



# Digital Israel.

Updating at the speed of AI

In only 3 years, the digital lives of Israelis

**has changed from end to end**

# Methodology



The survey included  
**4,750 respondents**



**A national and  
representative sample**  
of the Israeli population



The study was conducted in  
collaboration with  
**KANTAR Israel** research institute



Sample  
**Teenagers**  
aged 13-18



Sample  
**Small businesses**



AI is taking

us to the edge

Scary

Stressful

Dependence

Intriguing

Exciting

Convenient

# AI is taking us to the edge

01

Digital life

The AI version

02

Use, yes

At ease, no

03

Human  
Digital  
Artificial

Evolution

04

Human expert

vs

AI advisor

05

Cultural routines

are breaking apart

06

Where

are we headed?

# 01



**Digital life**

**The AI version**

AI is taking our digital lives  
**to the edge**

# Social media The AI version



Changes in social media since the rise of AI

39%

feel that social media has become **more interesting** since the rise of AI

57%  
less  
**confidence**  
in social media content

70%  
of  
teenagers

# Digital addictions

## The AI version

29%

of teenagers  
admit that they  
are **already**  
addicted to AI

16%

of adults admit  
that they are  
**already**  
addicted to AI



49%

feel that AI use  
**intensifies**  
addiction to  
social networks



# Screen time

## The AI version

38%

encourage their children to **use AI**

25%

have enrolled or are considering enrolling their children in an **AI course**



70%

increased AI screen time *compared with last year*

# Screen time

## The AI version

AI time

**1.5**  
hours

daily average



AI time **also replaces**  
screen time

**50%** replaces  
**browsing time**

AI time

**33%** replaces  
**streaming/video**  
time

**35%** replaces  
**social media** time

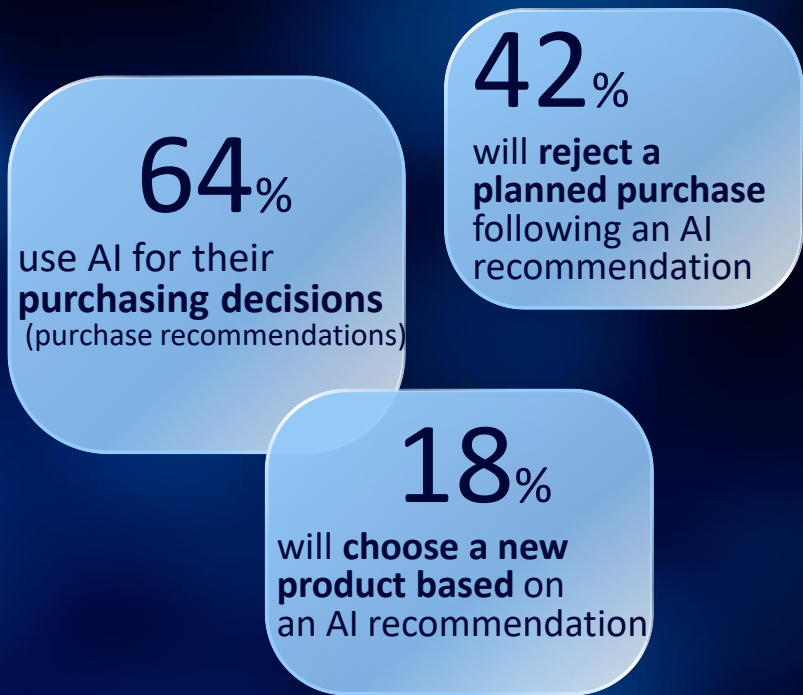
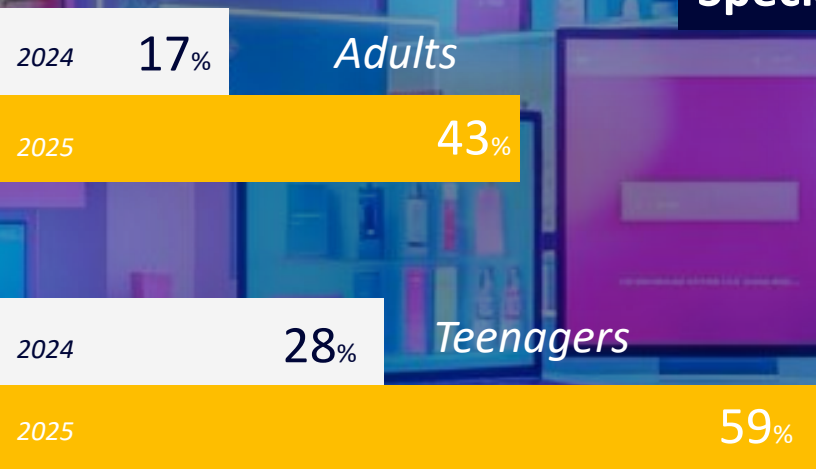
"How much has your daily AI usage increased compared with last year?" (out of users whose AI time increased)



