

The logo for REDC, with the letters 'RED' in dark blue and 'C' in red with a teal segment at the top.

# WIN Worldwide View Survey

## *AI Index*

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# AI Index – Ireland



Ireland is behind in the adoption and perception of artificial intelligence (AI), with potentially significant implications for digital readiness and innovation

1

## AI Usage in Ireland Lags Behind the Global Average

Only 54% of Irish adults report having ever used AI tools, compared to a global average of 62%. Daily or frequent usage is even lower, particularly among those aged 35–54, where just 3% engage with AI regularly. This places Ireland among the lowest adopters globally.

2

## Trust and Comfort with AI Are Critically Low

Ireland ranks second-lowest globally on the AI Index, scoring just 44 out of 100 points. The most significant gaps are in AI Trust and AI Comfort, with Irish respondents expressing deep concerns about misinformation, job displacement, and data misuse.

3

## AI Acceptance and Usability Offer a Glimmer of Hope

Despite low usage and trust, Irish respondents show relatively strong scores in AI Acceptance and Usability, with smaller gaps compared to global averages. Many people in Ireland appear open to the idea of AI as a normal part of modern life and find it relatively easy to use, even without technical expertise. This suggests that the barriers to adoption may be more emotional and perceptual than practical

# 7 Core Indicators Used to Develop the AI Index



## AI USAGE FREQUENCY

Measures how often people engage with AI tools in daily life



## AI TRUST

Captures confidence in AI-generated outputs



## AI EFFICIENCY

Reflects the belief that AI makes life or work easier, faster, or more productive



## AI INTEREST

Tracks the interest and proactiveness of people about AI and technologies



## AI COMFORT

Balances user concerns around risks such as job loss, data misuse, or misinformation



## AI USABILITY

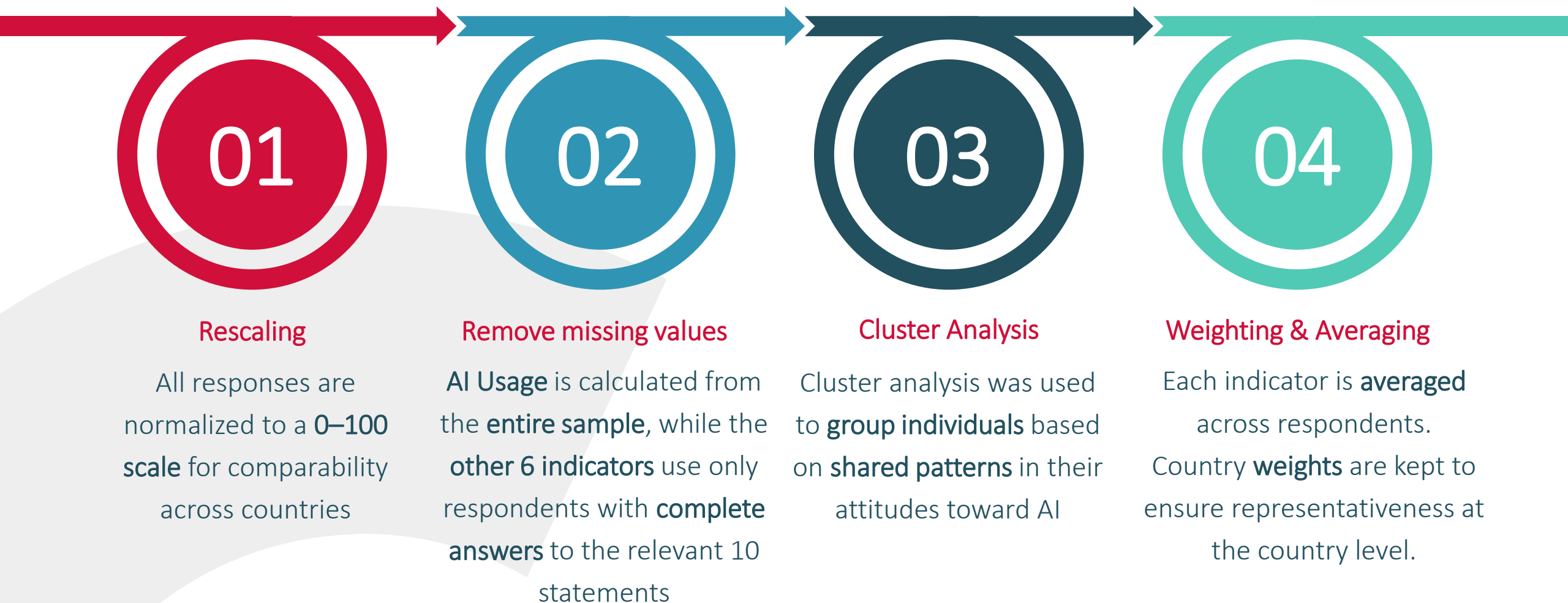
Measures the ease of using AI without technical expertise



