

REDC



Worldwide
Independent Network
Of Market Research

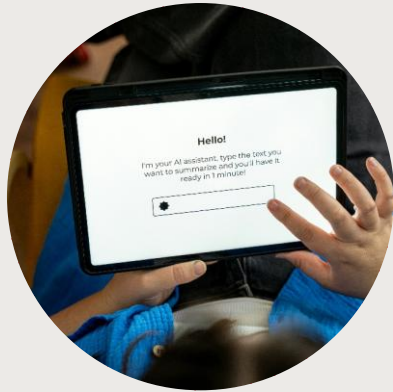
AI INDEX & ADOPTION IN IRELAND

WIN WORLDVIEWS SURVEY

MAY 2026



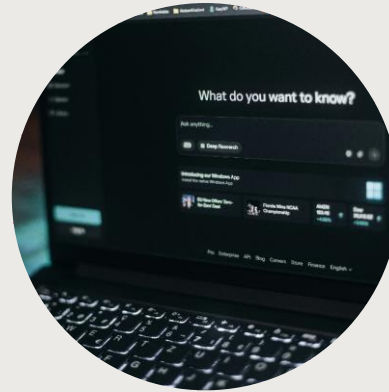
Ireland trails global benchmarks on AI, with adoption rising but still shallow and uneven across personal and professional use



AI Adoption

AI adoption in Ireland is solid but lagging globally, with 65% of adults having used AI versus 74% worldwide, placing Ireland in the lower tier of markets.

The key gap is not awareness but depth of engagement, with usage heavily skewed toward younger cohorts and less embedded across the wider population.



AI Usage

AI usage in Ireland is broad but uneven, with strong personal adoption (62%) contrasted by significantly lower professional use (4%), highlighting a clear workplace adoption gap.

This suggests AI remains more experimental and consumer-led, rather than integrated into everyday working practices.



AI Index

Ireland's AI Index is improving year-on-year but continues to trail the global average, reflecting a market where rising usage is not yet matched by trust, comfort, or full acceptance.

Progress is evident, but adoption remains fragmented and behind leading markets.

01

AI Adoption

Ireland trails global AI adoption despite strong overall usage levels



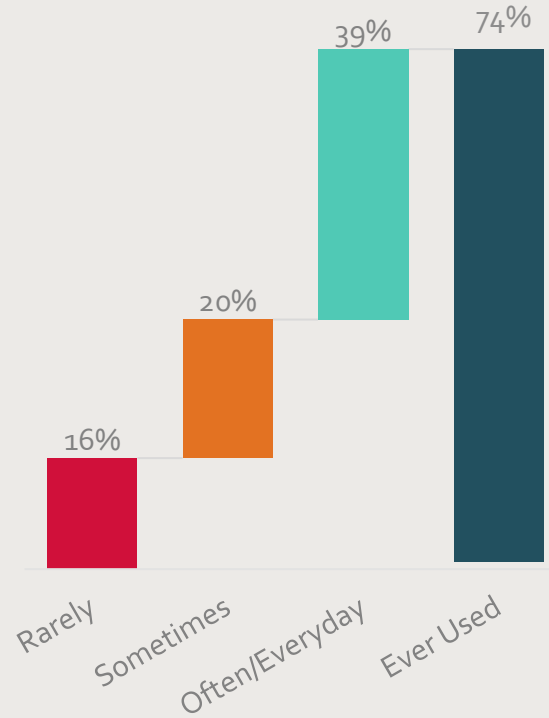


AI ADOPTION

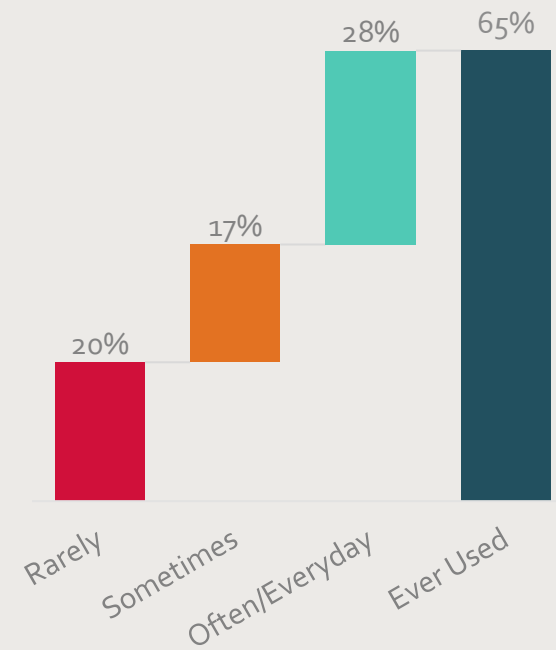
While AI usage is widespread globally (74%), Ireland lags behind at 65%

AI Adoption Incidence – Global and Irish View

Usage Incidence - Global



Usage Incidence – Ireland



(Base: Global - 44 countries n=39,436, Ireland n=1,003)

