

WIN WORLD AI INDEX

2nd Edition | 2026



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WIN

Worldwide
Independent Network
Of Market Research

PREPARED BY

Members of the **WIN MR**

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www.winmr.com

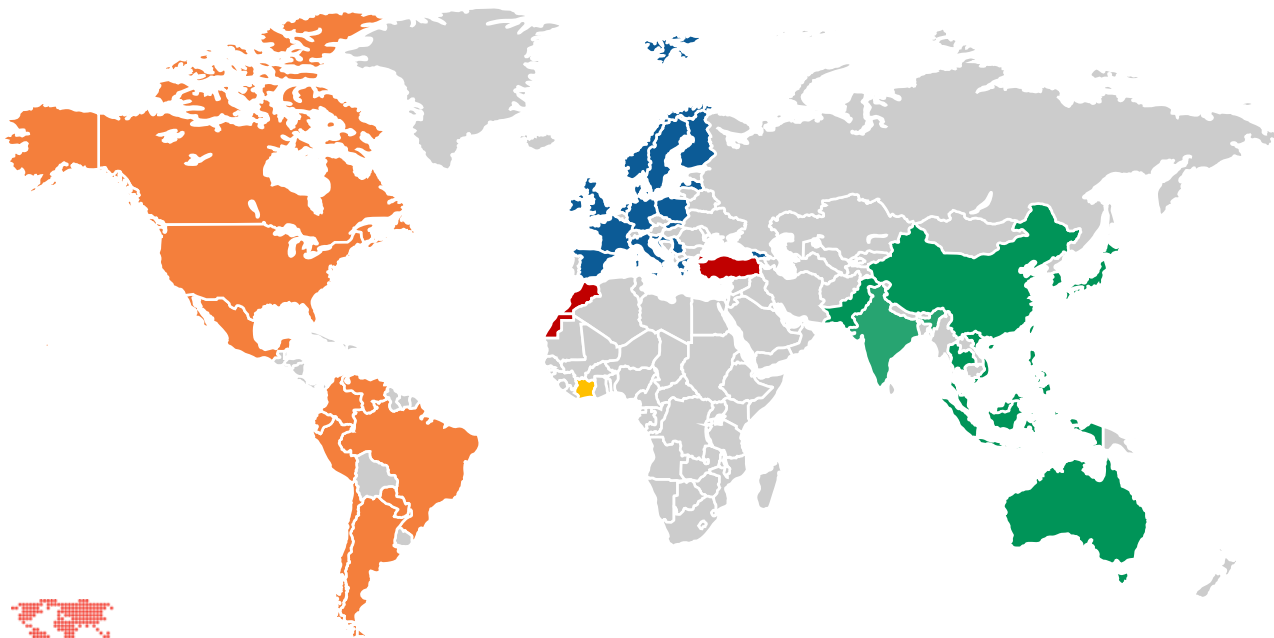


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INTRODUCTION



WIN WORLD AI INDEX

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

Now in its 2nd edition, the Index offers a **two-year perspective** on how AI adoption and sentiment are taking shape around the world.

With **44 countries** participating this year and insights drawn from around ~ **40,000 respondents** globally, the Index helps answer **four critical questions**:

- **How widely and frequently is AI used?**
- **Which segments engage most and least with AI?**
- **How is AI perceived across countries and how are those perceptions shifting over time?**
- **[New] How people use AI in personal and professional environment?**

By combining scale, comparability, and year-on-year perspective, the Index equips policymakers, educators, and businesses with the **data needed to close AI gaps and foster responsible innovation**.

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

2026 METHODOLOGICAL NOTE

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.

SAMPLE SIZE

- Frequency of Usage – 45 countries - Sample size: **N = 40,210 (Weight N = 44,668)**
- AI Index – 44 countries - Sample size (after removal of missing values): **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.

Country	N (usage)/N (index)
Argentina	1,007
Australia	549
Brazil	1,011
Canada	1,000
Chile	1,016
China	1,000
Columbia	499
Denmark	1,007
Ecuador	1,104
Finland	1,093
France	1,007
Germany	982
Georgia	2,050
Greece	502
Hong Kong	500

Country	N (usage)/N (index)
Croatia	591
Indonesia	980
Ireland	1,003
India	1,000
Italy	1002
Ivory Coast	502
Japan	1,100
South Korea	1,085
Latvia	1,005
Morocco	473
Mexico	1,000
Malaysia	1,001
Netherlands	1,004
Norway	1,029

Country	N (usage)/N (index)
Peru	1,202
Philippines	1,000
Pakistan	697 (usage only)
Poland	530
Paraguay	502 / 434
Serbia	522
Spain	1,000
Sweden	1,012
Slovenia	1,018
Slovakia	1,000
Thailand	500
Turkey	725
United Kingdom	1,194
United States	1,000
Vietnam	900

