WIN WORLD AI INDEX

1st Edition | 2025

WiN
Worldwide
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PREPARED BY

Members of the **WIN MR**

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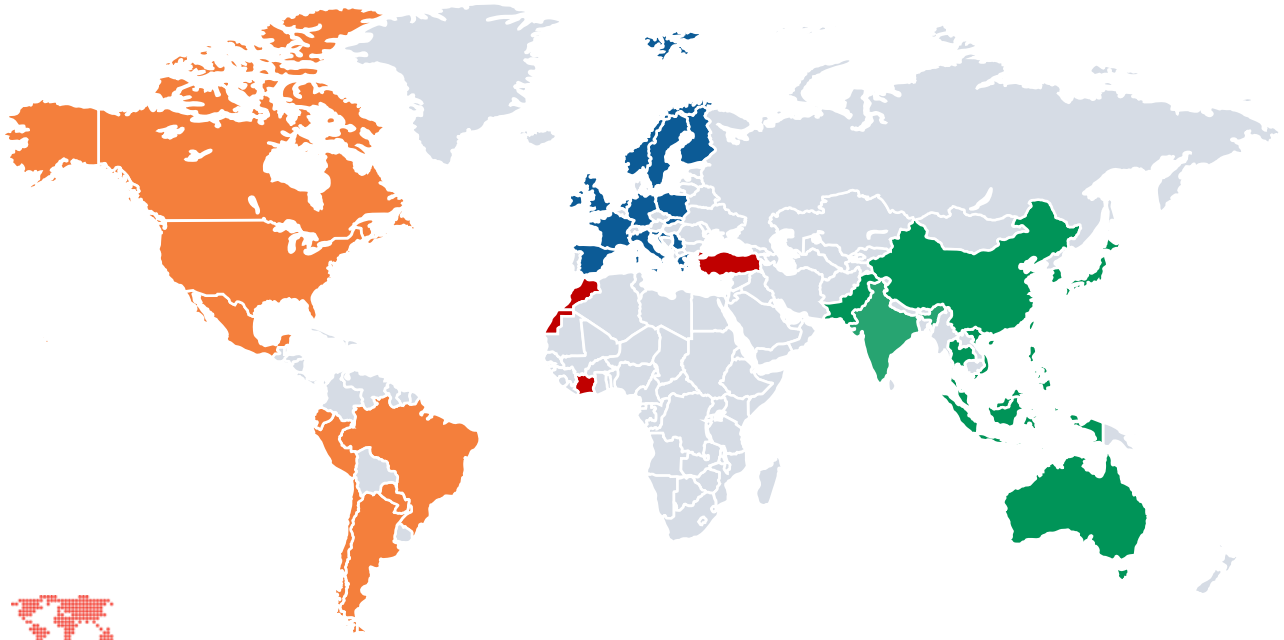

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TABLE OF CONTENTS

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INTRODUCTION

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WIN WORLD AI INDEX

The **WIN World AI Index** is a global composite score developed by the WIN Network to measure **AI usage, readiness, and perception** across **38 member countries**

With input from **over 32,700 respondents**, the Index answers:

- How widely and frequently is AI used?
- Which segments engage most and least with AI?
- How is AI perceived across countries?

The index provides policymakers, educators, and companies with the **data necessary to close the AI gap** and **promote responsible innovation**.

AI isn't just a tool, it's a behavioral shift worth studying

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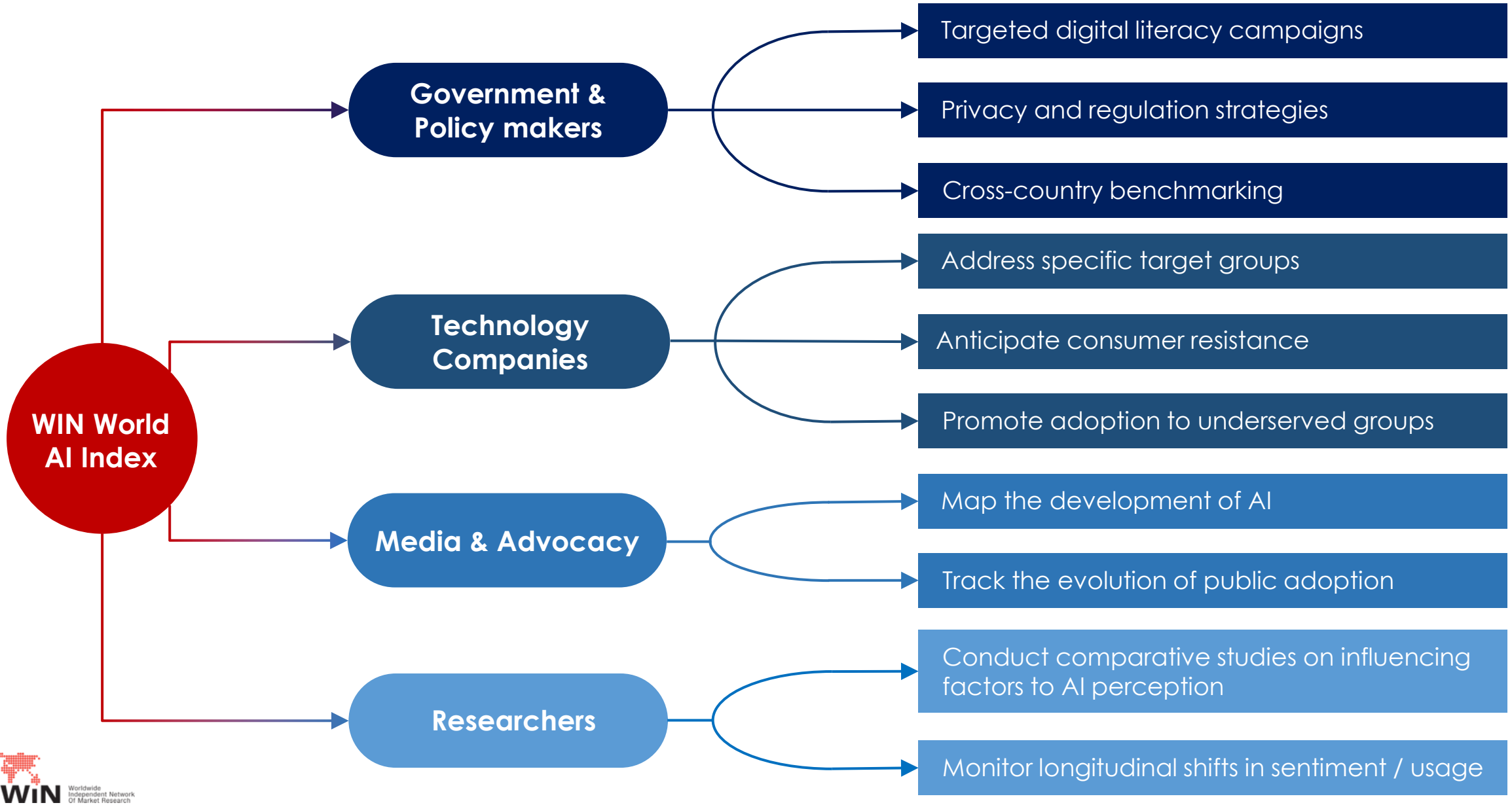
APPLICATION OF WIN WORLD AI INDEX



7 CORE INDICATORS

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

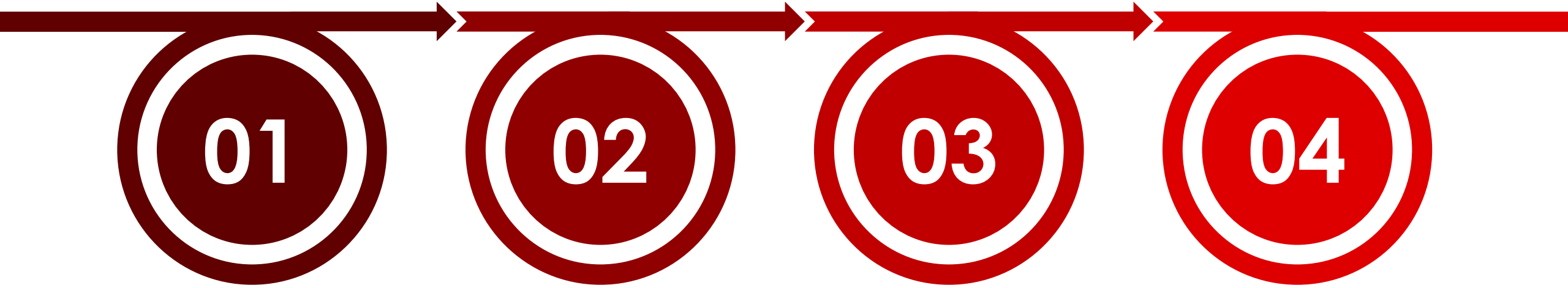
AI USABILITY
Measures the **ease of using AI** without technical expertise

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

CALCULATION OF WIN WORLD AI INDEX

The Index is constructed from responses from :

- **1 behavioral indicator** (i.e., **AI Usage frequency**) and
- **10 attitudinal statements**, grouped into **6 composite indicators**



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 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.