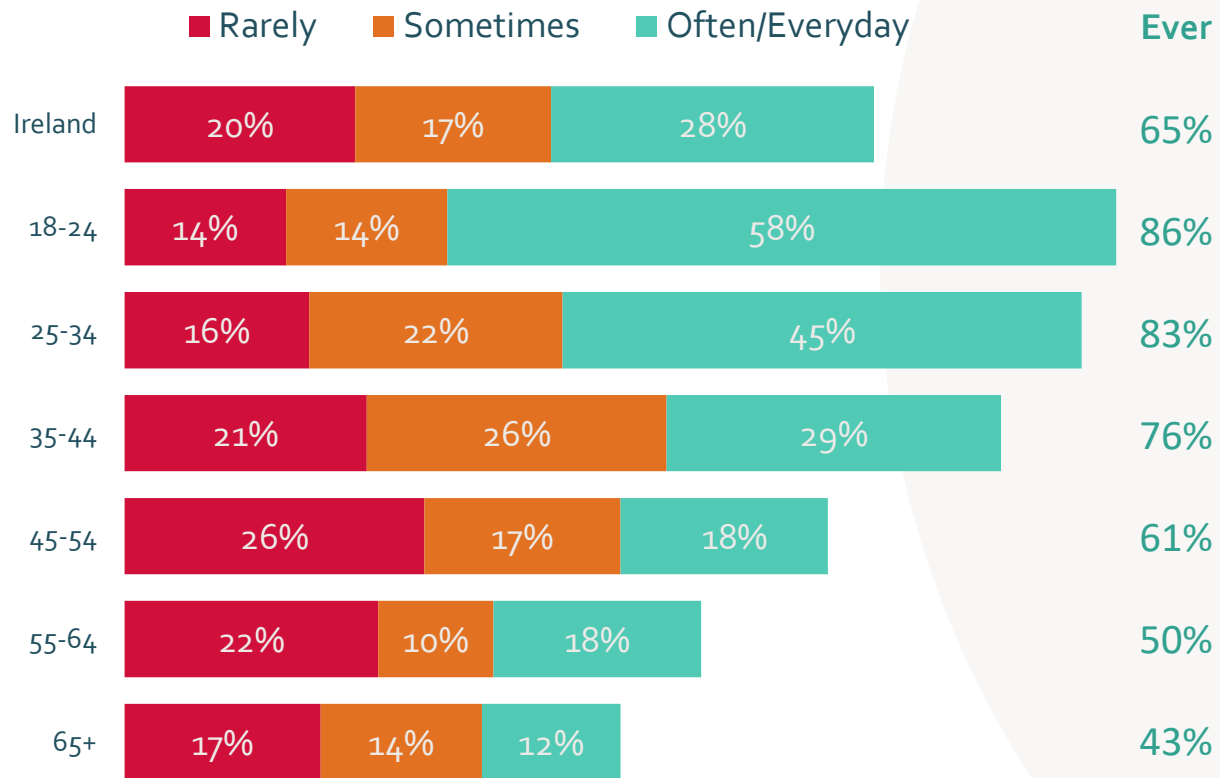
Ireland among the lowest AI adoption markets, far behind global average

At 65% usage, Ireland under-indexes vs the global average (74%), placing it in the lower tier globally with a clear adoption gap to leading markets.

% Ever Used AI technologies overall x Countries



AI adoption in Ireland is driven by younger audiences, with sharp drop-off in habitual use among older groups



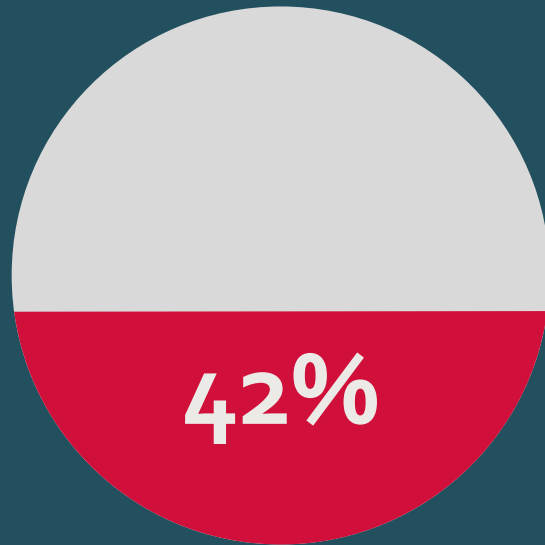
02

AI Use Cases

AI usage in Ireland skews personal, with a significant gap in professional adoption

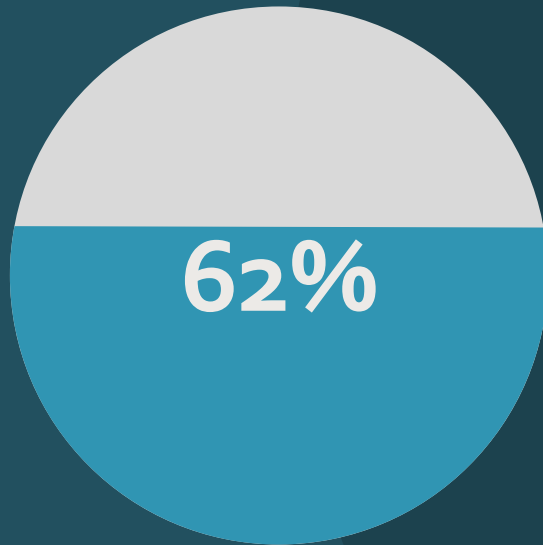


While 62% of Irish adults use AI personally, professional usage lags further behind at just 42%, highlighting a workplace adoption gap



