

AI in the Real World



Daily use of generative AI is becoming a norm across personal and professional contexts

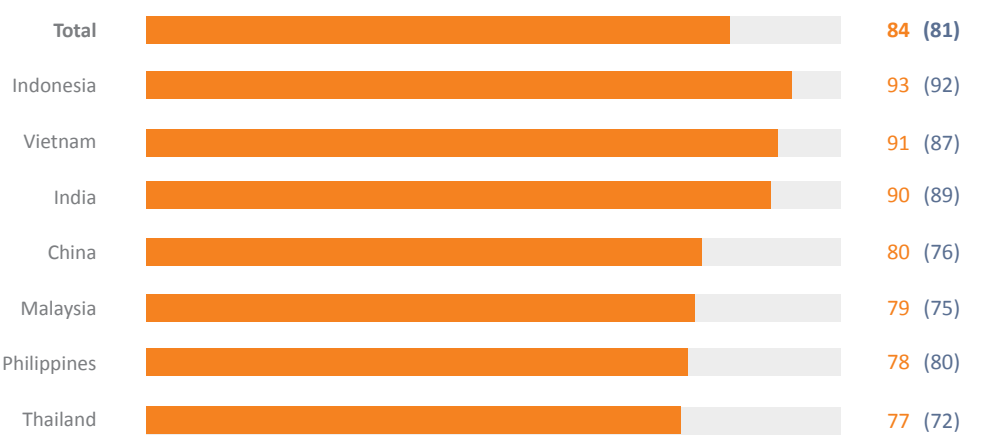
Generative Artificial Intelligence (AI) has already reached near-universal adoption among online populations. **55% of users engage with AI daily for personal use**, while only 2% report never having used it at all. **Similarly, 53% report daily use of generative AI at the workplace.**

Adoption intensity varies by market – India, Vietnam and Indonesia lead Emerging Asia in daily AI usage.

On average, consumers are engaging with three different AI platforms or brands rather than relying on a single tool.



Weekly AI use by market (%) - personal / (work)



C1. Current level of interaction with generative AI, personal and work (Base: all respondents). C2. AI tools used, work and/or personal (Base: those coded 1–4 in C1).

Weekly personal / (work) use by age (%)



Most used AI brand



Generative AI use extends from creative projects to financial advice

The top three use cases of generative AI are **creative projects, writing and communication, and problem solving or technical support.**

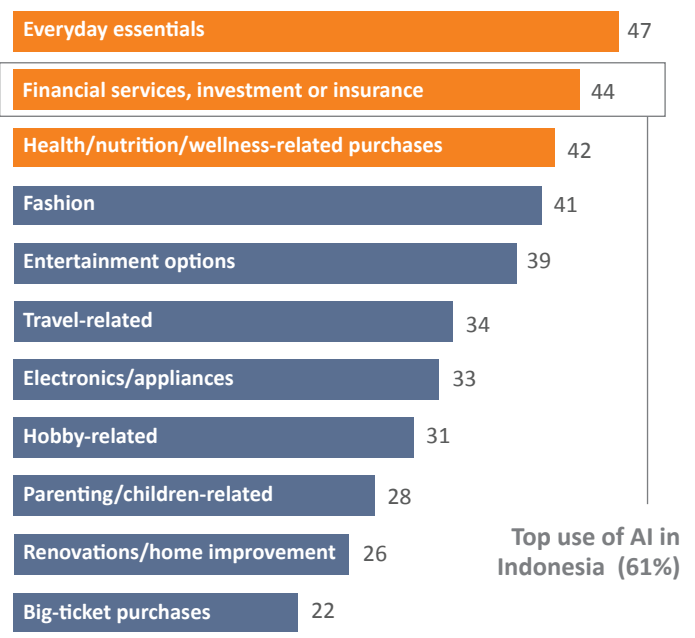
Generative AI is also guiding purchase decisions. **Financial services, investment and insurance related recommendations emerge as the second most common use case (44%)** - and in Indonesia, it ranked as the top use at 61%.