## AI ACCEPTANCE

Gauges how people perceive AI as an acceptable part of modern life

# How we Calculated the WIN AI Index



NOTE: ALL PARTICIPANTS HAD TO HAVE ONLINE ACCESS TO PARTICIPATE IN THE SURVEY

# AI USAGE

Ireland is significantly behind the Global average in terms of AI Usage



# Lower levels of usage of AI in Ireland than at a Global level

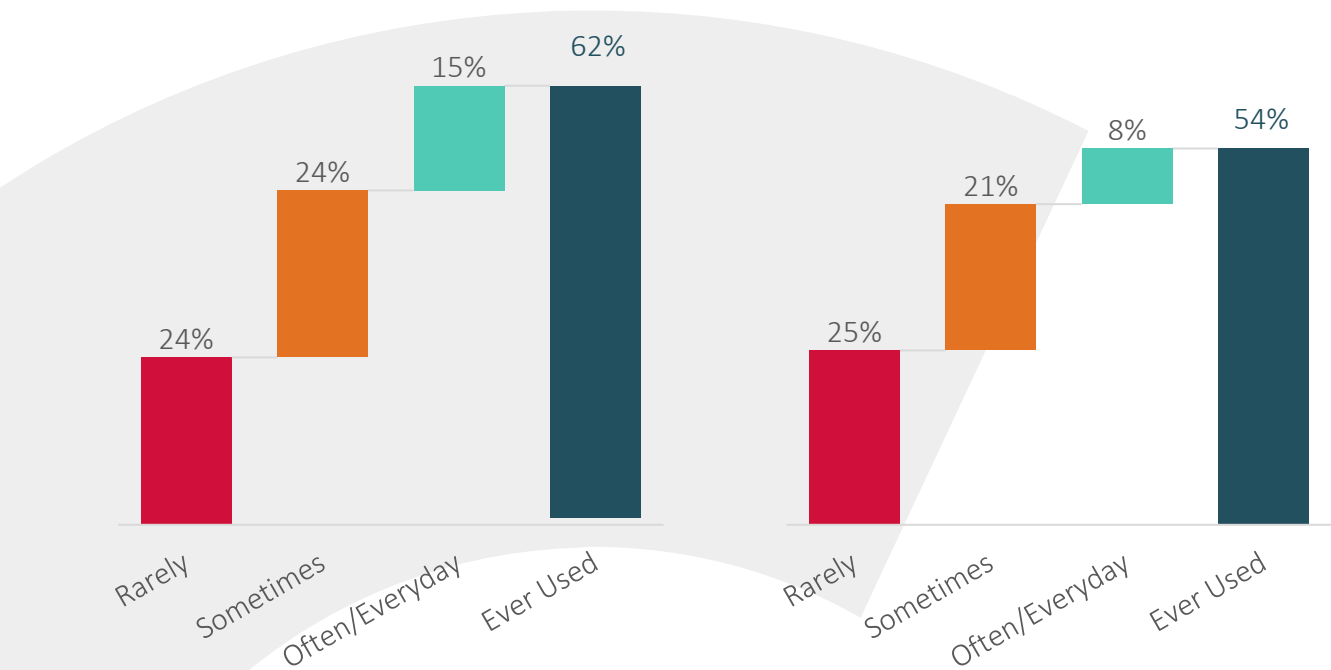
The global average is 62% AI Usage, with a wide spectrum of adoption indicating large gaps between populations. Ireland under-indexes, with 54% of the online population claiming to have ever used AI.

## AI Usage Incidence – Ireland & The Global View

Usage Incidence - Global

Usage Incidence – Ireland

Top and Bottom Countries – AI Usage



Top 5 countries with highest incidence rate	
India	93%
China	91%
Mexico	89%
Malaysia	86%
Hong Kong	85%

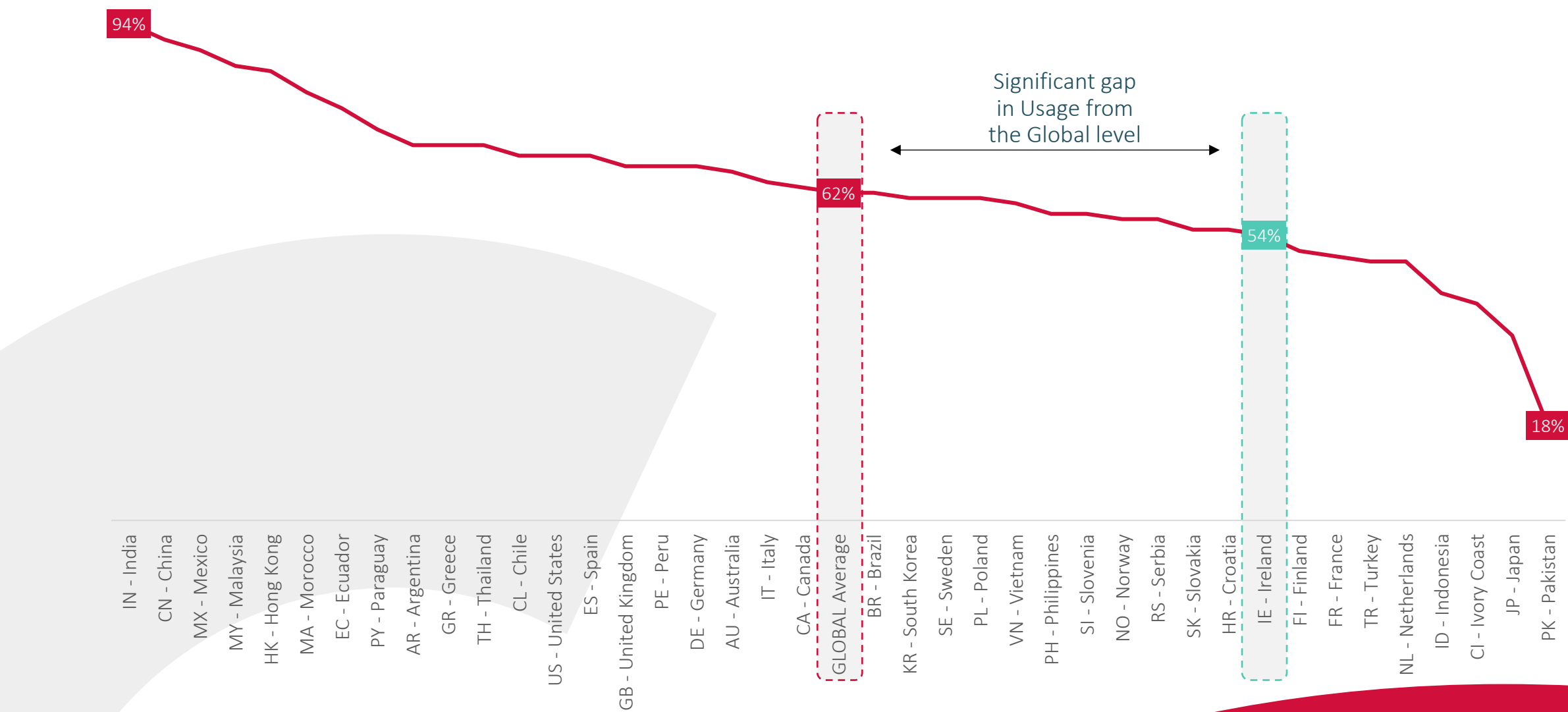
Top 5 countries with lowest incidence rate	
Pakistan	18%
Japan	35%
Ivory Coast	41%
Indonesia	43%
Netherlands	49%

