

Location insights | New Zealand



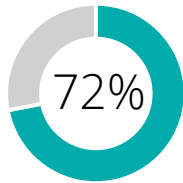
Population: 5.24 million¹



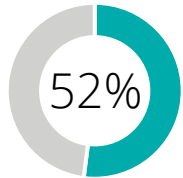
GDP per capita: \$48,418 USD²

Use of gen AI

Gen AI use is widespread in New Zealand...

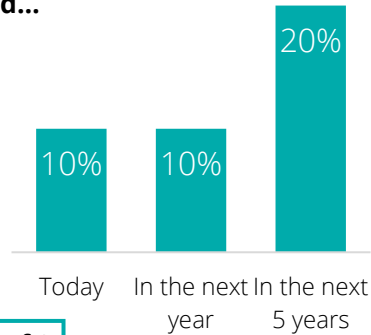


Of **students** have used gen AI



Of **employees** have used gen AI

New Zealand ranks **7th out of 9** locations for gen AI use



...and increasing

The percentage of gen AI users who use the tool daily is set to increase by **243%** in the next five years



Attitudes towards gen AI



33% of New Zealanders believe gen AI will mean **Asia Pacific** has a greater role in the global economy



49% of New Zealanders think that gen AI will **enhance social outcomes** (e.g., access to training, education and healthcare)



37% of students said that gen AI significantly influenced their career decisions

On average, employees believe **52% of their tasks will be automated or augmented** within the next 5 years



■ Automated ■ Augmented ■ Not affected

Benefits, barriers and enablers

Top three benefits of gen AI

1. Increased **speed** at completing tasks (79%)
2. Increased ability to **generate new ideas** (70%)
3. Improved **quality** of outputs or work tasks (66%)

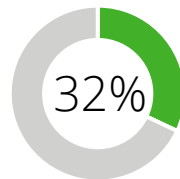
Every week, gen AI saves daily users an average of...

5.4 hours at work

3.9 hours at university

Top three barriers to business adoption

Insufficient understanding	24%
Concerns about risk	23%
Lack of strategy	17%



Of respondents have acted to prepare for the proliferation of gen AI

Business and university preparedness

Most common actions for businesses

1. Speak with employees, selected by 30% of employees
2. Discuss limitations of the technology, 23%
3. Encouraged on-the-job learning, 23%

Only **21%** of employees believe their industry is taking full advantage of gen AI



Most common actions for universities

1. Speak with students, selected by 52% of students
2. Ban or restrict the use of gen AI, 46%
3. Discuss the limitations of the technology, 41%

Employees describe their business as...

Today: **Late majority**



In five years: **Early majority**