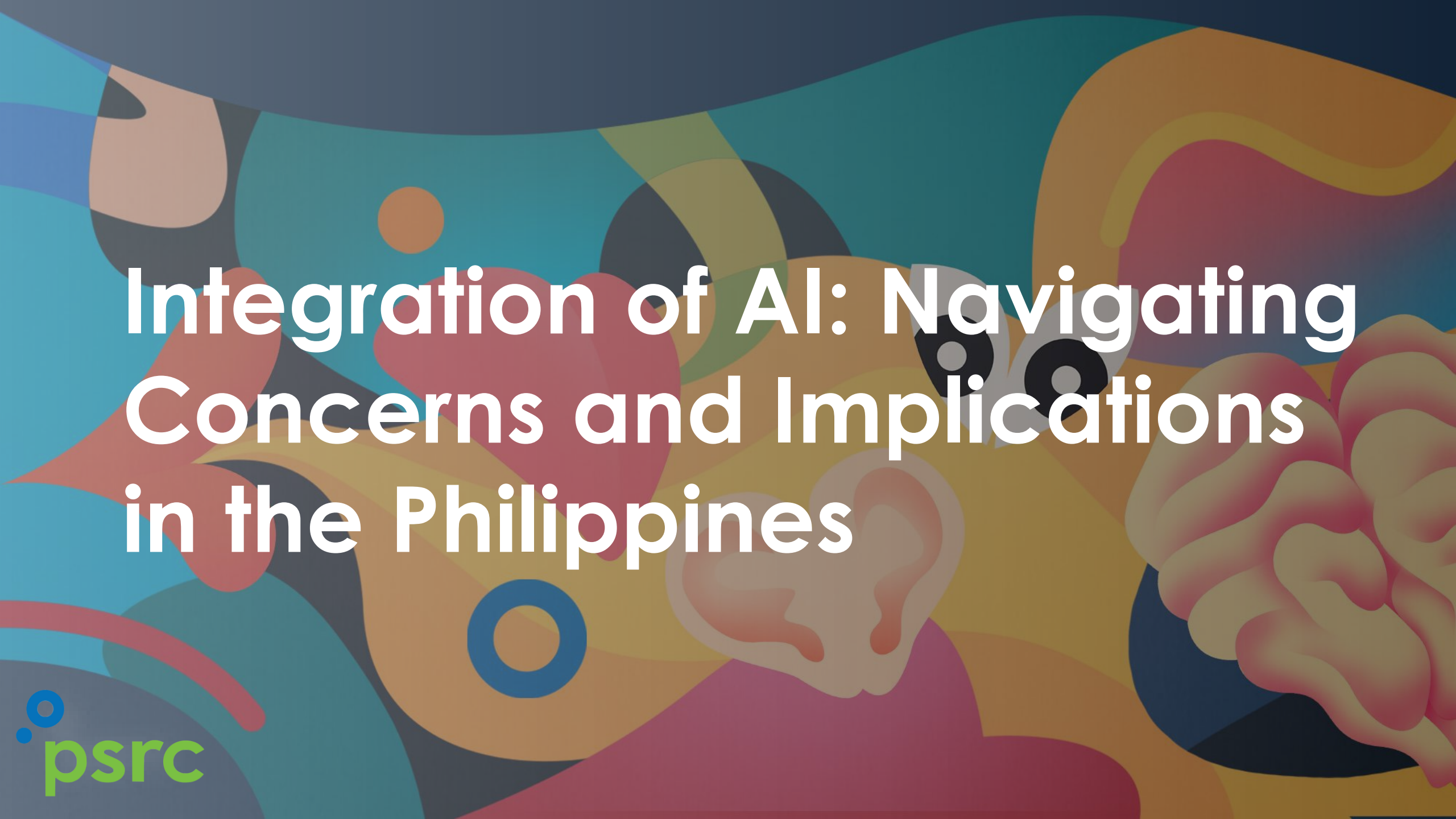


PSRC Report:

SAPULSA PUSO ng paggamit ng AI

The background is a vibrant, abstract composition of overlapping organic shapes in shades of teal, blue, orange, red, and purple. A stylized illustration of a human brain is visible on the right side, rendered in a light, semi-transparent style. The overall aesthetic is modern and artistic.

Integration of AI: Navigating Concerns and Implications in the Philippines



For more information, contact us at:
innovations@psrc.com.ph

UNDERSTANDING DATA

- All values shown in the report are percentages, except when explicitly mentioned.
- There may be some deviations due to rounding of numbers.
- Sample for total Philippines has a margin of error of 3%.
- All significance tests done are at 95% confidence level

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Understanding AI Adoption in the Philippines within Global Trends

Presented by the Worldwide International Network (WIN), represented locally by the Philippine Survey and Research Center, Inc. (PSRC), the WIN World AI Index provides insights into AI incidence, usage frequency, readiness, and perceptions in comparison with the global trends.

Through the index, we explore the following key areas:



Adoption Rate: The scale and frequency of AI usage among Filipinos relative to global adoption levels



Engagement Gaps: Which segments in the Philippines are leading or falling behind AI adoption

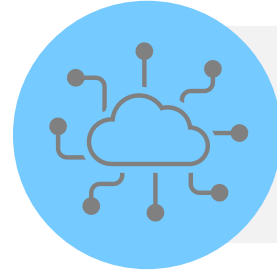


Shifting Perceptions: How Filipinos perceive AI and how these views compare with the global sentiment



Use Cases: How AI is integrated in personal and professional settings among Filipinos

What's inside this report?