Ireland Professional Use

Vs Global 60%



Ireland Personal Use

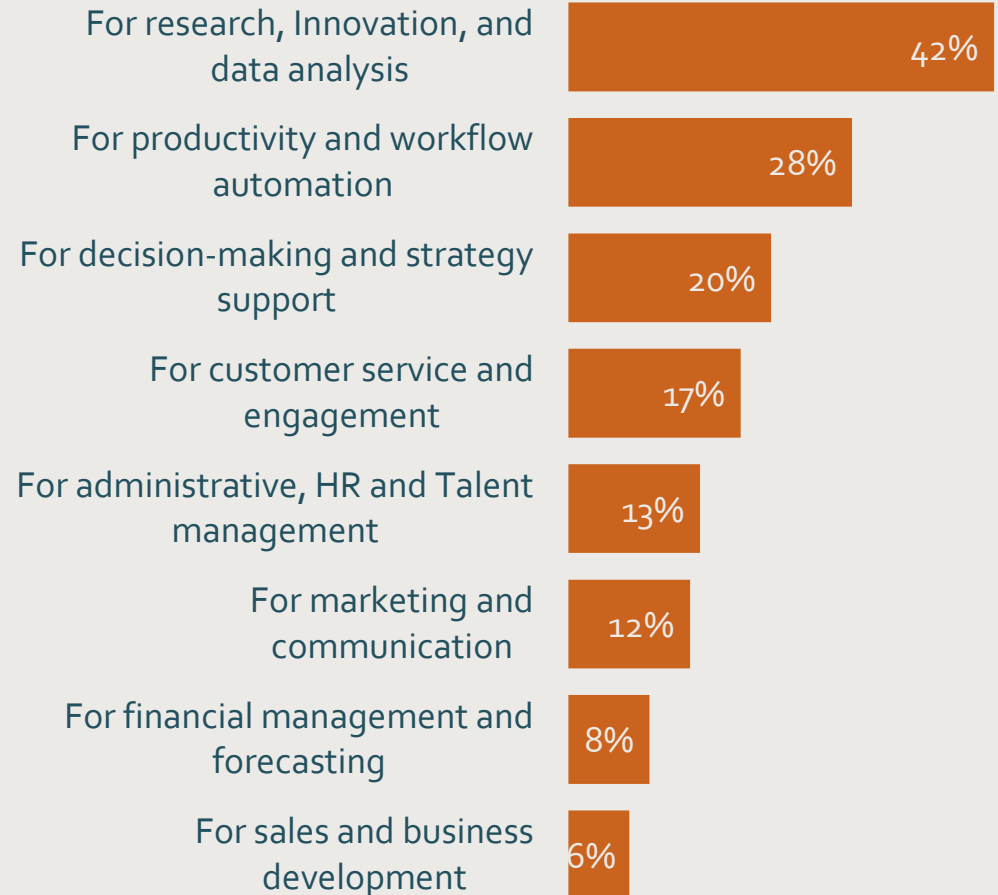
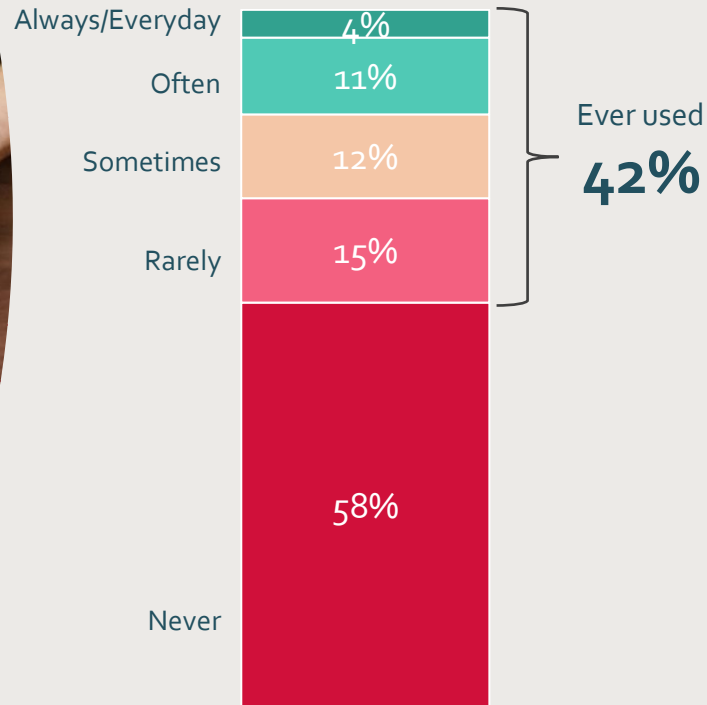
Vs Global 71%



AI remains underutilised in Irish workplaces

Most Irish workers never use AI (58%), with usage largely concentrated in research and productivity rather than embedded across core business functions.

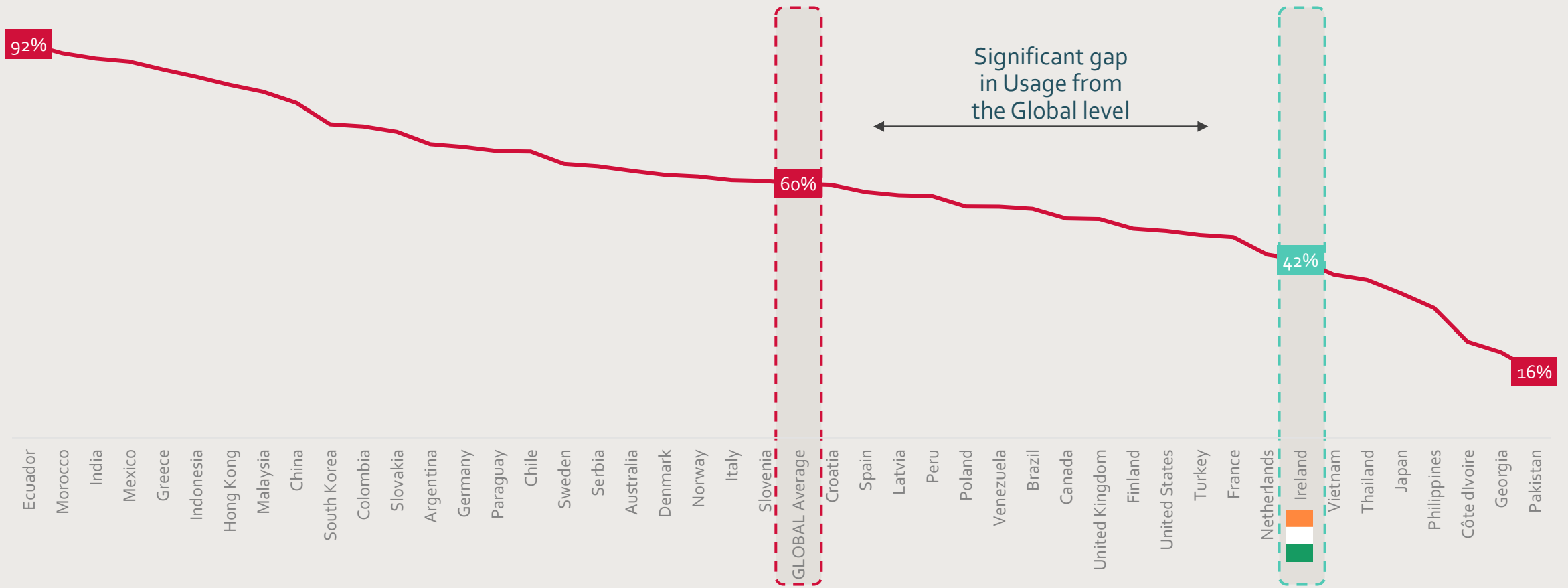
Professional Usage of AI - Ireland



(Base: Global - 44 countries n=39,436, Ireland n=1,003)