Types of activities that AI is used for (%)



C4. For which of the following types of activities have you used generative AI (for both work and/or personal) in the last month? (Base: Those coded 1, 2, 3 or 4 in C1)
C5. For which of the following types of purchase decisions or recommendations did you use generative AI for in the last month? (Base: Those coded 1, 2, 3 or 4 in C1)

Where AI is shaping purchase decisions (%)



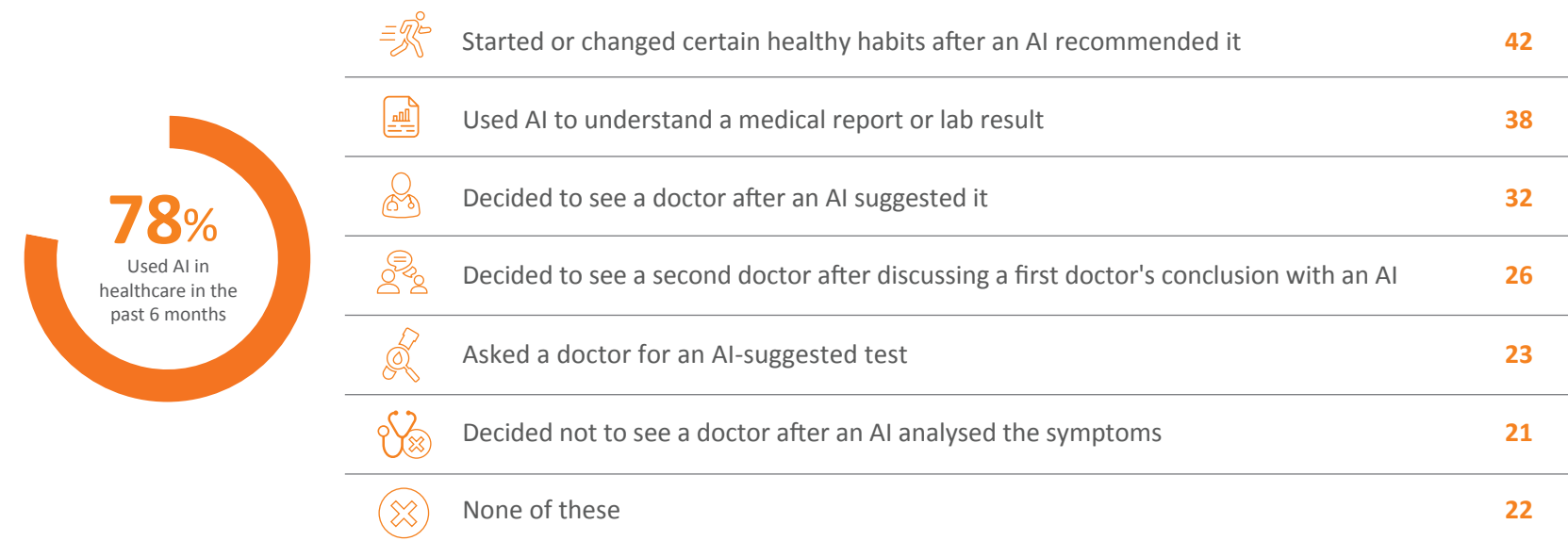
Top use of AI in Indonesia (61%)

Generative AI is playing a supporting role in practical everyday healthcare...

AI is also playing a role in consumers’ health and wellness, with **78% having used AI in at least one health or medical-related task in the past six months**. The top use cases include supporting healthier habits and interpreting medical information, such as understanding medical reports or lab results.

In some cases, consumers seek information and confirmation from AI before seeking medical care. This use case ranks first among working individuals in India and Indonesia.

