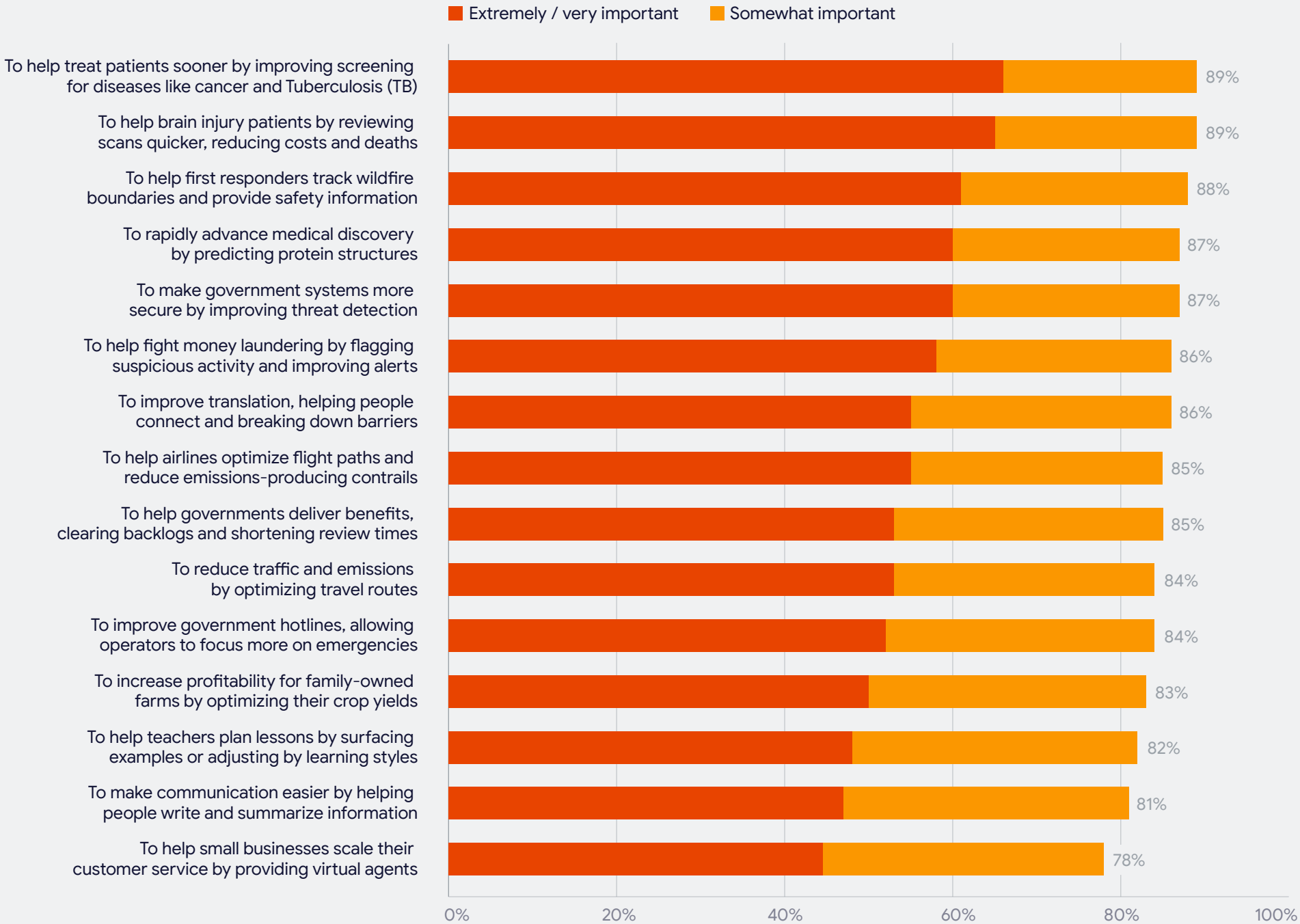
Base: all respondents.
“Q. When you think about AI, are you more... excited about the possibilities vs concerned about the risks.”
“Q. Do you think AI... will change the economy over the next five years in a positive way vs in a negative way vs will not change.”
³ Change is 42% to 47% and 52% to 57% (respectively) among 2023 countries only.