Ireland lags in workplace AI adoption, ranking among the lowest globally

% Ever Used AI technologies professionally x Countries



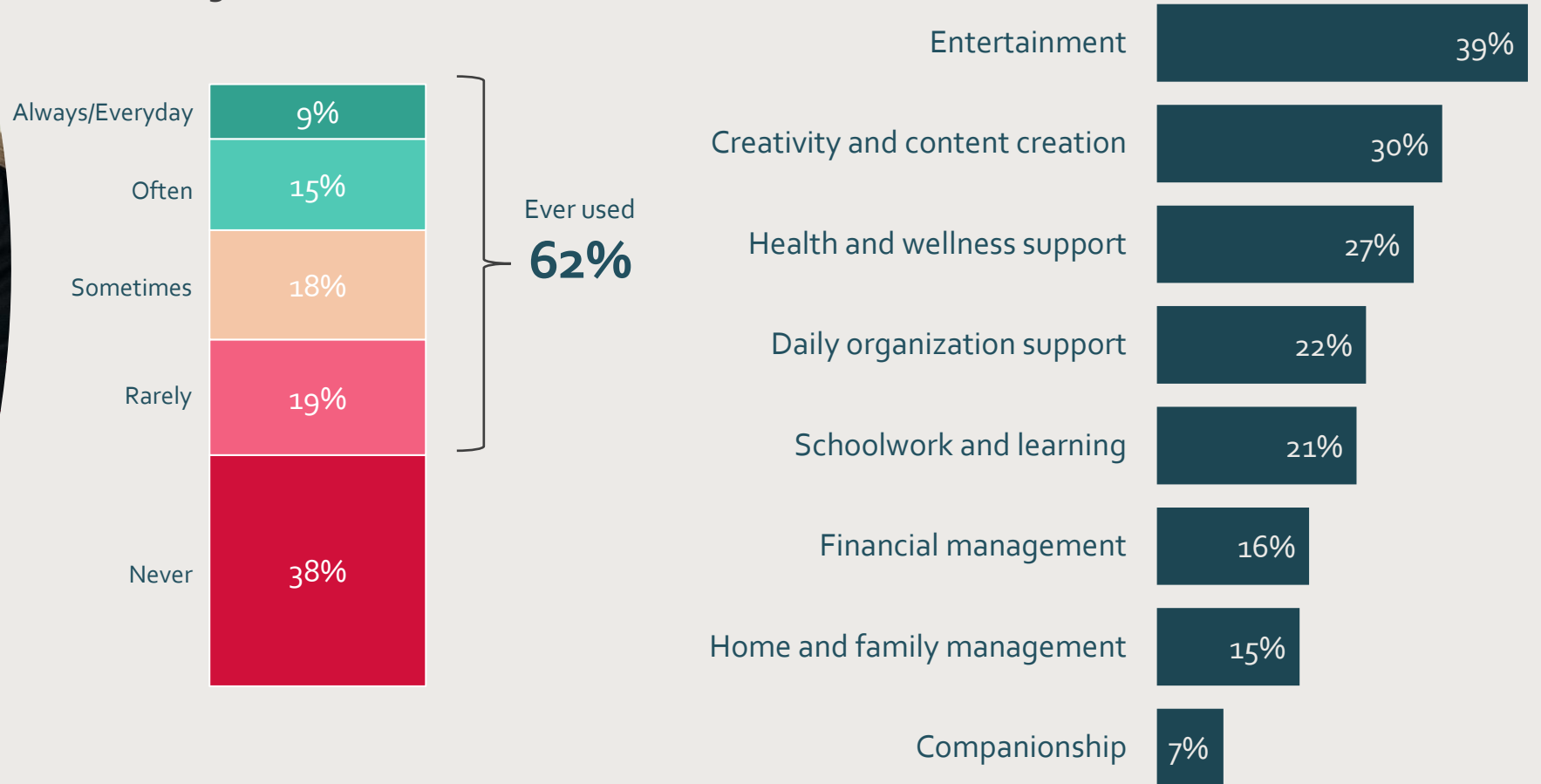


AI USE CASES

Personal AI use is broad but shallow

AI is used across a range of personal tasks, but frequency remains low—only 24% use it often or daily, suggesting experimentation rather than habitual use.

Personal Usage of AI - Ireland



(Base: Global - 44 countries n=39,436, Ireland n=1,003)

Despite relatively broad uptake, Ireland underperforms against global benchmarks, suggesting slower consumer normalisation of AI tools

% Ever Used AI technologies personally x Countries



03

AI Index 2026

Ireland's AI progress is uneven - rising usage is not yet translating into full confidence, comfort, or acceptance



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



Rescaling

All responses are normalized to a **0–100 scale** for comparability across countries



Remove missing values

AI Usage is calculated from the **entire sample**, while the **other 6 indicators** use only respondents with **complete answers** to the relevant 10 statements



Cluster Analysis

Cluster analysis was used to **group individuals** based on **shared patterns** in their attitudes toward AI



Weighting & Averaging

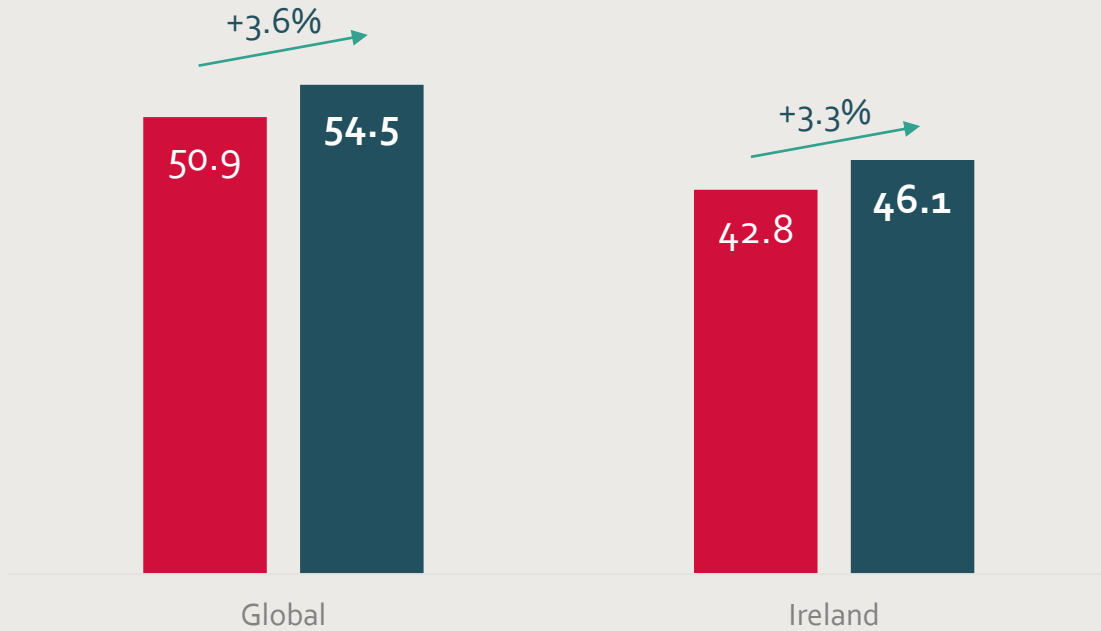
Each indicator is **averaged** across respondents. Country **weights** are kept to ensure representativeness at the country level.