# Ireland towards the lower end of the spectrum in AI Usage



Wide dispersion of usage overall, with usage in Ireland significantly behind the Global average.

## AI Usage Incidence – The Global View

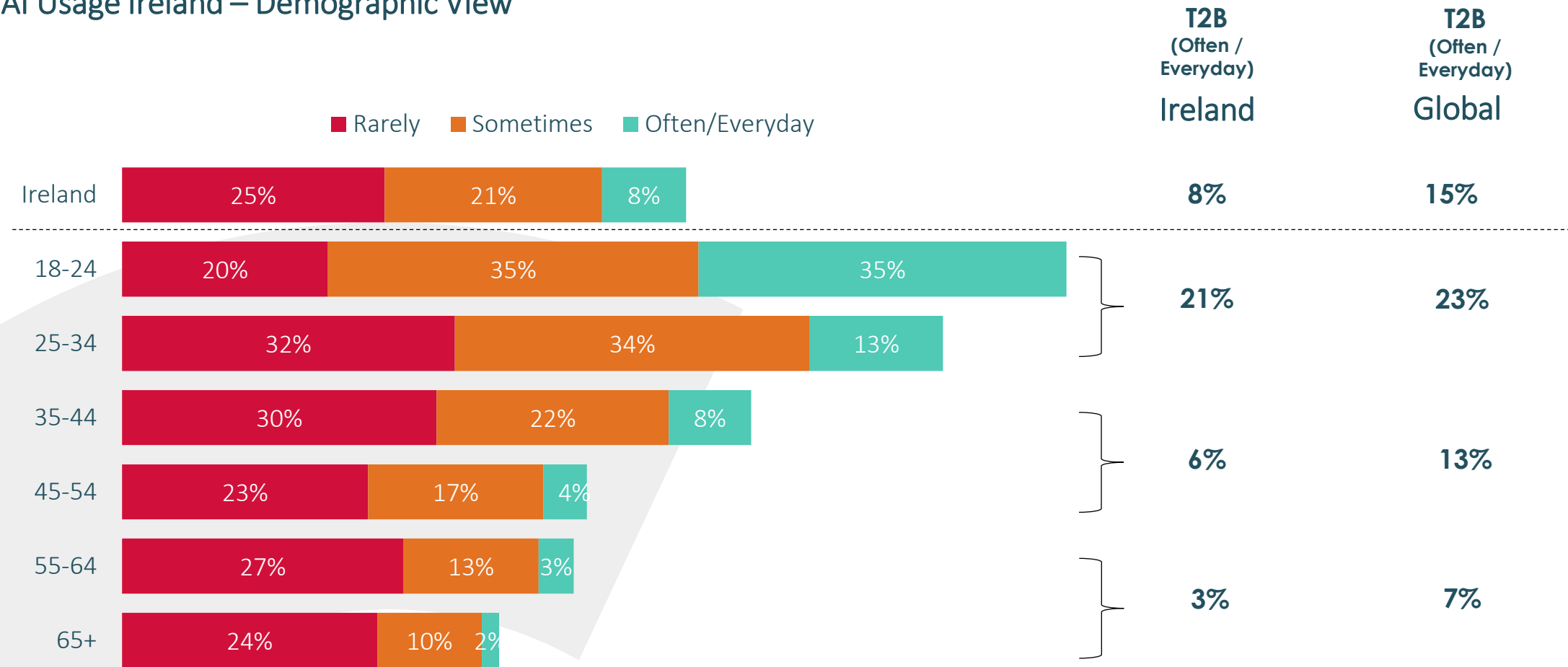


# Biggest gap in usage evident with those aged 35-54



Often/everyday AI usage levels across age groups in Ireland highlight the most significant gap amongst those aged 35-54 relative to the overall Global average

AI Usage Ireland – Demographic View





# THE AI INDEX

Ireland ranks 2<sup>nd</sup> lowest overall on the AI Index, with lower Trust & Comfort vs. other countries

