



TECHPULSE 2023

Polling Presentation

MAY 2023



ABOUT US

Morning Consult is a global data intelligence company changing how modern leaders make smarter, faster, better decisions. The company pairs its proprietary high-frequency data with applied artificial intelligence to better inform decisions on what people think and how they will act. Learn more at morningconsult.com.

TABLE OF CONTENTS

Executive Summary	4
Methodology	20
Appendix	24

EXECUTIVE SUMMARY



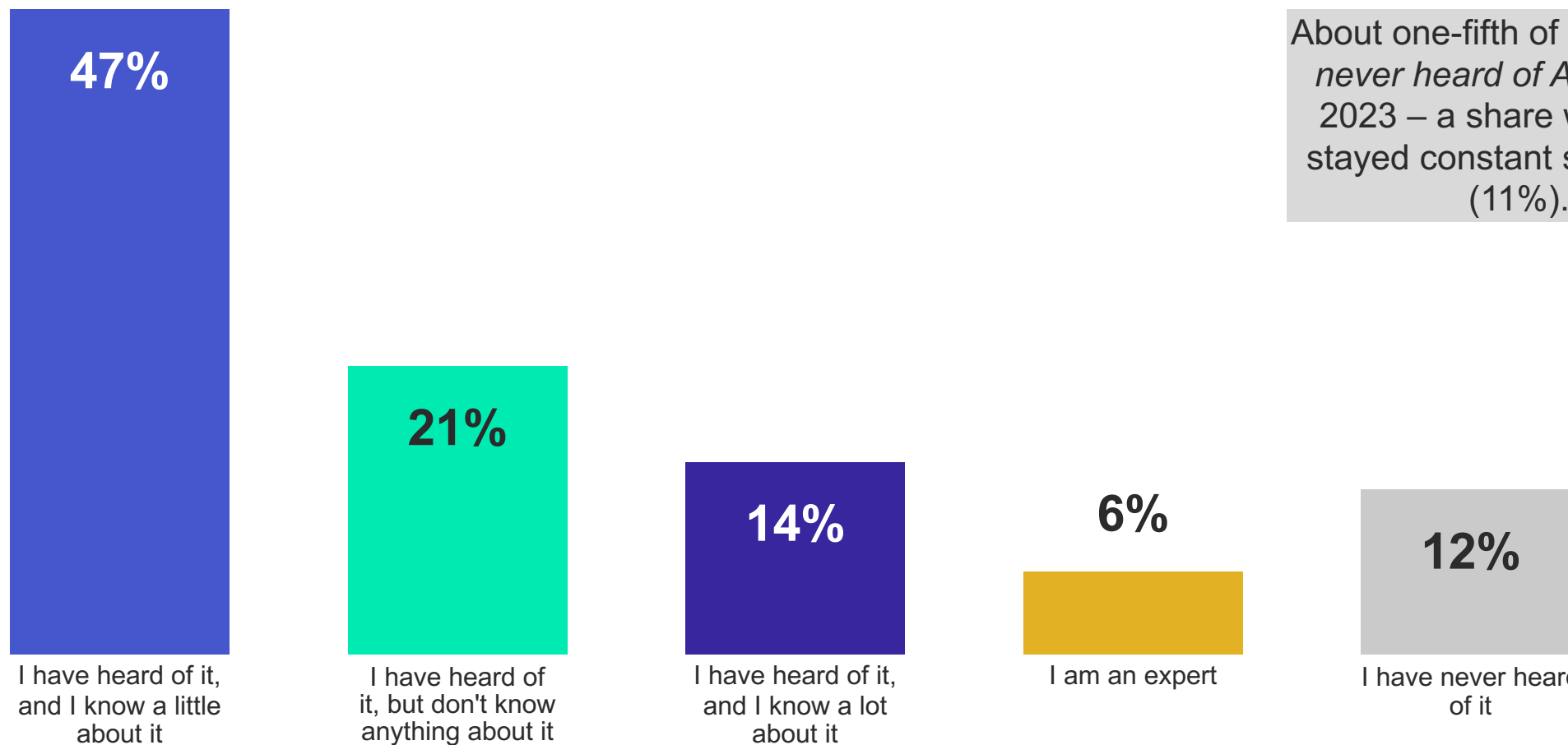
KEY POINTS

- 1. Despite the influx of AI applications in American life over the last two years, adults are relatively unchanged in their knowledge of AI and perceived daily interactions with it.**
 - In 2023, half of adults continue to say they have heard of AI and know a little about it (47%, +0 since 2021).*
 - A fifth of adults also continue to say they have never heard of AI (12%, +1 since 2021).*
 - Just a third of adults believe they interact often (34%) with AI in everyday life (-2% since 2021).*
- 2. Adults are more likely to feel concern than any other emotion when it comes to AI these days.**
 - A quarter of adults feel concern (25%) about AI these days, and are more likely to have no feelings on AI (16%) than feel any other emotion beyond concern.*
 - Across multiple questions, AI's biggest supporters (and those who have the least concern) are Millennial men with higher education and an income above \$100k. Adults of other demographics are much more concerned or ambivalent about AI.*
- 3. Adults are now more pessimistic about AI's ability to have a positive impact on everyday life.**
 - Adults are 10% less likely now (38%) than in 2021 (48%) to say the positives of AI in everyday life outweigh the negatives – particularly those with higher levels of education and income.*
 - Adults are less likely now than in 2021 to say any potential future applications for AI would have a positive impact – especially personal safety (-5% since 2021), national security (-7% since 2021), and personal privacy (-5% since 2021).*
 - When it comes to generative AI, adults feel a similar risk factor; more adults say the risks of generative AI to the workforce outweigh the benefits (38%) than vice versa (31%).*

EXECUTIVE SUMMARY

When it comes to artificial intelligence (AI), roughly half of adults say they *have heard of it, and they know a little about it* (47%).

How much would you say you know about artificial intelligence, sometimes abbreviated as AI?



About one-fifth of adults have *never heard of AI* (12%) in 2023 – a share which has stayed constant since 2021 (11%).