FINDINGS



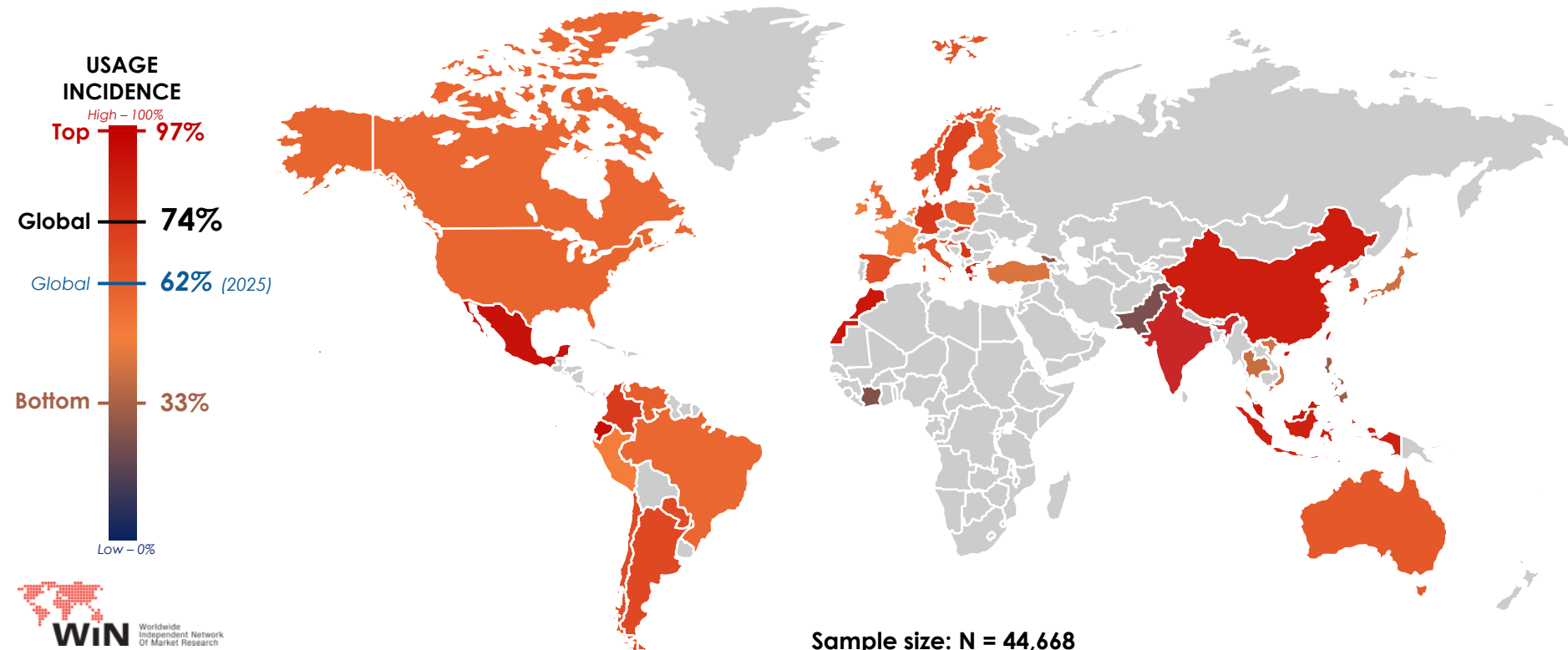
SECTION 01

THE STATE OF AI ADOPTION

AI ADOPTION RATE | 2026

AI adoption has increased but the gap between countries remains wide.

- The global adoption has risen to an average of **74%**, yet it remains highly uneven. Adoption is calculated for either professional or personal usage across countries. India leads in AI adoption at 97%, while Ecuador has moved up to second place at 96%, overtaking China (92%).
- Regionally, APAC shows one of the sharpest internal divides, spanning both very high adoption markets like India, Malaysia and China to lower adoption markets like the Philippines (42%) and Thailand (53%).
- Pakistan and Ivory Coast are measured with the lowest usage rates, at 33% and 34% of their populations respectively.



Top 5 countries with highest incidence rate

India	97%
Ecuador	96%
Mexico	95%
Morocco	94%
Malaysia	94%

Top 5 countries with lowest incidence rate

Pakistan	33%
Ivory Coast	34%
Georgia	37%
Philippines	41%
Thailand	53%

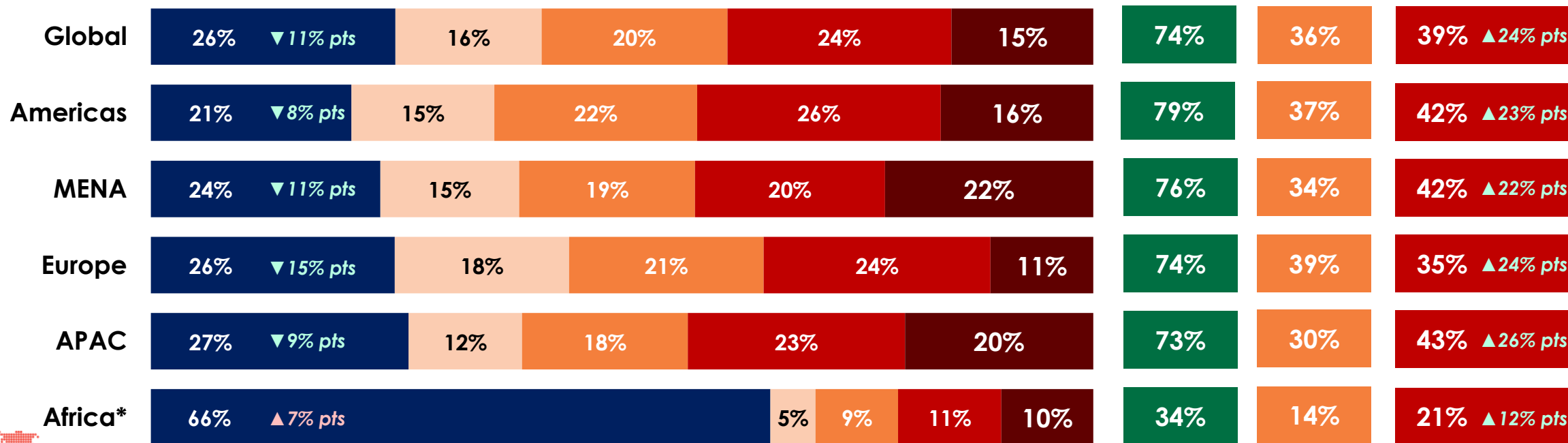
AI USAGE FREQUENCY | BY REGION

The 2026 shift is not only about new users, but also about existing users going more frequent.

- Non-users decreased by 11% pts and frequent AI usage has risen across all regions. Globally, 39% now use AI often or every day (up 24%pts versus 2025), meaning that both new users and frequency deepening among existing users are driving growth.
- APAC has the most committed users with 43% use AI often/every day. This is the highest rate of any region, despite not leading on overall adoption rate.
- European countries appear the most cautious with 74% of AI users, but only 35% use it frequently and 39% use it only occasionally.
- MENA countries stand out on intensity with 22% using AI every day. This is the highest measured daily-usage rate across regions.