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GLOBAL INSIGHTS

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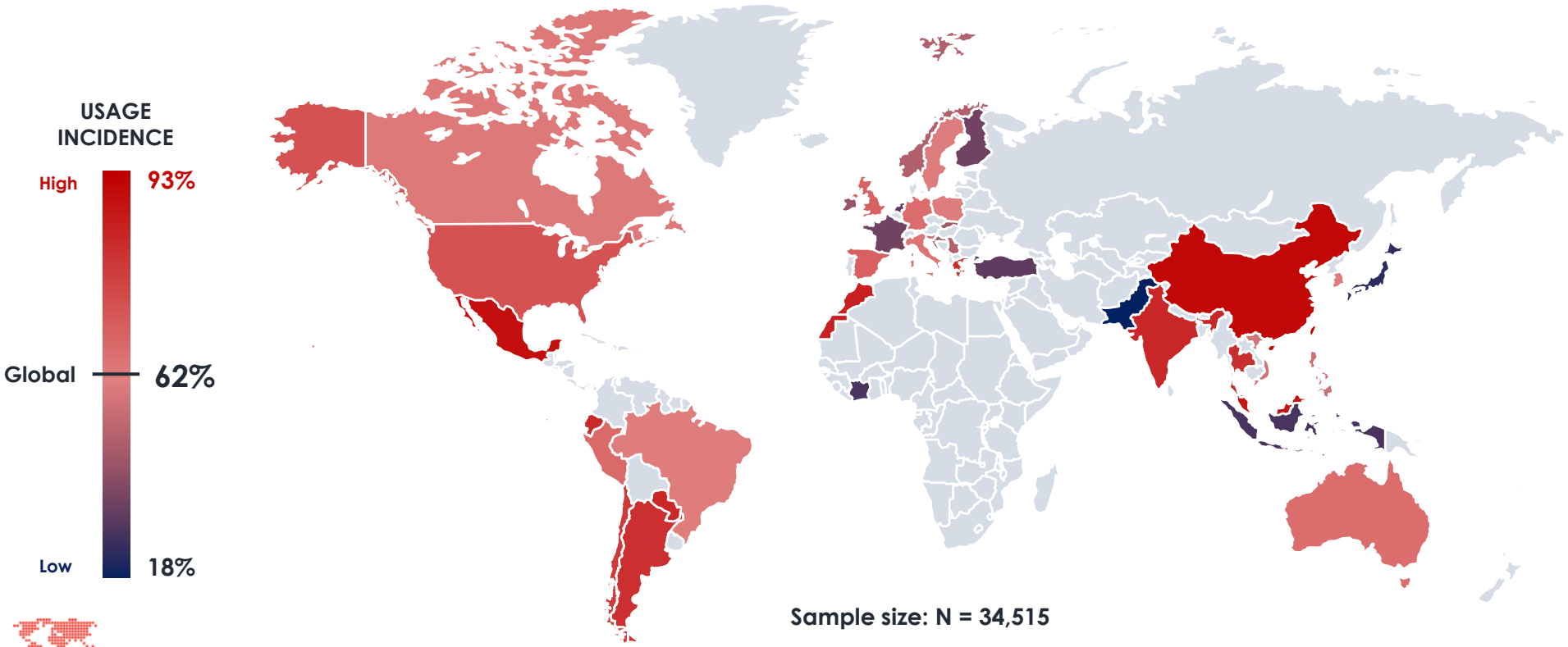
AI USAGE INCIDENCE | WORLDWIDE

People from APAC and America are leading in AI adoption

- The **global average** appears around **62%,** with a wide spectrum of adoption indicating large gaps between populations.
- **India and China** have the **highest AI usage rates, all above 90%. Mexico** is the **leading country in the Americas** with **89%** incidence rate.
- **Pakistan and Japan** show the **lowest usage rates, at 18% and 35% of their population respectively.**



Sample size: N = 34,515

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%

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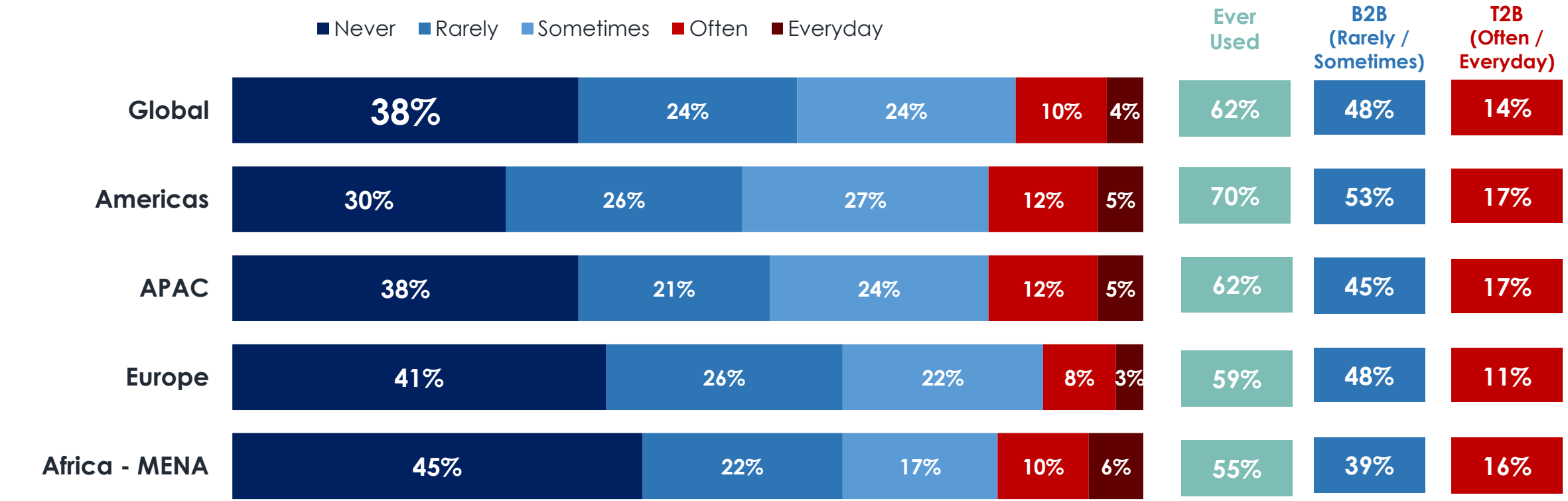
AI USAGE FREQUENCY | BY REGION

Globally, six out of ten people have already used AI, daily usage is still a minority behavior.