Powering societal advances.

The global public sees value in every current application of AI tested, but is most excited by AI's ability to benefit society by powering scientific discovery and advancing health care and medicine.

AI's impact is not just an over-the-horizon possibility, it is happening now—helping doctors treat patients with critical conditions sooner by quickly reviewing brain scans, improving health screenings for deadly diseases including breast cancer and tuberculosis around the world, and predicting protein structures to advance medical discovery. Looking ahead, seven in 10 globally expect AI to have a positive impact on science (72% positive impact) and medicine (71%), leading a list of promising applications such as agriculture (60%) and cybersecurity (57%).

Most important current AI applications



Base: all respondents. "Q. Here are some ways AI is being used. Please indicate how important, if at all, you think each one is for society. Total extremely / very / somewhat important."

Leveraging and leveling up with AI.

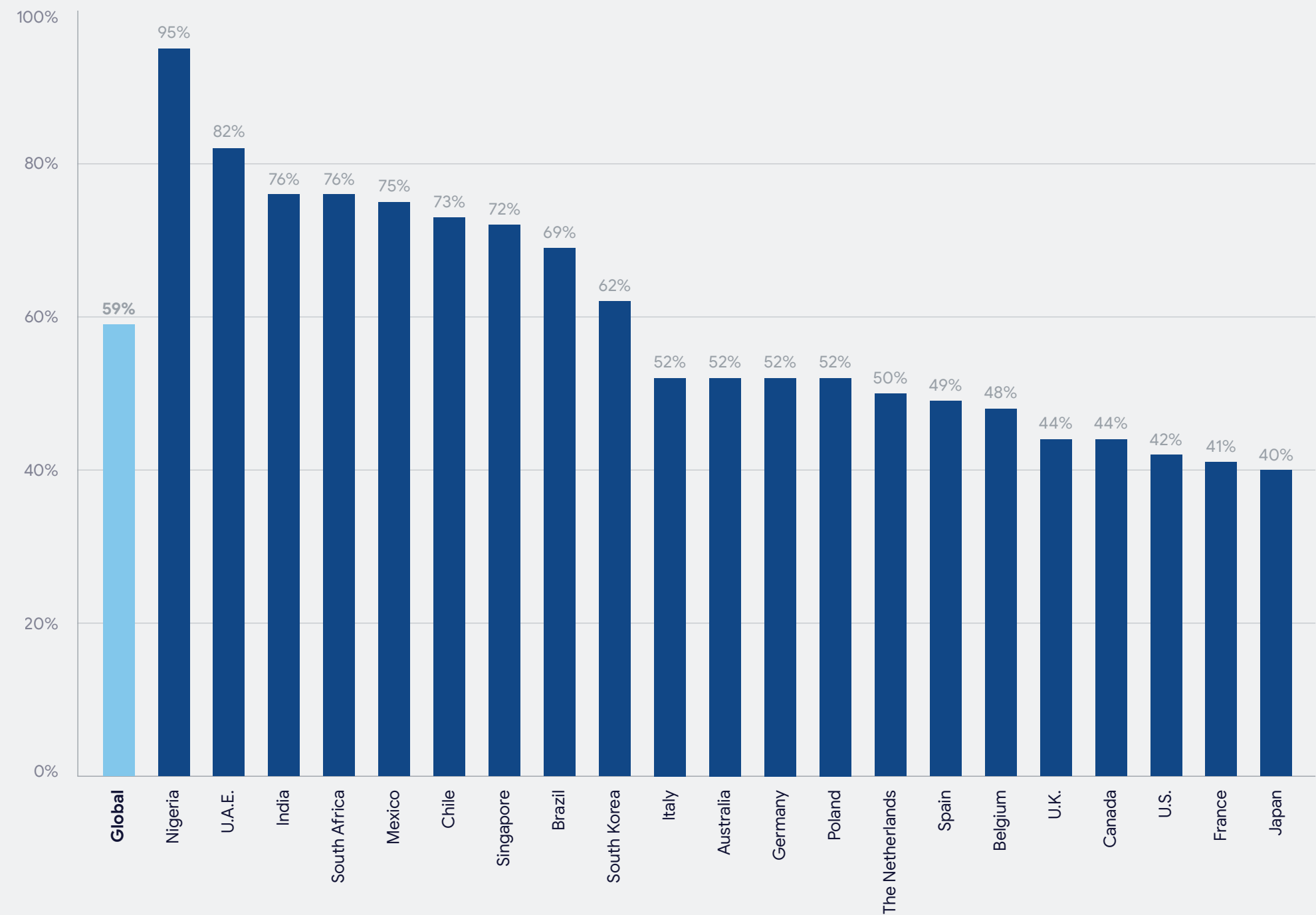


AI for people—personally.

Consistent with last year’s data, **people continue to believe AI will benefit people like them** (59% say they are likely to benefit from AI). This belief is most pronounced in emerging markets and in the Asia-Pacific region, though majorities in European countries like Poland and Italy also believe AI will benefit people like them. Globally, Gen Z (70% likely to benefit), parents (70%), and white-collar workers (64%) are most likely to believe AI will benefit people like them.

The public is also excited about what AI can do for them personally: majorities are excited about using AI to help people find information online (72% excited), for personal assistants that can help shop online, organize schedules, and plan trips (65%), and as a personal tutor or homework helper (63%). People also believe that individual-level applications like helping people write and summarize information (81%) and improving translation (86%) are important for society.

AI for “people like me”