Usage of AI in healthcare in the past 6 months (%)



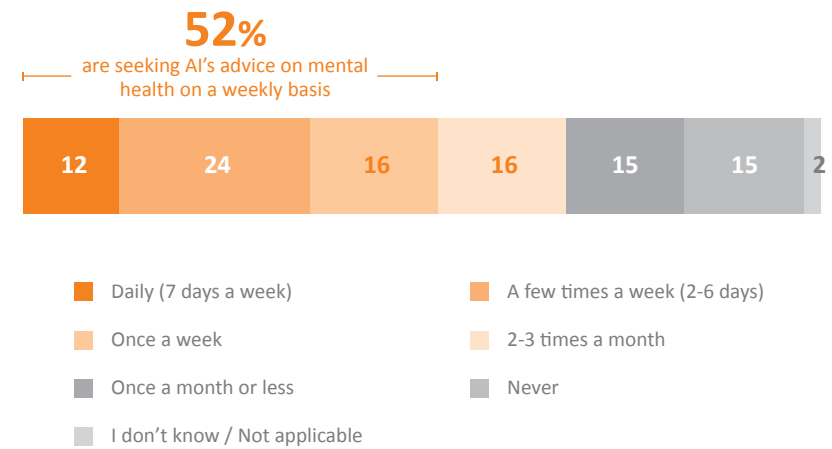
E11. Have you, in the last 6 months, done any of the following? Please select None if you did not do any of these (Base: All respondents)

...Including frequent use for everyday mental health related support

Over half (52%) of Emerging Asia’s consumers seek AI’s advice on a weekly basis for mental health-related needs, including relationship and work-related stress. Perceived quality of AI’s advice is high, with 91% rating the guidance they receive as good or very good.

Overall, AI appears to play a supporting role in healthcare rather than replacing formal healthcare systems. It is particularly useful in areas where consumers may perceive gaps in traditional healthcare systems, such as for wellness support, everyday mental wellbeing support, and in providing and interpreting health information.

Frequency of AI use in mental health care (%)



E12. How often do you seek advice from an AI regarding mental health-related issues (i.e. wondered if you have depression symptoms, or asked about relationship or work stress) (Base: All respondents)

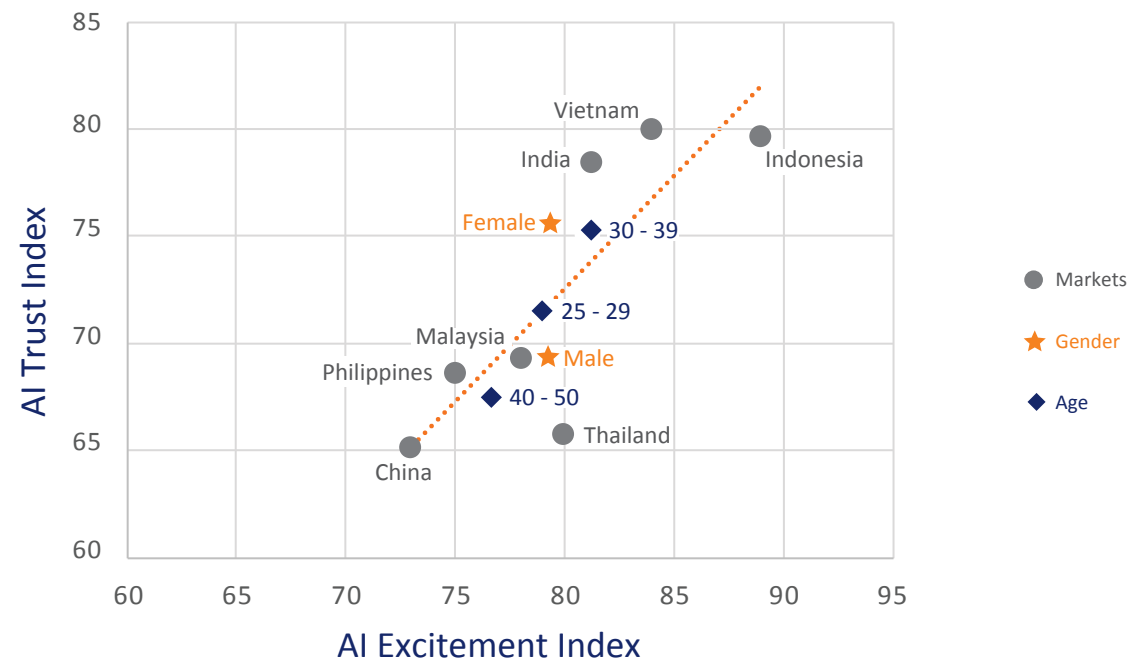
E13. How do you rate the advice you get from AI when you ask it mental health-related questions? (Base: Those coded 1, 2, 3 in E12)

In general, Emerging Asia's consumers are feeling positive and excited about AI adoption

AI adoption excitement is the highest in Indonesia, Vietnam and India, while consumers in China, Thailand, the Philippines and Malaysia are cautiously optimistic.