■ Never
 ■ Rarely
 ■ Sometimes
 ■ Often
 ■ Everyday

■ Ever Used
 ■ B2B (Occasional)
 ■ T2B (Frequent)



*Only 1 country is representing for Africa, i.e., Ivory Coast

▲/▼: Changes compared to 2025 = %2026 - %2025

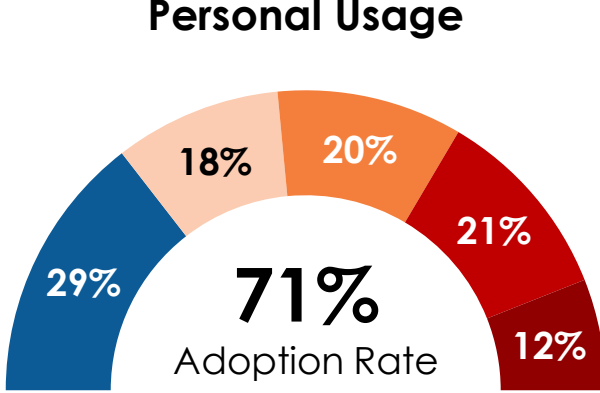
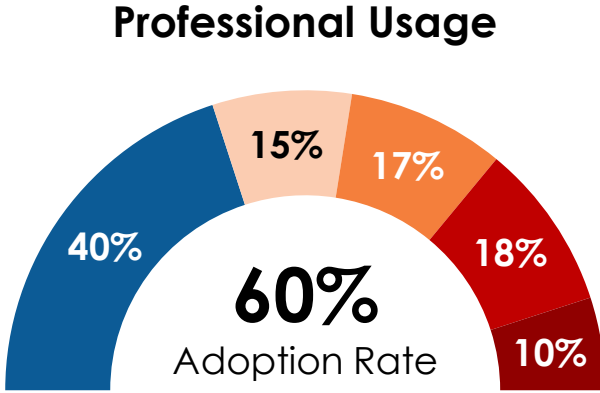
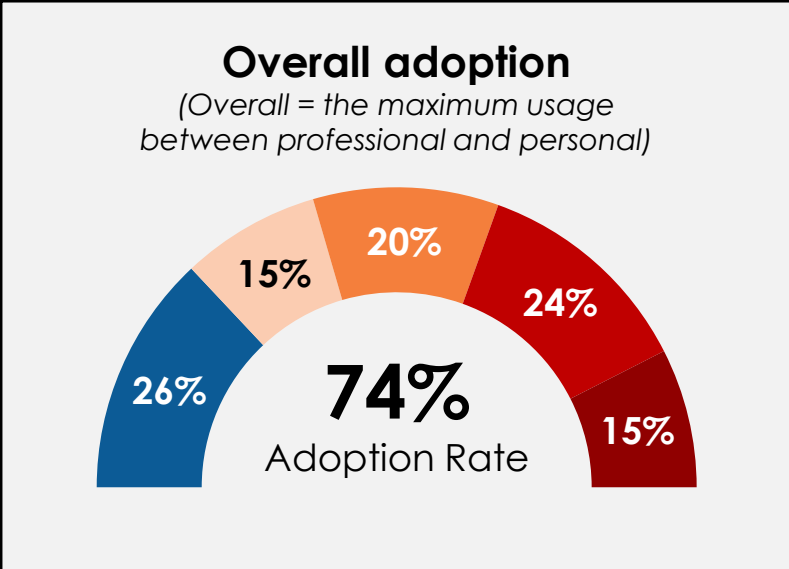
SECTION 02

PROFESSIONAL & PERSONAL USAGE OF AI

AI USAGE FREQUENCY | PROFESSIONAL vs. PERSONAL

Globally, people use AI more in their personal lives than at work, but daily use remains minor in both contexts.

- Professional adoption rate (60%) falls behind personal (71%) by 11%pts, showing that AI has penetrated daily life more broadly than in the workplace.
- Daily use is a minority behavior in both contexts, only 10% use AI professionally and 12% personally.