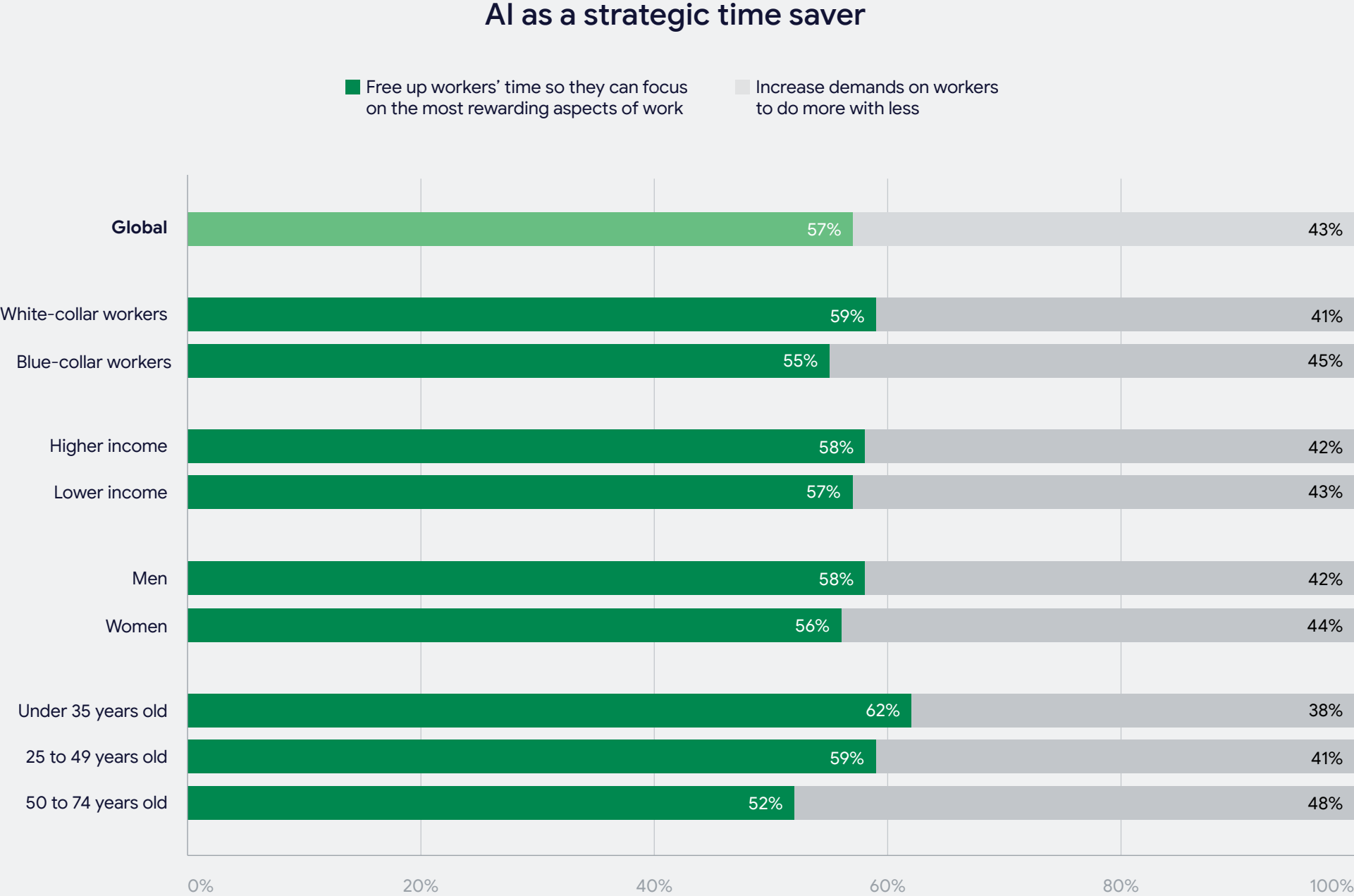


Base: all respondents. “Q. Below is a list of groups. For each, please indicate whether you think that group will benefit from AI or not. How about for ‘people like me’? Total somewhat / very likely to benefit.”

AI for people—professionally.

Professionally, people see AI not just as a tool for being more productive, but for operating at a higher, more strategic level. The public prioritizes using AI to help people use complex data or systems (84% important) and promote business problem solving (82%) as the most important AI workforce applications. Encouragingly, across demographic groups, **more people believe AI will free up workers’ time so they can focus on the most rewarding aspects of work (57%) than feel AI will increase demands on workers to do more with less (43%).**