Age is a differentiator: 30-39-year-olds are more positive about and trusting of AI compared to younger individuals, while **trust declines steeply among the 40-50-year-old cohort**. Women are more enthusiastic about AI technology compared to men.

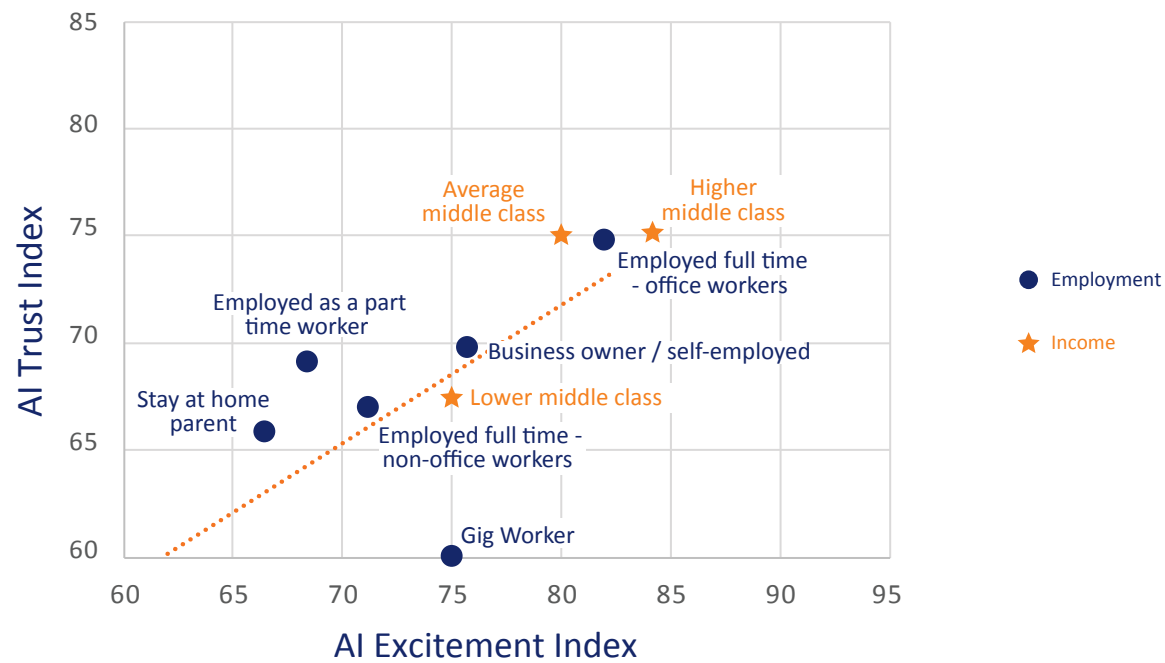
Excitement vs Trust in AI, by market, age and gender



AI Trust Index: A composite score measuring trust across four domains: decision-making, healthcare, insurance claims processing, and autonomous vehicle safety.

By income levels and employment categories, the average-middle and higher-middle-income-class, and those who are full-time office workers are more enthusiastic about AI adoption.