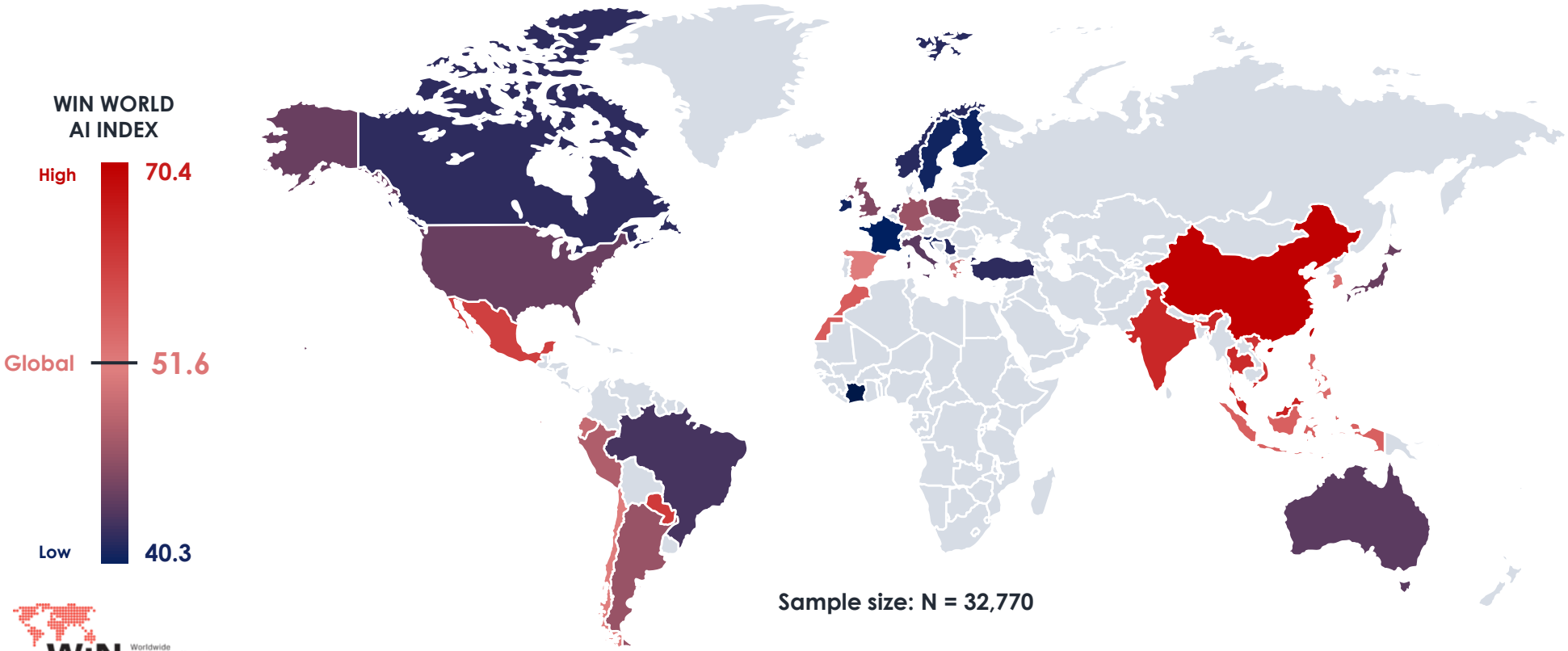
- ✓ Across all countries, only **14% use AI often or every day**, while **38% never** used it at all.
- ✓ The **Americas** lead in frequent usage (17%) and have the **lowest rate of non-users (30%).**
- ✓ In **Africa–MENA**, AI is the **least integrated overall**, with 45% never using it.
- ✓ Meanwhile, **European countries** record the **lowest rate of regular users**, with just 11% engaging often or daily.



AI INDEX | WORLDWIDE

There is no single global AI journey, high variation exists across countries and regions.

- The global AI Index is **51.6 pts** out of 100 pts, based evaluating a broad set of AI-related statements across 7 main dimensions.
- **Highest score is 70.4 pts in China**
- **Lowest score is 40.3 pts in Ivory Coast**



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

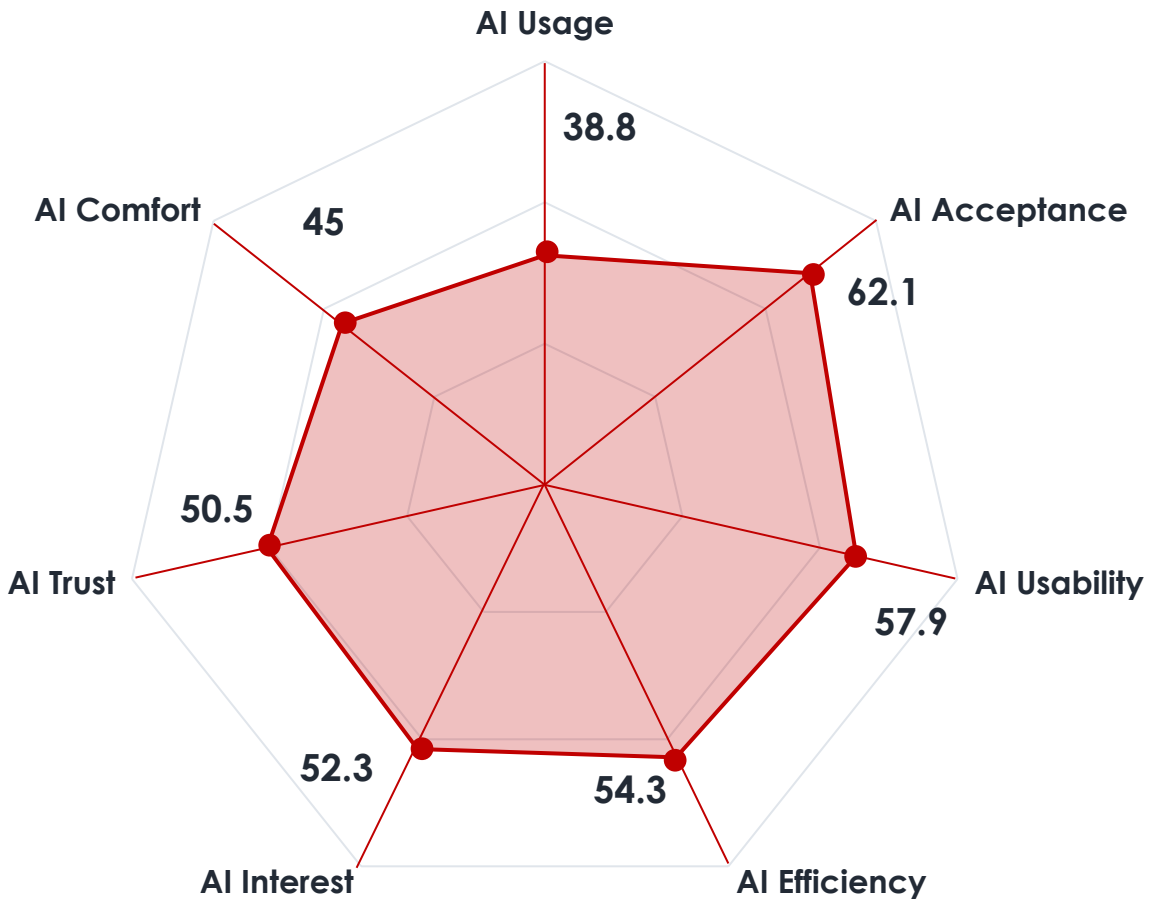
Ivory Coast	40.3
France	42
Finland	43.1
Ireland	44
Sweden	44.3

INSIDE THE INDEX

People accept and see the value in AI, but hesitation and low usage reveal a gap between interest and action.