Even among non-AI users, there is a clear appetite to learn more about how AI can be helpful at work. Half (49%) of non-users say they are very or somewhat interested in learning how to use AI to support their career or business. Among those who say they have used AI for entertainment or exploration—but not yet at work—85% are interested in learning more.



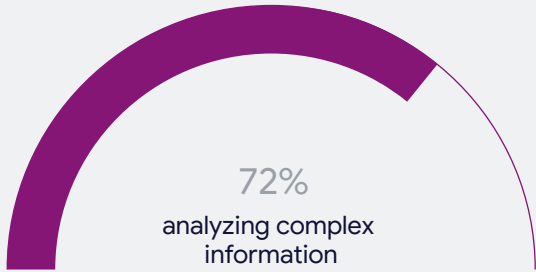
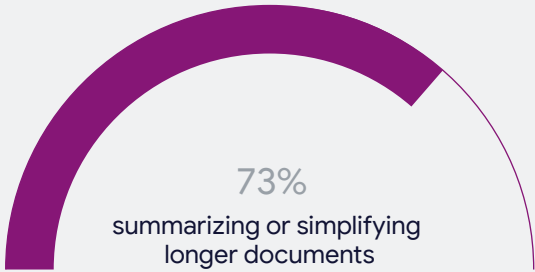
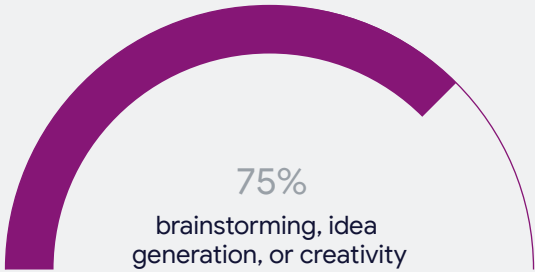
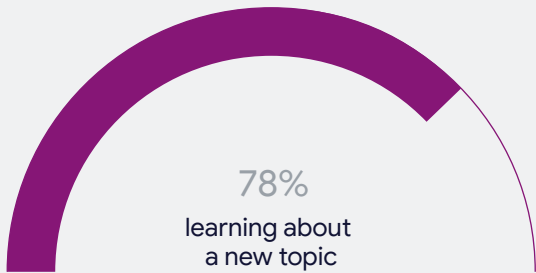
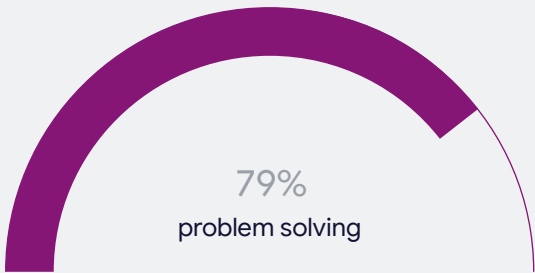
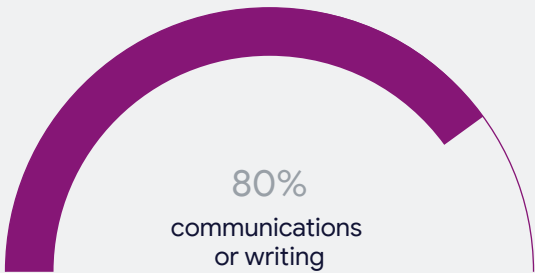
Base: all respondents. “Q. Do you think the use of AI in the workplace will...”