% Change 2021 **+0%**

+0%

-2%

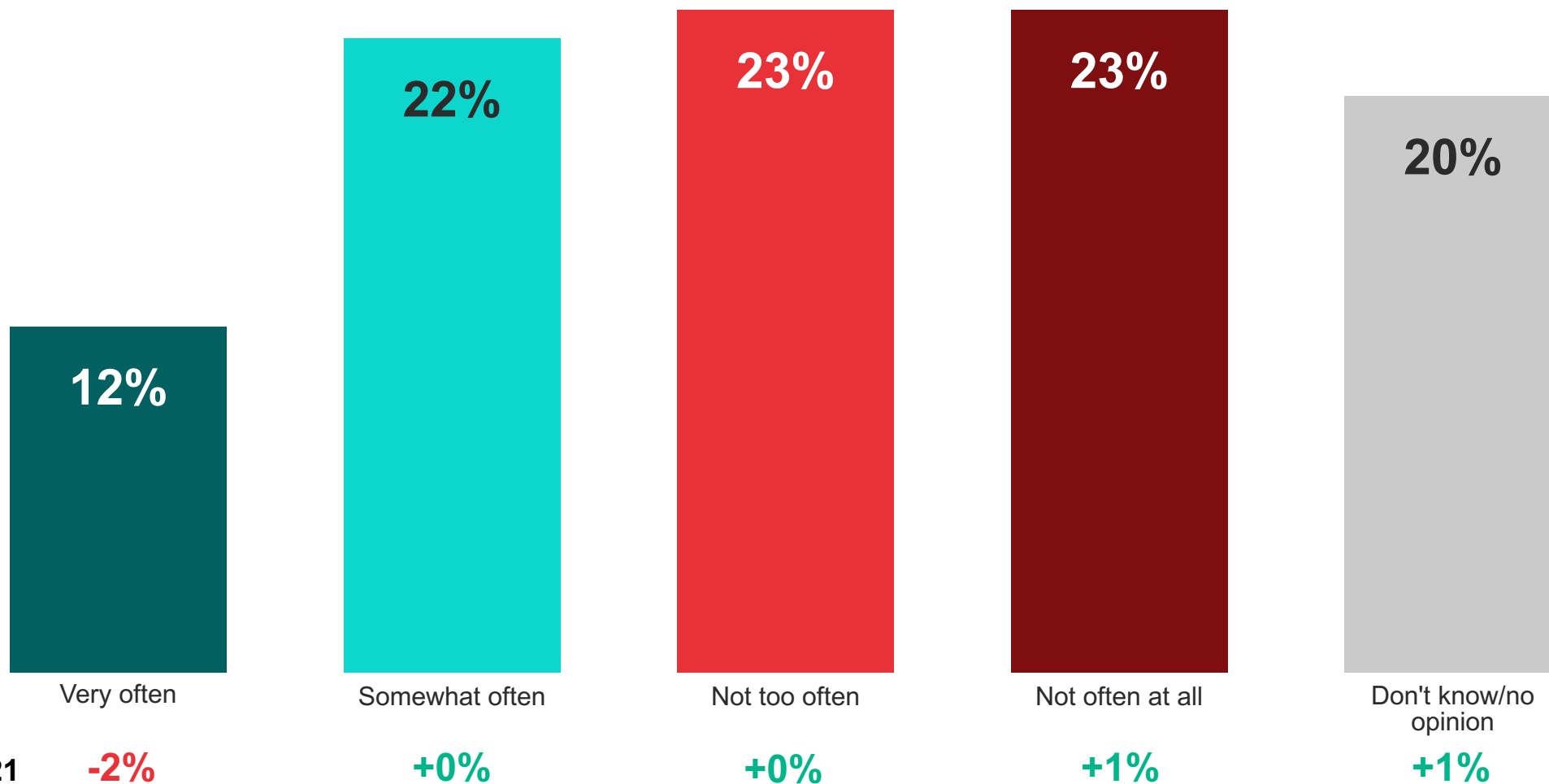
+0%

+1%

EXECUTIVE SUMMARY

About one-third of adults say they interact *often* (34%) with AI in their