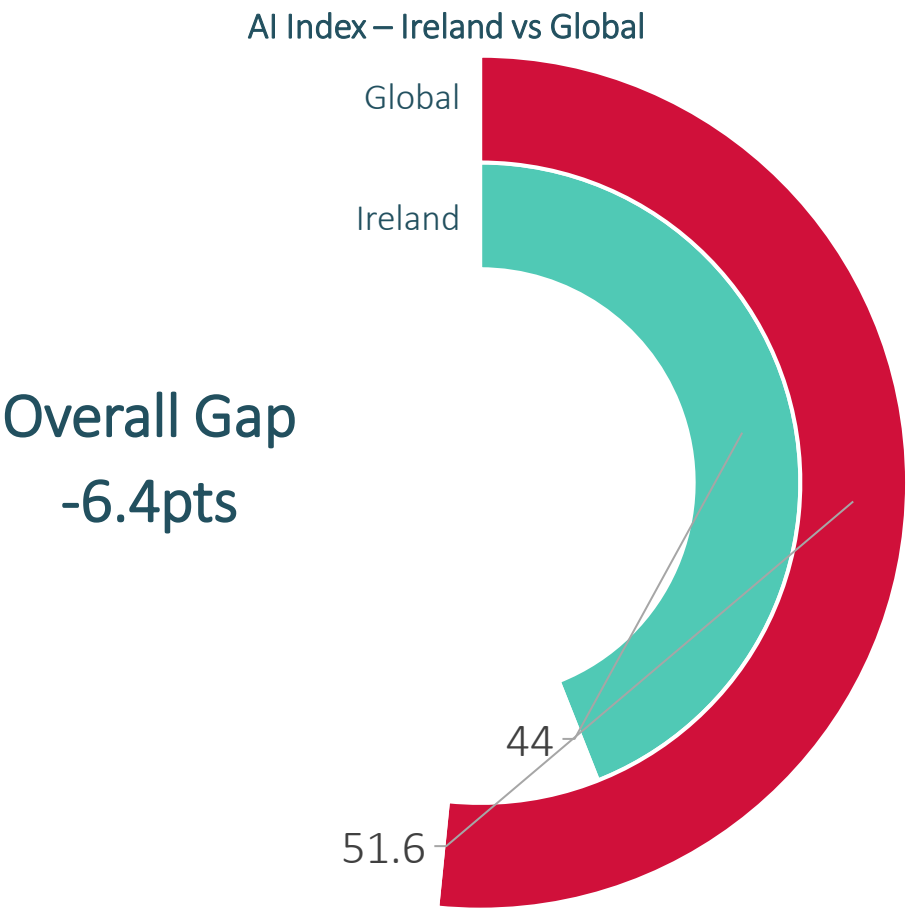


# Ireland ranks 4<sup>th</sup> lowest on the AI Index



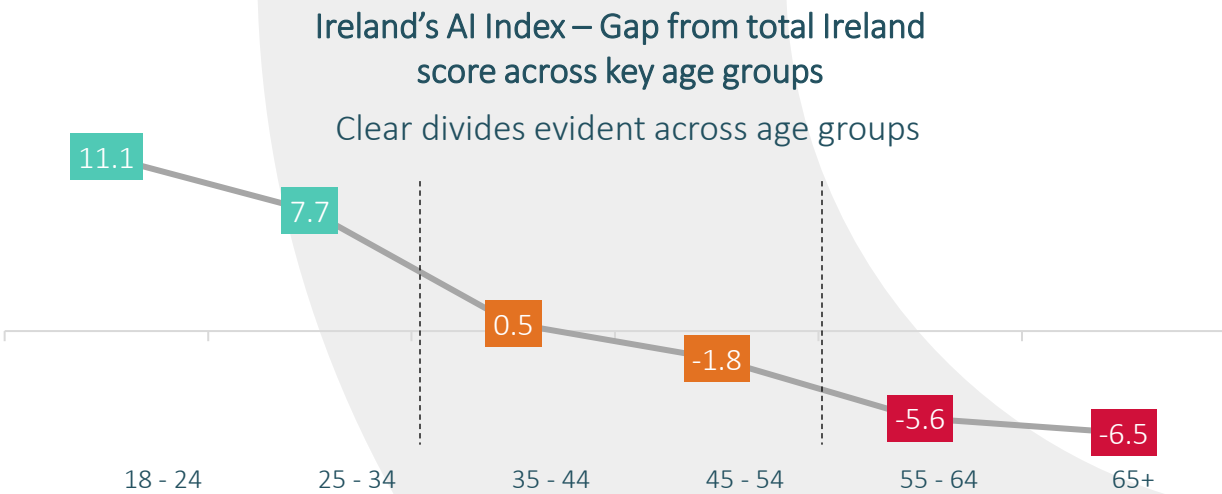
The global AI Index is 51.6 pts out of 100 pts, based evaluating a broad set of AI-related statements across the 7 main dimensions. Ireland's index score (44pts) is some way behind this overall score (ranking 2nd lowest overall).

## AI Index – Ireland vs. The Global View



Top 5 countries with highest AI Index	
China	70.4
India	69.1
Mexico	62
Malaysia	61.3
Hong Kong	59.6

Top 5 countries with lowest AI Index	
Ivory Coast	40.3
France	42
Finland	43.1
Ireland	44
Sweden	44.3