Using AI for work.

Three quarters (74%) of AI users say they use AI for work. This group tends to skew slightly younger and more affluent overall—46% of workplace AI users are under 35 and 60% are higher income. Despite these skews, **AI isn't just being used by desk workers and Gen Z**: work users are blue-collar (67% of blue-collar AI users use AI for work) as well as white-collar (77%) and older (68% aged 50-74) as well as younger workers. Notably, just 41% of workplace AI users are female, suggesting that the gender gap in AI usage (45% of AI users are female and 55% are male) is even more pronounced in the workforce.

Workplace and work-related use is varied, and goes far beyond drafting emails or cover letters. People use generative AI to assist with writing (80% of workplace users), problem solving (79%), and brainstorming (75%), as well as using AI to help digest longer documents (73%) or complex information (72%).

AI workplace applications



Harnessing AI's benefits— together.



Capturing AI's opportunity.

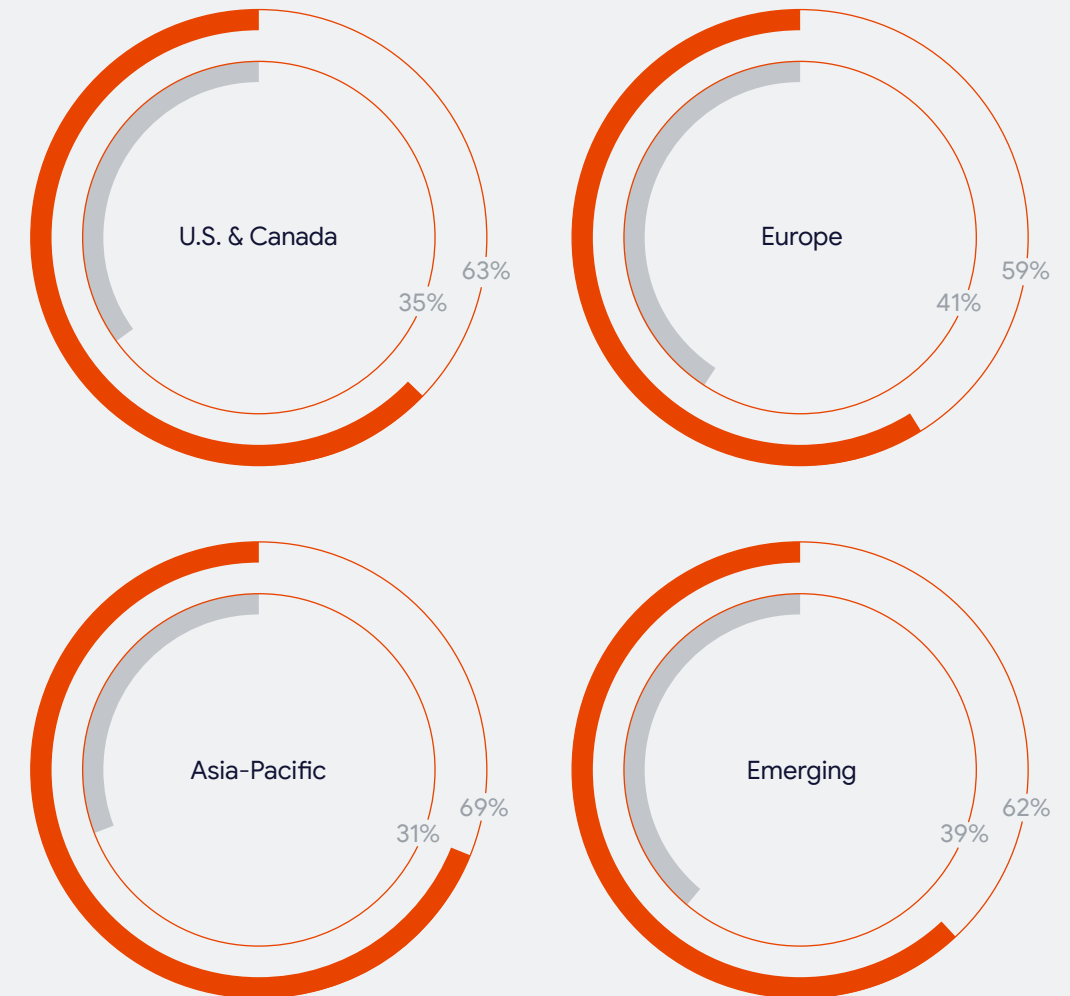
Around the world, **global citizens continue to feel confident that their country's government can oversee AI development in the best interests of the public** (61%, up from 57% last year).⁴ The public also expects government and technology companies to collaborate to leverage AI's benefits, with 72% of the global public supporting AI companies helping governments learn about AI and 70% supporting AI companies working with their government to test AI tools for government services. People also prioritize government investment in AI infrastructure, with seven in 10 (70%) supporting government investment in high-speed internet and electrical generation to support AI.

Generally, the public feel their country is appropriately seizing the moment when it comes to AI. Across regions, majorities of the public believe their country is doing enough to ensure their economy can benefit from AI. However, a significant proportion of the public in some regions believe their country is putting limitations on AI that will prevent their economy from benefiting from the technology.