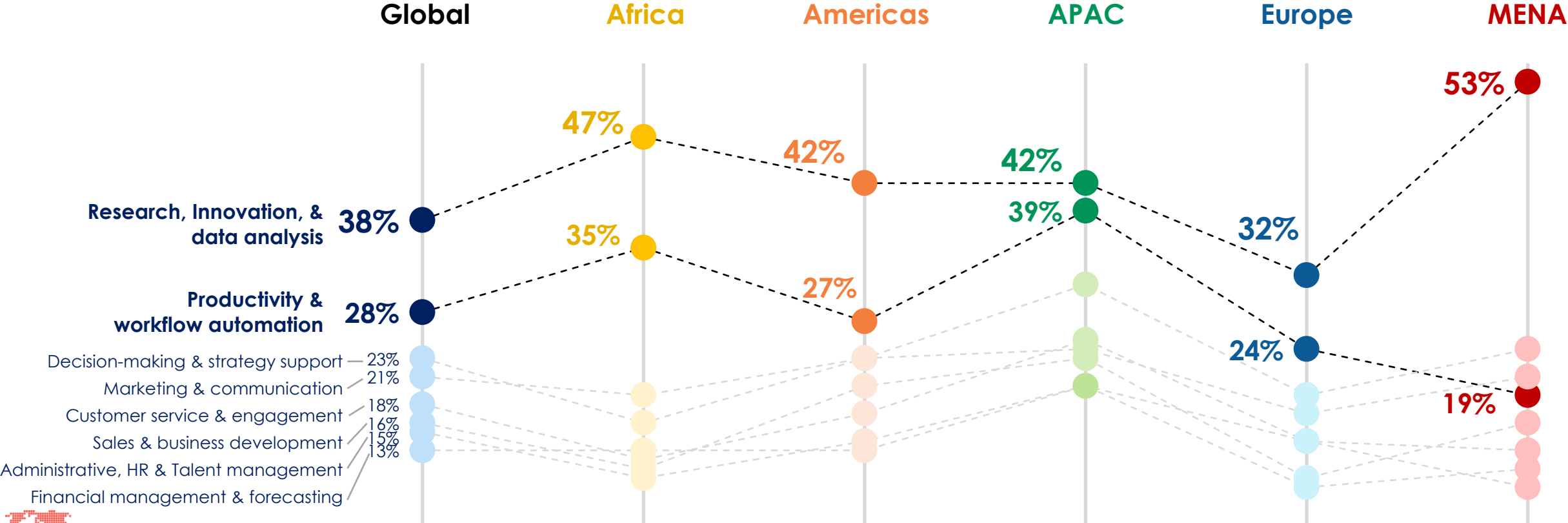


■ Never ■ Rarely ■ Sometimes ■ Often ■ Daily

AI USAGE PURPOSE | PROFESSIONAL

AI at work is primarily a thinking tool for analytical & productivity tasks

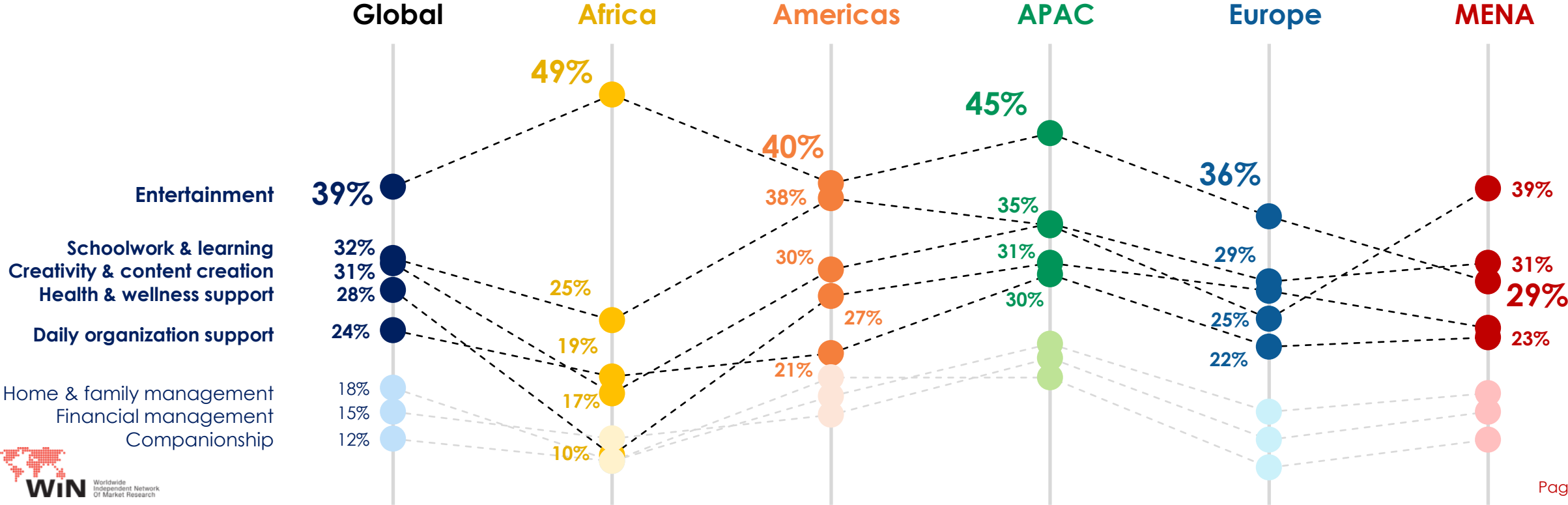
- Research and data analysis use lead globally. At 38%, this remains the top professional use case, followed by productivity and workflow automation at 28%.
- MENA stands out for heavy search and analytical use at 53%, which is 15%pts above the global average. Europe is the most conservative at 32%.
- The bottom four use cases, i.e., customer service, sales, HR, and financial management, cluster tightly between 13–18% globally. This is interesting as AI has not yet meaningfully penetrated the more specialized business functions.



AI USAGE PURPOSE | PERSONAL

For personal use, AI is for entertainment first, but learning, creativity & wellness are close behind

- Globally, 39% use AI for entertainment. Schoolwork (32%) and content creation (31%) are strong secondary drivers. Personal use of AI is broader than professional use, not dominated by any single purpose.
- APAC shows the most well-rounded AI integration into daily life with higher usage in most of the categories (e.g., 45% entertainment, ~30%+ across learning, creativity, wellness and daily support).
- Companionship is only used by 12% respondents globally, which is the lowest personal use case today, but worth watching. As AI becomes more conversational and capable, this category has much more growth potential than ever.



SECTION 03

WIN WORLD AI INDEX 2026

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



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

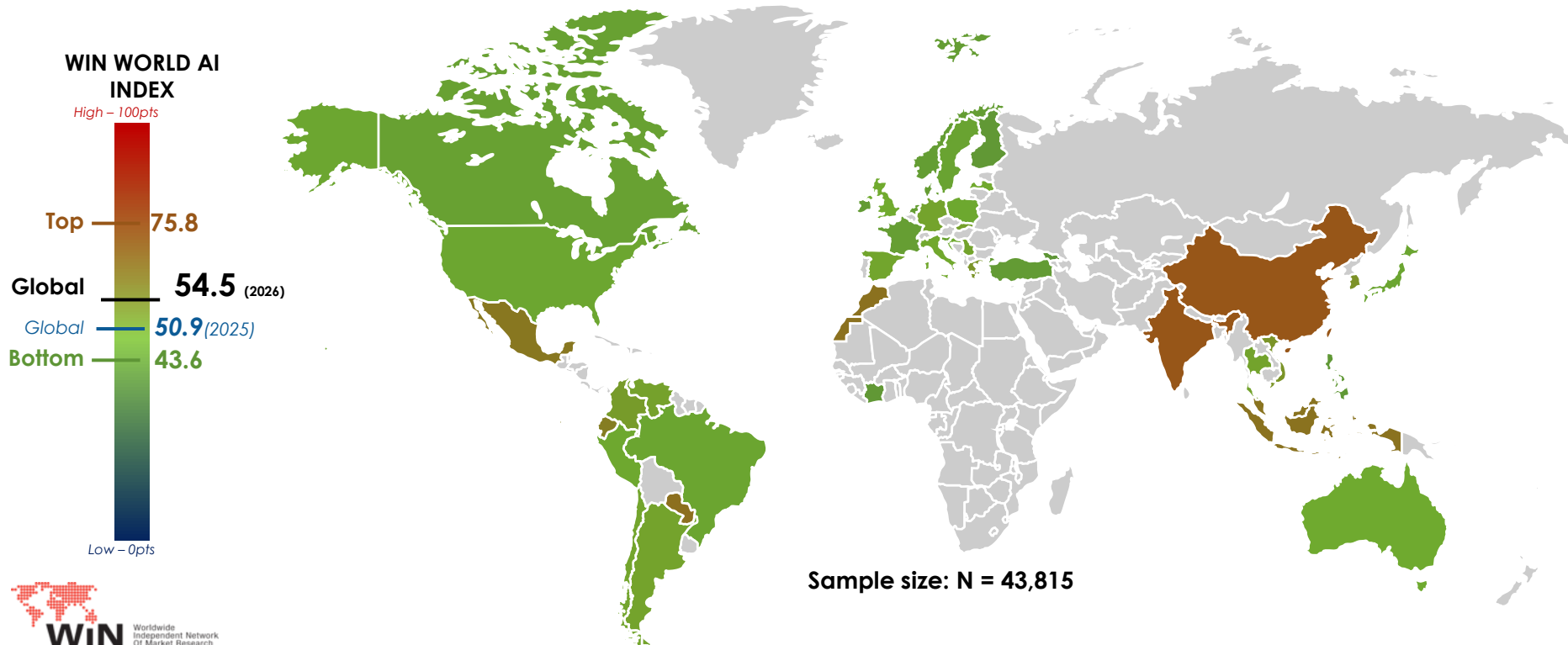


AI ACCEPTANCE
Gauges how people **perceive AI as an acceptable part of modern life**

AI INDEX | 2026

The AI Index increases globally with new countries quickly emerging at the top.

