From Awareness to Regulation, What Americans Think about AI

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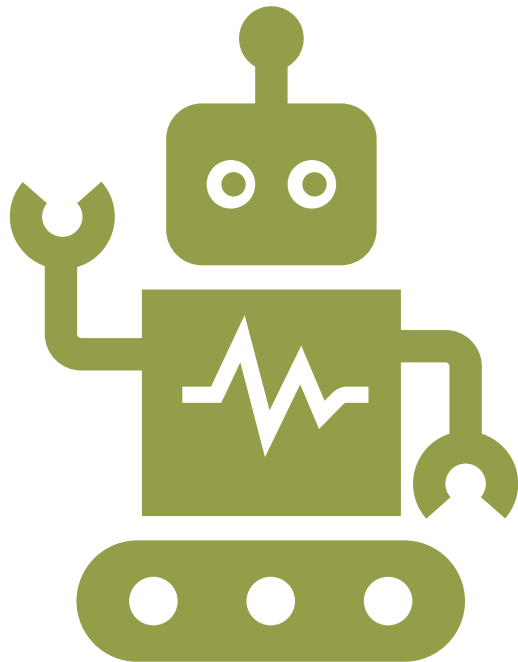
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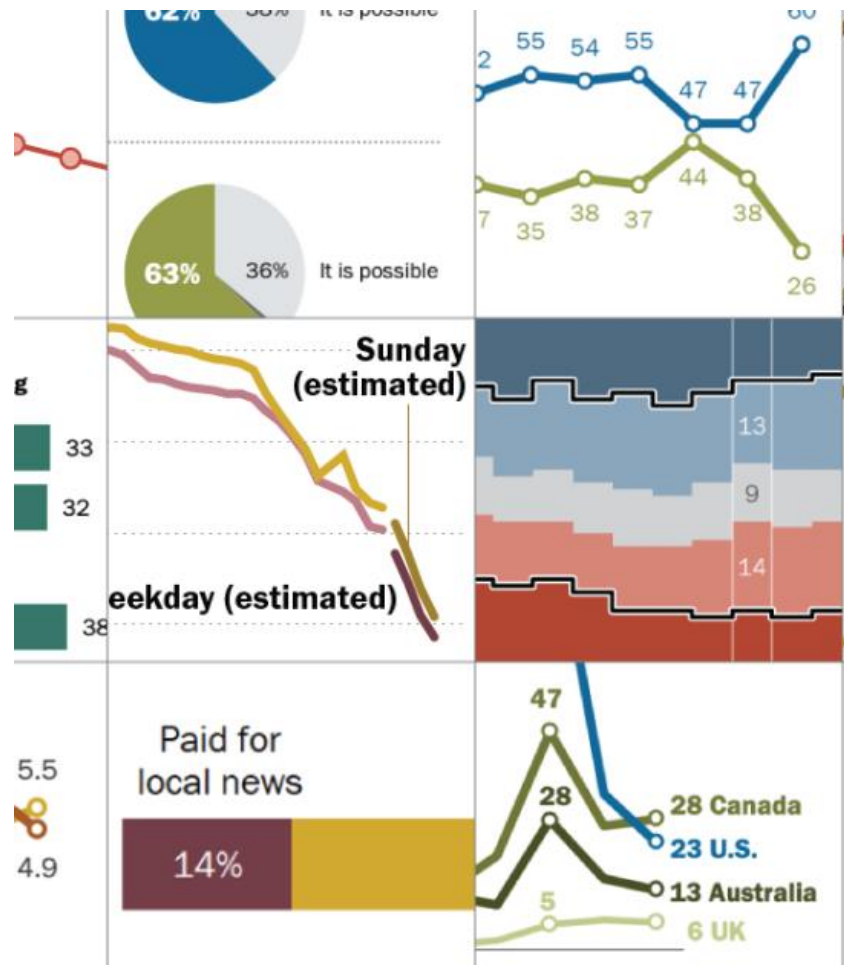
AI as the next Big Tech revolution:
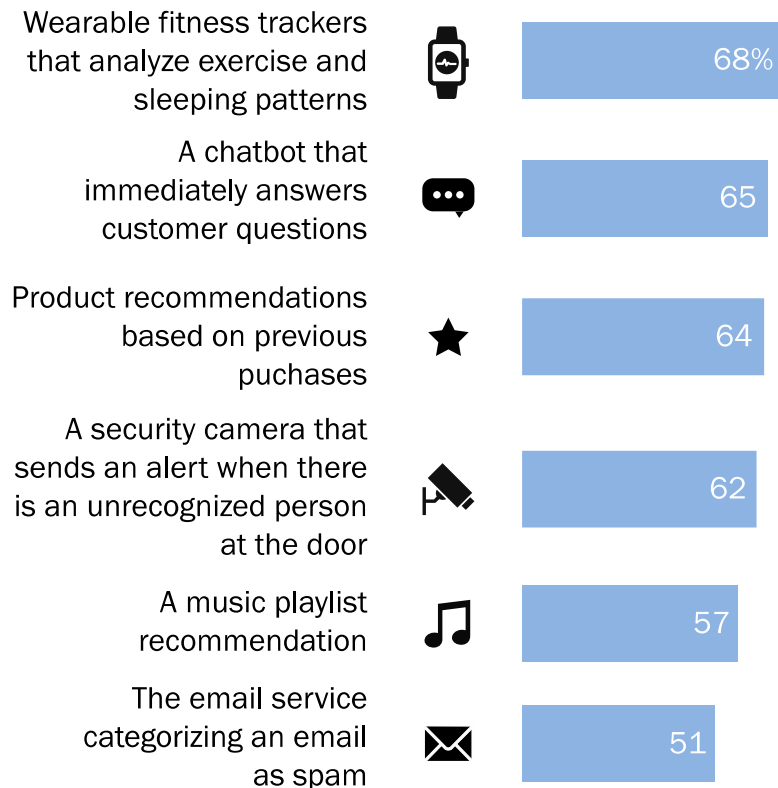# Big themes in survey research

Awareness + understanding

Promise + peril

AI + work

Data privacy + regulation

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Americans' awareness of common uses of AI differs by application...

% of U.S. adults who identify that the following use artificial intelligence in multiple choice questions

Application	%
Wearable fitness trackers that analyze exercise and sleeping patterns	68%
A chatbot that immediately answers customer questions	65
Product recommendations based on previous puchases	64
A security camera that sends an alert when there is an unrecognized person at the door	62
A music playlist recommendation	57
The email service categorizing an email as spam	51

Source: Survey conducted Dec. 12-18, 2022.
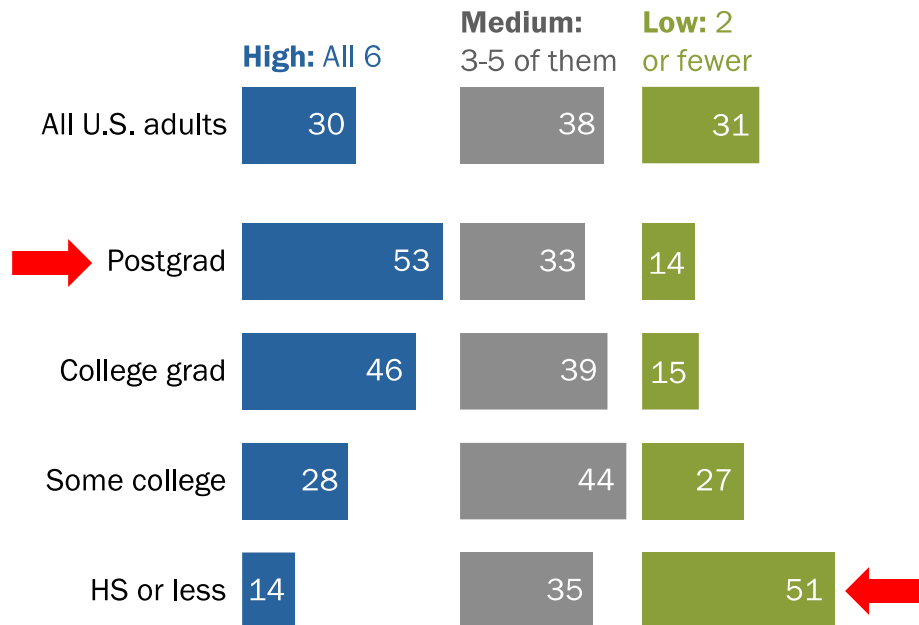
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...but awareness varies by educational attainment