As we noted last year, the public continues to expect leaders across industry, national and regional governments and governing institutions, nongovernmental organizations, and academia to come together to responsibly leverage AI's benefits.

Views of national positions towards AI

- Nation is doing enough to ensure that Nation's economy can benefit from AI
- Nation is putting limitations on AI that will prevent Nation's economy from benefiting from AI



Base: all respondents. "Q. Which of the following comes closest to your opinion, even if neither is exactly right?"

⁴ Change is 57% to 60% among 2023 countries only.

Methodology.

These are findings from a survey conducted by Ipsos between September 17 and October 8, 2024, on behalf of Google. For this survey, a sample of 21,043 adults were interviewed online. The sample was composed of approximately 1,000 adults 18+ per country, representative of the general population of each in Australia, Belgium, Canada, France, Germany, Italy, Japan, the Netherlands, Poland, Singapore, South Korea, Spain, and the United Kingdom. The sample also included roughly 1,000 adults 18+ representative of the online population of each in Brazil, Chile, India, Mexico, Nigeria, South Africa, and the United Arab Emirates. A sample of 1,036 adults age 18+ who are residents of the United States were interviewed online via the KnowledgePanel®. Individual country samples

were weighted to match population benchmarks. The survey has a credibility interval of plus or minus 3.8 percentage points for all respondents in each country. The “global” numbers represent the average of all countries.

Trend data is from the [2023 Google / Ipsos Our Life with AI](#) study, which was fielded online between October 19 and November 6, 2023, with samples representative of the general population in Australia, Belgium, France, Germany, Japan, the Netherlands, Singapore, Spain, Sweden, the United Kingdom, and the United States, and representative of the online population of Brazil, India, Mexico, Poland, South Africa, and the United Arab Emirates.