everyday life (-2 since 2021).

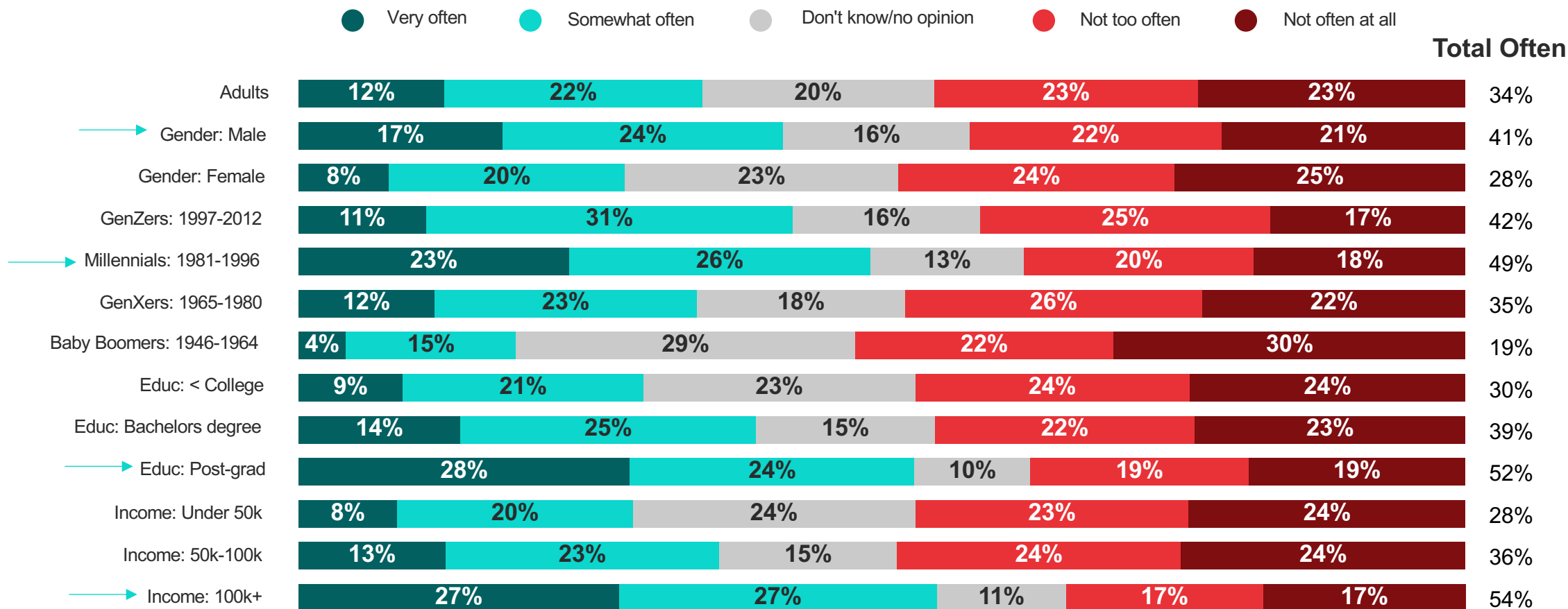
Generally speaking, how often would you say you interact with artificial intelligence in your everyday life?