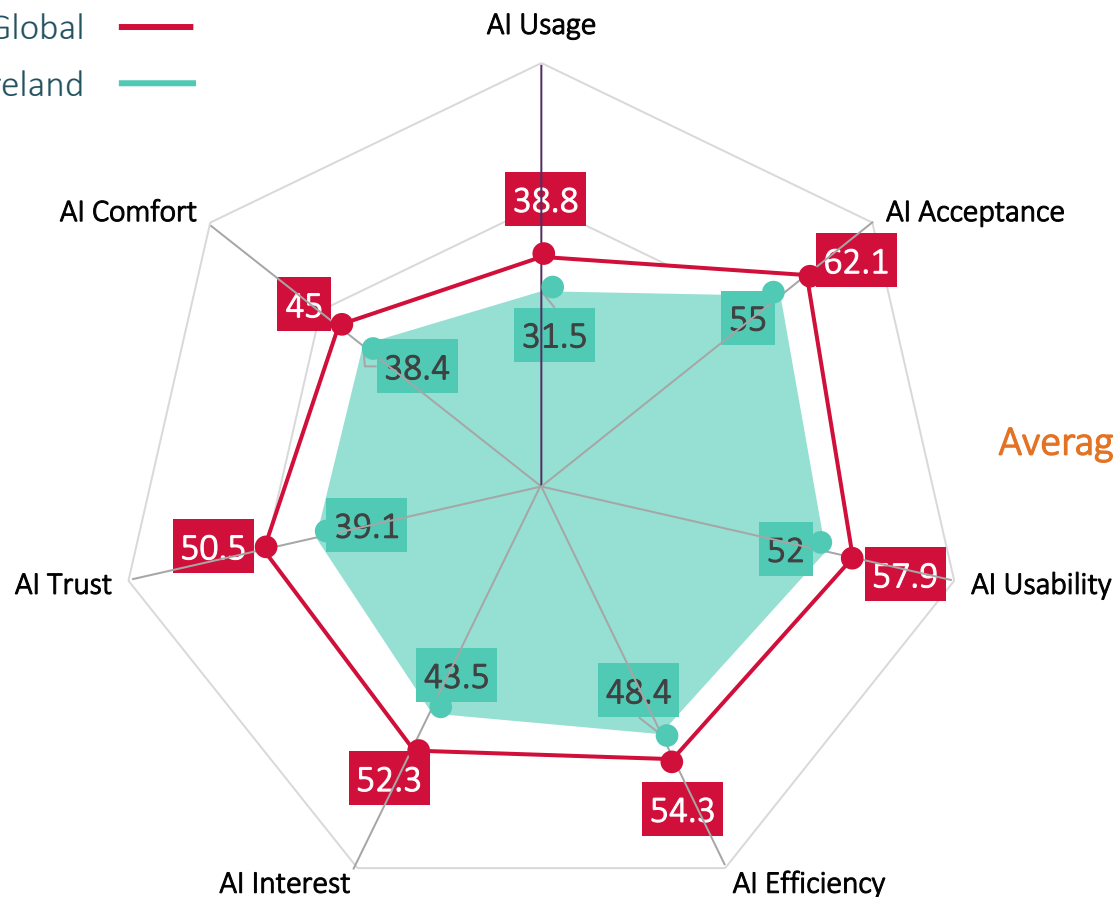
# Biggest gap in perceptions evident on Trust



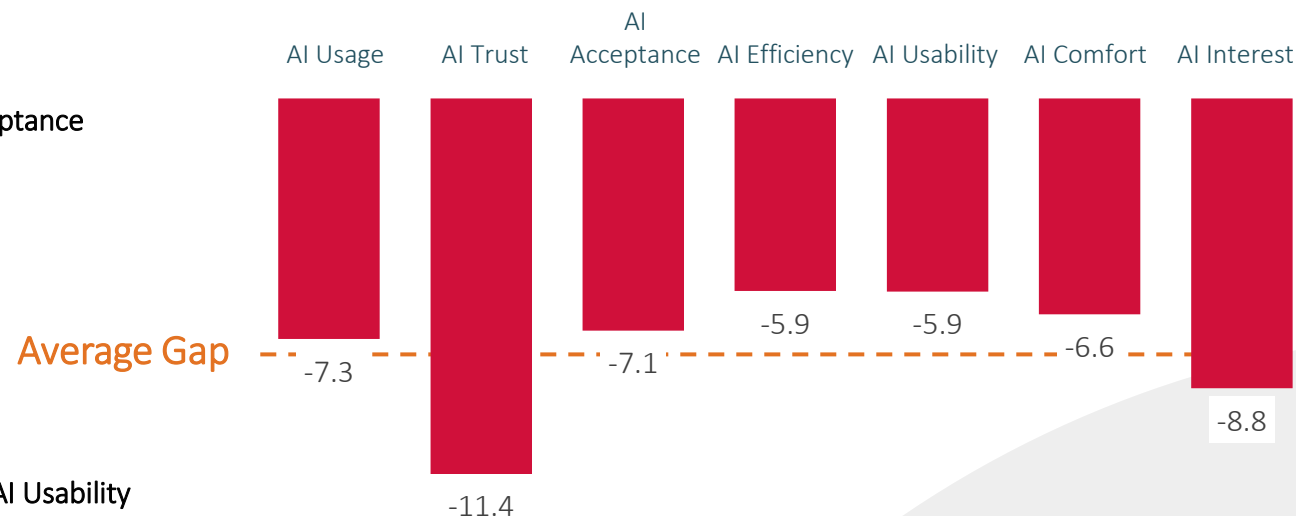
People generally seem to accept and see the value in AI (Acceptance score highest overall), but hesitation and low usage reveal a gap between interest and action. Sizeable gaps on all aspects amongst Irish adults.

## Inside the Index – Ireland vs. The Global Perspective

Global —  
Ireland —



Average Gap from Global scores to Irish scores on the 7 metrics is **7.6pts**



- ✓ AI Acceptance scores highest in Ireland overall, with Usability next most endorsed.
- ✓ Lowest levels of endorsement are evident in relation to AI Usage, AI Comfort and AI Trust.
- ✓ Biggest gap evident in the views of Irish adults to the Global view evident in relation to AI Trust and AI Interest, with lowest gaps evident to in relation to AI Efficiency and AI Usability.
- ✓ This suggests that AI Trust is a key area for engagement given the relatively strong endorsement on efficiency and usability and we will see further evidence of this overleaf.