# Shopping time

## The AI version

### Searching with AI Special offers



"Do you use AI to search for special offers and discounts?"

# Digital kids

## The AI version

Changes in social networks since the rise of AI

First used AI tools  
average age

**10.1**

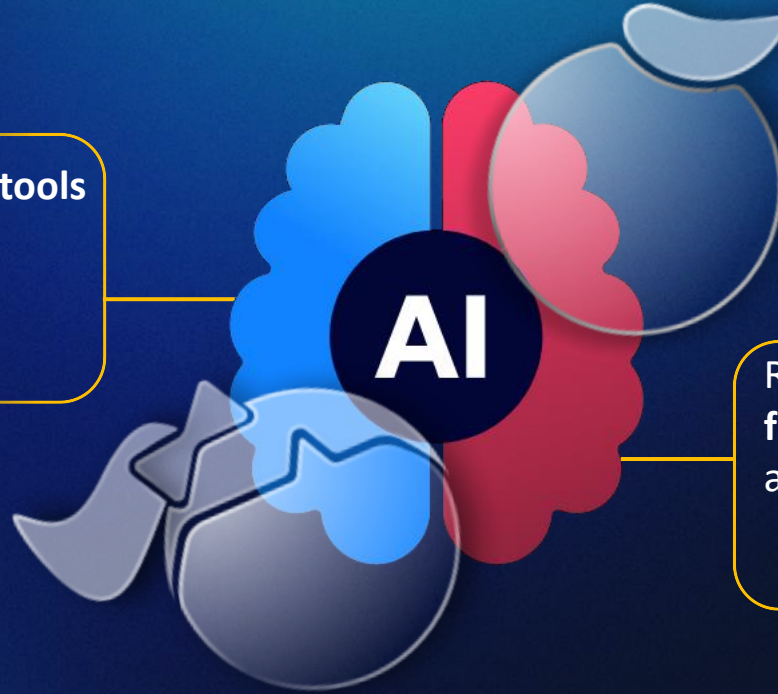
**27%**

of children aged 7-12  
use ChatGPT on  
WhatsApp



Received their  
first Smartphone  
average age

**6.2**



# Data volumes

## The AI version

Average Data volume of Bezeq customers  
(daily average, GB)