% of U.S. adults who identify that the following use artificial intelligence in multiple choice questions
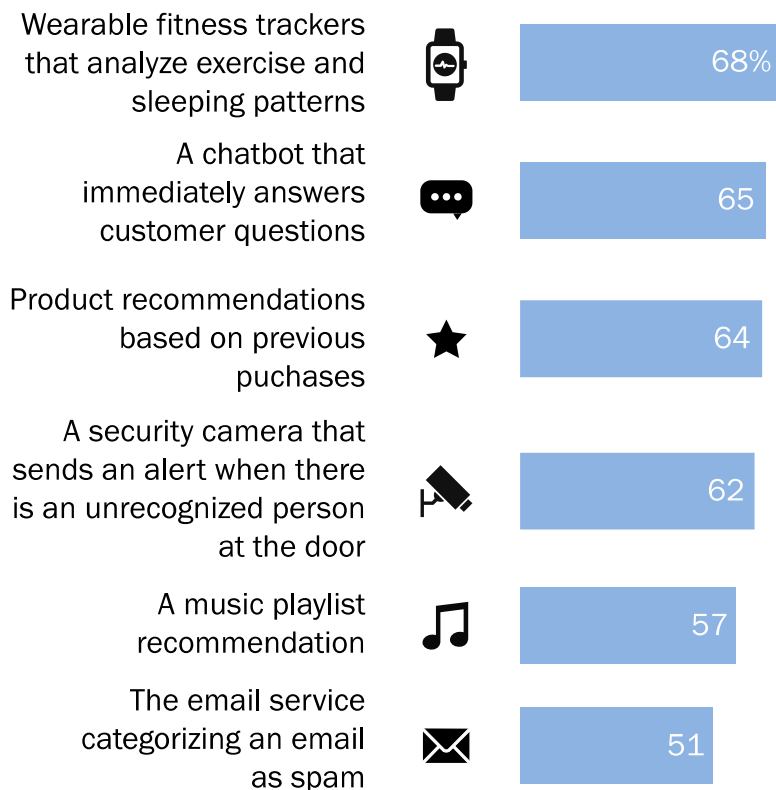
% of U.S. adults who correctly identify _____ as using AI

	High: All 6	**Medium:** 3-5 of them	**Low: 2** or fewer
All U.S. adults	30	38	31
→ Postgrad	53	33	14
College grad	46	39	15
Some college	28	44	27
HS or less	14	35	51 ←

Left chart:

Wearable fitness trackers that analyze exercise and sleeping patterns	68%
A chatbot that immediately answers customer questions	65
Product recommendations based on previous puchases	64
A security camera that sends an alert when there is an unrecognized person at the door	62
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Source: Survey conducted Dec. 12-18, 2022.

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In February, Americans' familiarity with ChatGPT continued to vary considerably by educational attainment

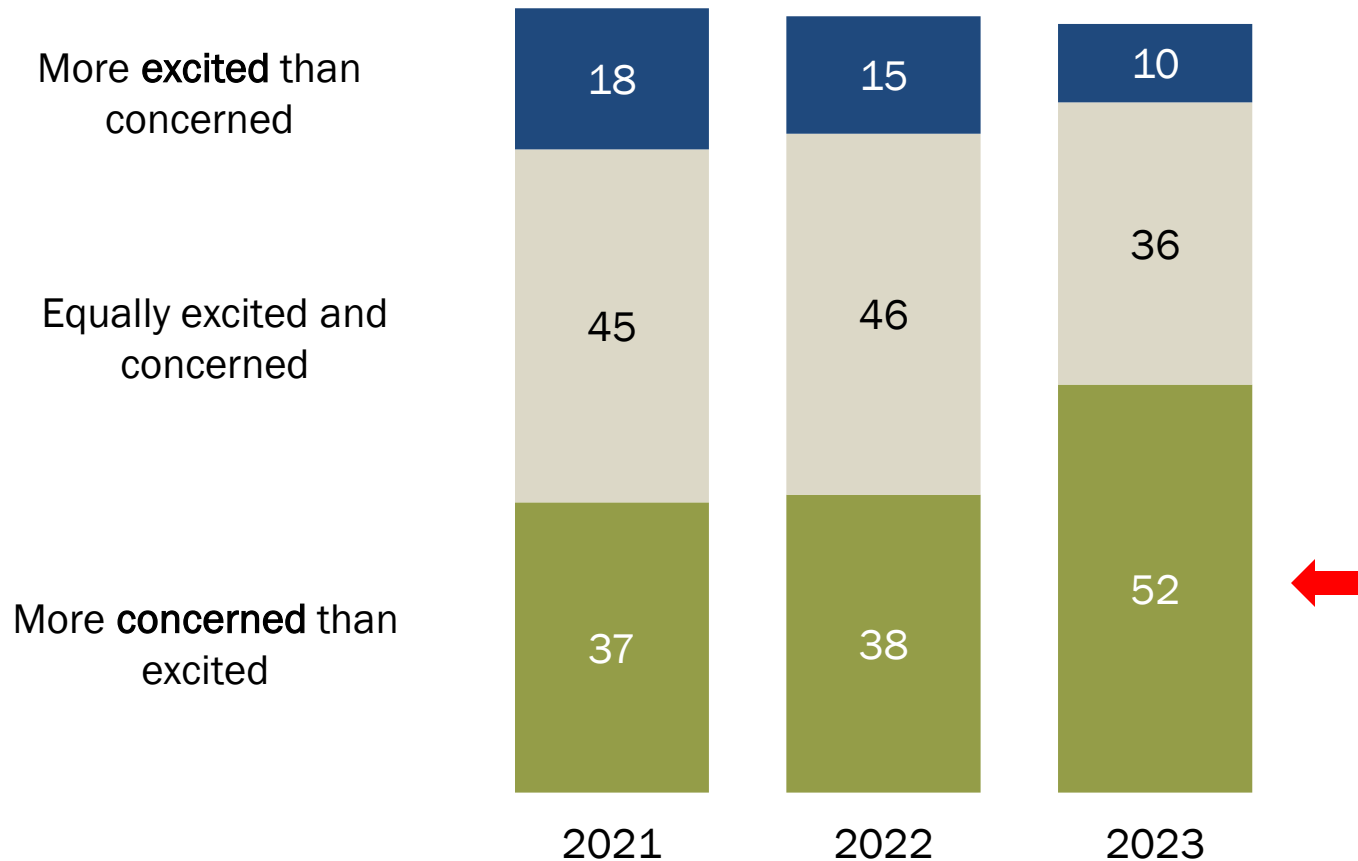*% of U.S. adults who say they have heard or read ___ about ChatGPT*

	A lot	A little	Nothing at all
U.S. adults	22	44	34
HS or less	10	36	53
Some college	21	46	33
College grad	30	51	19
Postgrad	36	50	13

PROMISE + PERIL

Americans have grown more concerned about the role AI is playing in daily life

% of U.S. adults who say the increased use of artificial intelligence in daily life makes them feel...

More **excited** than concerned

Equally excited and concerned

More **concerned** than excited

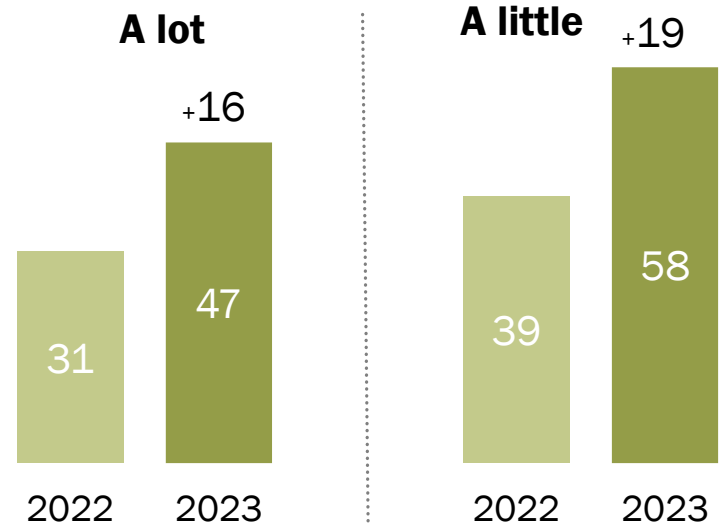|	2021	2022	2023
More excited than concerned	18	15	10
Equally excited and concerned	45	46	36
More concerned than excited	37	38	52

Source: Survey of U.S. adults conducted July 31-Aug.6, 2023.