EXECUTIVE SUMMARY

Currently, adults who interact *often* with AI in their everyday life are most like to be male, millennial, have post-graduate education, and an income of \$100,000 or higher.

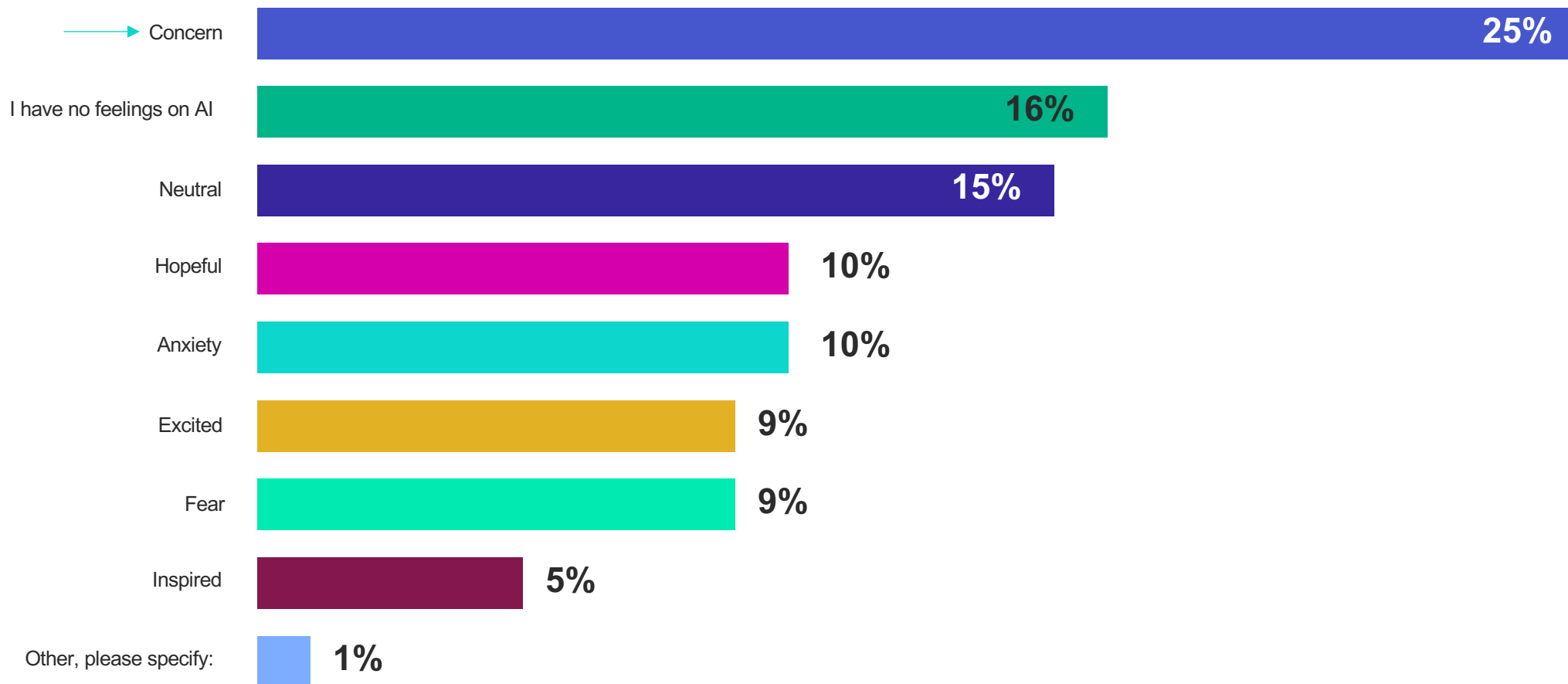
Generally speaking, how often would you say you interact with artificial intelligence in your everyday life?