20.3 GB 2025

18.5 GB 2024

17.2 GB 2023

14.7 GB 2022

12.5 GB 2021

11.1 GB 2020

02

**Use, yes**

**At ease, no**

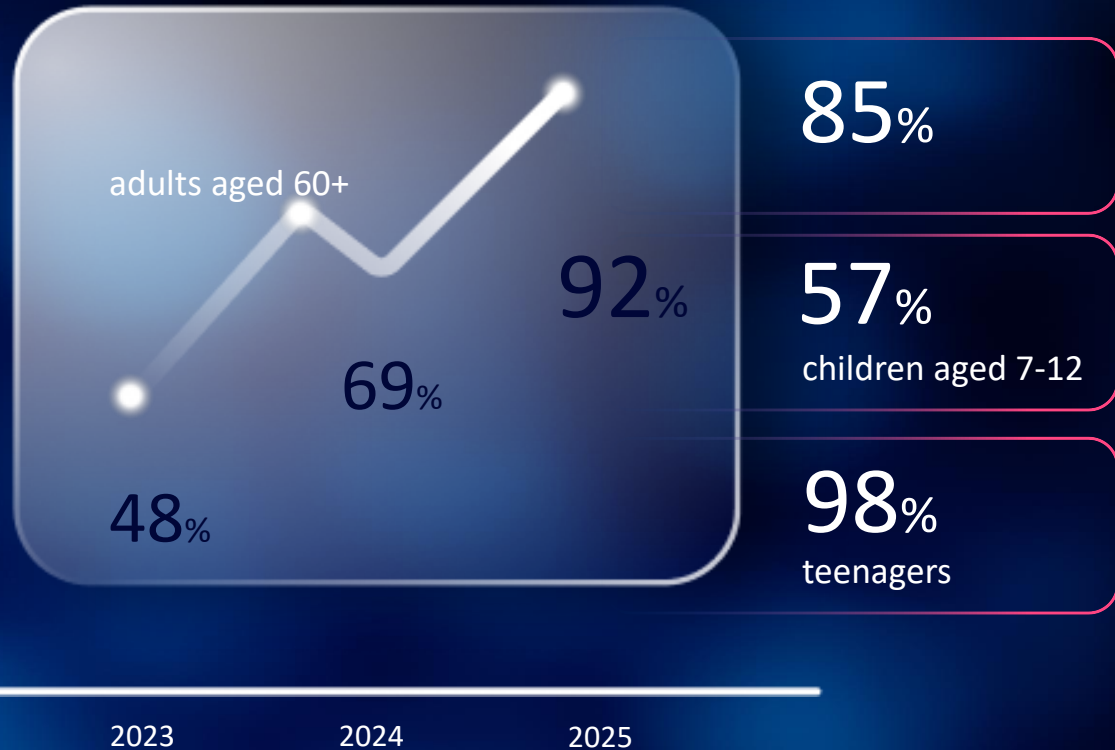
Going along with technology, but...

# Within three years, we all use AI

The **fastest** implementation  
we have ever experienced

# 92%

are using AI tools  
**within only 3 years!**



# Within three years, we all use AI

The **fastest** implementation  
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**within only 3 years!**