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Concern about AI outweighs excitement across all major demographic groups, but there are differences by age, gender

% of U.S. adults who say the increased used of AI in daily life makes them feel more concerned than excited

Group	Value
Total	52
Men	48
Women	56
Ages 18-49	46
50+	60
Postgrad	48
College grad	49
Some college	54
HS or less	55
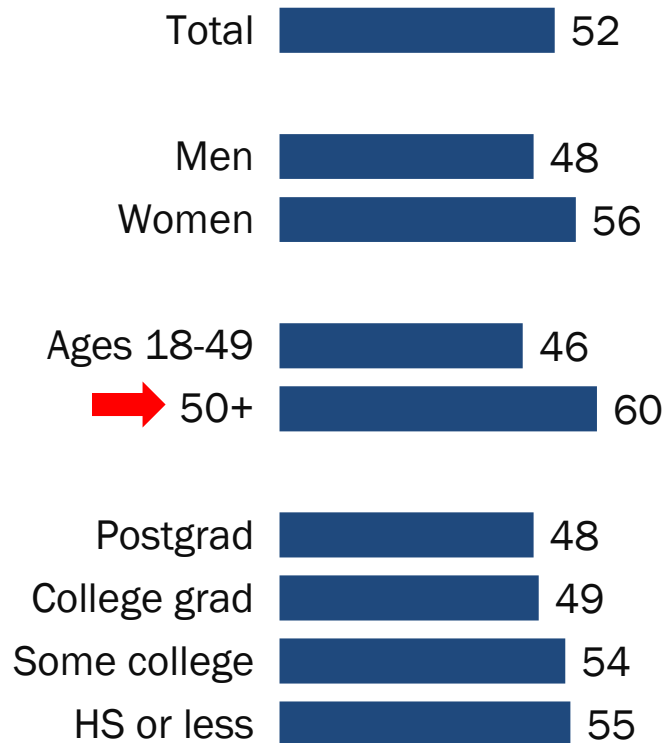
Among those who say they have heard or read __ about artificial intelligence

A lot

2022	2023
31	47 (+16)

A little

2022	2023
39	58 (+19)

Source: Survey of U.S. adults conducted July 31-Aug.6, 2023.

What excites Americans about AI

In their own words:

The older I get, the more I find that I rely on Siri to know how to spell, YouTube and the internet for good recipes, and GPS to find my way around the countryside

Woman, 70s

31	Makes life, society better
13	Saves time, more efficient
10	Inevitable progress, is the future
7	Handles mundane, tedious tasks
6	Helps with work/labor
6	AI is interesting, exciting
6	Helps humans with difficult/dangerous tasks
4	More accurate than humans
4	Helps those who are elderly/have a disability
2	Personal anecdotes
2	Other people's fears based on sci-fi, not reality
7	Other

Source: Survey of U.S. adults conducted Nov. 1-7, 2021.

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What excites Americans about AI

In their own words:

AI will improve the speed and accuracy of scientific progress. AI has the capability of freeing humanity from the yoke of labor by increasing productivity without the requirement of human time.

Man, 30s

Among those who say they are more excited than concerned, % who mention the following as a main reason

31 Makes life, society better

13 Saves time, more efficient

10 Inevitable progress, is the future

7 Handles mundane, tedious tasks

6 Helps with work/labor

6 AI is interesting, exciting

6 Helps humans with difficult/dangerous tasks

4 More accurate than humans

4 Helps those who are elderly/have a disability

2 Personal anecdotes

2 Other people's fears based on sci-fi, not reality

7 Other

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What excites Americans about AI

In their own words:

AI can help slingshot us into the future. It gives us the ability to focus on more complex issues and the computing power of AI to solve world issues faster.

Man, 30s

Among those who say they are more excited than concerned, % who mention the following as a main reason

31 Makes life, society better
13 Saves time, more efficient
10 Inevitable progress, is the future
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4 Helps those who are elderly/have a disability
2 Personal anecdotes
2 Other people's fears based on sci-fi, not reality
7 Other

Source: Survey of U.S. adults conducted Nov. 1-7, 2021.

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...And what concerns them

Among those who say they are more concerned than excited, % who mention the following as a main reason

19	Loss of human jobs
16	Surveillance, hacking, digital privacy
12	Lack of human connection, qualities
8	AI will get too powerful, outsmarting people
8	People misusing AI
7	People becoming too reliant on AI/tech
6	AI fails, makes mistakes
3	Concerns about govt./tech companies using AI
3	Don't trust AI or people wielding it
2	Unforeseen consequences/effects
2	Loss of freedom
2	Human bias coded into AI
2	Lack of oversight and regulation
7	Other

Source: Survey of U.S. adults conducted Nov. 1-7, 2021.

In their own words:

Not only is it removing jobs for skilled persons, but it is incapable of performing the function with a conscience.

Man, 40s

...And what concerns them

19 Loss of human jobs

16 Surveillance, hacking, digital privacy

12 Lack of human connection, qualities

8 AI will get too powerful, outsmarting people

8 People misusing AI

7 People becoming too reliant on AI/tech

6 AI fails, makes mistakes

3 Concerns about govt./tech companies using AI

3 Don't trust AI or people wielding it

2 Unforeseen consequences/effects

2 Loss of freedom

2 Human bias coded into AI

2 Lack of oversight and regulation

7 Other

Source: Survey of U.S. adults conducted Nov. 1-7, 2021.

In their own words:

I don't like the fact that AI would monitor aspects of one's daily life. This could lead to governments, companies, and hackers using AI as a tool to control our lives.

Man, 60s

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...And what concerns them

Among those who say they are more concerned than excited, % who mention the following as a main reason

19 Loss of human jobs

16 Surveillance, hacking, digital privacy

12 Lack of human connection, qualities

8 AI will get too powerful, outsmarting people

8 People misusing AI

7 People becoming too reliant on AI/tech

6 AI fails, makes mistakes

3 Concerns about govt./tech companies using AI

3 Don't trust AI or people wielding it

2 Unforeseen consequences/effects

2 Loss of freedom

2 Human bias coded into AI

2 Lack of oversight and regulation

7 Other

Source: Survey of U.S. adults conducted Nov. 1-7, 2021.

In their own words:

There is value in interacting with another human that cannot be replicated with technology. We lose a part of our connection to other humans as we design computers that can do that job.

Woman, 30s

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AI + WORK

Americans think AI would best humans at treating all job applicants equitably, but would miss seeing someone's potential

% of U.S. adults who say artificial intelligence would do ___ than/as humans at each of the following

	Worse	Better	About the same	Not sure
Treating all job applicants in the same way	15	47	14	23
Identifying job applicants who are well-qualified	23	27	26	23
Seeing potential in job applicants who may not perfectly fit the job description	44	17	14	25
Figuring out which applicants would work well with others	43	13	16	28

Source: Survey of U.S. adults conducted Dec. 12-18, 2022.