AI Adoption



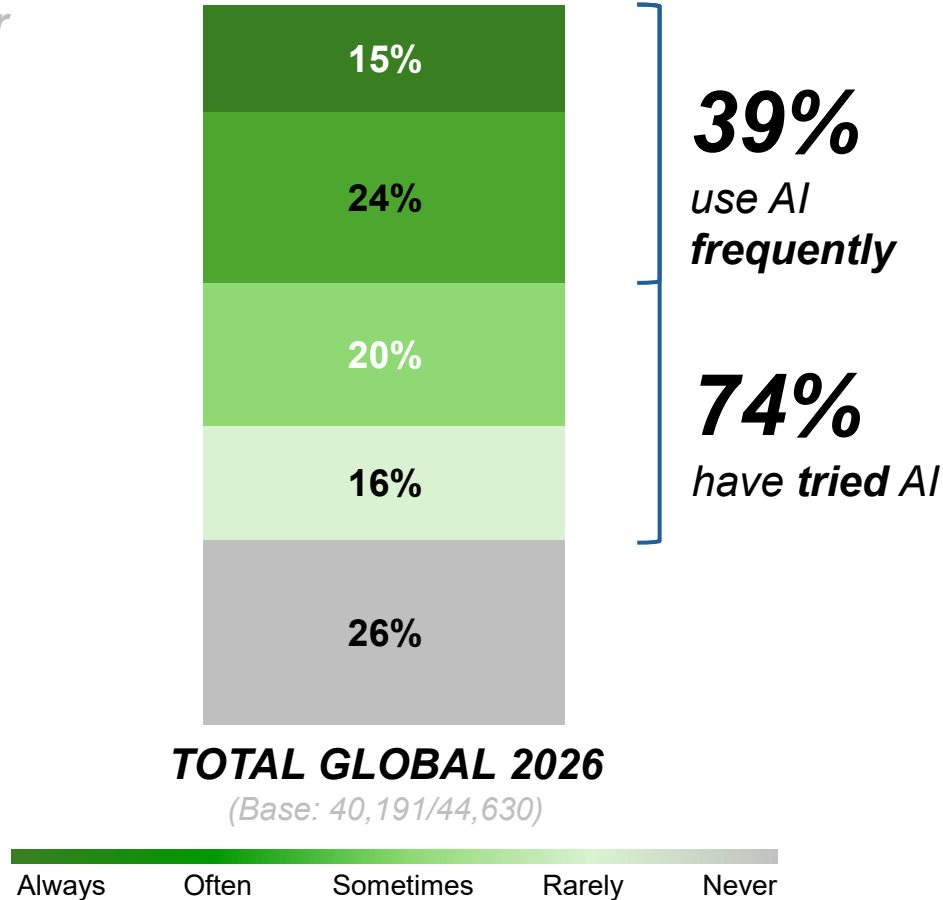
AI Usage



Perceptions on AI

3 out of 4 global citizens have used AI, with some integrating it in their daily lives

How often do you use AI for work or daily life?



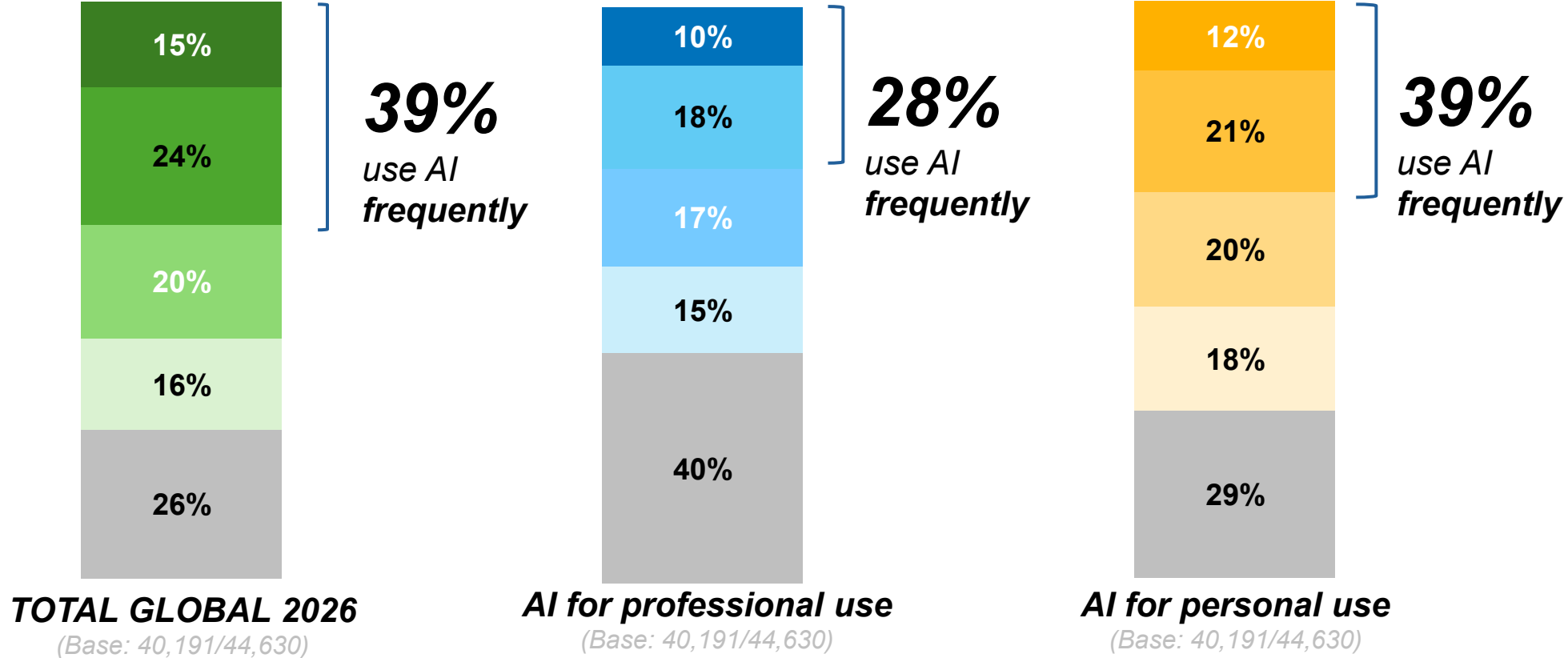
AI trial rises to 74% globally, marking a 12% increase from 62% in 2025. Usage has increased as more individuals engage with its tools where adoption is more heavily observed in daily life than in workplace settings.

Despite this growth, frequent use of AI remains moderate across both contexts, with 10% using AI frequently at work and 12% in personal use.