WhatsApp

# 90%

implementation after

# a decade



Online  
shopping

# 90%

implementation after

# two decades

Use  
regularly

has become  
a daily tool

50%  
2025

12%  
2024

4%  
2023

Use  
regularly

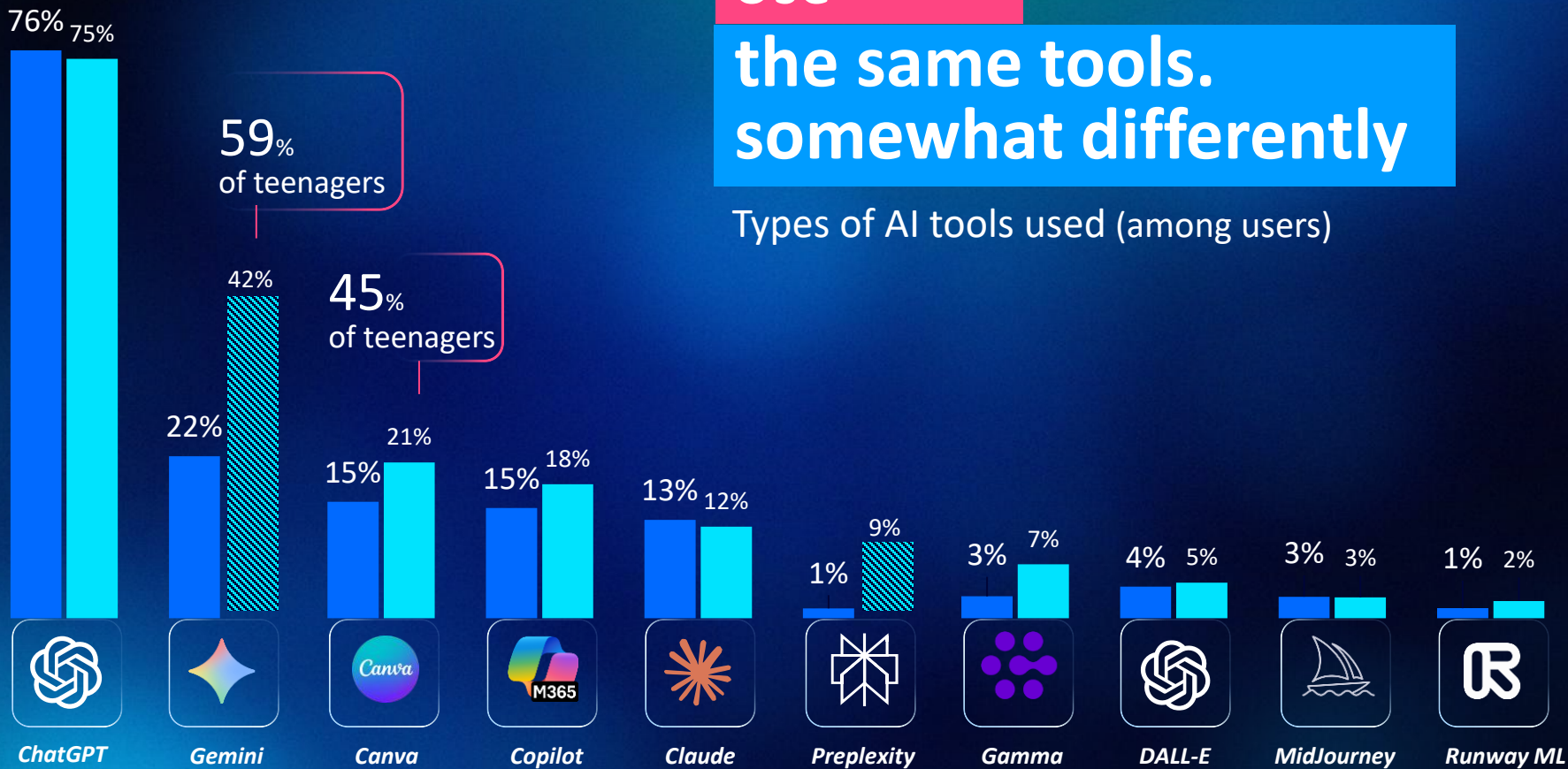
and throughout the day  
use AI during the day



Use

# the same tools. somewhat differently

Types of AI tools used (among users)



2024 ● 2025 ●

“Which AI tools do you use frequently?”



# Use on the go

Use of AI from a PC or mobile

22%  
PC

37%  
mobile

41%  
both

2025

37%  
PC

25%  
mobile

38%  
both

2024

 *Everyday language*

53%

 *Politeness*

22%

 *Professional language*

13%

 *Command*

7%

 *Formal language*

4%

Addresses as him and not her  
and addresses in “Israeli” style



64%  
use the masculine form



16%  
use the feminine form

"Do you address AI in the male form or the feminine form?"