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

Ireland's AI Index is rising, but the gap to global remains intact

AI Index

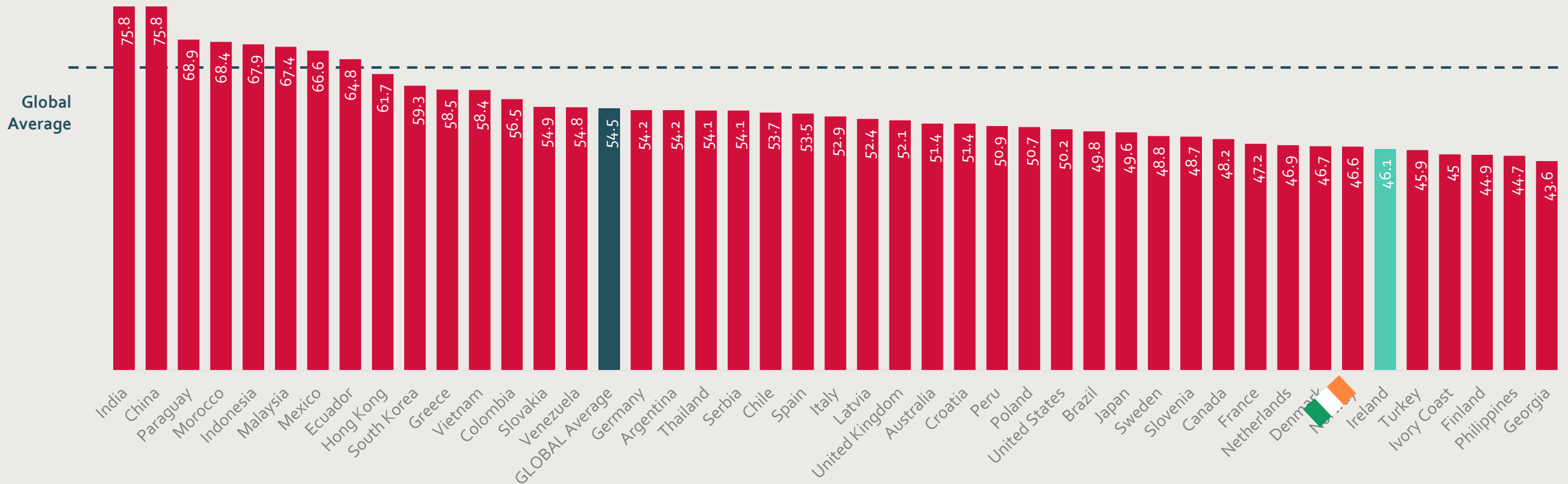
■ 2025 ■ 2026



Ireland ranks in the lower tier globally, lagging behind most developed markets

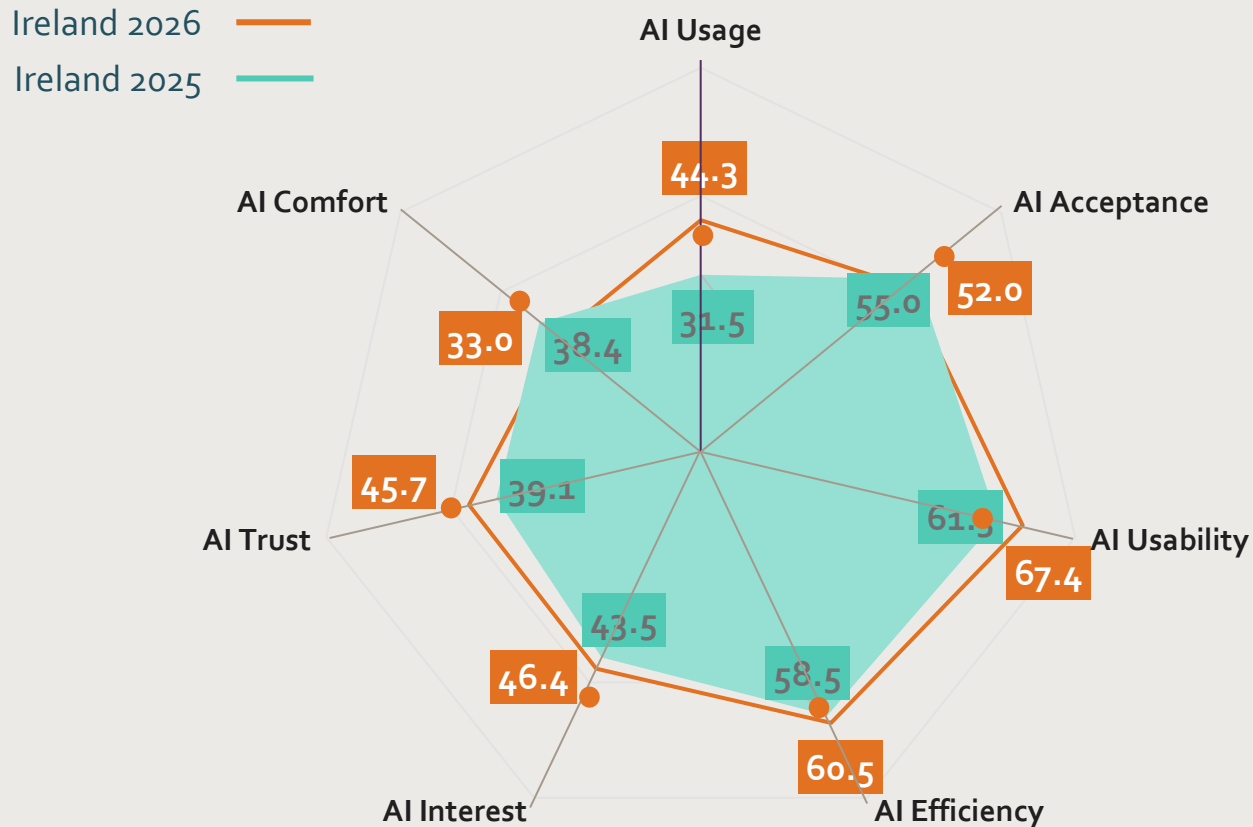
With an index of 46.1, Ireland sits below the global average and behind key peers, reinforcing its position as a slower adopter in the AI landscape.