EXECUTIVE SUMMARY

Adults most strongly feel *concern* (25%) about AI these days, and are more likely *have no feelings on AI* (16%) than feel any other emotion beyond *concern*.

[NEW] When you think about AI these days, what emotion do you most strongly feel?



EXECUTIVE SUMMARY

The adults who are likely to feel negative emotions about AI are Baby Boomers and bachelor's degree-holders, while those most likely to feel positive emotions about AI are men, Millennials, post-graduate degree-holders, and those with an income above \$100k.

[NEW] When you think about AI these days, what emotion do you most strongly feel?



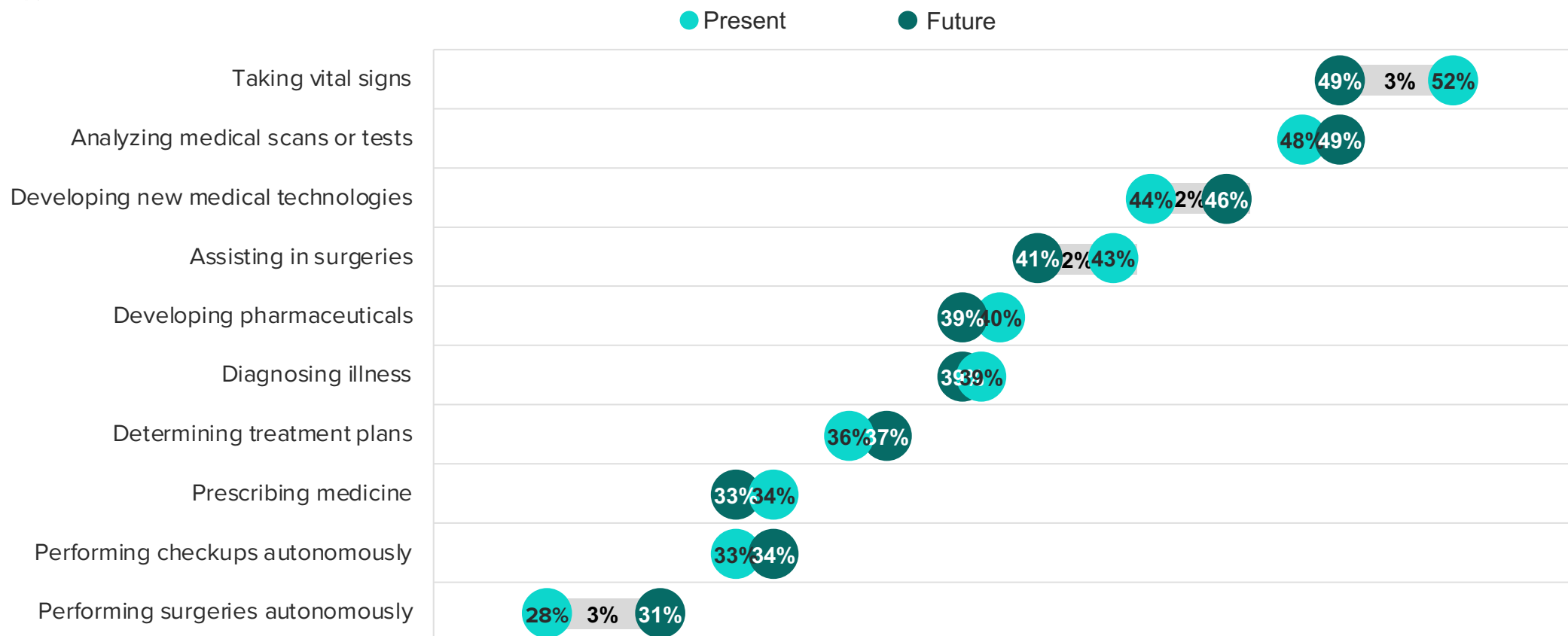
EXECUTIVE SUMMARY

Adults respond nearly identically when asked about the tested medical applications for AI in the *present* and *future*. They are most comfortable with *taking vital signs* and *analyzing medical scans or tests*.