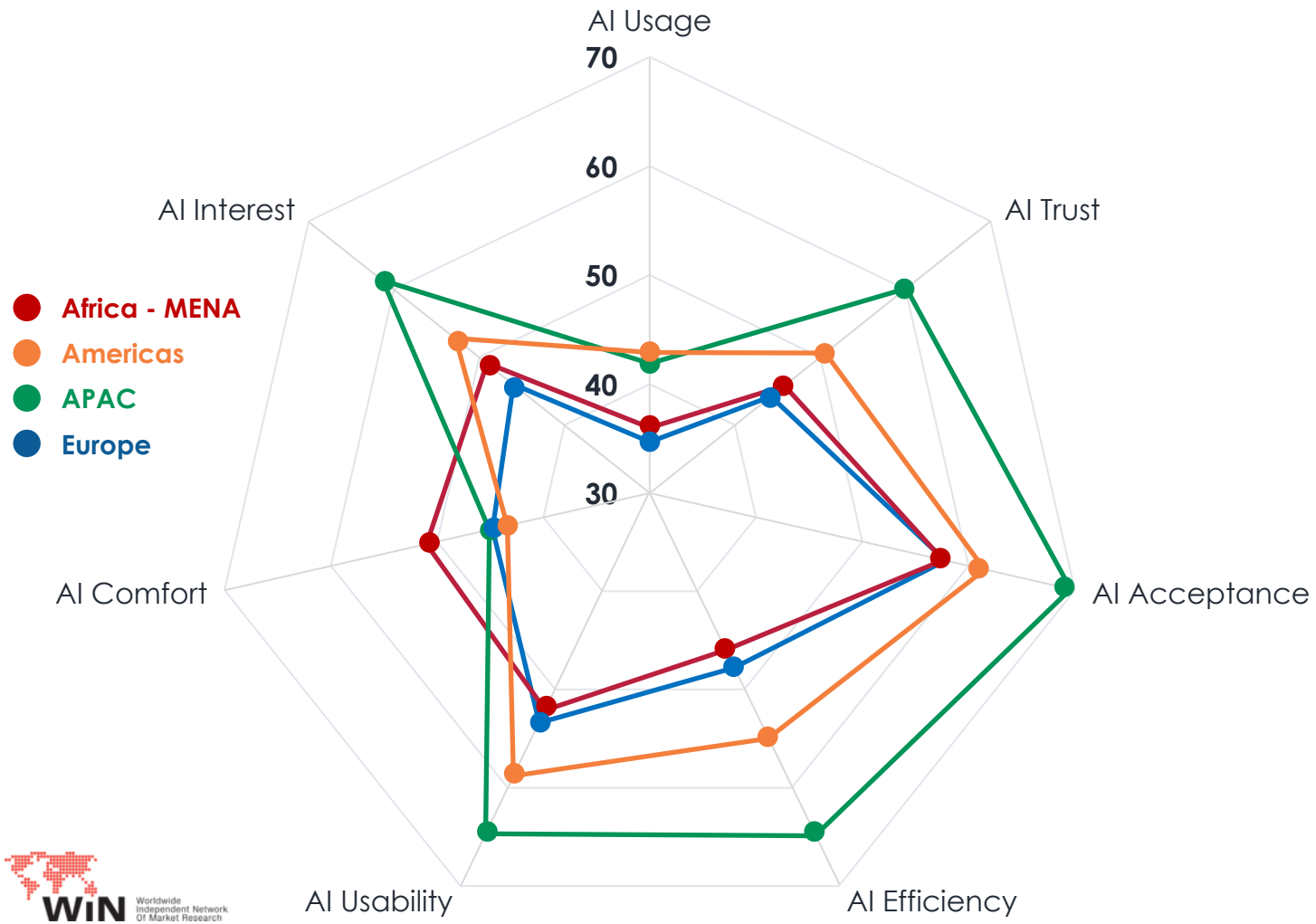
The global AI Index is **51.6 pts**

- ✓ **AI Acceptance** receives the **highest score** at 62.1 pts, followed by Usability (57.9).
- ✓ Scores for **Interest and Efficiency** are strong, over the index at 52.3 – 54.3 pts.
- ✓ **AI Trust index is moderately** lower at **50.5** pts, while **AI Comfort score the lowest**, at just 45 indicating **more concerns than comfort** about AI.
- ✓ **The AI Usage composite score at** 38.9 pts indicates mostly occasional usage, thus low translation from acceptance to usage.



REGIONAL AI INDEX

APAC region is the global frontrunner in AI engagement and confidence

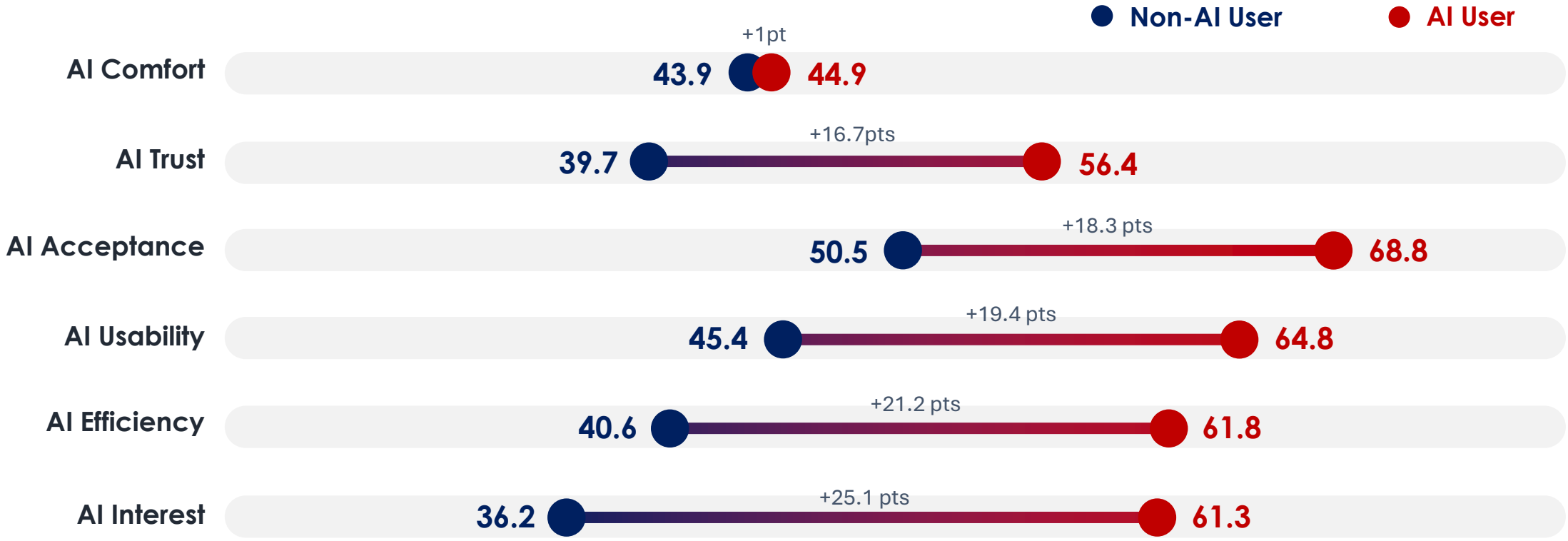


- ✓ **APAC** consistently **ranks highest across most AI dimensions**, showing strong adoption, trust and acceptance of AI technologies.
- ✓ The **Americas** demonstrate the **highest usage** despite the **lowest comfort score.**
- ✓ **European countries** reports **the lowest usage and low comfort** level.
- ✓ **Africa–MENA** is also more cautious similar to Europe however, their **comfort level towards AI is the highest**

PERCEPTIONS OF NON-AI USERS VS AI USERS

Using AI builds interest and confirms its efficiency but users aren't fully comfortable yet

- ✓ **Comfort** level is **similar between users and non-users** (+1 pts), implying that **even active users have concerns over privacy, job replacement & fake-news.**
- ✓ **AI Users** report significantly **higher scores across all other dimension**, especially in Acceptance (+18.3 pts), Usability (+19.4 pts), Efficiency (+21.2 pts), and Interest (+25.1 pts).
- ✓ **Trust in AI** remains moderate among users (56.4) compared to non-users (39.7), showing that **caution remains among people** (+16.7pts).