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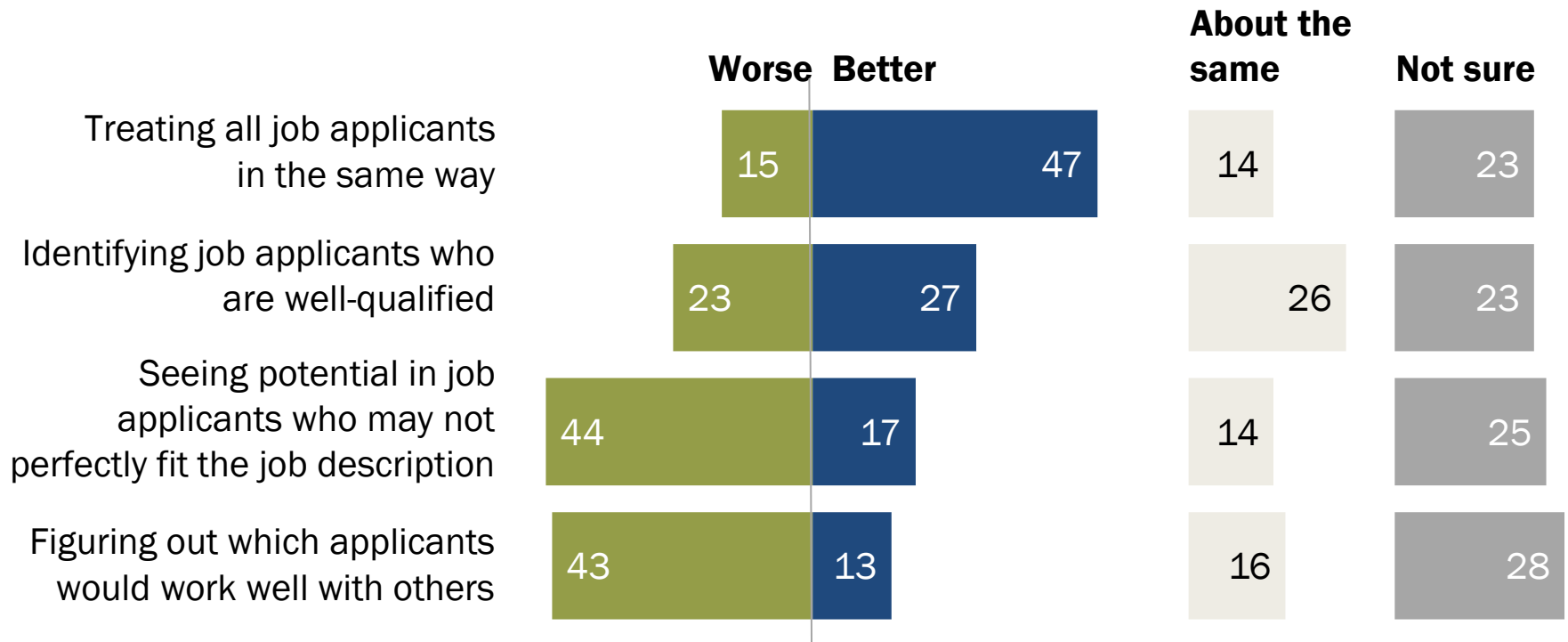
Americans who see a problem with racial bias in hiring more likely to believe AI would make the issue better, than make it worse

*% Among the **79% of U.S. adults who say bias and unfair treatment based on job applicants' race or ethnicity is a major or minor problem** in hiring generally, % who say that if artificial intelligence is used more by employers in the hiring process, the issue would ...*

	Get worse	Get better	Stay about the same
Total	13	53	32
White	12	54	32
Black	20	47	32
Hispanic	13	54	31
Asian*	12	64	24

Source: Survey of U.S. adults conducted Dec. 12-18, 2022.

Pew Research Center
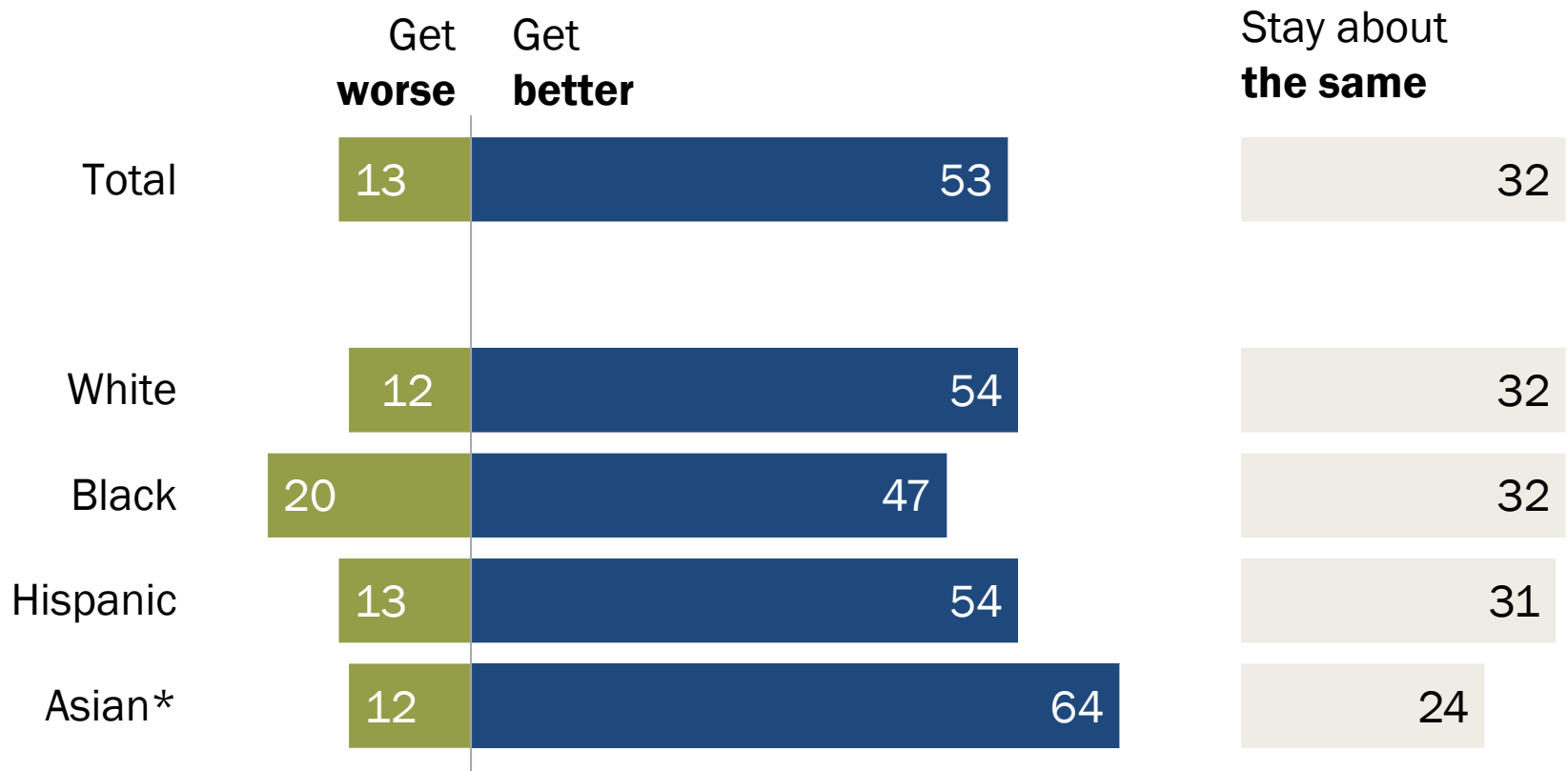
More young employees are using ChatGPT for work

% of U.S. adults who say they have ever used ChatGPT ...

For tasks at work
(among employed adults)