AI Index x Countries



Growth driven by usage and trust, but falling comfort and acceptance signal emerging tensions

Sharp gains in AI usage and trust are offset by declines in comfort and acceptance, highlighting a more conflicted public mindset.

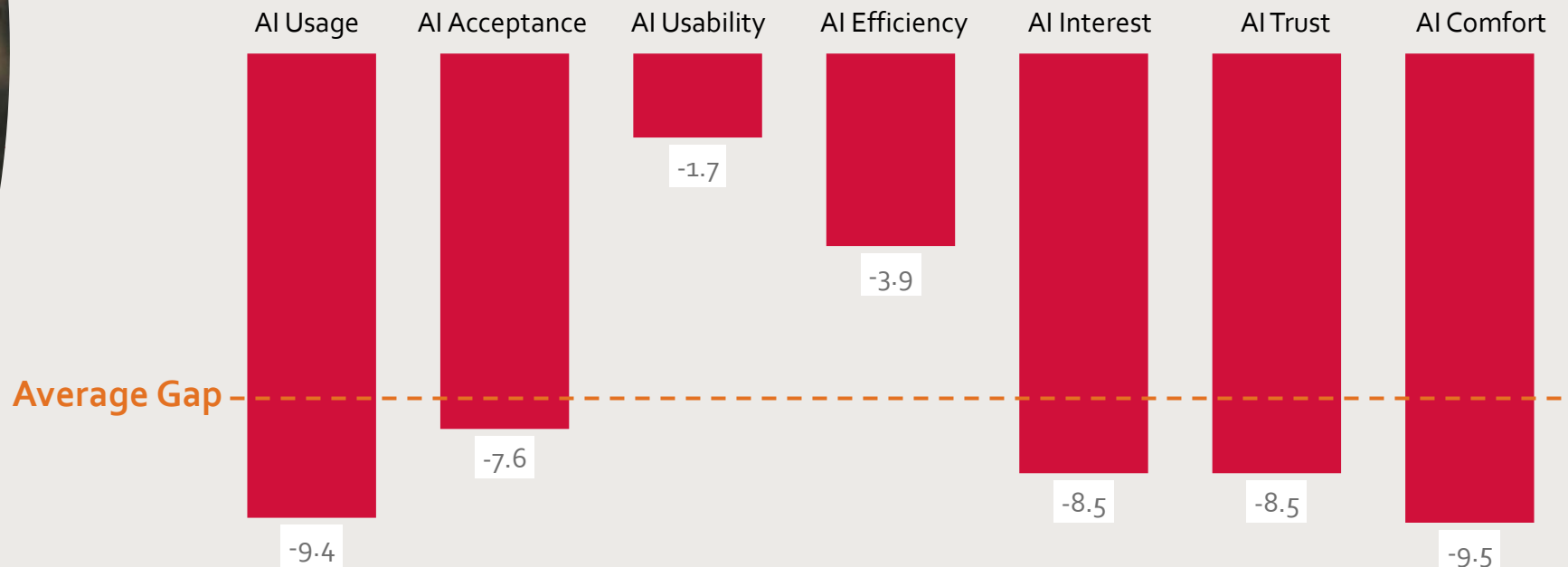


Change vs 2025	
AI Usage	+12.8
AI Acceptance	-3.0
AI Usability	+6.1
AI Efficiency	+2.0
AI Interest	+2.9
AI Trust	+6.6
AI Comfort	-5.4

Ireland underperforms across all AI metrics, with a consistent gap of 7 points

The deficit is broad-based; largest in usage, comfort, and trust, indicating a systemic lag rather than a single weak dimension.

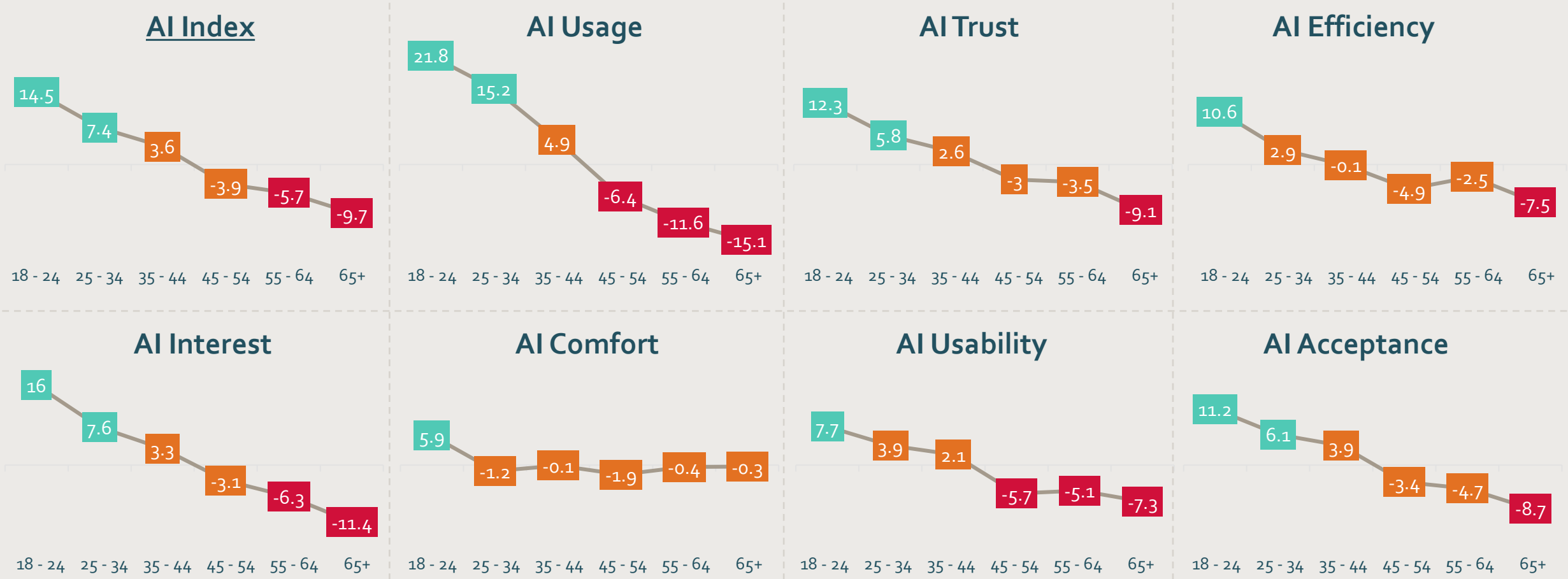
Average Gap from Global scores to Irish scores on the 7 metrics is **7.0pts**