- The global AI Index is **54.5 pts** which is **3.6pts higher than 2025**.
- While India and China remains in the Top 2, the other positions in top 5 completely change. New countries in top 5 include Paraguay, Morocco and Indonesia.
- The bottom group includes countries from different regions (e.g., Georgia, Philippines, Finland), indicating that weaker AI outcomes are not limited to one geography.



Top 5 countries with highest AI Index

India	75.8
China	75.8
Paraguay	68.9
Morocco	68.4
Indonesia	67.9

Top 5 countries with lowest AI Index

Georgia	43.6
Philippines	44.7
Finland	44.9
Ivory Coast	45
Turkey	45.9

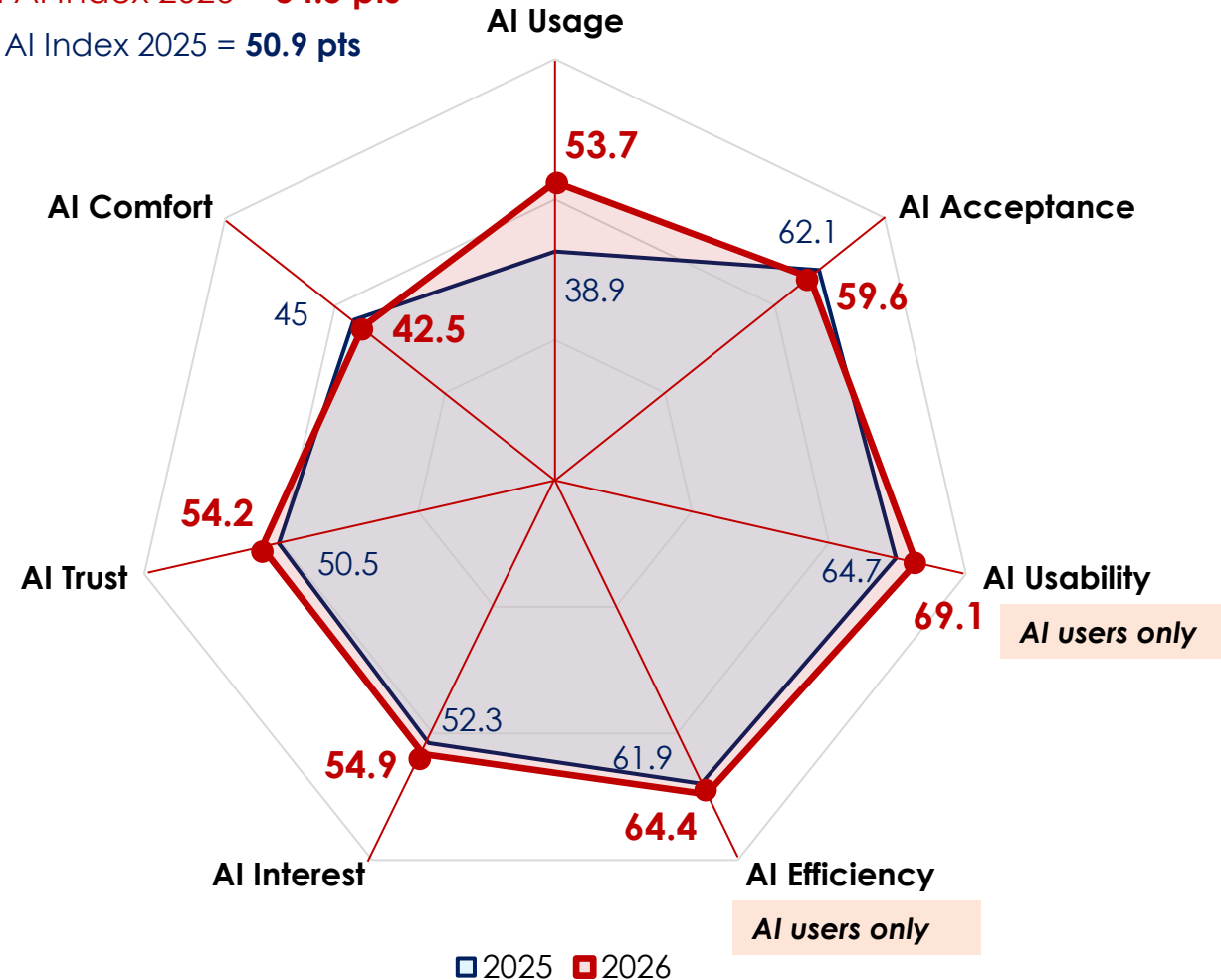
INSIDE THE INDEX

Growth in the AI Index is mainly driven by broader usage; however, AI Comfort falls quietly

- ✓ AI **usage rises sharply** from 38.9 pts to 53.7 pts, making it the biggest contributor to the overall index increase.
- ✓ AI usability (69.1 pts) and efficiency (64.4 pts) also show strong increase.
- ✓ While trust improves slightly (54.2 pts), comfort declines (42.5 vs. 45). This is interesting: people increasingly trust AI to provide credible information, but they are growing more concerned about how its capabilities will impact the role of humans.