Ages 18-29
30-49
50+

31
21
10

12
8
4

Mar '23   Jul '23   Feb '24

To learn something new

31
22
9

16
10
4

Mar '23   Jul '23   Feb '24

For entertainment

31
24
7

21
14
5
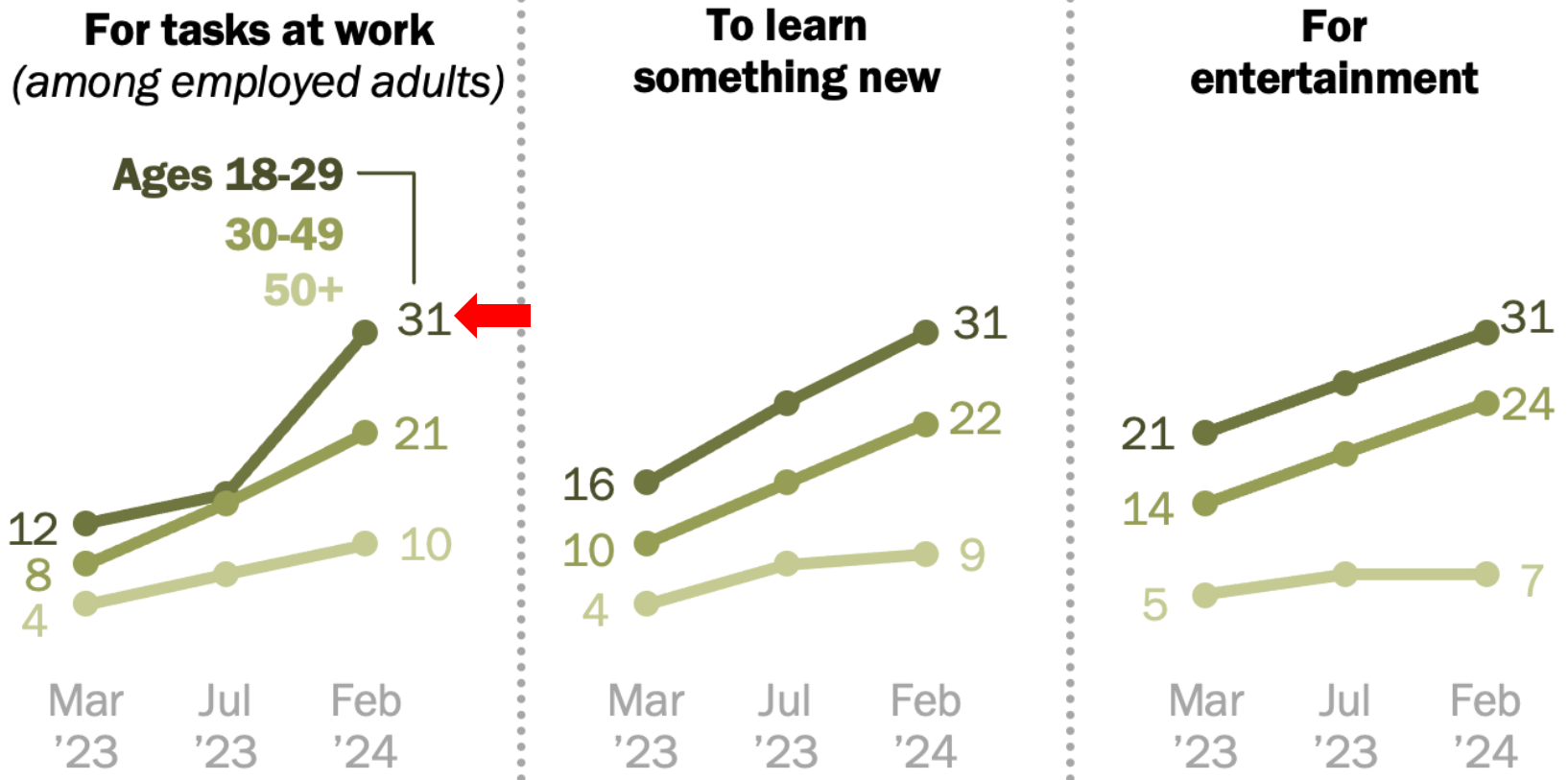
Mar '23   Jul '23   Feb '24

American workers are less likely to think chatbots will have an impact on their jobs, but this varies by education

% who say chatbots will have a ___ impact on the following jobs over the next 20 years

	Major	**Minor**
Software engineers	56	19
Graphic designers	54	21
Journalists	52	24
Teachers	44	30
Lawyers	31	33
➡ Own job*	19	36
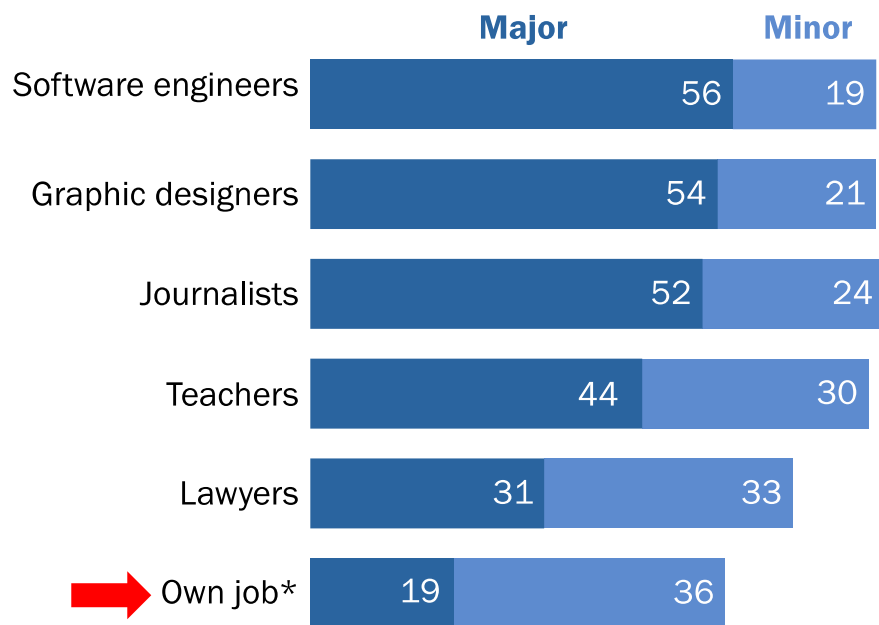
% of employed adults who say chatbots will have a major or minor impact on their own job over the next 20 years

Total	54
HS or less	42
Some college	48
College grad	60
Postgrad	71
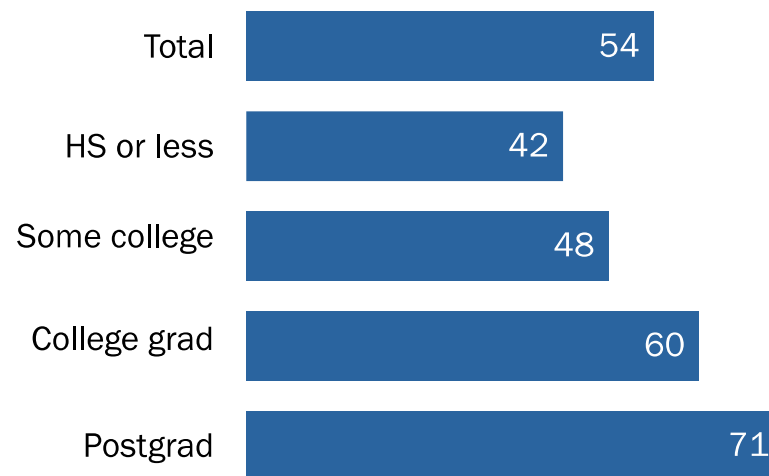
Source: Survey of U.S. adults conducted July 17-23, 2023. *Based on those employed.

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DATA PRIVACY & REGULATION

Americans have a negative view of AI's impact on privacy, more positive toward impact in other areas