AI engagement in Ireland is highly age driven

18–24s significantly over-index across all AI measures, while older groups consistently underperform, pointing to a widening generational divide.

Inside the Index – The Demographic View across Ireland



- Over 5 points higher Ireland Average
- Within 5% points vs Ireland Average
- Over 5 points lower Ireland Average

(Base: Global - 44 countries n=39,436, Ireland n=1,003)

04

AI Concerns

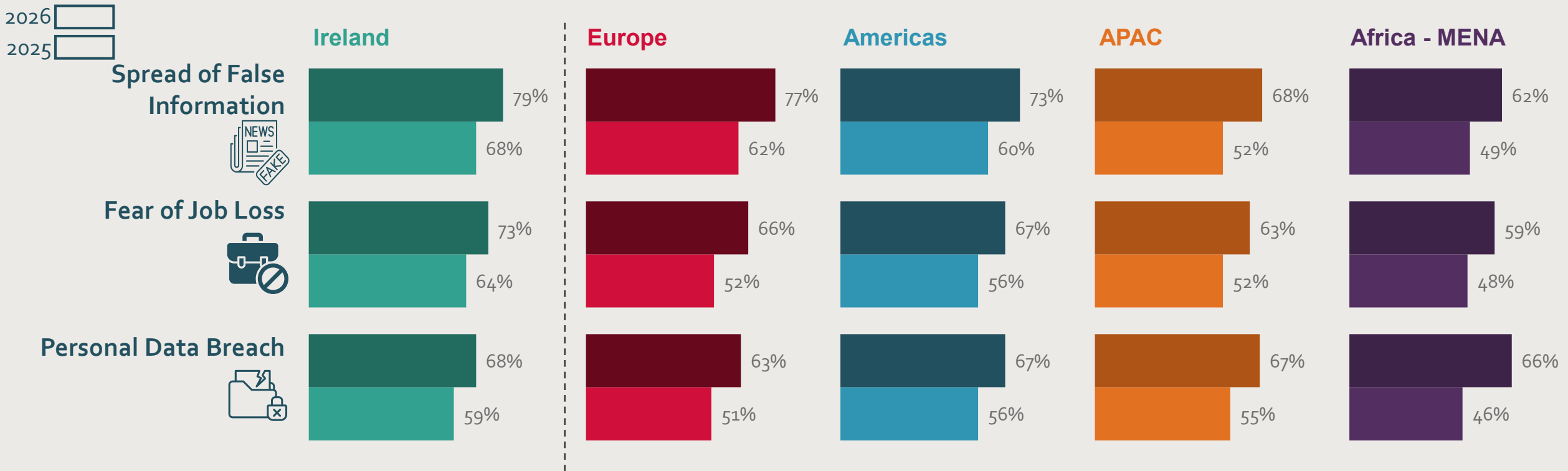
Rising anxiety around AI is concentrated on misinformation and job security, intensifying year-on-year



AI concerns surge in Ireland, led by misinformation and job anxiety

Concerns rising across all regions, but with particularly sharp increases among the Irish public year-on-year.

Concerns in relation to AI



*Note: % of high concern = % of people rate higher than 6
 (Base: Global - 44 countries n=39,436, Ireland n=1,003)