Use it

but do not rely on it

**58%** do not expose personal information when using AI

**42%** are wary of sharing personal ideas and important information out of concern it could be misused

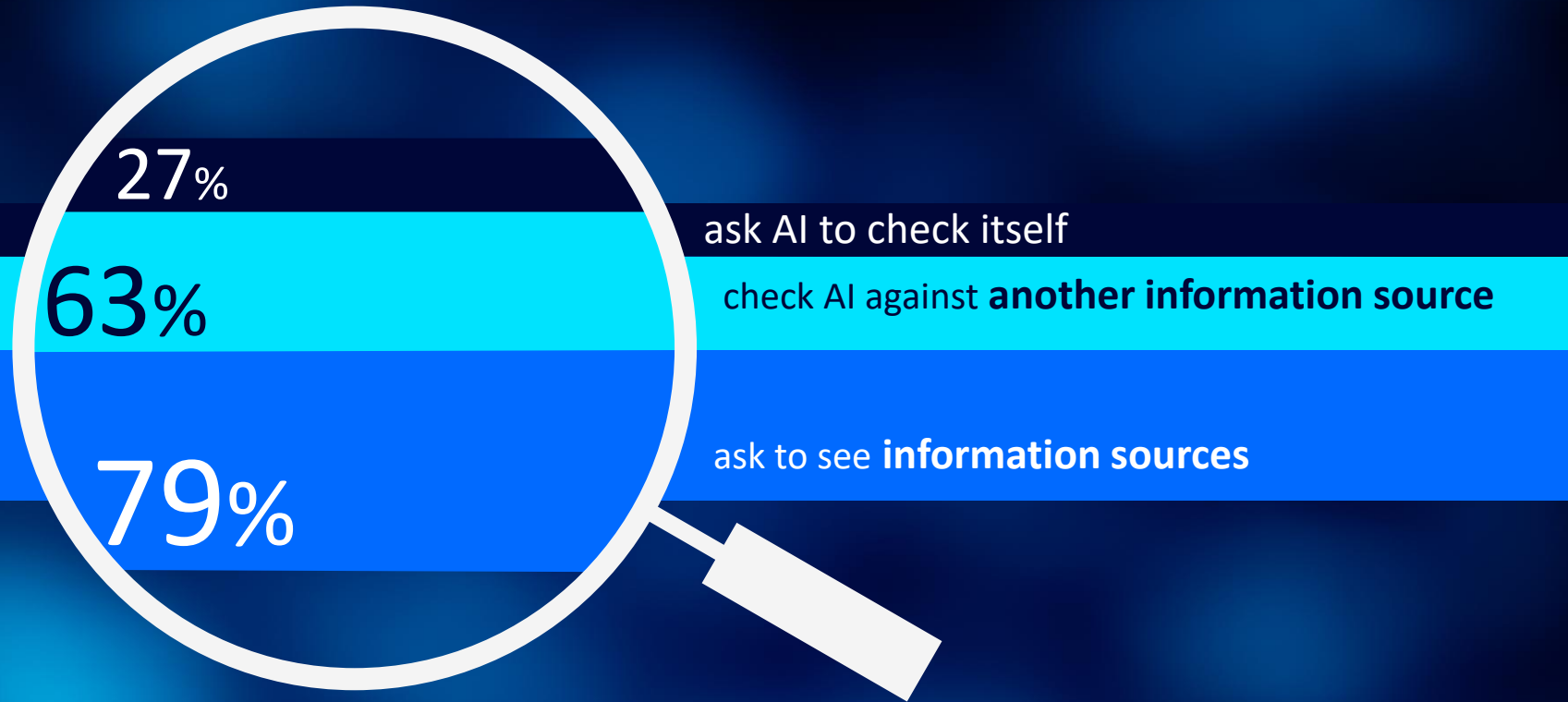
Use it

but with less confidence in the information



**44%** do not rely on information received from AI

Use it  
and check



“How do you deal with the inaccuracy and lack of reliability of AI?”