Worldwide Independent Network

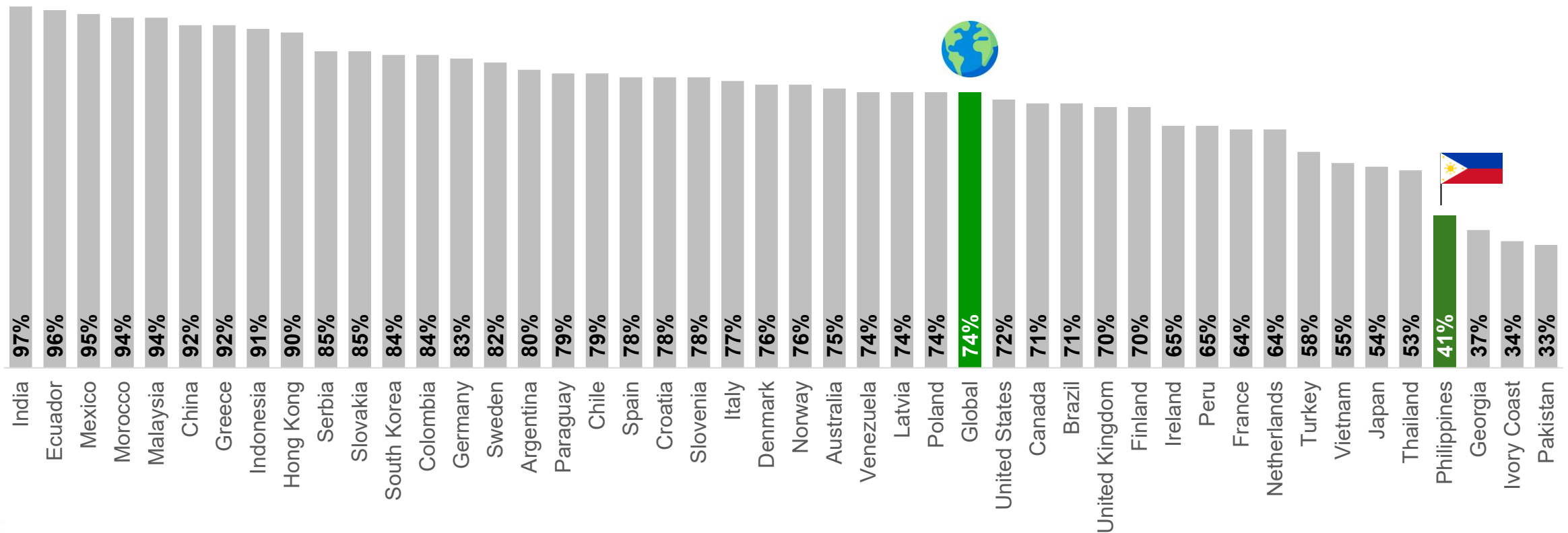
More people have integrated AI in their personal lives than at work

AI continues to see higher adoption in daily life, with professional usage remaining 11% lower globally



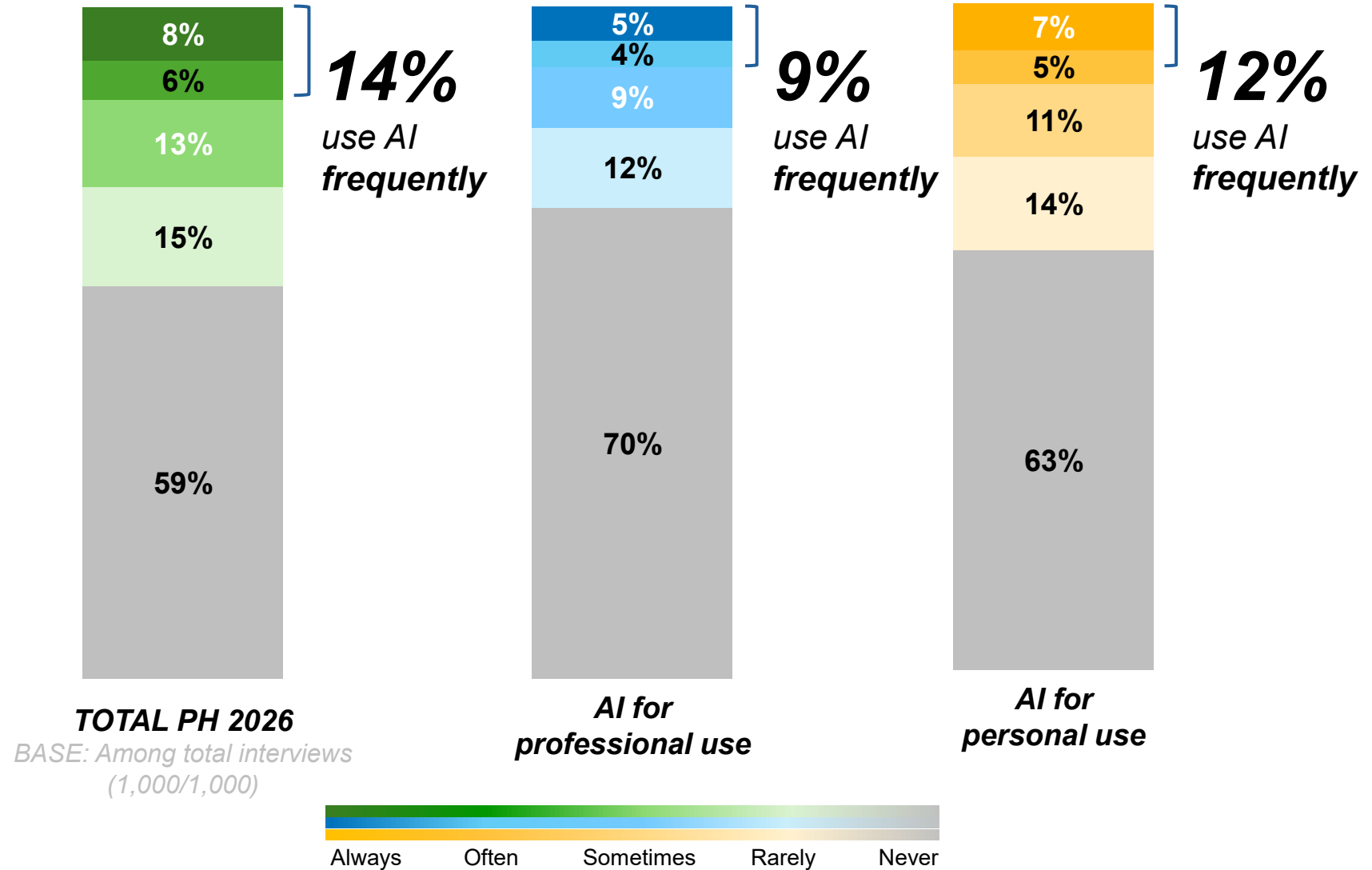
The Philippines ranks **fourth** among countries with limited AI engagement