Survey Details



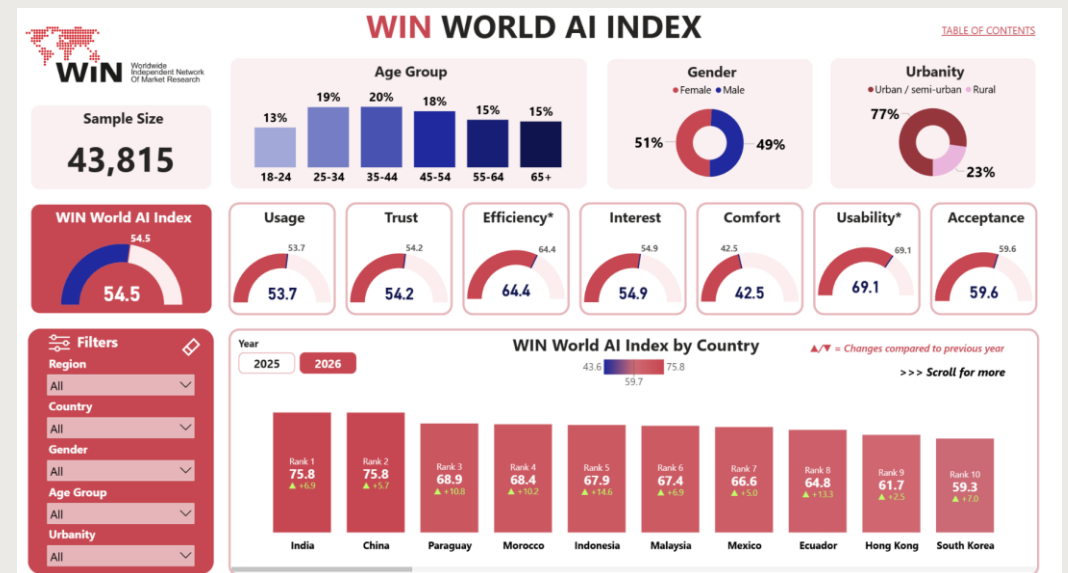
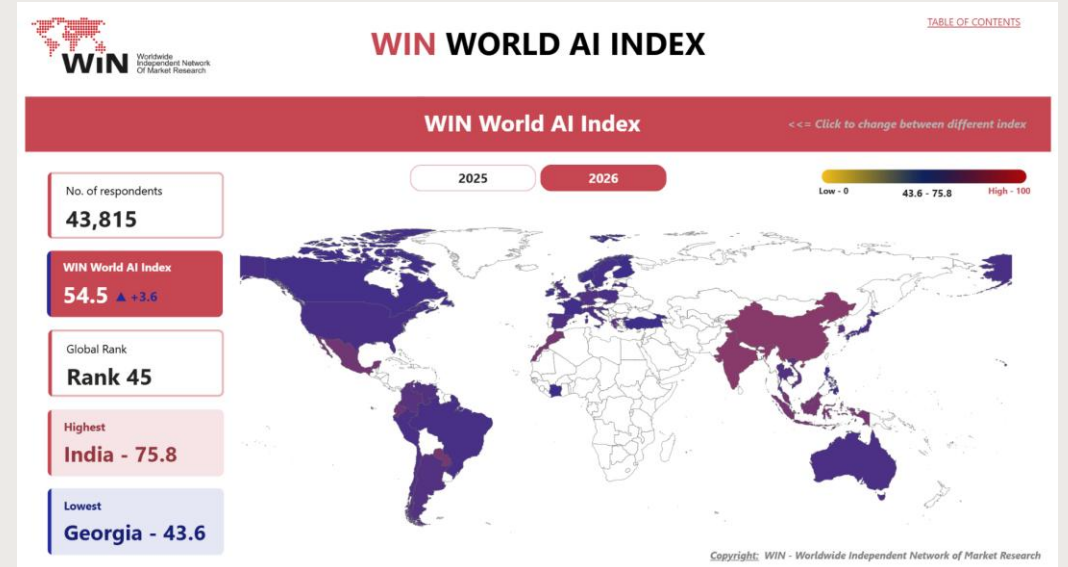
Detailed information at your fingertips

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 website, click on Table of Contents to access:

[WIN WORLD AI INDEX](#)



Sample and Methodology

The 2026 edition of the WIN World AI Index includes several methodological updates designed to improve measurement accuracy and relevance globally.

These include revised question wording, the addition of new statements, changes in routing for indicators, and the inclusion of new countries.

- While every effort has been made to maintain comparability with the 2025 edition, these changes may affect year-on-year results.
- Observed differences between 2025 and 2026 scores should therefore be interpreted with caution as they may reflect genuine shifts in AI adoption and sentiment, methodological updates, or a combination of both.
- Where comparisons are made across years in this report, they are intended to indicate directional trends rather than precise measurement of change.

- Frequency of Usage – 45 countries – Sample size : N=40,210 (Weight N=44,668)
- AI Index – 44 countries – Sample size : N=39,436 (Weight N=43,815)
- The survey was implemented from November 2025 to January 2026.

This year all countries are weighted to ~1000 samples.

Questionnaire – AI Index

5. How often do you **intentionally** use Artificial Intelligence-based technologies (e.g., virtual assistants, AI creative tools, automation or recommendation tools, etc.)
"Intentionally use" means that you actively choose to use them and are aware they involve AI, rather than just encountering them passively.

	For work / professional use	For daily life / personal use
Never	1	1
Rarely / Less than once per month	2	2
Sometimes / At least once per month	3	3
Often / At least once per week	4	4
Always / Everyday	5	5

6. **(New)** In your work or professional activities, for what purposes do you use AI technologies? **(MULTIPLE ANSWERS – ROTATE CODES)**

(Do not ask if usage for work / professional activities = "Never")

1. For productivity and workflow automation
2. For customer service and engagement
3. For marketing and communication
4. For sales and business development
5. For administrative, HR and Talent management
6. For research, Innovation, and data analysis
7. For financial management and forecasting
8. For decision-making and strategy support
99. Other use of AI for work (please specify): _____
99. Do not know / no response

7. **(New)** In your daily life or personal activities, for what purposes do you use AI technologies? **(MULTIPLE ANSWERS – ROTATE CODES)**

(DO NOT ASK IF USAGE FOR DAILY LIFE / PERSONAL ACTIVITIES = "NEVER")

1. Daily organization support
2. Home and family management
3. Health and wellness support
4. Creativity and content creation
5. Financial management
6. Schoolwork and learning
7. Entertainment
8. Companionship
99. Other use of AI for daily life (please specify): _____
99. Do not know / no response

ROTATE THE STATEMENTS

8. Please indicate how much you agree or disagree with the following statements related to Artificial Intelligence:

	Do not agree at all									Completely agree
1. I trust that information provided by AI (e.g., ChatGPT, Copilot, Claude, etc.) is true. (updated 2026)	1	2	3	4	5	6	7	8	9	10
2. AI applications, such as virtual assistants and chatbots make you more productive/ efficient. (2025)	1	2	3	4	5	6	7	8	9	10
3. I think it is nowadays acceptable to use AI technologies. (2025)	1	2	3	4	5	6	7	8	9	10
4. I feel encouraged by people around me to use AI technologies (New)	1	2	3	4	5	6	7	8	9	10
5. AI interfaces are user-friendly and accessible, making them easy to use. (2025)	1	2	3	4	5	6	7	8	9	10
6. AI technologies are easy to understand and use without the need for advanced technical expertise. (2025)	1	2	3	4	5	6	7	8	9	10
7. I am concerned about my personal data when using AI technologies. (2025)	1	2	3	4	5	6	7	8	9	10
8. I am concerned that AI can create and spread false information. (2025)	1	2	3	4	5	6	7	8	9	10
9. I worry that AI could replace human jobs. (2025)	1	2	3	4	5	6	7	8	9	10
10. I actively seek out the latest innovations related to AI and other emerging technologies. (2025)	1	2	3	4	5	6	7	8	9	10
11. I like trying new technologies, including AI. (2025)	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.



THANK YOU

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