	Hurts more than it helps	Helps more than it hurts	Not sure
People finding products, services they are interested in online	15	49	35
People keeping their personal information private	53	10	37
Companies making safe cars and trucks	19	37	44
Doctors providing quality care to patients	20	37	42
People taking care of their health	19	33	47
People finding accurate information online	27	33	40
Companies providing quality customer service	34	28	37
Police maintaining public safety	26	24	49
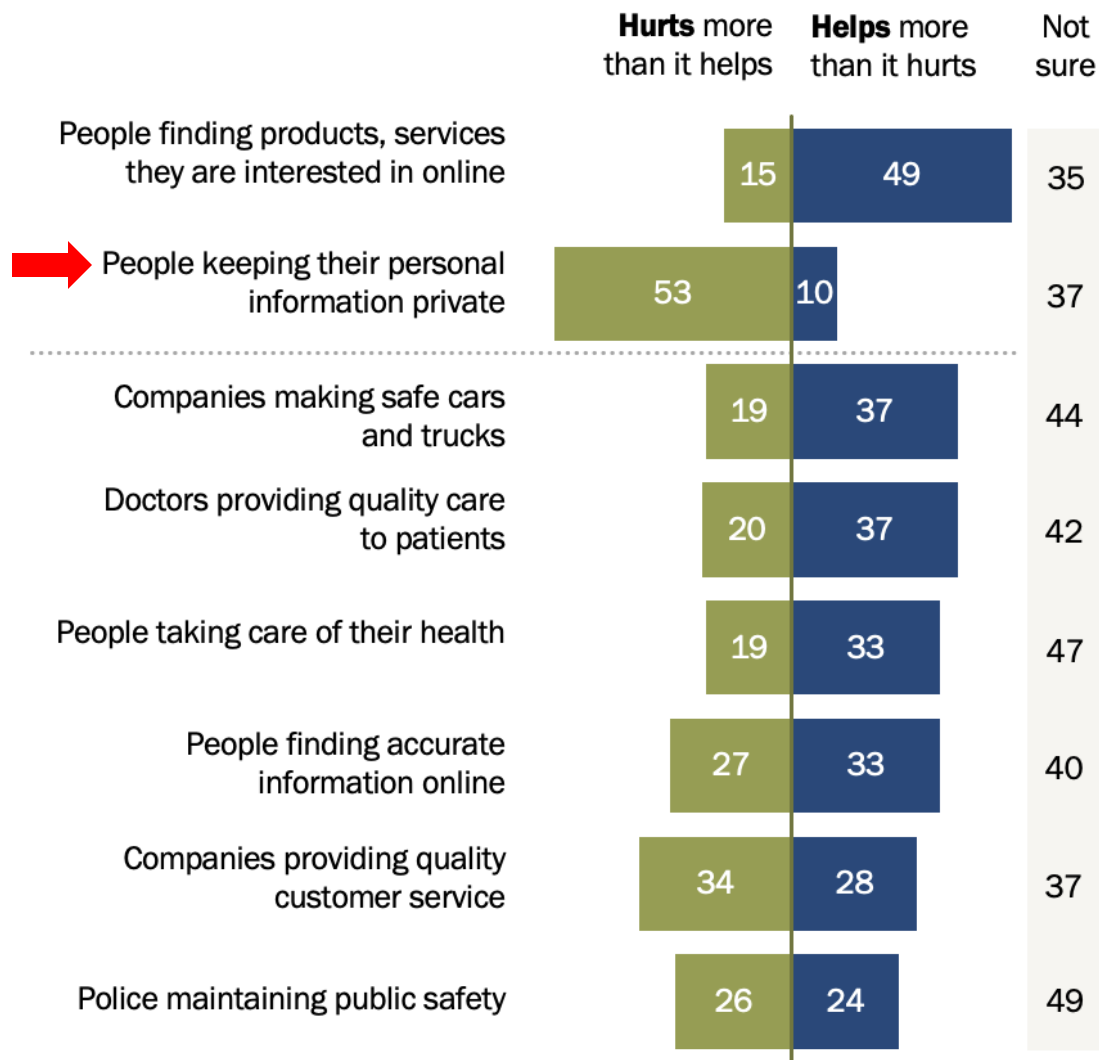
Source: Survey conducted July 31-Aug. 6, 2023

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The public widely believes the use of AI to collect personal data will lead to unintended consequences

*Among those who have heard of AI, % who say that as companies use AI to collect and analyze personal information, this information **will** be used in ways that ...*

People would not be comfortable with	81
Were not originally intended	80
Could make people's lives easier	62

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Many Americans have little to no trust in companies to use AI responsibly

Among those who have heard of artificial intelligence, % who say they **trust companies to use AI responsibly** ...

A great deal/
Some
24

Very little/
Not at all
70

Not sure
6

No answer
<1

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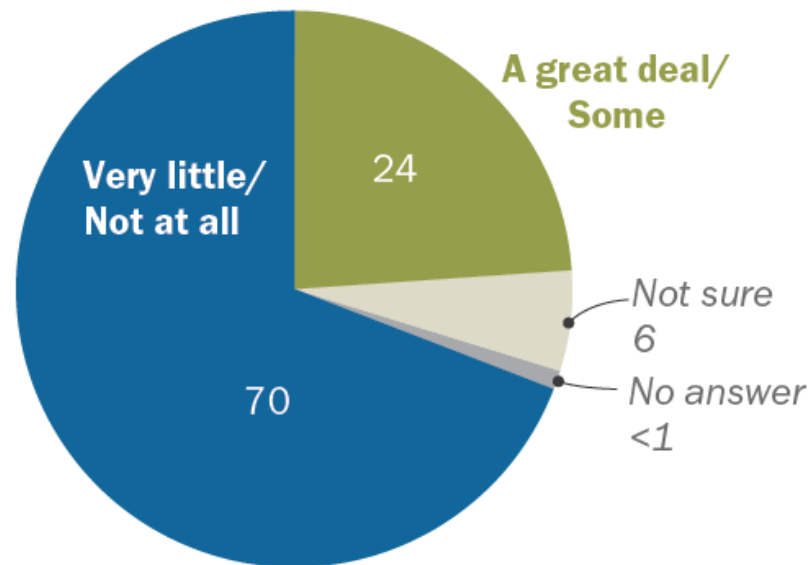
Across political parties, people are more concerned about the government not going far enough in regulating chatbots

Among U.S. adults who have heard of ChatGPT, % who say, as chatbots grow more widespread, their greater concern is that government will ___ regulating their use

Not go far enough   **Go too far**

	Not go far enough	Go too far
Total	67	31
Dem/Lean Dem	75	24
Rep/Lean Rep	59	39
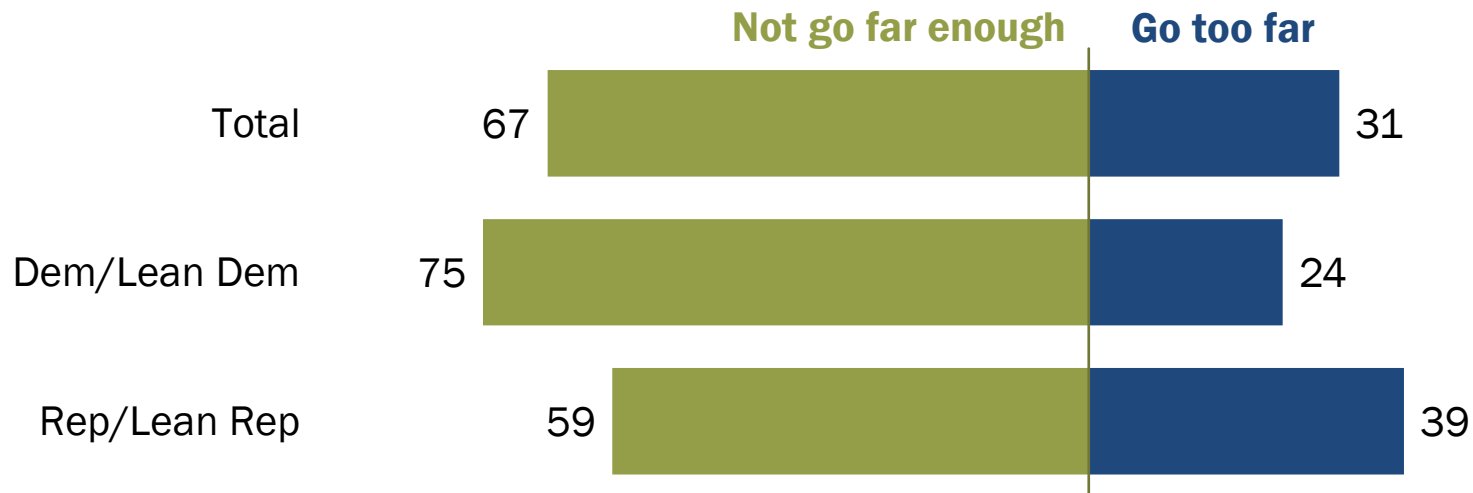
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Thank you! Questions & comments?