Based on the reported incidence rate across 44 countries worldwide (40,191/44,360)
Countries arranged in descending order of trial of AI

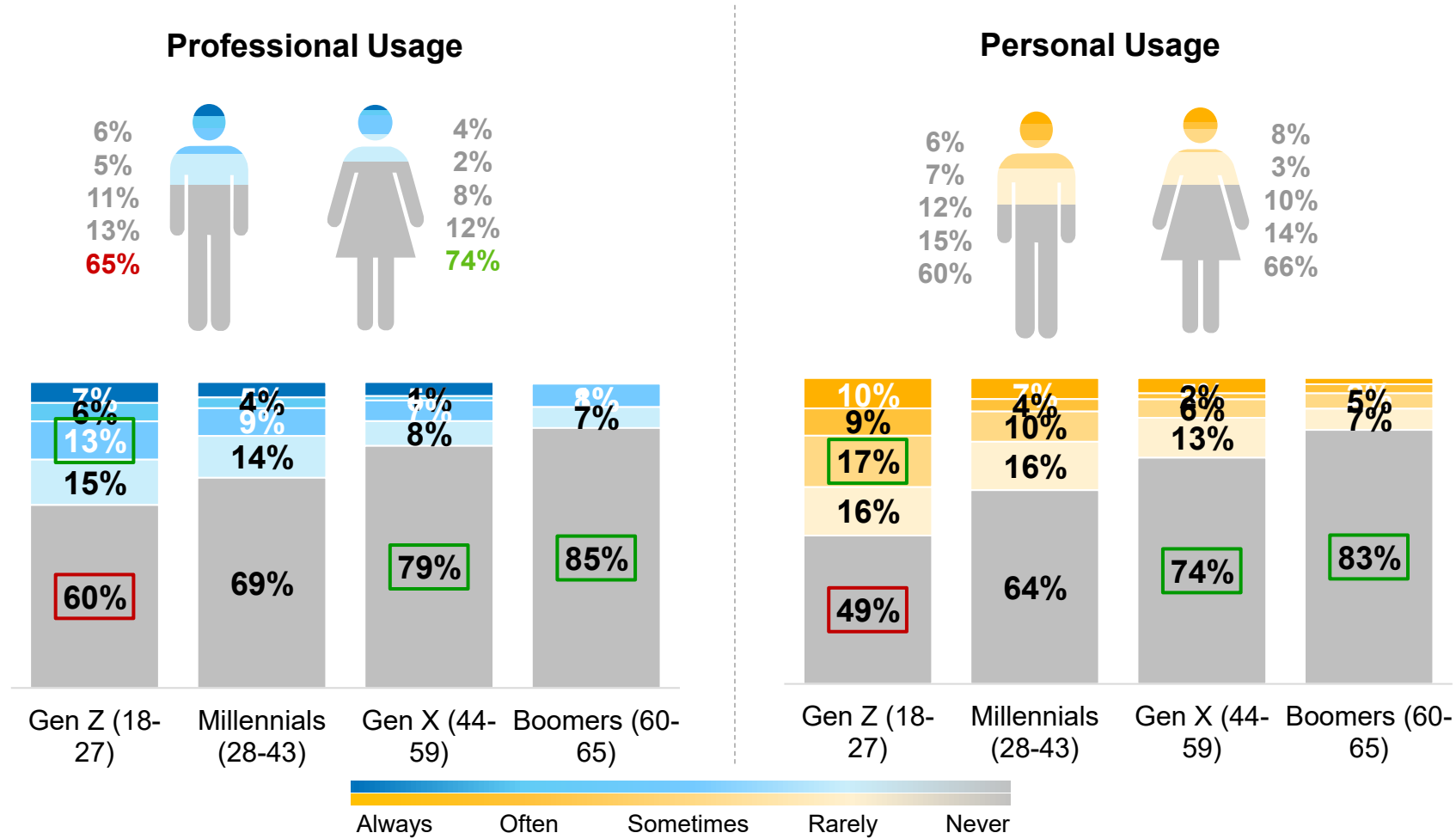


Filipinos report limited use of AI in Daily Life and Work

While some have integrated AI into their personal and professional activities, majority of Filipinos have yet to adopt AI tools



Age remains a barrier, with mostly younger Filipinos being the ones who have integrated AI more into their lives



BASE: Among total interviews (1000/1000)