RELATIONSHIP BETWEEN TRUST AND USAGE

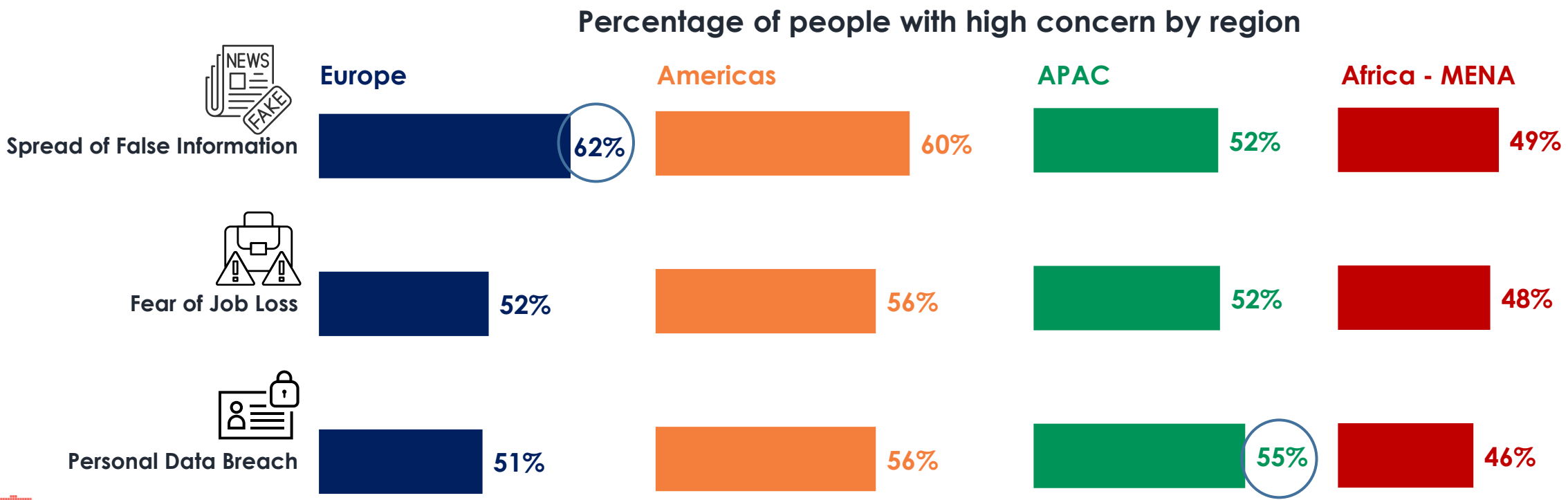
The more people trust AI, the more likely they are to use it, outliers tend to occur in APAC region.

- ✓ **Strong positive correlation (r = 0.70)** indicates that people from countries with **high AI Trust tend to use AI more.**
- ✓ **APAC** dominates the **top-right quadrant**, with China and India showing both highest trust and usage. However, **Vietnam, Indonesia and Japan** are **interesting outliers** as they show relatively **high trust but lower usage**.
- ✓ **European countries** cluster in the **lower-left quadrant**, indicating lower trust and lower usage.
- ✓ The **Americas** are spread more evenly, with countries like Mexico and Paraguay showing high usage and trust, while others like Canada and the U.S. stay closer to lower side.

AI CONCERNS AMONG REGIONS

Concern over AI is highest in Europe and the Americas, especially around misinformation.

- ✓ The **spread of false information** has high **concern globally**, especially in Europe (62%) and the Americas (60%).
- ✓ **Fear of job loss** and **personal data breaches** are also major worries in the **Americas**, both rated at 56%, which is the **highest across regions**.
- ✓ **APAC** shows **moderate concern levels**, although this is the only region **more concerned** about **personal data breaches**.
- ✓ **Africa–MENA** reports the **lowest concern levels overall**.

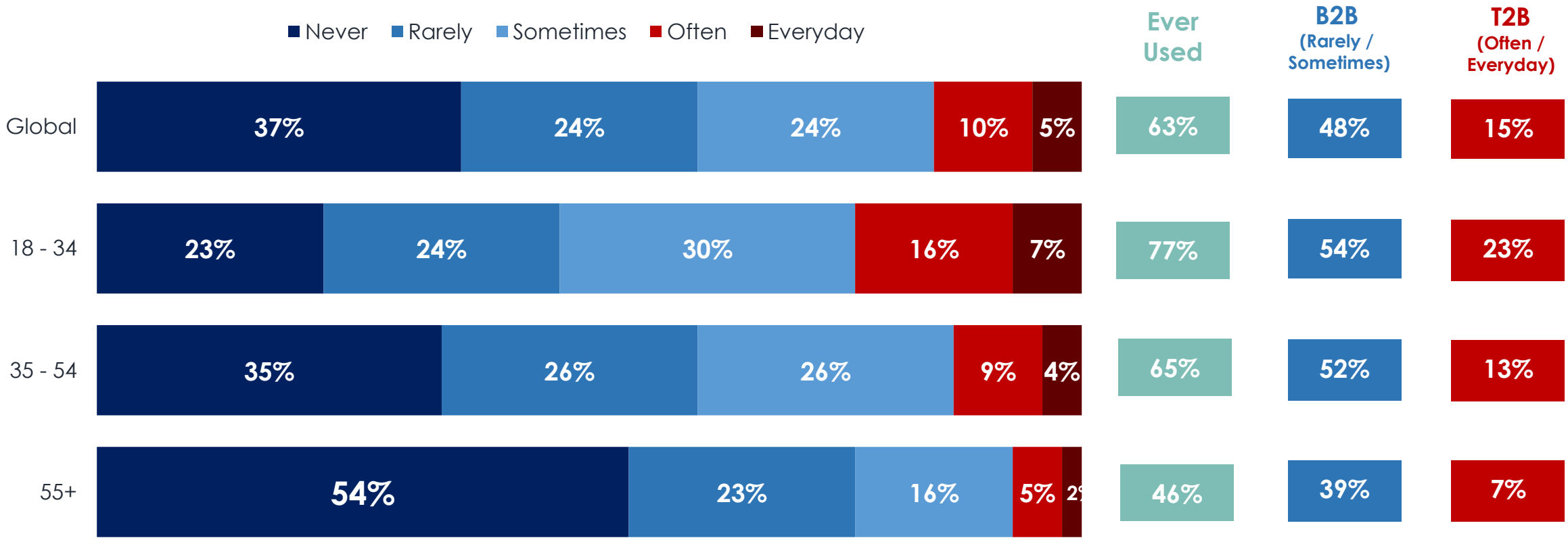


*Note: % of high concern = % of people rate **higher than 6**

AI USAGE FREQUENCY | BY AGE GROUP

Young people are embracing AI usage, while usage is limited among older adults.

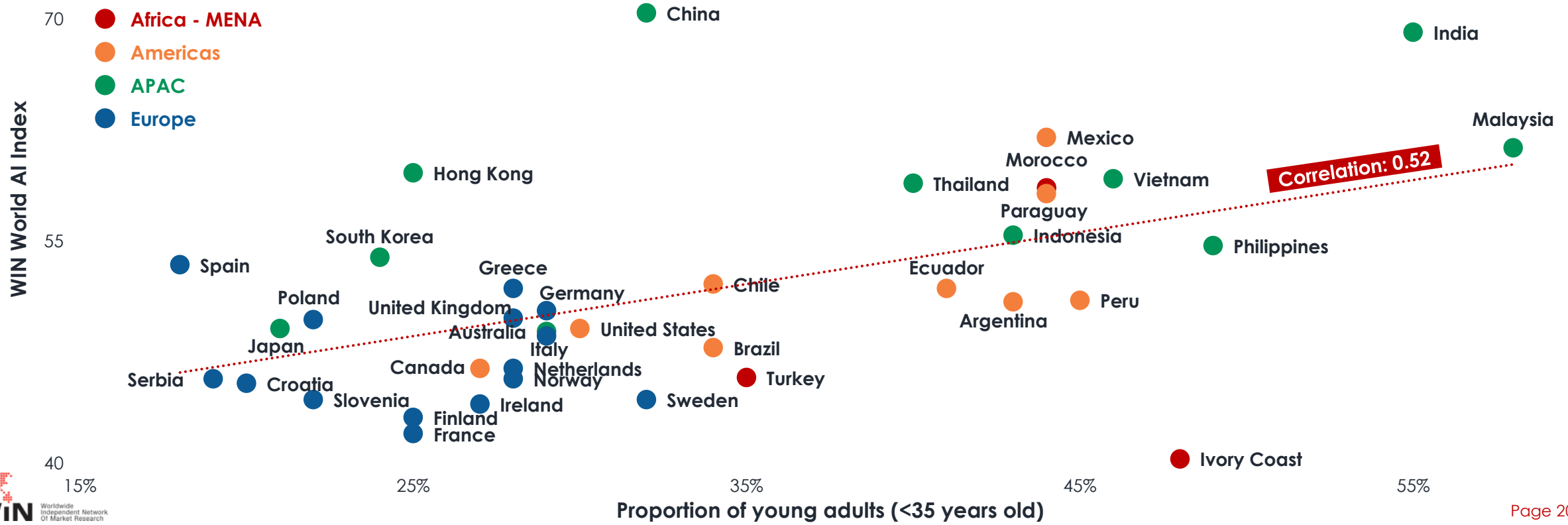
- ✓ **Younger population** shows **highest AI usage** with 23% frequent or daily usage, still about 47% has never (23%) or rarely (24%) used AI.
- ✓ **As age increases, AI usage frequency declines**. Among those **aged 55+, more than half have never used AI**, and only 7% use it frequently.