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Additional slides

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U.S. adults with higher levels of education and income demonstrate greater awareness of AI in daily life

% of U.S. adults who have a ____ level of awareness about artificial intelligence applications in daily life

	HIGH (All 6 questions correct)	MEDIUM (3-5 correct)	LOW (0-2 correct)
U.S. adults	30	38	31
Men	38	36	26
Women	23	40	37
White	34	38	28
Black	14	38	47
Hispanic	23	38	39
Asian*	40	39	21
Ages 18-29	35	38	28
30-49	38	37	25
50-64	29	40	31
65+	18	38	44
Postgrad	53	33	14
College grad	46	39	15
Some college	28	44	27
HS or less	14	35	51
Upper income	52	33	15
Middle income	33	41	26
Lower income	15	38	48
Rep/lean Rep	28	41	31
Dem/lean Dem	34	36	29

*Estimates for Asian adults are representative of English speakers only.
Note: All questions are multiple choice; for full question wording, see topline. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Family income tiers are based on adjusted 2021 earnings.
Source: Survey conducted Dec. 12-18, 2022.
"Public Awareness of Artificial Intelligence in Everyday Activities"

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June 10, 2024

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Americans tilt positive on AI's ability to reduce medical errors; greater concern around data security, patient-provider relationships

% of U.S. adults who say the use of artificial intelligence in health and medicine to do things like diagnose diseases and recommend treatments would make each of the following …
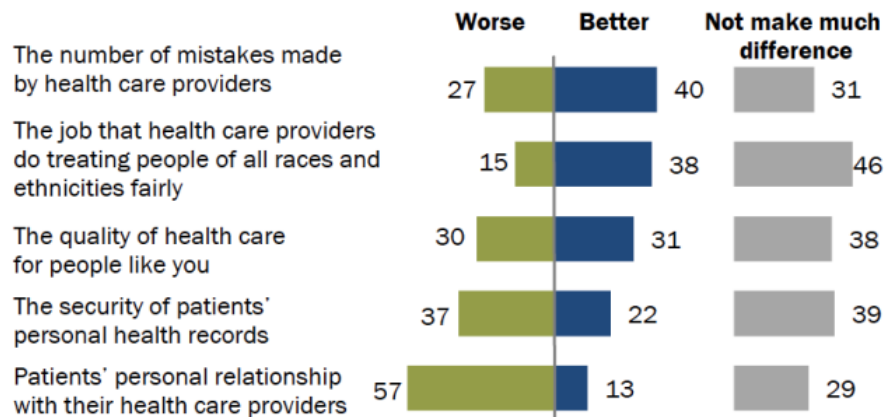
	Worse	Better	Not make much difference
The number of mistakes made by health care providers	27	40	31
The job that health care providers do treating people of all races and ethnicities fairly	15	38	46
The quality of health care for people like you	30	31	38
The security of patients' personal health records	37	22	39
Patients' personal relationship with their health care providers	57	13	29

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Dec. 12-18, 2022.
"60% of Americans Would Be Uncomfortable With Provider Relying on AI in Their Own Health Care"

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Americans are concerned about AI systems that could know people's thoughts and make important life decisions for them

% of U.S. adults who say they would be ___ if artificial intelligence computer programs could do each of the following
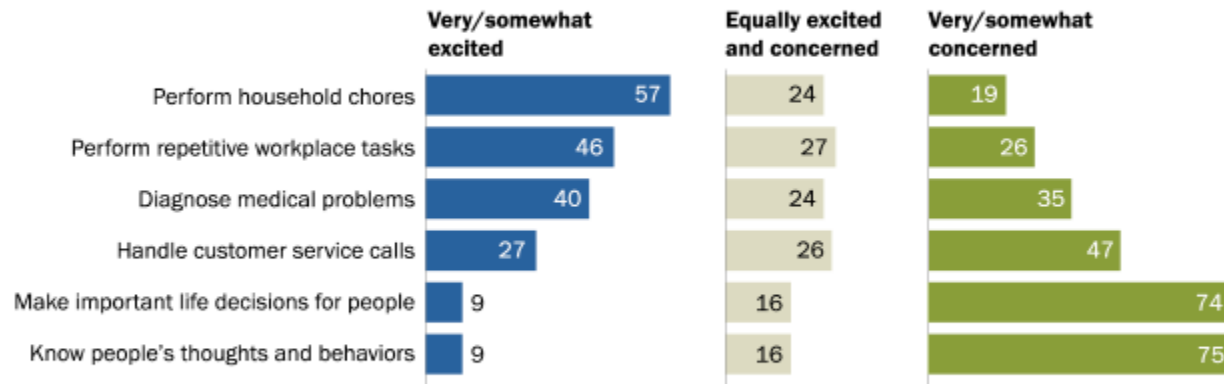
	Very/somewhat excited	Equally excited and concerned	Very/somewhat concerned
Perform household chores	57	24	19
Perform repetitive workplace tasks	46	27	26
Diagnose medical problems	40	24	35
Handle customer service calls	27	26	47
Make important life decisions for people	9	16	74
Know people's thoughts and behaviors	9	16	75

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Nov. 1-7, 2021.
"AI and Human Enhancement: Americans' Openness Is Tempered by a Range of Concerns"

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About six-in-ten Americans believe AI will have a major impact on workers generally, but only 28% believe it will have a major effect on them personally

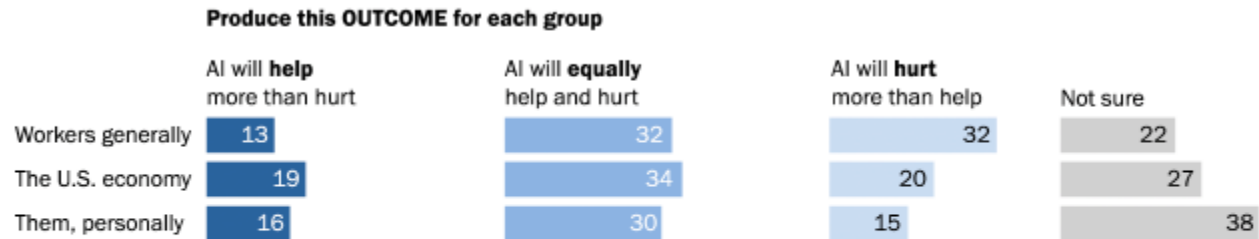*% of U.S. adults who say that over the next 20 years the use of artificial intelligence in the workplace will ...*

Have this IMPACT on each group

	Major	Minor	No impact	Not sure
Workers generally	62	21	2	15
The U.S. economy	56	22	3	19
Them, personally	28	35	19	19

Produce this OUTCOME for each group

	AI will **help** more than hurt	AI will **equally** help and hurt	AI will **hurt** more than help	Not sure
Workers generally	13	32	32	22
The U.S. economy	19	34	20	27
Them, personally	16	30	15	38

Note: Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Dec. 12-18, 2022.
"AI in Hiring and Evaluating Workers: What Americans Think"

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Majorities believe facial recognition would help find missing persons, solve crimes but also think it would be used to surveil Black, Hispanic neighborhoods

% of U.S. adults who say that if the use of facial recognition technology by police becomes widespread, each of the following definitely or probably ...

■ Would NOT happen   ■ Would happen

The police would ...

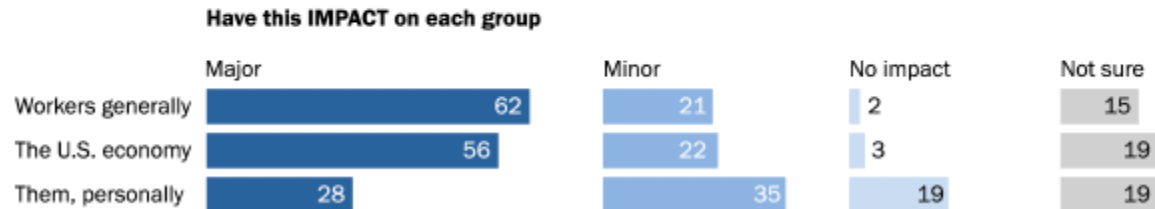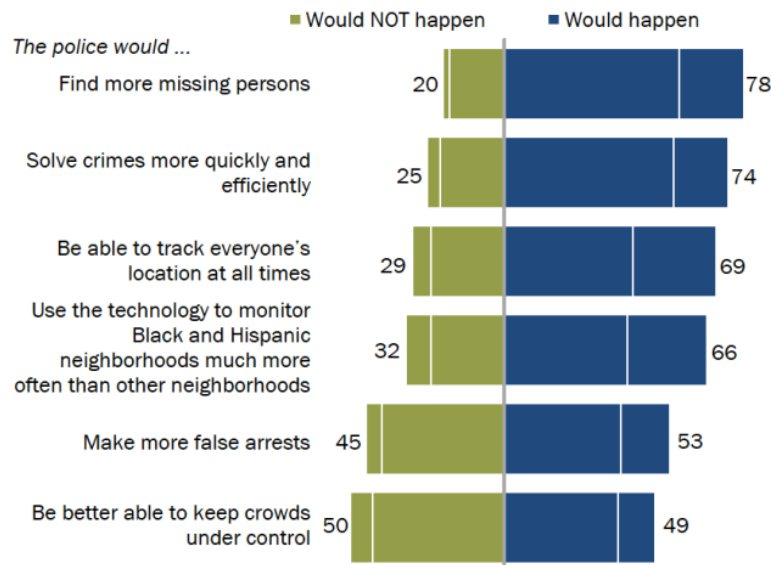| Find more missing persons | 20 | 78 |
Solve crimes more quickly and efficiently	25	74
Be able to track everyone's location at all times	29	69
Use the technology to monitor Black and Hispanic neighborhoods much more often than other neighborhoods	32	66
Make more false arrests	45	53
Be better able to keep crowds under control	50	49