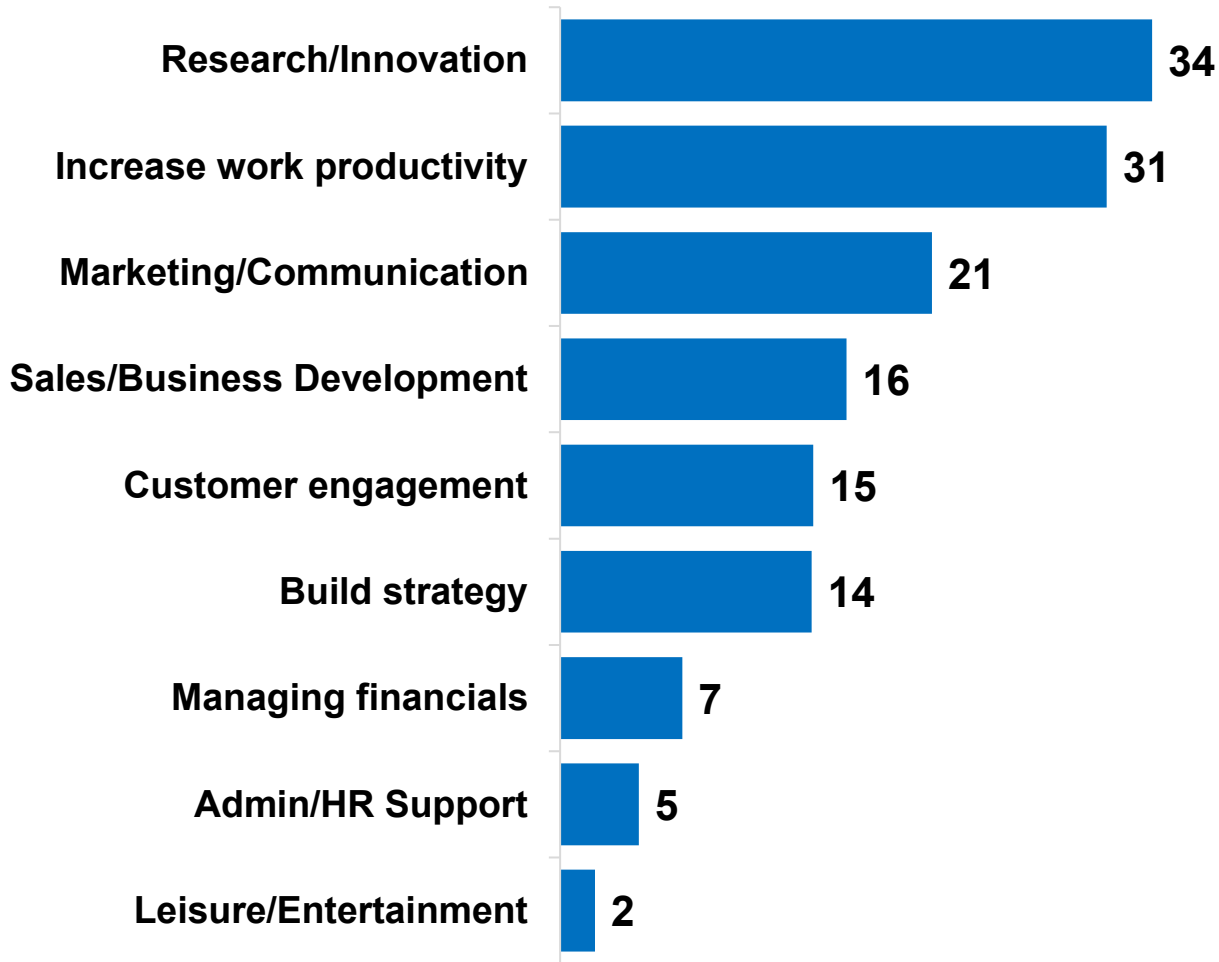
Full question. How often do you intentionally use Artificial Intelligence-based technologies (e.g., virtual assistants, AI creative tools, automation or recommendation tools, etc.) – For work / professional use, daily/personal use

Significant difference at 95% confidence level

AI in the Philippines is lukewarm trial and still on its early stages of frequent usership

Just how is AI used in today's day and age?

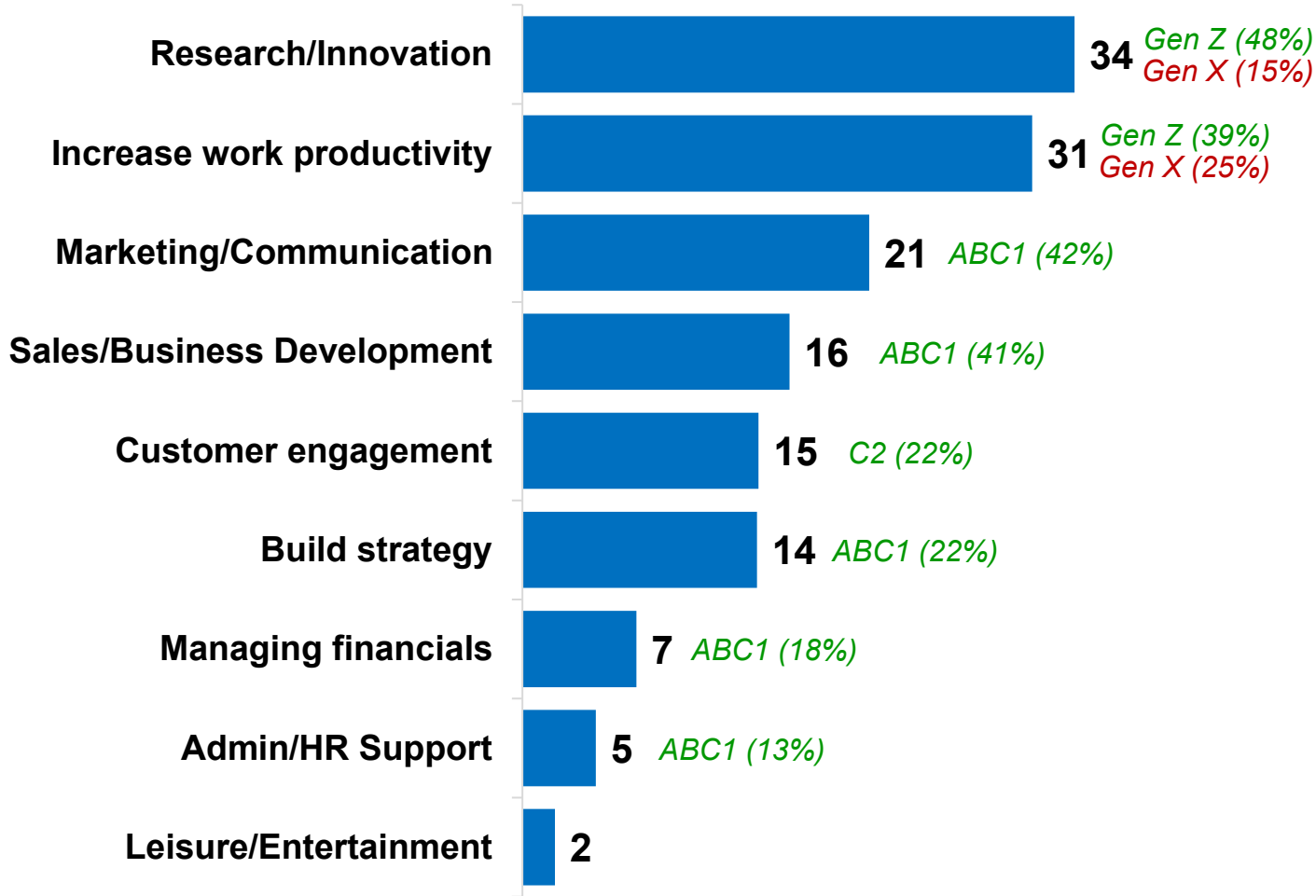
In your professional life or for work activities, for what purposes do you use AI technologies?



AI is mainly used as an enhancer— to explore current research or increase everyday productivity

AI usage is heavily concentrated in analytical and productivity tasks, with limited use in more specialized business functions at the moment.

In your professional life or for work activities, for what purposes do you use AI technologies?