AI INDEX RELATIONSHIP WITH AGE GROUPS

Countries with younger populations tend to be more AI-ready, but is that the only factor?

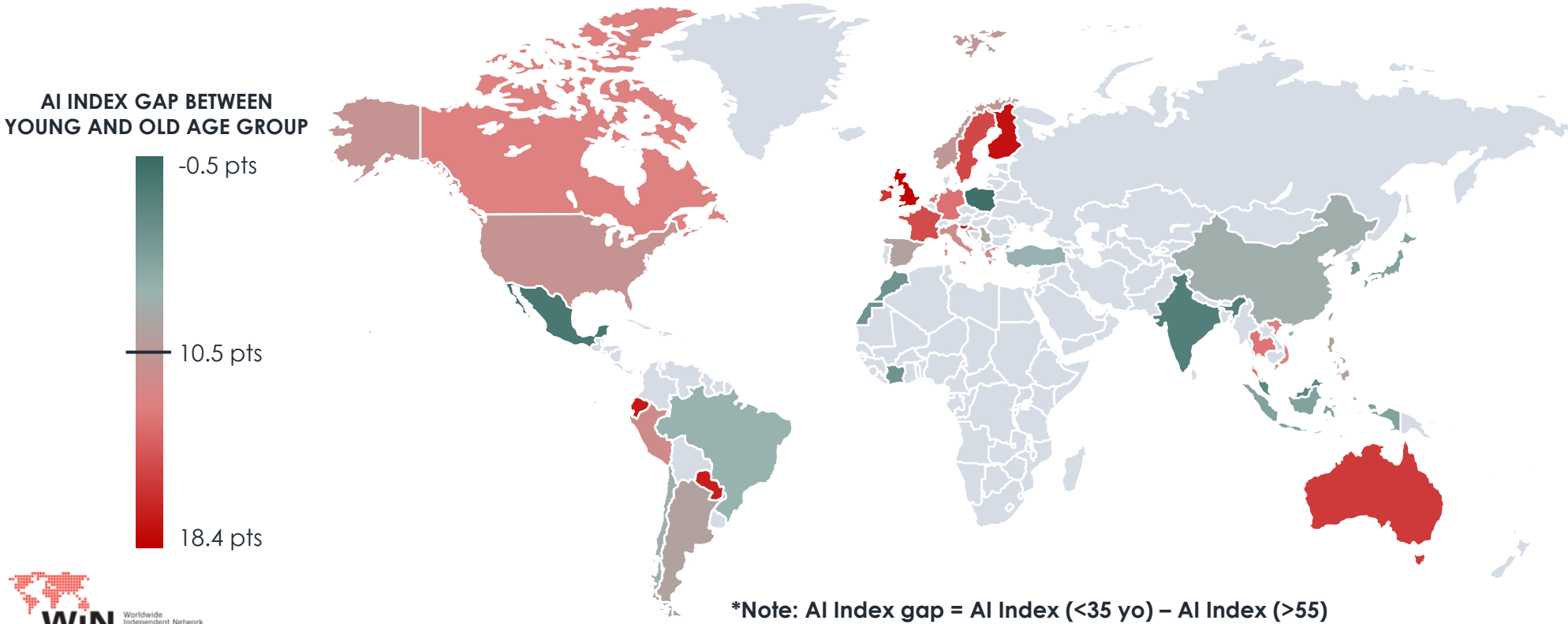
- ✓ **Correlation of +0.52** indicates a **strong positive relationship** between younger populations (35yo) and the AI Index.
- ✓ **APAC countries** like India, Malaysia, and Vietnam combine **high youth shares with top AI Index scores**, while **European countries** with aging populations consistently **score lower**.
- ✓ Yet, **demographics aren't everything**. Some countries (e.g., China, Ivory Coast) contradicts the age-related trend, proving that other external factors matter too (IT penetration, urban population,..).



GENERATIONAL GAP | AI INDEX

Younger generations consistently score higher, but the age gap inside AI Index varies.

- ✓ Young adults score over 10 points higher than the 55+ group in half of the countries.
- ✓ **United Kingdom shows the widest gap (18.4 pts)**, meaning that older people are disconnected and concerned.
- ✓ **Poland**, on the contrary, shows the **smallest gap between age groups (1.4 pts)**
- ✓ **India is unique, as older users score slightly higher than youth.**



Top 5 countries with largest AI Index gap

United Kingdom	**18.4 pts**
Slovenia	16.7 pts
Finland	16.7 pts
Ecuador	16.2 pts
Paraguay	15.5 pts

Top 5 countries with smallest AI Index gap

India	-0.5 pts
Poland	1.4 pts
Mexico	1.6 pts
Hong Kong	4.9 pts
Malaysia	5.8 pts

***Note: AI Index gap = AI Index (<35 yo) – AI Index (>55)**

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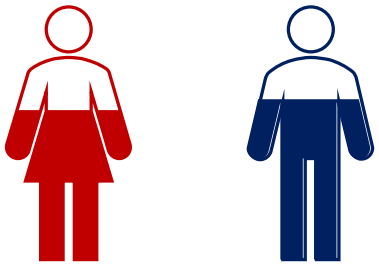
GENDER GAP | AI INDEX

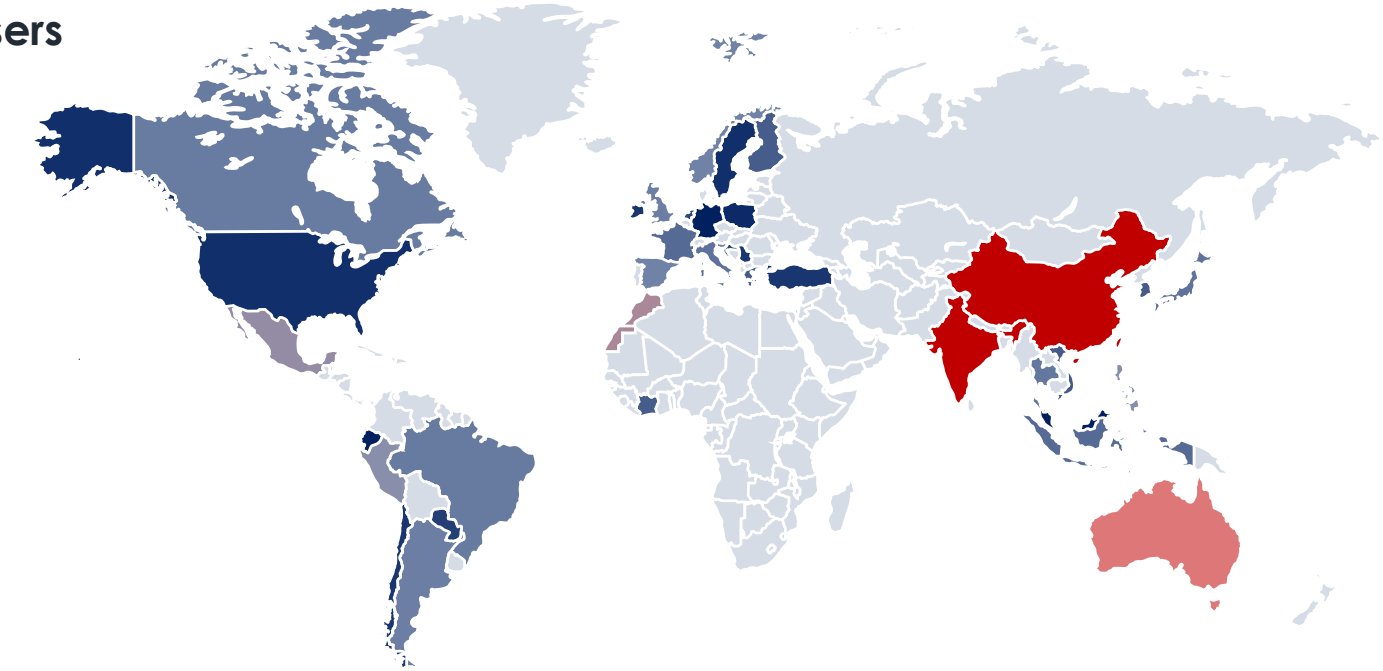
Globally, men use AI slightly more, however, women lead in some of top-ranking countries.

