

## Ireland still lags on AI despite rising adoption, with gaps widening between personal use and workplace integration

- AI adoption continues to grow in Ireland, but remains behind global benchmarks and lacks depth of engagement
- A clear divide is emerging between personal experimentation and workplace integration
- Progress is being driven by increased usage and trust, but declining comfort and acceptance point to a more cautious and conflicted public mindset

On May 17th, 2026, the Worldwide Independent Network of Market Research (WIN), the leading global association of independent market research and polling firms has unveiled the second wave of the WIN World AI Index.

In collaboration with ESOMAR, they'll be drawing on insights from over 39,000 respondents the second wave of the WIN World AI Index builds on last year's baseline to track how AI adoption, attitudes and behaviours are evolving over time, offering a clearer view of where progress is being made- and where gaps are widening.

### HEADLINES – IRELAND

Ireland's AI journey is progressing but not yet translating into meaningful transformation. While more people are now engaging with AI, usage remains shallow and uneven, with a growing disconnect between consumer curiosity and organisational adoption.

- AI in Ireland is still not embedded in everyday life or work, with usage often limited to occasional or experimental interactions rather than habitual behaviour. This suggests that while awareness barriers have largely been overcome, the challenge has shifted to demonstrating consistent, practical value that drives regular use.
- A significant gap is emerging between personal and professional adoption, with AI far more present in people's personal lives than in the workplace.
- Ireland continues to lag global peers across most AI measures, reinforcing the risk of falling behind in digital competitiveness. While progress is being made, the pace of change is not matching that seen in leading markets, particularly in terms of embedding AI into core economic and workplace activity.
- A widening generational divide is shaping the future of AI in Ireland, with younger people driving adoption and older groups remaining more hesitant. Without intervention, these risks creating longer-term inequalities in digital skills, confidence, and access.

- Despite increased usage and growing trust, declining comfort and acceptance highlight a more cautious public mindset. Concerns around misinformation, job security, and data use are becoming more pronounced, suggesting that adoption alone will not be enough to sustain momentum without addressing these underlying anxieties.
- The opportunity for Ireland lies in converting openness into action. While people are increasingly engaging with AI, there is still a gap in turning this into consistent, meaningful usage that delivers real productivity and societal benefits.

Sara Eslami, Director, RED C Research, said:

*"What we're seeing in Ireland is a market that is engaging with AI but not yet transforming through it. The real challenge now is not awareness, but integration—particularly in the workplace, where adoption is still lagging. At the same time, rising concerns around trust and impact mean that progress cannot be taken for granted. To fully realise the benefits of AI, Ireland needs to focus on building confidence, demonstrating value in everyday contexts, and ensuring that no groups are left behind as adoption accelerates."*

## HEADLINES – WORLD

The 2026 WIN World AI Index reveals a fundamental shift in how people engage with AI globally, from experimentation to everyday dependence; bringing both opportunity and growing tension.

- AI has crossed a behavioural threshold globally, becoming embedded in daily routines rather than used occasionally. This signals a step-change in how technology is shaping decision-making, productivity, and everyday life.
- A new global divide is emerging, with leading markets accelerating rapidly while others lag, widening the gap.
- Workplace adoption continues to lag behind personal use, suggesting that governance, trust, and organisational inertia are potentially slowing the full realisation of AI's productivity potential across business environments.
- Despite increasing reliance on AI, public sentiment is becoming more conflicted, with rising concerns around misinformation, job displacement, and data privacy.
- Regional differences in AI adoption and sentiment are becoming more pronounced, with APAC markets leading in engagement and integration, while Europe adopts a more cautious and sceptical stance.
- The generational divide in AI usage is widening globally, with younger populations driving adoption and embedding AI into everyday behaviours, while older groups remain less engaged. This raises longer-term questions around digital inclusion and workforce readiness.
- As AI becomes more embedded, the challenge is shifting from adoption to adaptation; ensuring that individuals, organisations, and societies can keep pace with the speed of change while maintaining trust, transparency, and responsible use.

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**Notes for Editors:**

Methodology:

The survey was conducted in 45 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 39,436 people were interviewed. See below for sample details. The fieldwork was conducted in November 2025, January 2026.

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.

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	Online Way	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026

23	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
24	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
25	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
26	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
27	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
28	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
29	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
30	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
31	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
32	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
33	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
34	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
35	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
36	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
37	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
38	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
39	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
40	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
41	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
42	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
43	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
44	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025