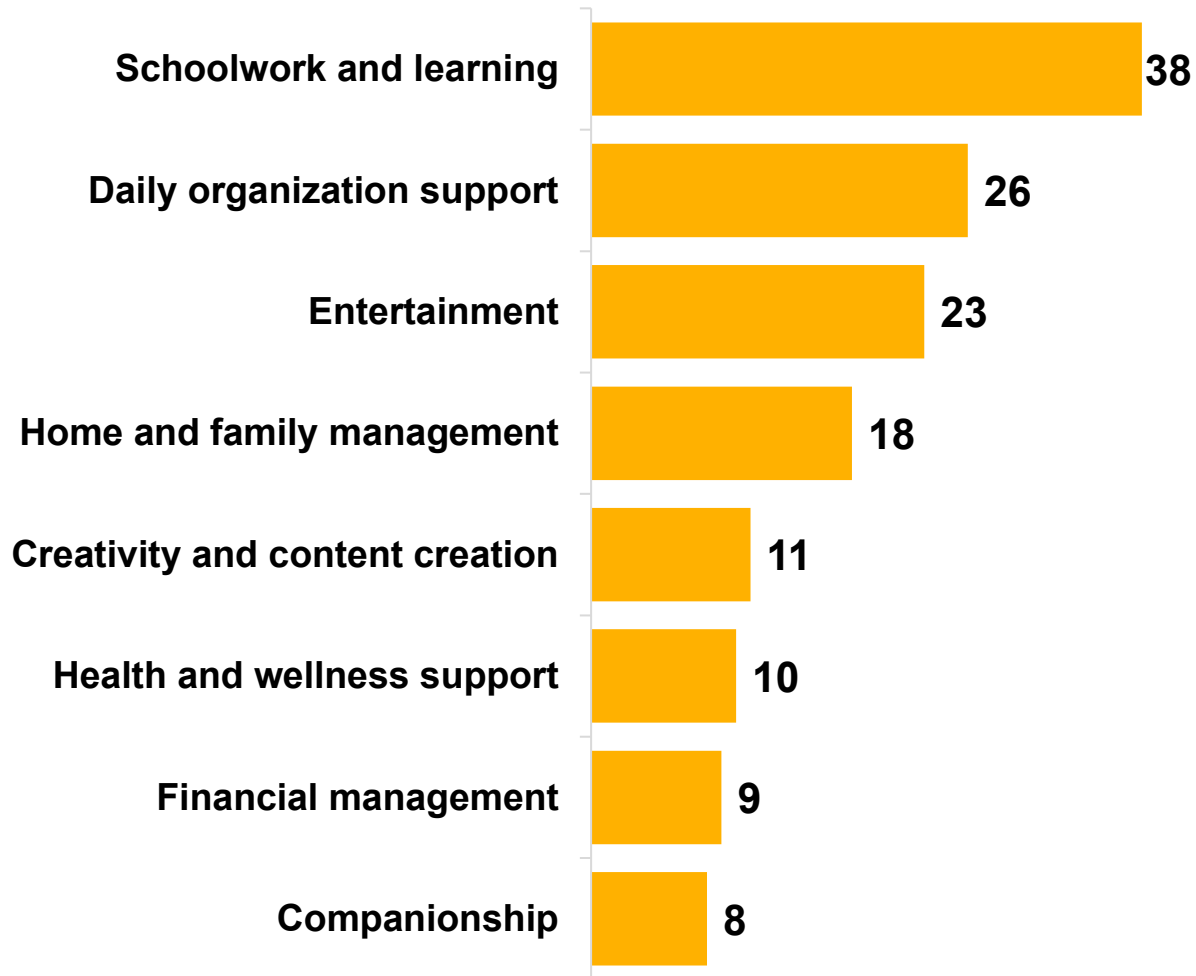


Gen Zs tend use these more often, while Gen X veers away from its usage

More affluent groups (ABC1) use AI tools for more specialty tasks, such as marketing, sales or strategies.

For the middle class, functions lean for more assistance in personal interactions

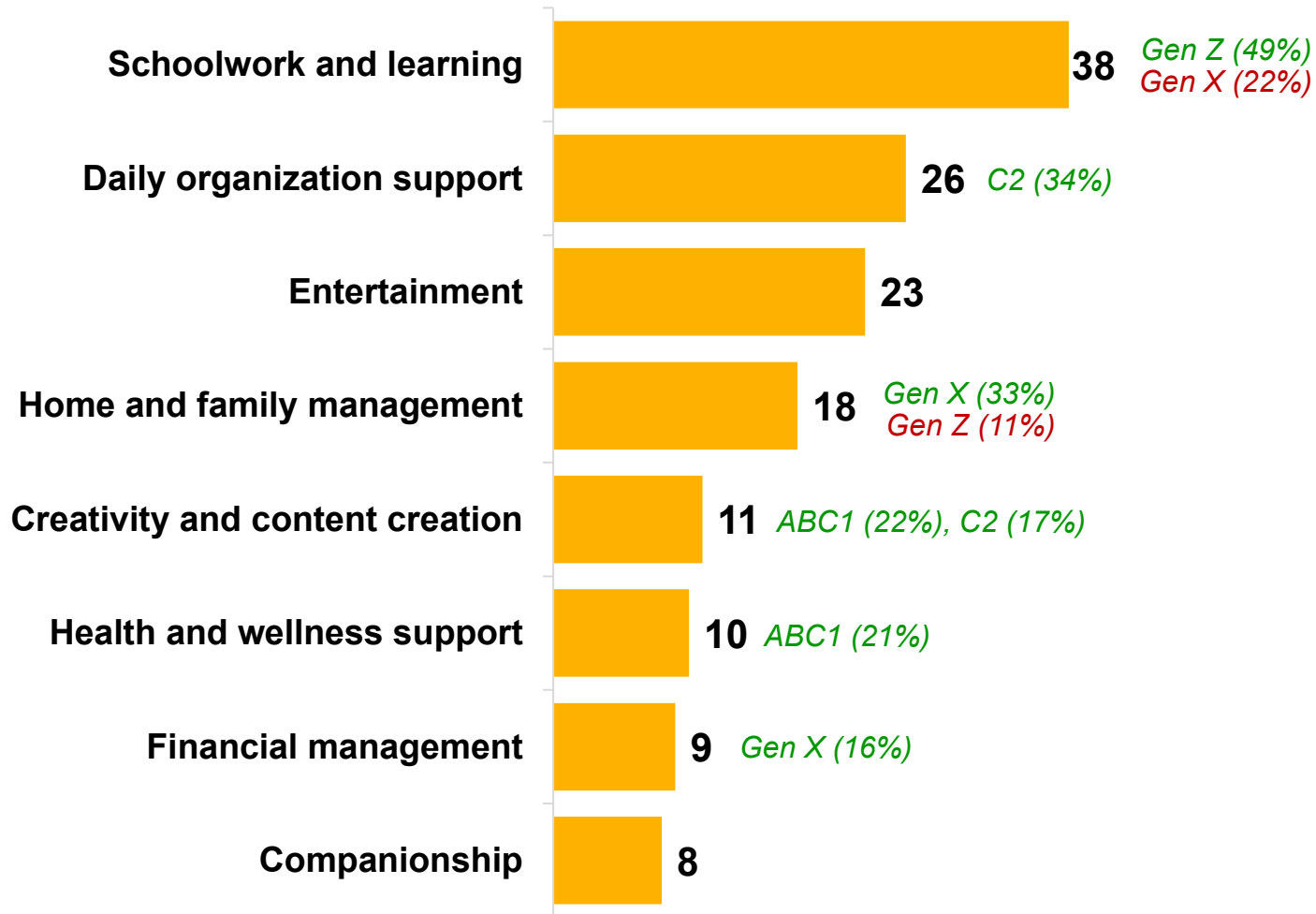
In your daily life or personal activities, for what purposes do you use AI technologies?