- ✓ Generally higher engagement among men across most countries, but **AI usage** shows **near parity between genders** (2% points).
- ✓ **Female** lead in only **4 out of 38 countries**, yet these are all in the **APAC region** and among the **top Countries with the highest AI Index**, including China (#1), India (#2), Thailand (#7) and Australia (#24).
- ✓ Among regions, **APAC** shows the **lowest gender gap**, while **Europe and the Americas** display gaps nearly **three times larger**.

Incidence Rate of AI Users by Gender



62% 64%



Regional gender gap	
APAC	-1.1 pts
Africa - MENA	-3.0 pts
Europe	-3.4 pts
Americas	-3.5 pts

AI INDEX GAP BETWEEN FEMALE AND MALE

*Note: AI Index gap = AI Index (Female) – AI Index (Male)

DISSEMINATION TOOLS

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What's your AI Index?
-
How do you compare to the world population?

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TAKE THE QUIZ

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

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https://win-ai-index.scoreapp.com

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

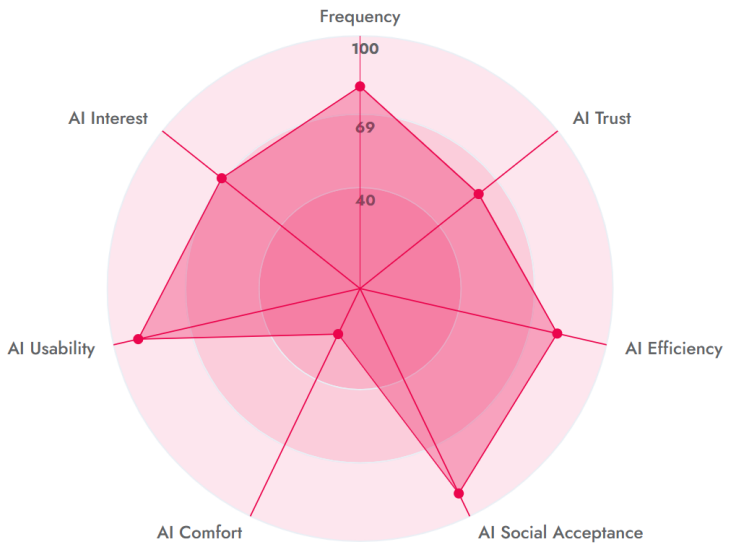
Your personal data is used to send your results

GET YOUR PERSONALIZED AI INDEX

Score Card - Evaluate yourself on 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

90% high

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

90% high

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

80% high

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

80% high

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

70% high

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

60% medium

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

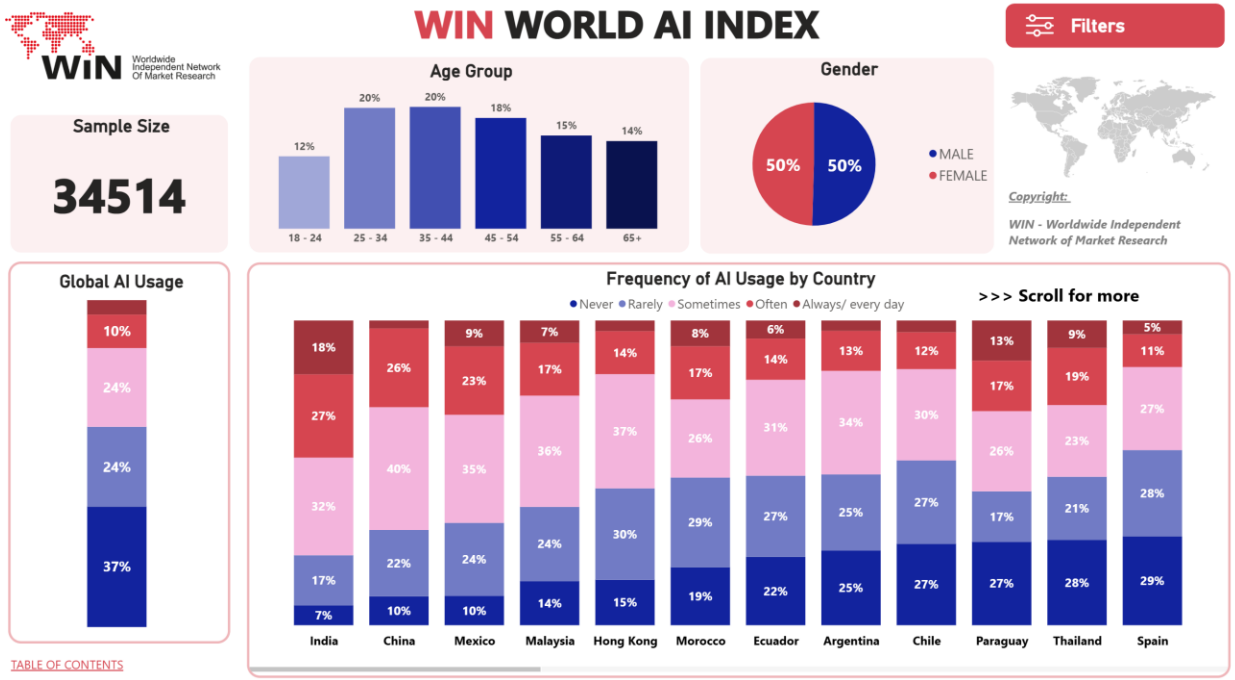
20% low

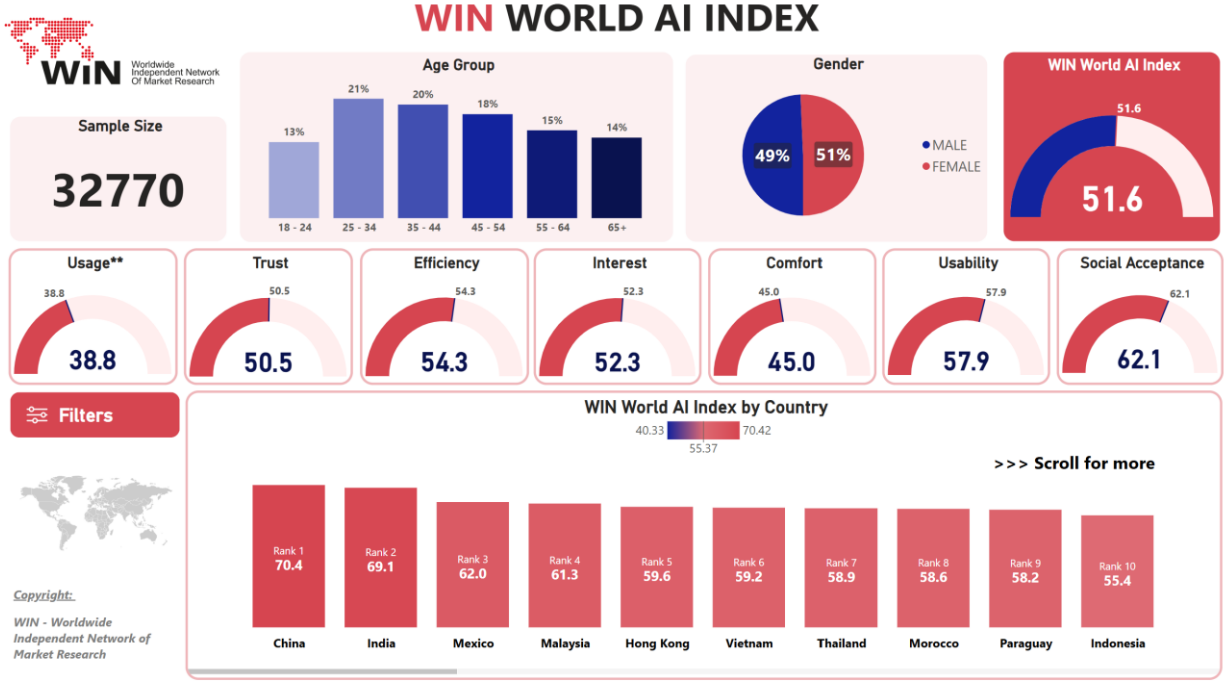
COMPARE YOURSELF WITH A BENCHMARK

Power BI Dashboard

The full dataset and report are available to explore on the WIN Worldwide Independent Network Of Market Research website :