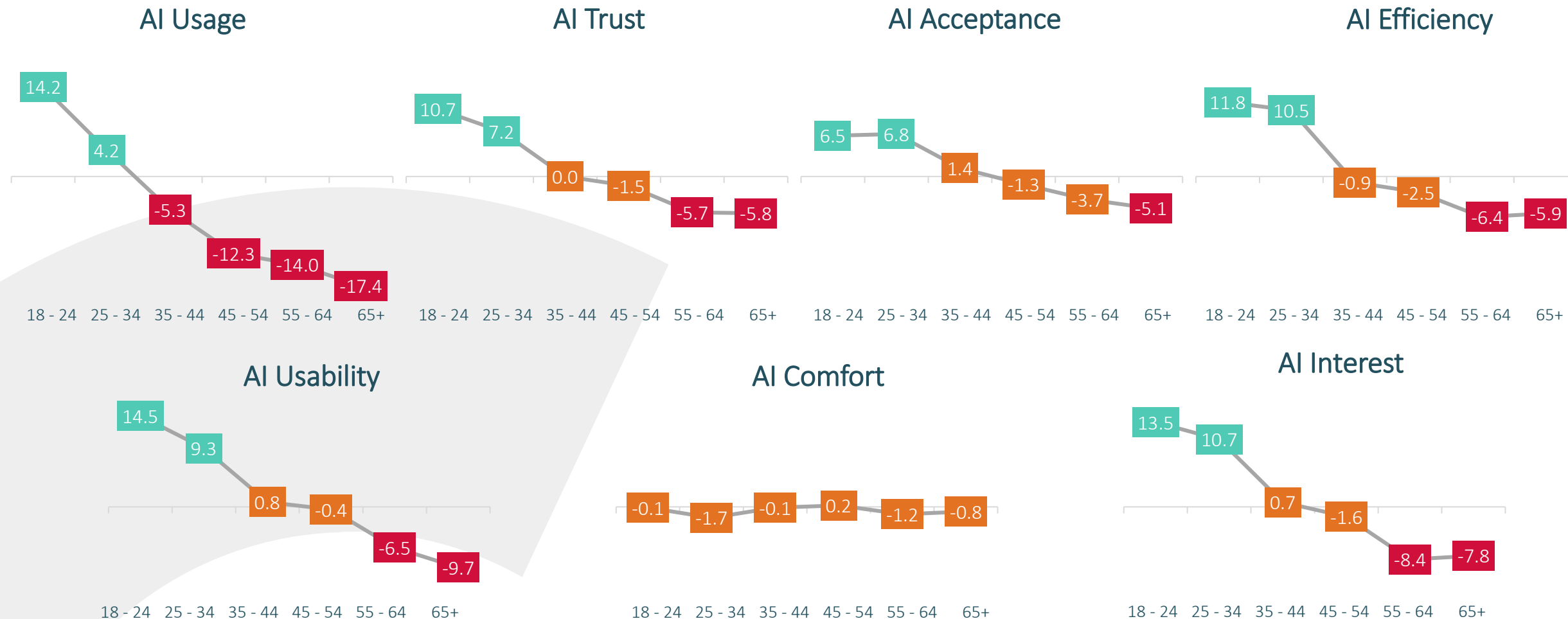


# Lower gaps across age groups when it comes to AI Acceptance



Across demographics the biggest gaps are evident in AI Usage, AI Interest and AI Usability, but there is less of a divide evident in relation to AI Acceptance and AI Comfort.

Inside the Index – The Demographic View across Ireland



## Concerns

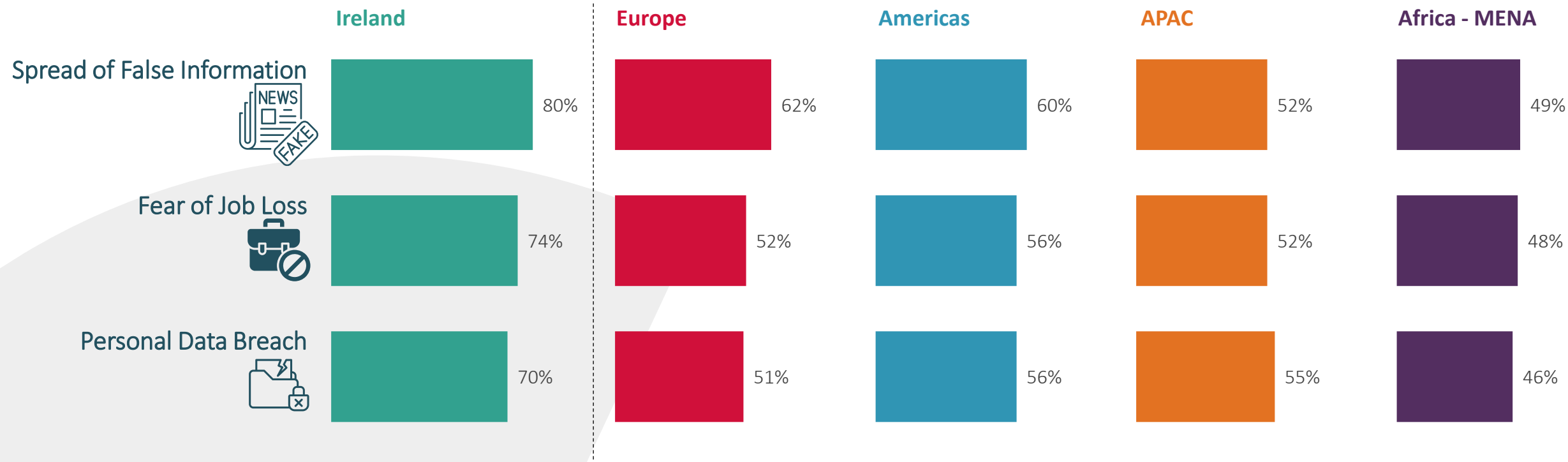
With lower usage and trust levels, Irish people express greater concern of the potential negative implications of AI



# Several Key Concerns in Relation to AI



The spread of false information is most likely to be cited as a concern, particularly in Europe and in Ireland. Fears in relation to job losses are also very prevalent in Ireland and in Europe.