Excitement vs Trust in AI, by income and employment

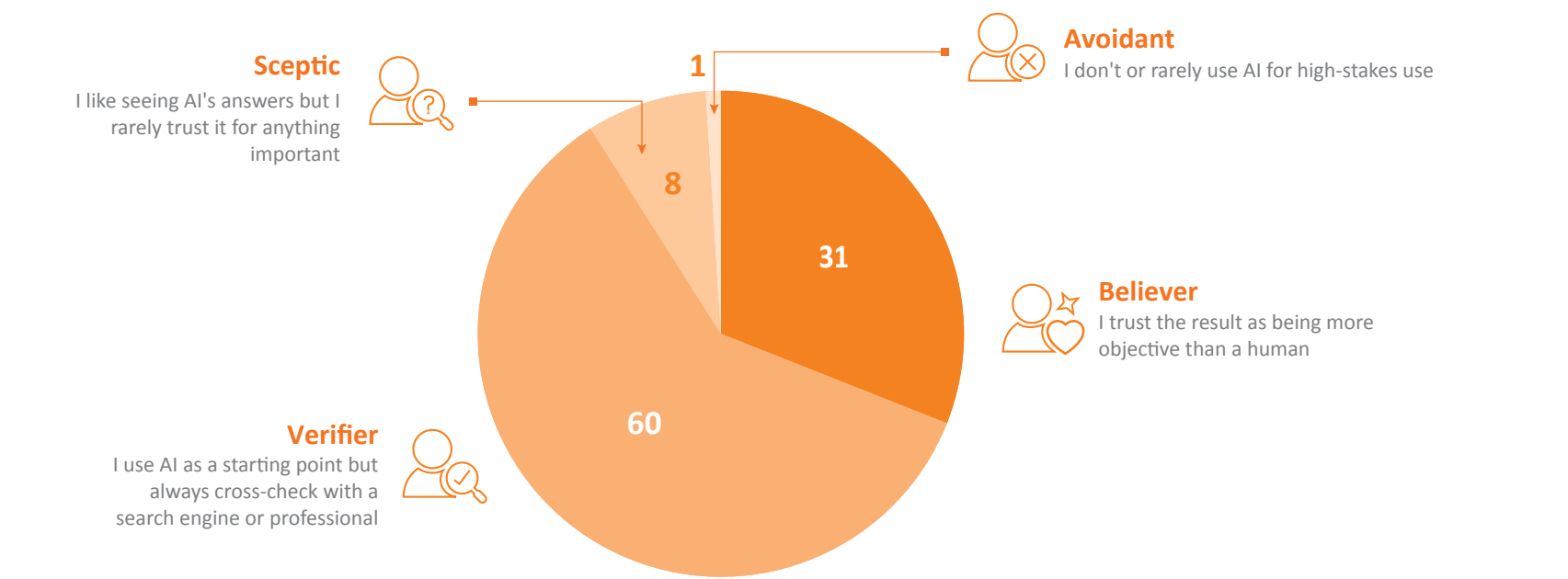


AI Excitement Index: A sentiment metric representing the percentage of respondents who reported feeling "very positive and excited" about AI adoption.

Most AI users are “verifiers”, relying on AI as a starting point for information, but validating its outputs

Most users identify as “**verifiers**” of AI usage, relying on AI as a starting point but actively validating outputs through cross-checks with search engines or professionals. This “**trust but verify**” behaviour indicates a clear ceiling in trust.

AI user type (%)



C7. When AI provides you with information on a high-stakes topic (e.g., health, legal, or large financial decisions), how do you typically react? (Base: Those not coded 7 in C1)
C6a. In general, taken all things in consideration, which one of these describe your views on AI best? (Base: All respondents)
C6. How much do you/would you trust a generative AI's answers in each of these situations? (Base: Those not coded 7 in C1)

Type of AI use also affects trust levels. Trust is higher for use cases such as finding information and writing, but declines for more consequential use cases, such as helping with an important decision.

Trust in AI for different use cases (% that rated comfortable or very comfortable)

	Total	China	India	Indonesia	Malaysia	Philippines	Thailand	Vietnam
Collating information Using AI to search for facts or gathering data	80	77	82	93	77	74	68	86
Summarising Paraphrasing a long article, report or long email chain	78	68	79	92	77	78	71	85
Writing Drafting or editing an email, report, message or social media post	79	74	81	90	77	78	66	85
Deciding Helping to make a choice or an important decision	68	58	75	82	63	58	64	76

Across all markets, trust in AI declined for this use case.