

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

- ✓ Usage levels of AI in Ireland behind the Global Average
- ✓ Trust and comfort levels with AI in Ireland are critically low
- ✓ However, there are higher levels of acceptance and good recognition in relation to usability.

On July 16th, 2025, the Worldwide Independent Network of Market Research (WIN), the leading global association of independent market research and polling firms has unveiled the first-ever WIN World AI Index.

In collaboration with ESOMAR, they'll be drawing on insights from **over 35,000 respondents** to create an Index which aims to **bridge the global AI gap and foster responsible innovation among policymakers, tech companies, media, and researchers.**

## HEADLINES – IRELAND

Ireland behind the global average in terms of adoption and perception of AI.

- **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.
- **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. These anxieties are especially pronounced among older age groups, highlighting a need for targeted education and reassurance.
- **Younger Irish adults (18–24) are far more engaged with AI than older cohorts.** While 35% of 18–24-year-olds report using AI often or daily, this drops to just 4% among those aged 45–54 and nearly disappears among those over 65. This generational gap suggests that while younger users are embracing AI, older populations may be at risk of digital exclusion.
- **Interestingly, Irish respondents scored relatively well on AI Acceptance and Usability, with smaller gaps compared to global averages.** This suggests that while people may not yet trust or frequently use AI, they are open to its presence in modern life and find it relatively easy to use. This openness could serve as a foundation for future engagement, provided concerns around trust and safety are addressed.

**Robbie Clarke, Director, RED C Research, said:**

*“While Ireland clearly has work to do in building trust and familiarity with AI, the fact that people are open to its presence in daily life is encouraging. This openness gives us a strong foundation to build on — but we need to act now. By addressing concerns around trust, misinformation, and job security, we can unlock the potential of AI for all age groups and ensure Ireland doesn’t fall behind in the global digital transformation.”*

## HEADLINES WORLD

*The study indicates that the acceptance of AI is best understood through seven core indicators: usage frequency, trust, efficiency, interest, comfort, usability, and overall acceptance. Each of these indicators is based on various attitudinal statements.*

- While 62% of people globally report some level of AI usage, adoption varies widely. India (93%) and China (91%) lead in usage, whereas Pakistan (18%) and Japan (35%) report the lowest levels.
- Still, only 14% of global respondents say they use AI frequently or daily, and 38% never use it at all.
- The global AI Index score stands at 51.6 points (out of 100), however, there is no single global AI journey, and a high variation exists across countries and regions.
- Though AI acceptance (62.1 pts) and Usability (57.9 pts) rank high, they do not yet always translate into usage, which lags at just 38.8 pts.
- Notably, comfort (45 pts) and trust (50.5 pts) score the lowest, revealing deep, substantial concerns. Additionally, AI users tend to rate all dimensions more positively, especially interest (+25.1 pts). However, they are not significantly more comfortable with AI than non-users, with just a +1 pt difference in the Comfort Indicator.
- The APAC region leads across most indicators, reflecting overall higher trust, usage, and acceptance. In contrast, Europe takes a more cautious stance, with 62% of respondents expressing concern that AI may spread misinformation. In the Americas, 56% fear job displacement and data breaches, while the Africa-MENA region reports the lowest level of concern overall.  
Unsurprisingly, young people are the main drivers of AI adoption – 23% of those aged 18–34 use AI frequently, compared to just 7% among the population over 55.

The Index shows a positive correlation (+0.52) between age and AI scores, with younger populations countries embracing AI more strongly across the board. For instance, APAC countries with youthful populations – such as India, Malaysia, and Vietnam – score higher overall than ageing European countries. However, factors like IT penetration and urbanisation also play a role. One of the starkest generational contrasts appears in the UK, where there is an 18.4-point gap in AI Index scores between older and younger respondents – suggesting greater disconnect and concern among older users.

**Richard Colwell, President of WIN International Association, said:**

*“The launch of the WIN World AI Index marks a pivotal step in understanding how people across the globe are engaging with artificial intelligence. This data reveals not just how often AI is used, but how people feel about it. WIN hopes that the AI Index becomes a tool for policymakers, technology leaders, and researchers to bridge the growing AI gap and build trust through responsible innovation. AI is not a single global story – it’s a complex, evolving journey shaped by culture, access, and generational attitudes.”*

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### NOTES FOR EDITORS

#### Methodology:

The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

#### Sample Size and Mode of Field Work:

A total of 34,945 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

#### About WIN:

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

#### Our assets

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made 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: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	WC 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025

29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025