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Nov. 1-7, 2021.
"AI and Human Enhancement: Americans' Openness Is Tempered by a Range of Concerns"

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Widespread use of facial recognition technology by police seen more negatively by younger adults, those who have hear a lot about the topic

% of U.S. adults who say the widespread use of facial recognition technology by police would be a ___ for society

	Bad idea	Good idea	Not sure
U.S. adults	27	46	27
Ages 18-29	42	35	22
30-49	30	43	26
50-64	21	50	28
65+	16	54	30
White	26	47	27
Black	30	40	30
Hispanic	26	48	26
HS or less	19	52	28
Some college	30	44	26
College grad	35	40	25
Postgrad	31	41	26
Rep/lean Rep	25	48	26
Dem/lean Dem	30	43	27

Among those who have heard or read ___ about the use of facial recognition technology by police

	Bad idea	Good idea	Not sure
A lot	40	47	13
A little	27	47	27
Nothing at all	16	41	42

Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race.
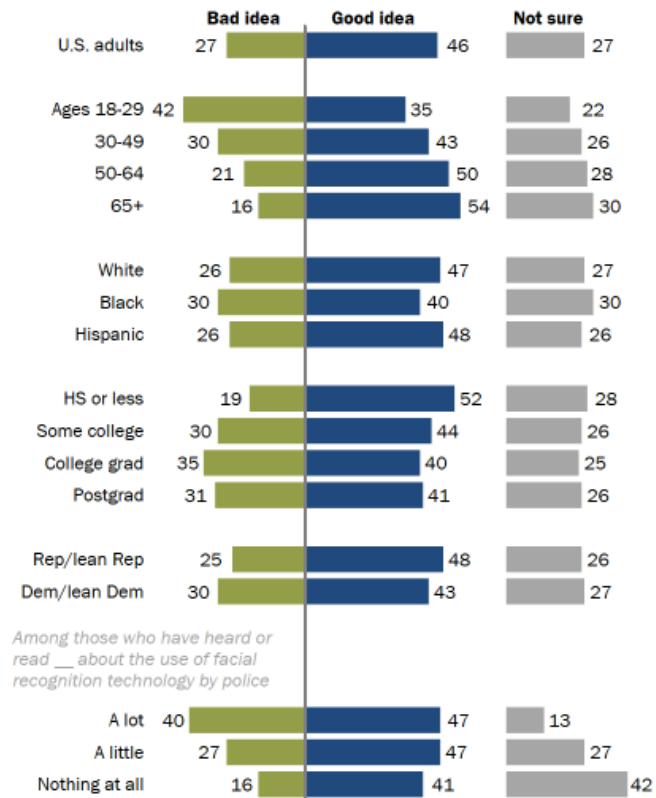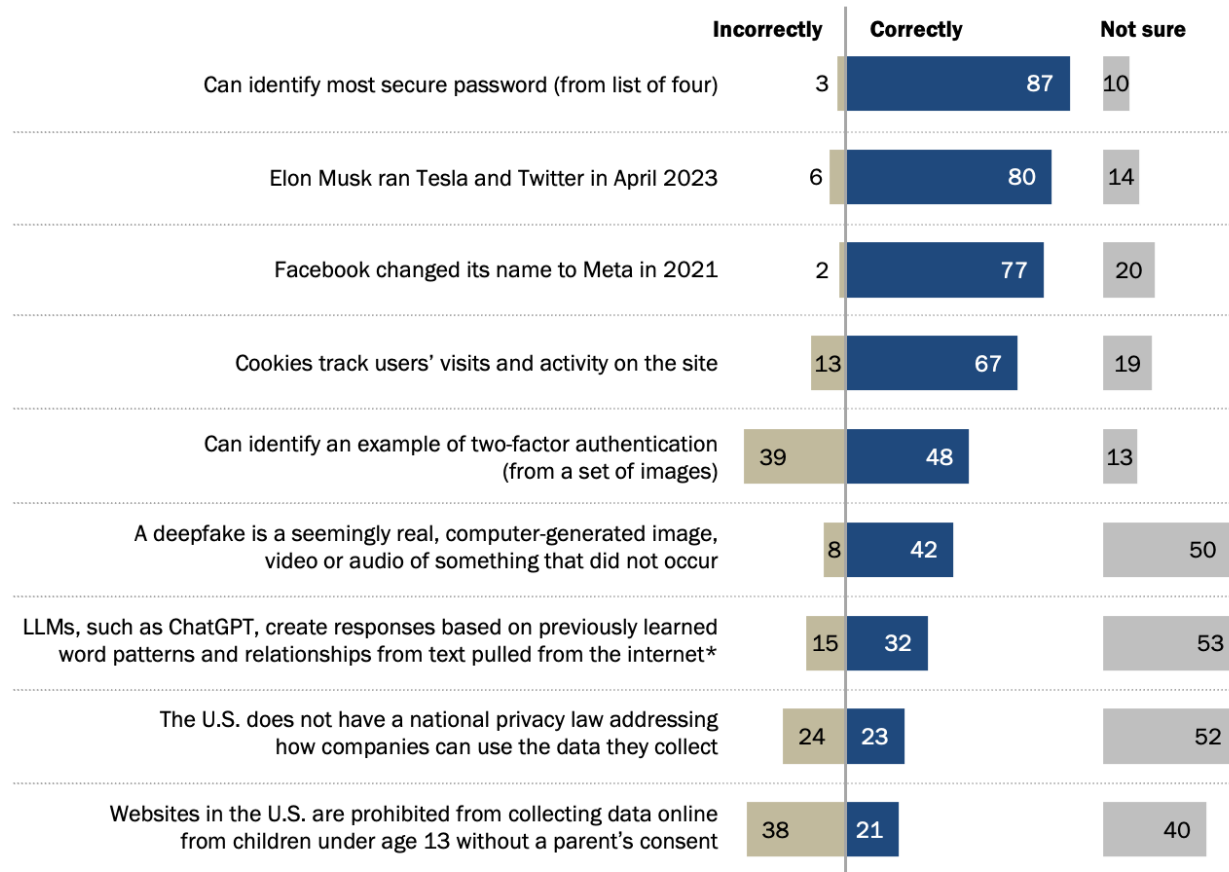Source: Survey conducted Nov. 1-7, 2021.
"AI and Human Enhancement: Americans' Openness Is Tempered by a Range of Concerns"

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Americans' digital knowledge varies widely by topic

% of U.S. adults answering each question …

	Incorrectly	Correctly	Not sure
Can identify most secure password (from list of four)	3	87	10
Elon Musk ran Tesla and Twitter in April 2023	6	80	14
Facebook changed its name to Meta in 2021	2	77	20
Cookies track users' visits and activity on the site	13	67	19
Can identify an example of two-factor authentication (from a set of images)	39	48	13
A deepfake is a seemingly real, computer-generated image, video or audio of something that did not occur	8	42	50
LLMs, such as ChatGPT, create responses based on previously learned word patterns and relationships from text pulled from the internet*	15	32	53
The U.S. does not have a national privacy law addressing how companies can use the data they collect	24	23	52
Websites in the U.S. are prohibited from collecting data online from children under age 13 without a parent's consent	38	21	40

* "LLMs" refers to large language models.
Note: All questions are multiple choice; for full question wording, refer to the Topline. Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 15-21, 2023.
"What Americans Know About AI, Cybersecurity and Big Tech"

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