\*Note: % of high concern = % of people rate higher than 6

Now it's your turn





# Take the Quiz & Get Personalised Feedback



Score Card - Evaluate yourself with the WIN World AI score card



## Are you ready to know your WIN World AI Index Score?

Please read carefully each question and respond frankly to help compute your personal index.

This scorecard has been designed to calculate the WIN World AI Index and to compare it with people across our member countries (39+).

- ✓ It takes just less than 2 minutes
- ✓ It provides you immediate results about your scoring on each of 7 dimensions measures
- ✓ It helps you to benchmark yourself to others in your country and across the World.
- ✓ Please read carefully the scales as some are reversed

Enter your details below to start and enable you to receive the result, once completed:

First name \*

Email \*

In which country do you reside ? \*

☐ Opt in to receive your results by email

Start

Your personal data is used to send your results

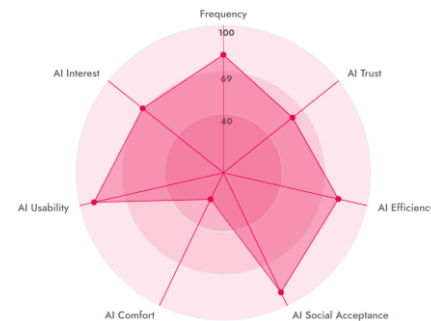


## Personalised feedback on how you stack up on the 7 dimensions of the WIN World AI index



### Thank you for taking the WIN World AI Index

The below radar chart present your on each of the 7 measured indicators



Let's see how your score compares to the WIN World AI Index

for each indicator

#### AI Usability

A high score signals that AI is broadly considered easy to use and accessible. Individuals feel confident using AI without needing specialized training, which supports wider adoption across diverse user groups



#### AI Social Acceptance

A high score reflects widespread social acceptance of AI. Individuals regard AI as a normal and appropriate part of modern life, and its use is generally seen as socially unproblematic or even desirable



#### Frequency

A high score reflects frequent and habitual use of AI technologies. AI is well-integrated into daily life or work, and individuals consistently rely on it for convenience, decision-making, or productivity



#### AI Efficiency

A high score indicates a strong belief that AI positively impacts efficiency. Individuals see AI as a practical tool that helps streamline tasks, save time, and support goal achievement in everyday or professional settings



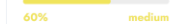
#### AI Interest

A high score denotes strong enthusiasm and proactive engagement with AI. Individuals are eager to explore new technologies, stay updated on trends, and often act as early adopters or advocates for innovation



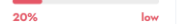
#### AI Trust

A medium score reflects a cautious or conditional level of trust. While there is some confidence in AI's capabilities, users may still be hesitant to fully rely on it and often seek verification or human input



#### AI Comfort

A low score indicates discomfort or anxiety about AI. Concerns may include job displacement, loss of privacy, misinformation, or lack of human oversight. These worries can hinder adoption or fuel resistance