For personal usage, AI is also an educational tool, though other cases are on the rise as well

School-related tasks as the primary driver for AI usage followed by organizational support and entertainment

In your daily life or personal activities, for what purposes do you use AI technologies?



Younger filipinos mainly use AI as a tool for their schoolwork or learning. Gen Xers also find function in AI to help manage their families, or their finances

A rising use-case, particularly for the more affluent sectors, are AI usage for creatives/content



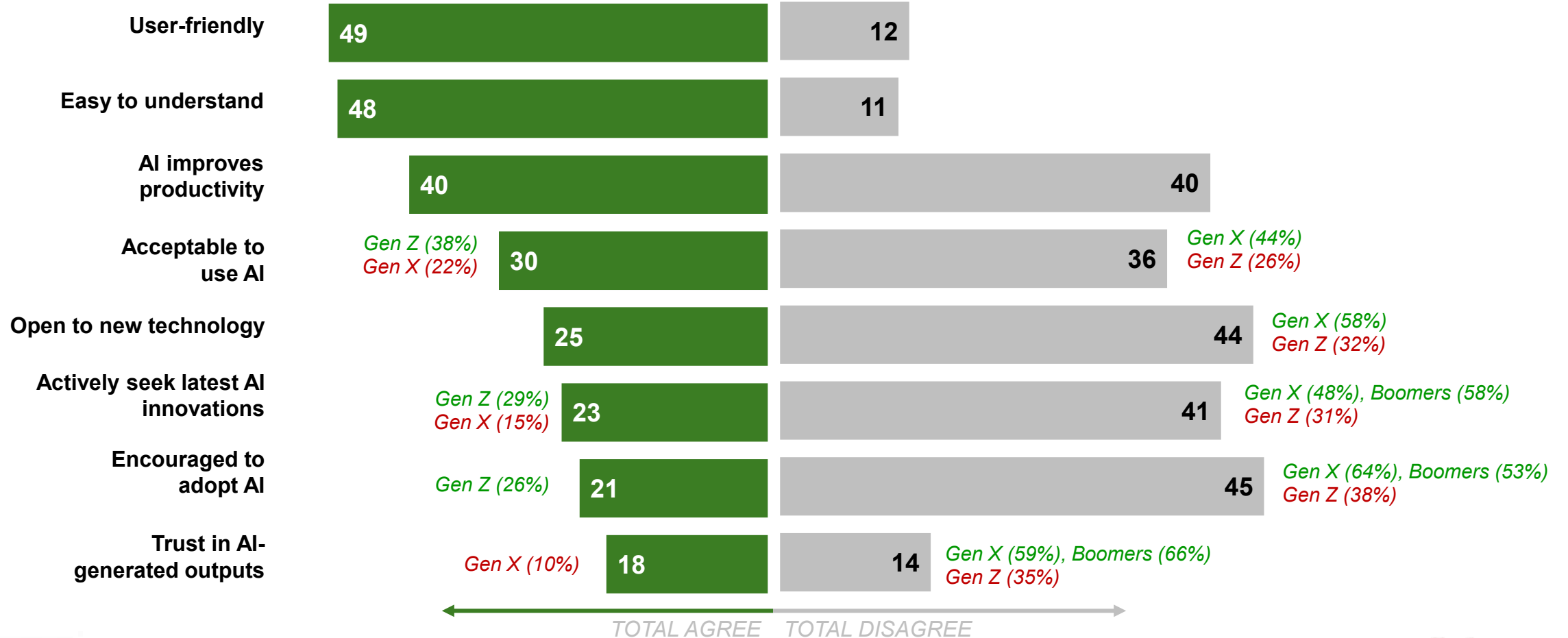
AI adoption shows a degree of increased productivity in individuals' daily routines, both at work and at home...

...But how do they perceive this growing influence?

While Filipinos see AI as easy to use to increase productivity, uncertainty persists with tensions on trust

Younger groups are more accepting of AI usage, and try to stay updated with the latest developments. For older groups, there is more tension on general openness, along with distrust in the quality of output.

I think that AI is...



Concerns over AI's impact to society remain prevalent amidst current users

While younger and affluent groups use AI more, they are also among those most concerned over its misuse



36% are worried about possible **personal data breaches** through AI

Higher among Gen Z (43%), ABC1 (59%) and NCR (43%)



48% fear the **spread of misinformation** online using AI

Higher among Gen Z (58%), ABC1 (62%)

Among total Philippine interviews (1000/1000)

WIN World AI Index 2026

The WIN World AI Index, developed by the WIN International Association, aims to measure global AI incidence, usage frequency, readiness, and perceptions.