Global AI Index 2026 = **54.5 pts**

Global AI Index 2025 = **50.9 pts**

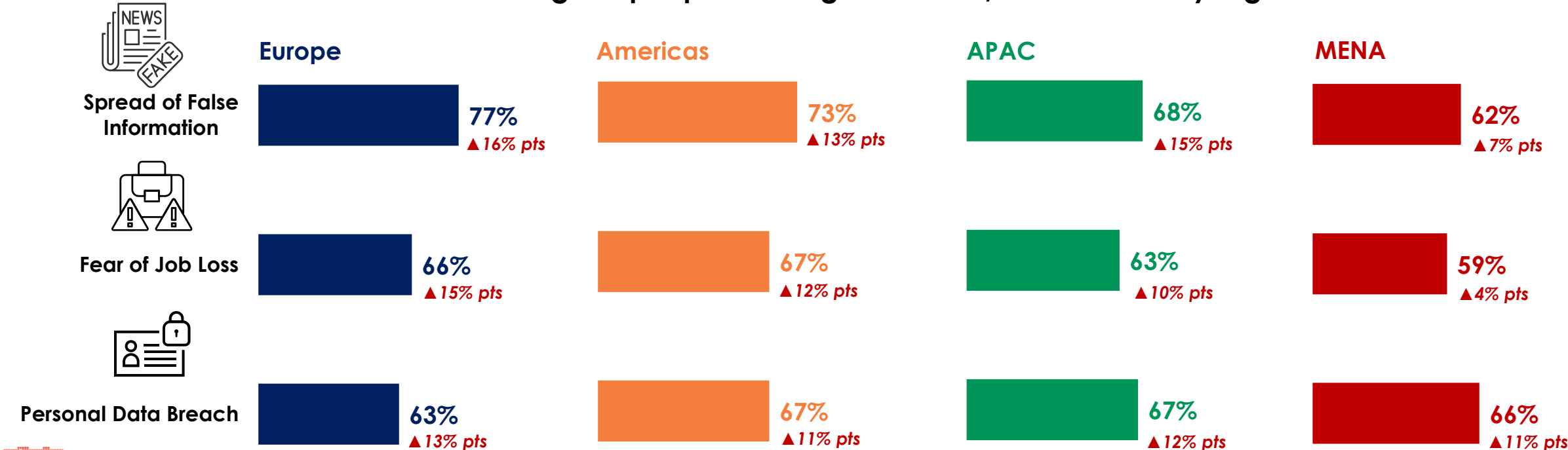


AI COMFORT AMONG REGIONS

While trust in AI increases, people are more worried about AI's consequences than they were

- All three concerns grew in every region compared to 2025. This shows a global trend rising in parallel with adoption.
- Misinformation is the biggest concern globally, peaking in Europe at 77% and the Americas at 73%. The more AI is used to generate content, the more people worry about what is real.
- Job loss and data breach concerns are quite similar across regions (around 59–67%). No region feels significantly safer than another on these two issues.
- Europe stands out as the most concerned region overall. Europe's caution is not just about AI quality; it is about AI's role in society.

Percentage of people with high concern / low comfort by region

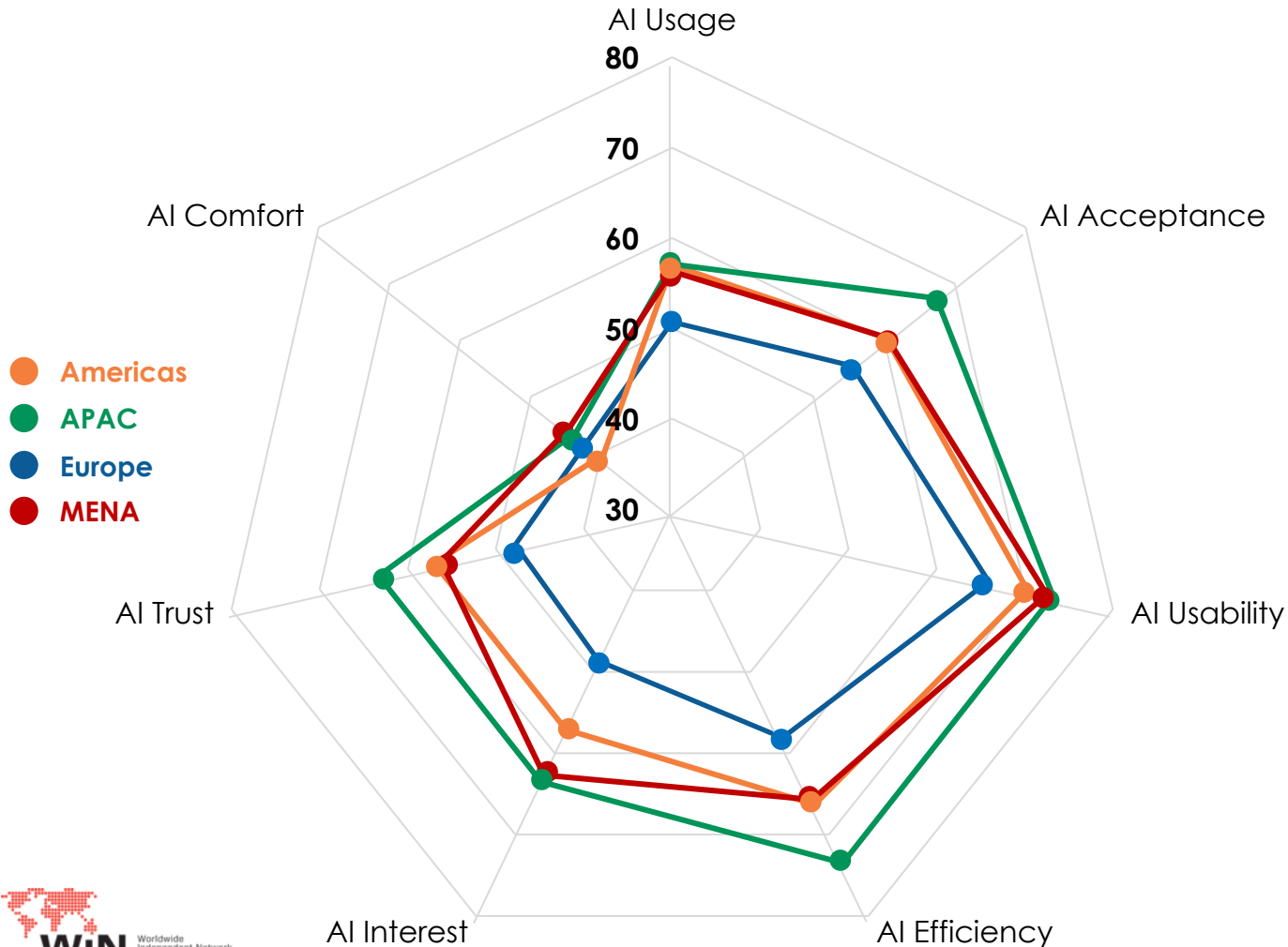


*Note: % of high concern = % of people rate higher than 6
 ▲/▼: Changes compared to 2025 = %2026 - %2025

Africa is excluded as there is only 1 country

REGIONAL AI INDEX

APAC region remains the global frontrunner with the most balanced and consistently high performance across all dimensions.



- ✓ **APAC** consistently **ranks highest across most AI dimensions**, showing well-rounded AI ecosystem.
- ✓ Both Americas and MENA perform strongly on usability and efficiency, but slightly lag behind APAC on trust and acceptance.
- ✓ Europe shows steady but lower scores across most dimensions, without any clear standout strength.
- ✓ Compared to more consistent metrics like usability, perceptions such as efficiency and acceptance show wider regional gaps.