03

# Artificial human evolution

AI amplifies human behaviors

72%

strengthens  
my  
knowledge  
of the world

44%

reinforces my  
self-  
confidence

68%

more  
**curious**  
and learning  
new things

65%

more  
**effective**

Amplifies us

(due to the use of AI)

**66%**  
lazier

**52%**  
less  
creative

**39%**  
Less  
patient

**42%**  
less  
independent  
thinking

**Brings us down**

(due to the use of AI)

Amplifies

human behaviors

32%

fear erosion of  
human skills



39%

causes people to  
change their **way of  
thinking and  
planning** and to  
make decisions  
differently

04

**AI advisor**

**vs**

**Human expert**

Replacing human experience with  
**artificial intelligence**

# AI advisors

do not charge by the hour

19%  
use AI for  
legal advice

2025

2024

9%

The *legal* advisor



25%  
of teens

consult with AI  
instead of  
consulting with  
a doctor

6%  
aged 60+

The *medical* advisor



38%  
received  
medical advice  
from AI

2025

19%

2024

# AI advisors

do not charge by the hour

20%

received  
professional  
career advice

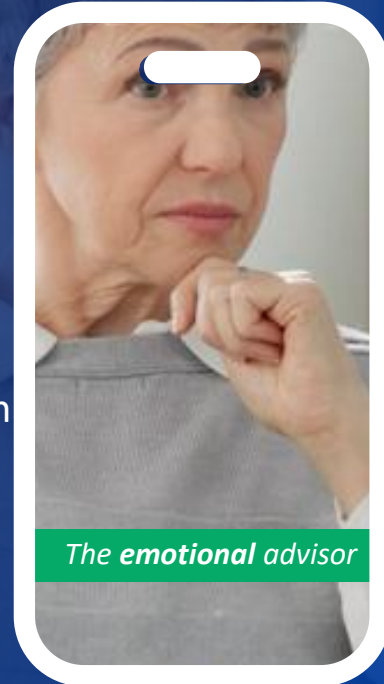


The *professional* advisor

29%  
of adults

received  
emotional  
support through  
AI

59%  
of teenagers



The *emotional* advisor



# Develop feelings

**45%** of teenagers

**trust**  
**AI** more than  
their friends

**38%** of teenagers

feel that AI  
**understands**  
**them better** than  
the people in their lives

**21%** of teenagers

may even  
**develop feelings**  
for AI

# Replacing

human expertise



78%

in the event of a glitch or **technical problem**, turn to AI before turning to a professional

70%  
of  
teens

58%

consult less with  
a **human factor**  
family | friends | advisors

And now, instead of being disappointed by people  
**we are disappointed with AI**

37%  
of  
teens

30%

were negatively affected  
after receiving personal  
advice from AI, which  
**turned out to be incorrect**




05



**Cultural routines are breaking apart**

Parenting, education, and culture  
are changing direction

# AI has entered the family unit




24% say it makes us  
**better parents**



45% get ideas for shared  
**family activities**

35% consult with AI regarding  
**children's education**

**but**

61%   
say it replaces the  
need for children to  
**seek advice from  
their parents**

# Students turn to AI School takes a back seat

×  
35%  
of adults

believe that the school  
does not **encourage**  
students to use AI

×  
41%  
of teenagers

28% of teenagers used an AI teacher  
**instead of** a private teacher

69% of students say that it **helps** them  
in their studies

34% of teenagers would consider  
using an AI teacher **in the future**

# AI affects the labor market

57%

believe that AI  
**causes  
people to  
lose their  
jobs**

**but**

76%

believe that  
AI can help  
**people find jobs**  
(such as writing  
resumes or searching  
for a job)