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





ANNEXES

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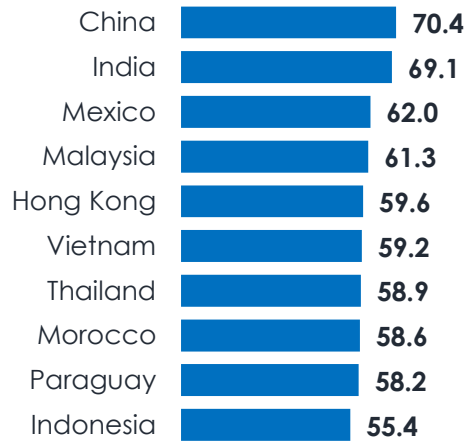
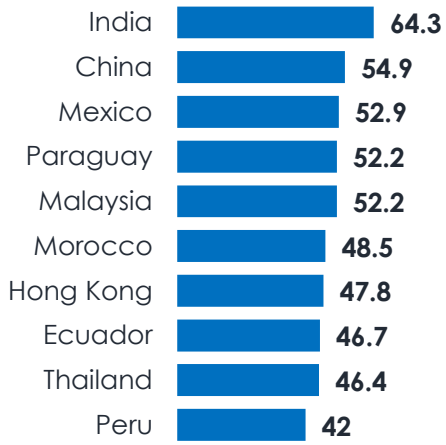
TOP 10 BY AI INDEX

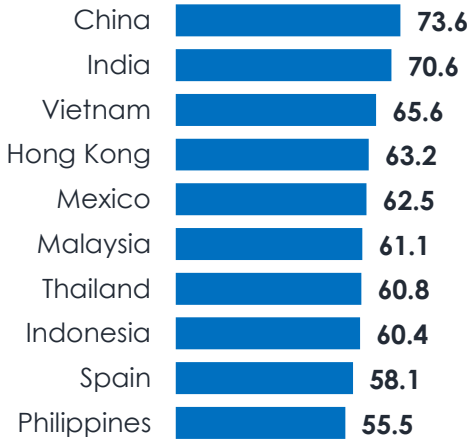
Top 10 – WIN AI Index



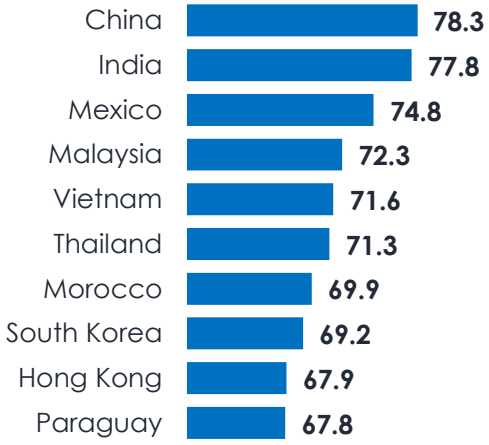
Top 10 – AI Usage



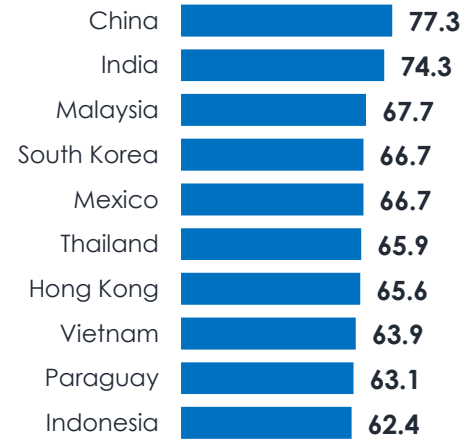
Top 10 – AI Trust



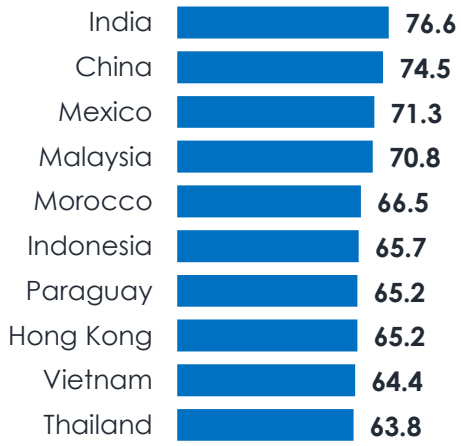
Top 10 – AI Acceptance



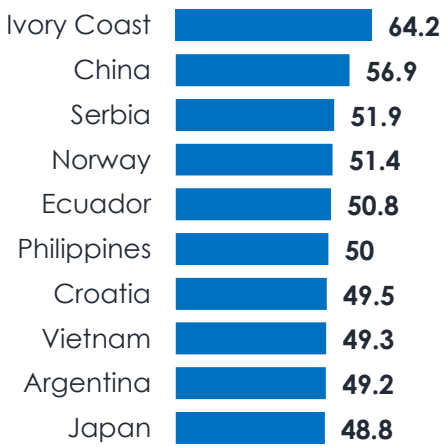
Top 10 – AI Efficiency



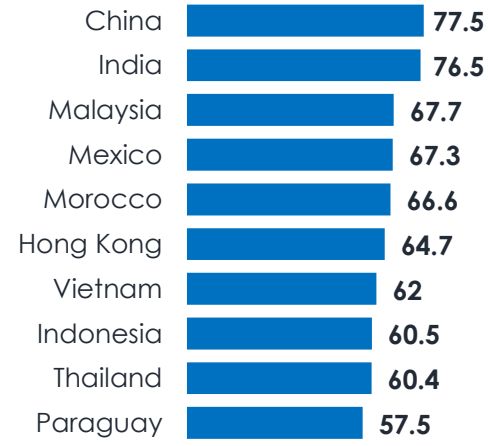
Top 10 – AI Usability



Top 10 – AI Comfort



Top 10 – AI Interest



SAMPLE SIZE

- Frequency of Usage – 40 countries - Sample size: **N = 34,514 - Some countries are urban / Internet sample only***
- Ai Index – 38 countries - Sample size (after removal of missing values): **N = 32,770**
- The survey was implemented from December 2024 to March 2025

Country	N (usage)/N (index)
Argentina	1,027
Australia	541
Brazil	1,032
Canada	1,000
Ivory Coast	569 / 545
Chile	1,095
China*	1,000
Germany	1,000
Ecuador*	708
Spain	1,014
Finland	1,112
France	1,001 / 972
United Kingdom	1,000
Greece	500

Country	N (usage)/N (index)
Hong Kong*	516
Croatia	531
Indonesia*	1,000
Ireland	1,013
India*	1,000
Italy	995
Japan	1,131
South Korea	1,085
Morocco*	509
Mexico*	800
Malaysia*	1,008
Netherlands	1,023
Norway	1,031

Country	N (usage)/N (index)
Peru	1,204 / 1,019
Philippines	1,000
Pakistan	1,000 (usage only)
Poland	632
Paraguay	500
Serbia	536
Sweden	1,004
Slovenia	716
Slovakia	505 (usage only)
Thailand	500
Turkey*	775
United States	1,001
Vietnam*	900

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