Africa is excluded as there is only 1 country

SECTION 04

AI INDEX DEEP DIVE BY DEMOGRAPHICS

GENDER GAP | AI INDEX

Though men still lead overall, more countries show women outpacing men.

- ✓ Globally, there is a higher engagement among men across most countries, but **AI usage** shows **near parity between genders** (2% points gap only).
- ✓ MENA shows the smallest gender gap of any region, while Europe and Americas show the widest and most consistent male advantage with Netherlands (-5.4), Chile (-5.4) and Colombia (-5.2) all clustering at the largest gender gap.
- ✓ In APAC's two strongest markets, China and India, women still score higher than men.
- ✓ Indonesia (+5.7) stands out as the market where women score notably higher than men.

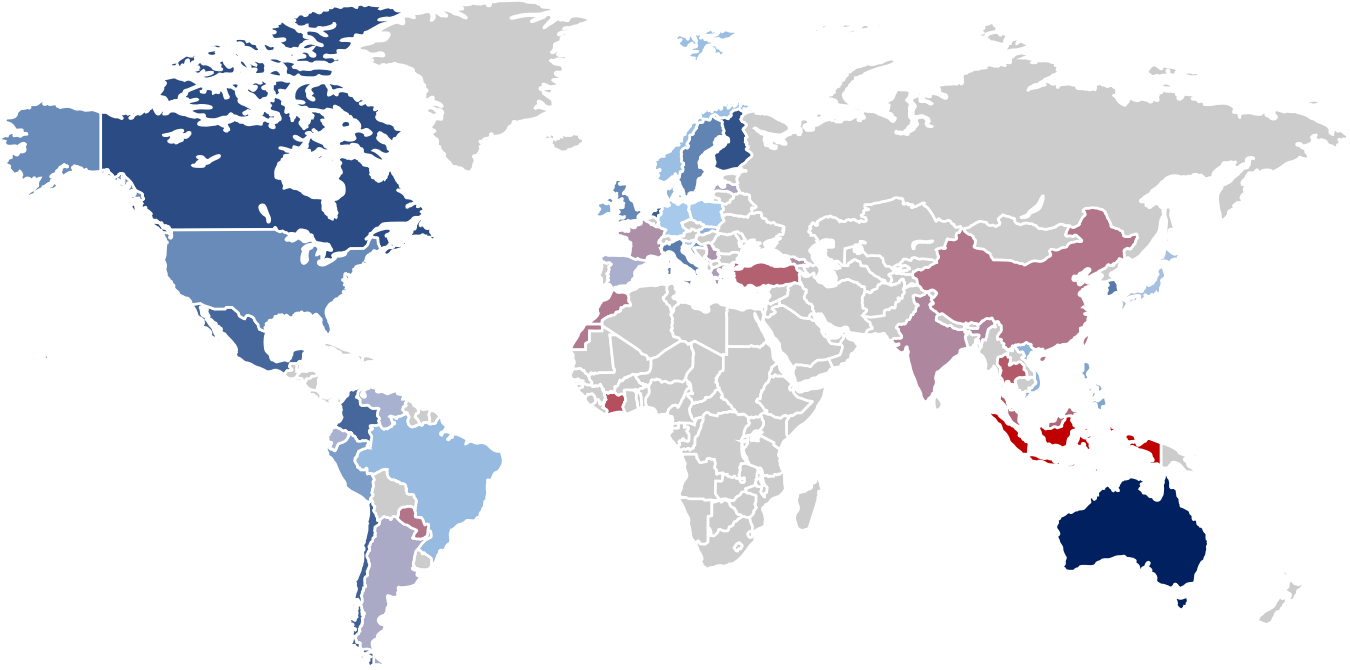
Incidence Rate of AI Users by Gender



73%

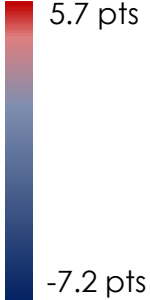


75%



Regional gender gap	
Africa	2.5 pts
MENA	0.7 pts
APAC	-1.3 pts
Europe	-2.7 pts
Americas	-3.4 pts

AI INDEX GAP BETWEEN FEMALE AND MALE



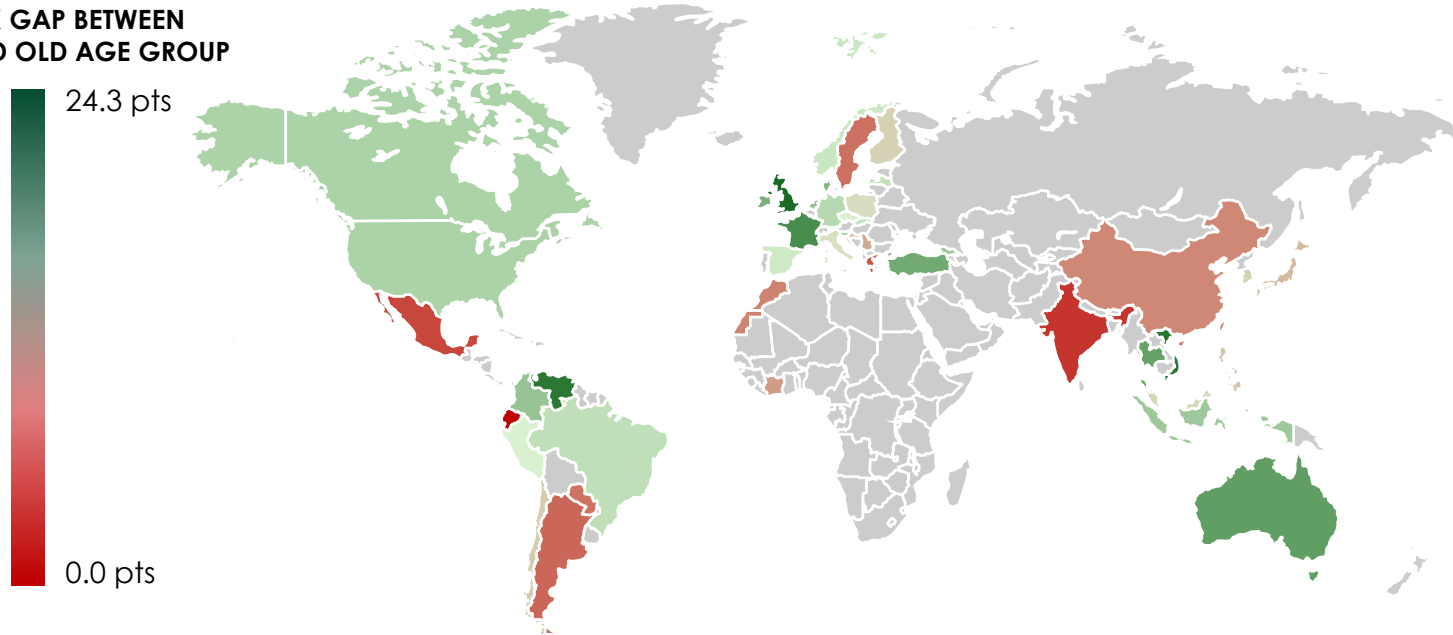
*Note: AI Index gap = AI Index (Female) – AI Index (Male)