# Detailed Information at your Fingertips

Score Card - Evaluate yourself on 7 dimensions of the WIN World AI index

## Power BI Dashboard

The full dataset and report are available to explore on the

<https://winmr.com/win-world-ai-index>

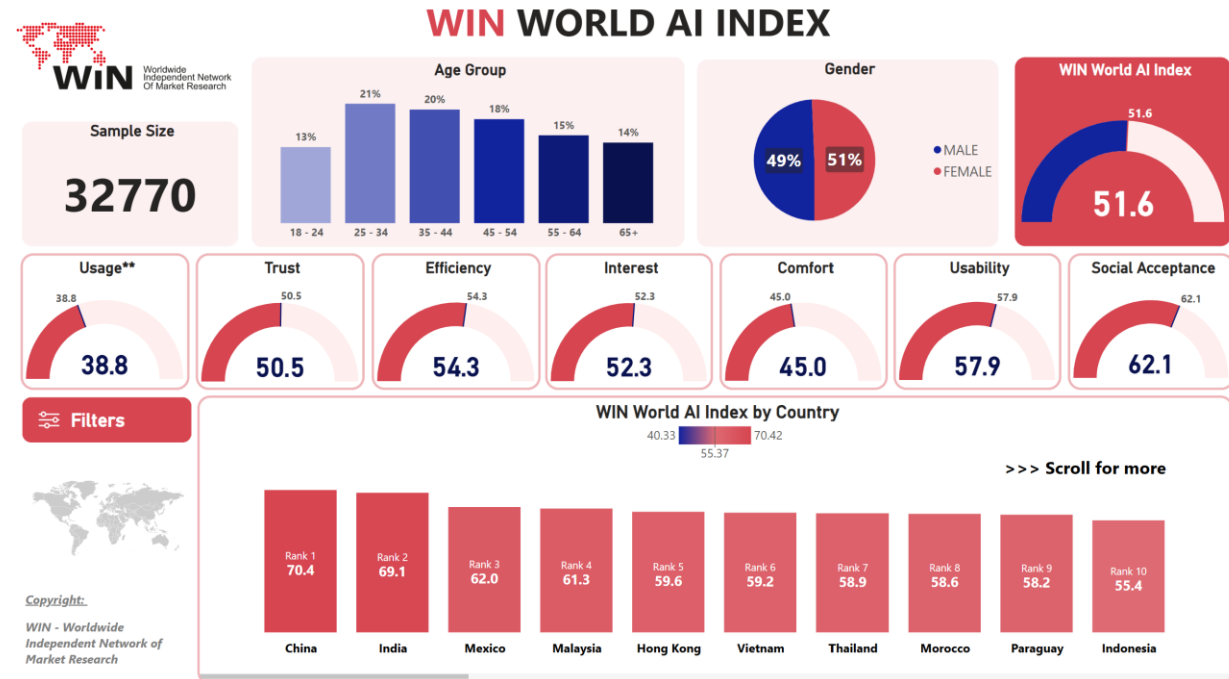
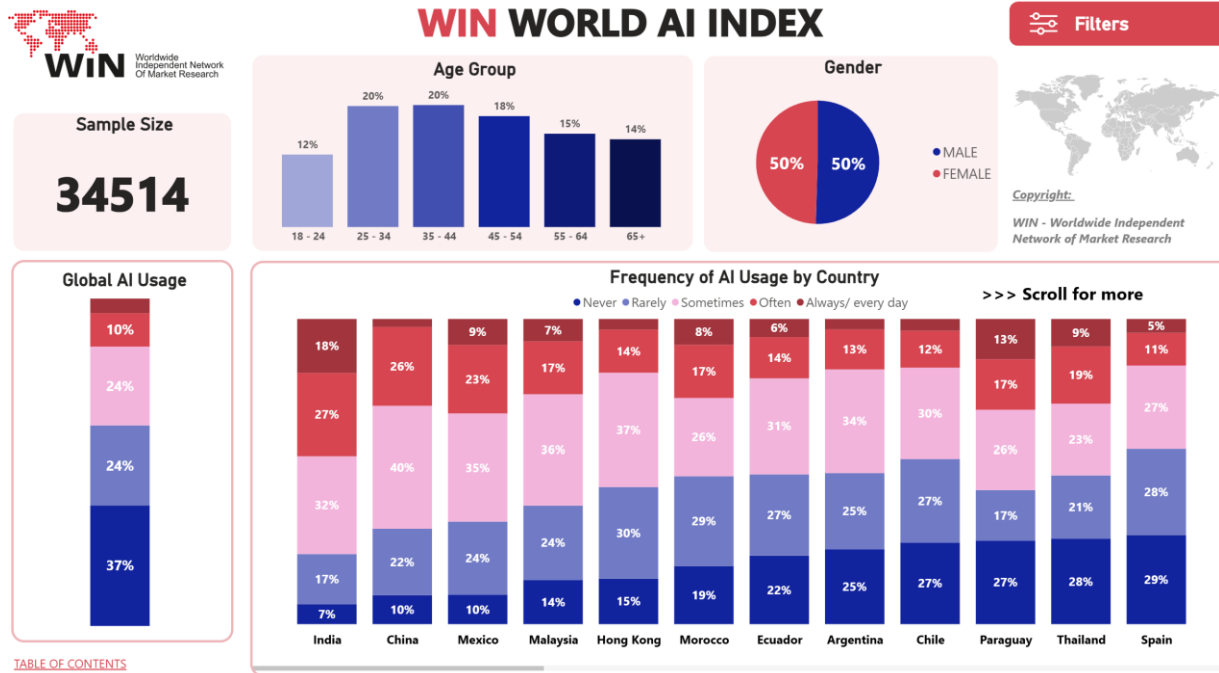


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# Survey Details



# Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of  $n=35,515$  people were interviewed globally. In Ireland, a nationally representative sample of  $n=1,013$  adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2024 and February 2025. Fieldwork in Ireland was conducted between 9<sup>th</sup> and 15<sup>th</sup> January 2025.

The margin of error for the Irish sample is  $\pm 3.2\%$  at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



# Questionnaire – AI Index



10. How often do you use artificial intelligence-based technologies (such as virtual assistants, personalized recommendations, AI applications at work, etc.) in your daily life? (New)

Never	1
Rarely	2
Sometimes	3
Often	4
Always/ every day	5

11. Please indicate how much you agree or disagree with the following statements:

	Do not agree at all									Completely agree
I am concerned about my personal data when using AI technologies. (NEW)	1	2	3	4	5	6	7	8	9	10
I trust the data from AI is true. (NEW)	1	2	3	4	5	6	7	8	9	10
AI applications, such as virtual assistants and chatbots make you more productive/ efficient. (NEW)	1	2	3	4	5	6	7	8	9	10
I am concerned that AI can create and spread false information. (NEW)	1	2	3	4	5	6	7	8	9	10
AI interfaces are user-friendly and accessible, making them easy to use. (NEW)	1	2	3	4	5	6	7	8	9	10
AI technologies are easy to understand and use without the need for advanced technical expertise. (NEW)	1	2	3	4	5	6	7	8	9	10
I worry that AI could replace human jobs. (NEW)	1	2	3	4	5	6	7	8	9	10
I am concerned that security issues in AI may put my personal safety or the safety of others at risk. (NEW)	1	2	3	4	5	6	7	8	9	10
I think it is acceptable nowadays to use AI technologies. (NEW)	1	2	3	4	5	6	7	8	9	10
I feel that if I don't use AI in everyday life, I am left out of the world. (NEW)	1	2	3	4	5	6	7	8	9	10
I like trying new technologies, including AI. (NEW)	1	2	3	4	5	6	7	8	9	10
I actively seek out the latest innovations related to AI and other emerging technologies. (NEW)	1	2	3	4	5	6	7	8	9	10
I have a good understanding of artificial intelligence (2023)	1	2	3	4	5	6	7	8	9	10

# About the WIN Survey



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## About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

# RESEARCH EVALUATION DIRECTION **CLARITY**

*See More, Clearly*

**REDC**