# AI in the service of small businesses

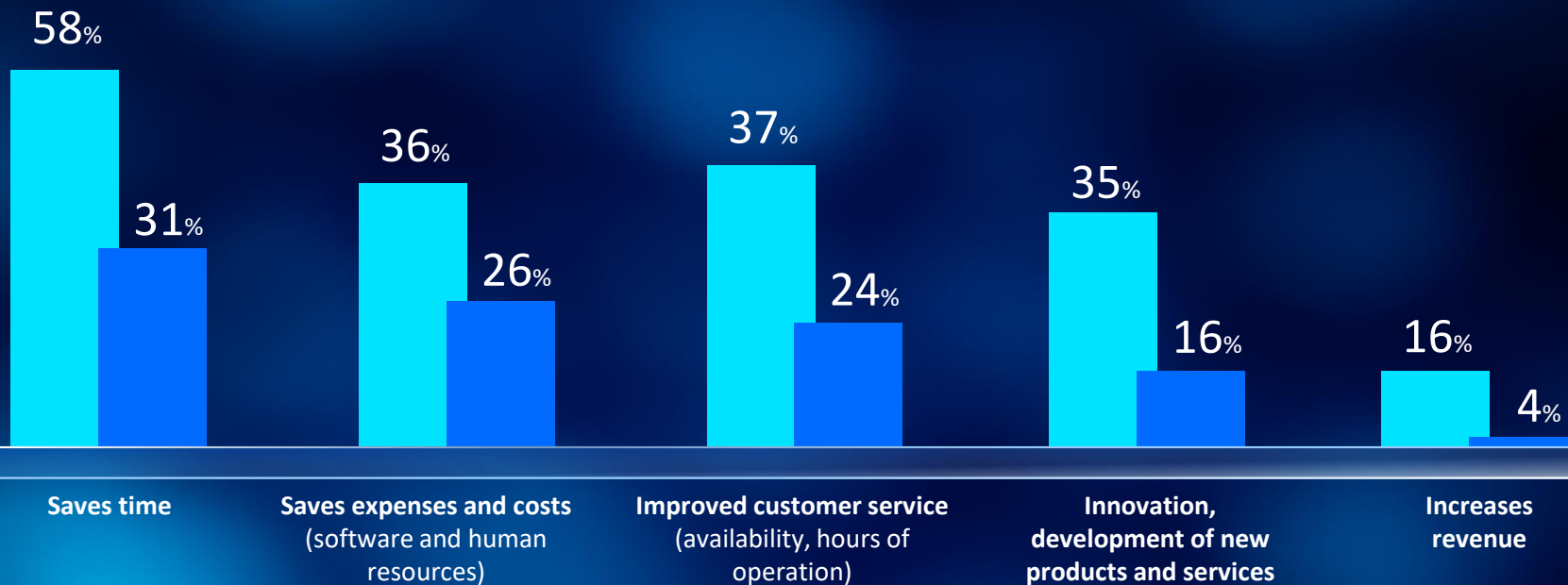
**18%**  
of small businesses  
pay for AI tools



**46%**  
of small businesses  
use AI tools

# AI in the service of small businesses

Users of AI tools already understand the advantages



● Use AI in business

● Do not use AI in business today





06

Where



are we headed?

Even when it seems that we have reached **the edge**, the edge keeps moving

Already now

# AI is taking us to the edge

more excited

& more concerned

40% 2025



26% 2024

2025

41%

2024

30%



“When you think about the growing use of AI in different fields would you say you are ...”



# And the feelings about the future are also at the edges

36%

believe that AI will lead humanity to  
a **positive future**

Optimistic

41%

believe that in the future, the  
**advantages** of AI will outweigh the  
disadvantages

&

61%

fear that rapid AI development  
**could endanger** humanity in the  
long term

Pessimistic

79%

are concerned that governments or  
hostile entities **might misuse AI**

# Want it to be more involved in our digital lives in the future

What do we expect AI to do for us in the future?



55%

*To interact with  
bureaucratic entities*



49%

*To save shopping  
time*



47%

*To warn about  
digital security risks*



38%

*To manage daily tasks  
automatically*



31%

*To give advice on  
financial planning  
and investments*

Who should

# take responsibility? Adults



23%  
of teenagers

12%

Think that **everyone should take personal responsibility** when using AI

84%

AI requires **regulation and supervision**



AI has already taken us to the edge

How far will humanity take AI?

And how will digital life look at the new edge?

A digital wireframe figure of a person wearing a VR headset, rendered in glowing blue and yellow lines. The figure is positioned on the left side of the frame, facing right. The background is a dark blue gradient with numerous colorful bokeh lights in shades of yellow, orange, and purple. A large, white, semi-transparent circular shape is overlaid on the right side of the image, partially obscuring the background and the text.

**Thank you**