GENERATIONAL GAP | AI INDEX

The generational gap in AI is widening with younger users pulling further ahead

- ✓ The largest age gap this year is 24.3 pts (United Kingdom), and markets like Vietnam (23.3) and Venezuela (23.2) follow closely. These are markets where younger users are significantly ahead, and older populations risk being left further behind as AI develops faster.
- ✓ Across most countries, younger users dominate AI engagement, with over two-thirds of markets showing a gap above 10 pts, signaling that the generational divide is becoming a structural feature of AI adoption.
- ✓ Ecuador stands alone as the only market with perfect age parity (0.0 pts), with India (2.6 pts), Mexico (3.5 pts) and Greece (4.1 pts) as the closest followers.

AI INDEX GAP BETWEEN YOUNG AND OLD AGE GROUP



Top 5 countries with largest AI Index gap	
United Kingdom	24.3 pts
Vietnam	23.3 pts
Venezuela	23.2 pts
France	21.3 pts
Australia	19.7 pts

Top 5 countries with smallest AI Index gap	
Ecuador	0.0 pts
India	2.6 pts
Mexico	3.5 pts
Greece	4.1 pts
Argentina	5.2 pts

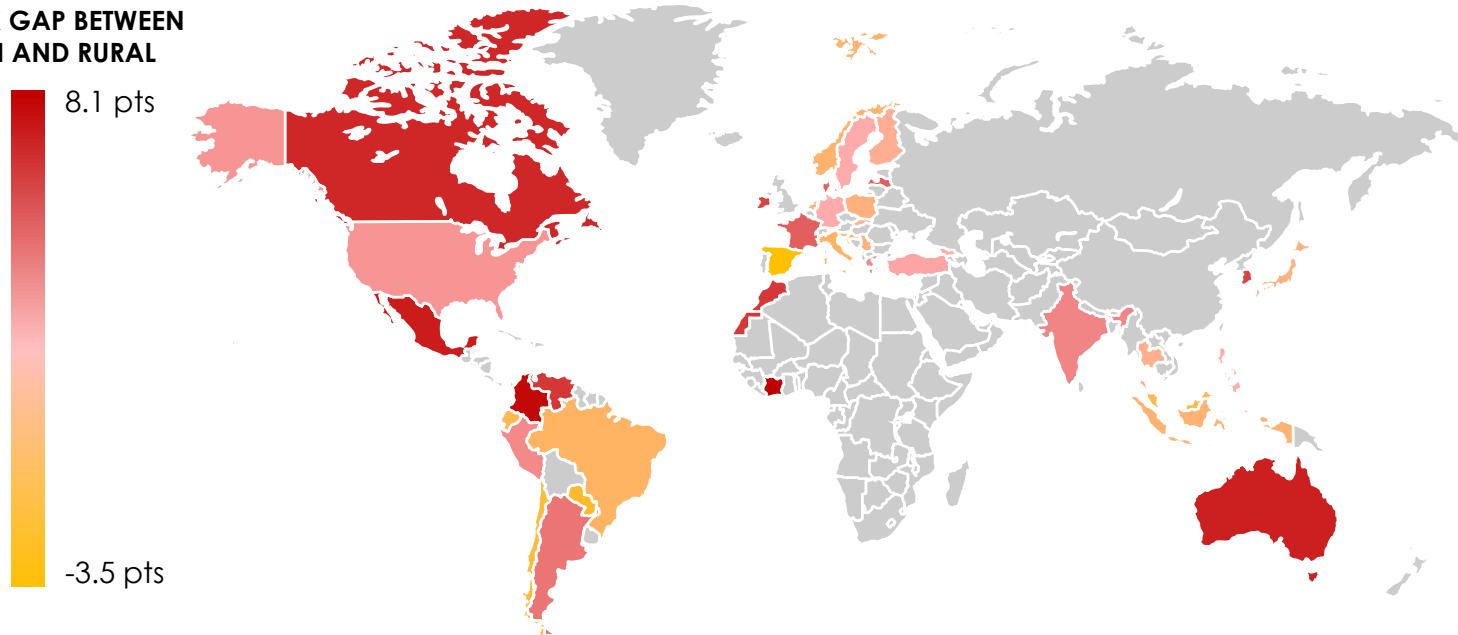
*Note: AI Index gap = AI Index (<35 yo) – AI Index (>55 yo)

URBANITY GAP | AI INDEX

Urban populations generally score higher on AI, but rural leads in a few countries.

- ✓ In general, the urban-rural gap is smaller than the generational divides.
- ✓ Ivory Coast (8.1 pts), Colombia (7.9 pts) and Mexico (7.4 pts) show the strongest urban advantage. These markets are where city infrastructure and digital access create a competitive advantage for urban populations.
- ✓ Spain (-3.5 pts), Paraguay (-1.6 pts) and Chile (-1.2 pts) stand out with high rural populations outperform urban ones.
- ✓ Ecuador, Malaysia and Croatia are at near-perfect parity, suggesting that in some markets, AI adoption has spread evenly regardless of where people live.

AI INDEX GAP BETWEEN URBAN AND RURAL



*Note: AI Index gap = AI Index (Urban) – AI Index (Rural)

Top 5 countries with largest AI Index gap

Ivory Coast	8.1 pts
Colombia	7.9 pts
Mexico	7.4 pts
Australia	7.3 pts
Canada	7.1 pts

Top 5 countries with smallest AI Index gap

Malaysia	-0.1 pts
Ecuador	-0.1 pts
Croatia	0.6 pts
Brazil	0.7 pts
Italy	0.7 pts

China, Vietnam and the United Kingdom are not included as only surveyed in urban area.



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