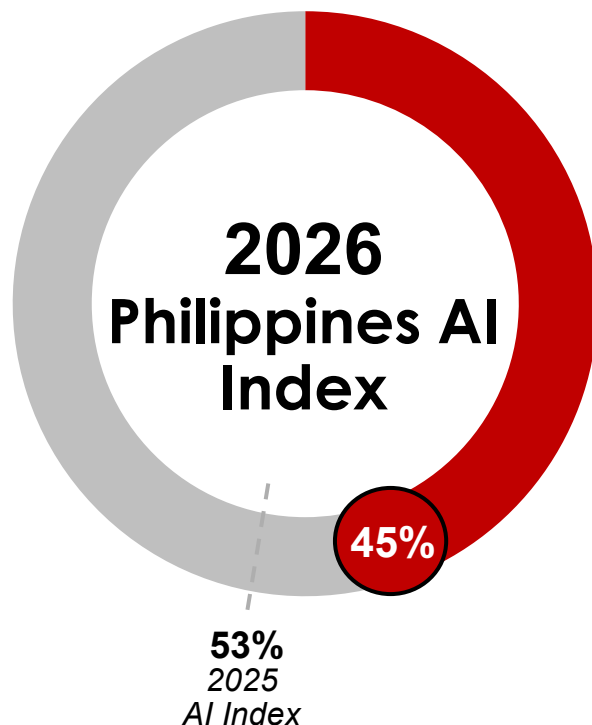
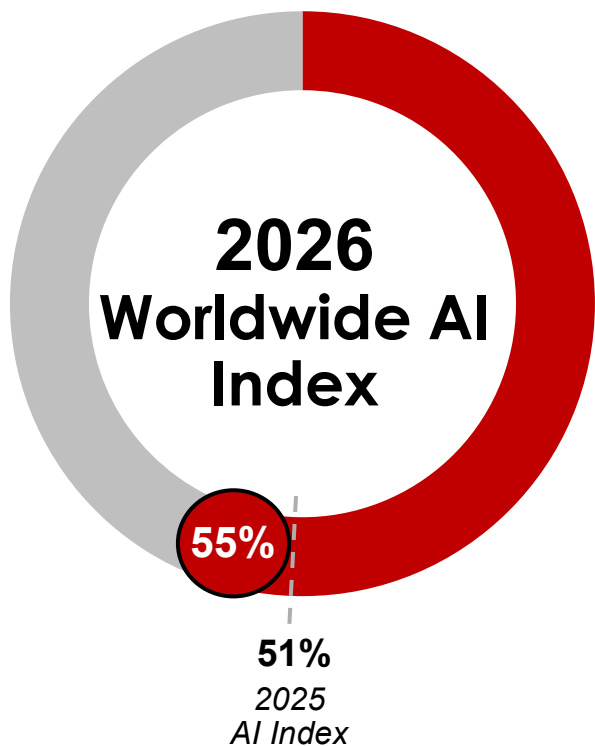
It uses 7 core indicators of how adoptive people are to the different uses of AI, namely:

AI Usage Frequency	AI Trust	AI Efficiency	AI Interest	AI Comfort	AI Usability	AI Acceptance
How often people engage with AI tools in daily life	Captures confidence in AI-generated outputs	Reflects that the belief that AI makes life or work easier, faster, or more productive	Tracks the interest and proactiveness of people about AI and technologies	Captures user concerns around risks such as job loss, data misuse or misinformation	Measures the ease of using AI without technical expertise	Gauges how people perceive AI as an acceptable part of modern life

By doing so, the index helps to identify the gaps and provide support to policymakers, educators, and organizations in promoting informed, responsible AI adoption.

While the AI index continues to rise globally, the Philippines records a slight decline

Driven by broader AI adoption, the Philippines records a score nearly 10% lower than the global average



As AI tools become increasingly accessible, adoption continues to expand globally, driven by rapid advancements in accessibility, capability, and everyday cultural familiarity with AI-driven tools.

However, markets such as Pakistan, Ivory Coast and the Philippines show lower levels of AI usage.

Worldwide Independent Network

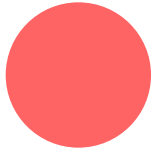
Diving into the indicators, clear areas emerge on where AI performs weakly for the Filipino citizen

	AI Index	AI Usage Frequency	AI Trust	AI Efficiency	AI Interest	AI Comfort	AI Usability	AI Acceptance
GLOBAL (43,815)	54	54	54	64	55	43	69	60
PHILIPPINES (1,000)	45	31	42	65	46	50	69	48

Compared to global citizens, less Filipinos show high performance on trust, interest and acceptance of the use of artificial intelligence.

While there are some benefits (such as efficiency or usability), the lack of trust can still prevent overall usership.

Artificial Intelligence remains a high-productivity tool worldwide, while some Filipinos still resist adoption



Filipinos agree in AI's effect in enhancing productivity, but cautious of its output. Higher levels of AI usage are concentrated in analytical, productivity, and learning-related activities, particularly for younger and more affluent groups.



Beyond this, data risks remain a strong concern for Filipinos. Misinformation, employment concerns, and data privacy issues continue to shape perceptions of AI and influence how Filipinos engage with it.



Strengthening awareness and understanding of AI tools is essential to maximize their benefits while mitigating potential risks in AI use.

WVS Survey 2026

Global methodology:

A total of 44,000 persons were interviewed globally. In each country, a representative sample of around 1,000 men and women were interviewed from November 27, 2025 to February 13, 2026, either face-to-face, via telephone or online

The margin of error for the survey is between +3-5% at 95% confidence level.

Methodology for the Philippines:

How we did it	Face to face interviews aided by a structured questionnaire
Sample size	N=1,000
Respondent specifications	<ul style="list-style-type: none">• Males and females• 18-65 years old• From ABCDE households• Nationwide urban/rural
Fieldwork dates	January 9- 26, 2026

Worldwide Independent Network of MR (WIN) and the Worldviews Survey (WVS)

The **Worldwide Independent Network of MR (WIN)**, is a global network conducting market research and opinion polls in every continent. WIN has demonstrated wide competencies and abilities to conduct multi-country surveys at the highest standards. As the leading global association of independent market research and polling firms, WIN has released its Worldviews Survey.

The Worldwide Independent Network of MR (WIN), a leading global association of independent market research and polling firms, has released its latest annual Worldviews Survey. This year's survey captures the perspectives and beliefs of 44,000 individuals across 44 countries.



For more information, contact us at:
innovations@psrc.com.ph

PSRC Report:

SAPULSA PUSO ng paggamit ng AI