Thinking specifically about the following uses of AI in the health care and medical fields, how comfortable or uncomfortable are you...?

SPLIT SAMPLE A [N=1,125]/SAMPLE B [N=1,085]

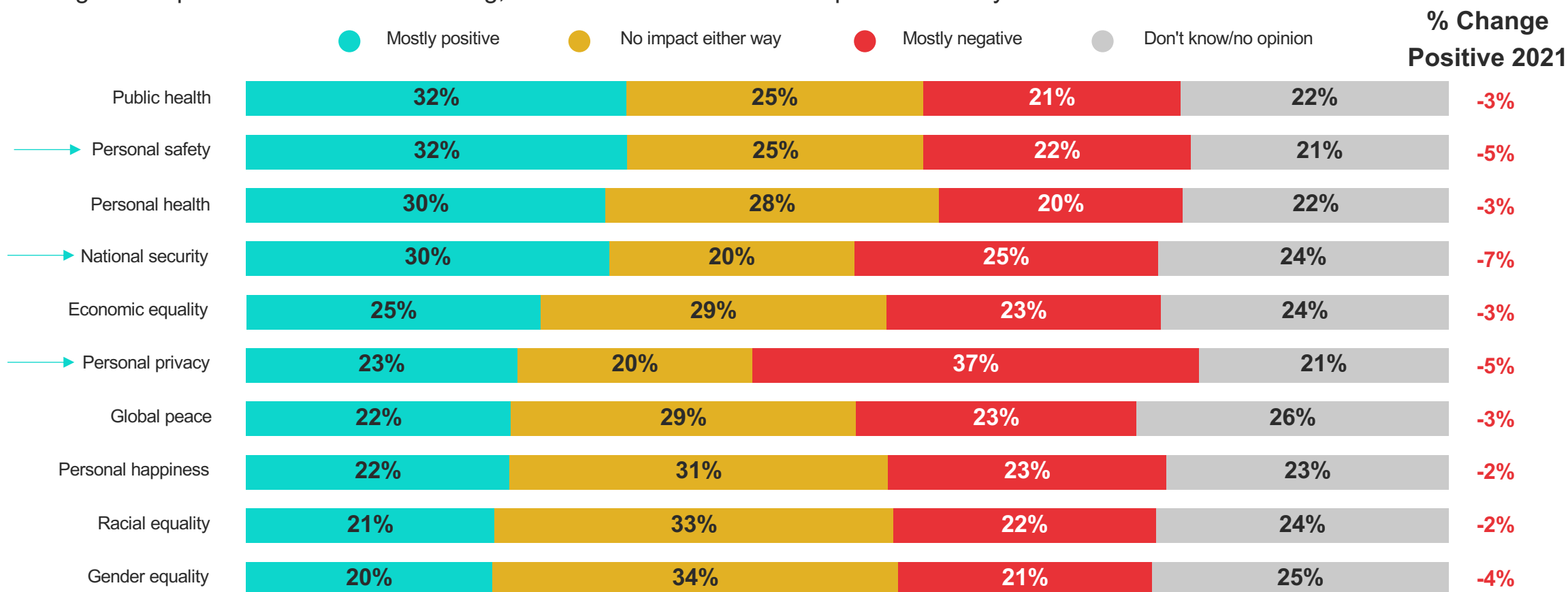
% TOTAL COMFORTABLE



EXECUTIVE SUMMARY

Adults are less likely now than in 2021 to say any potential future applications for AI would have a *positive* impact – especially *personal safety* (32%, -5 since 2021), *national security* (30%, -7 since 2021), and *personal privacy* (23%, -5 since 2021).

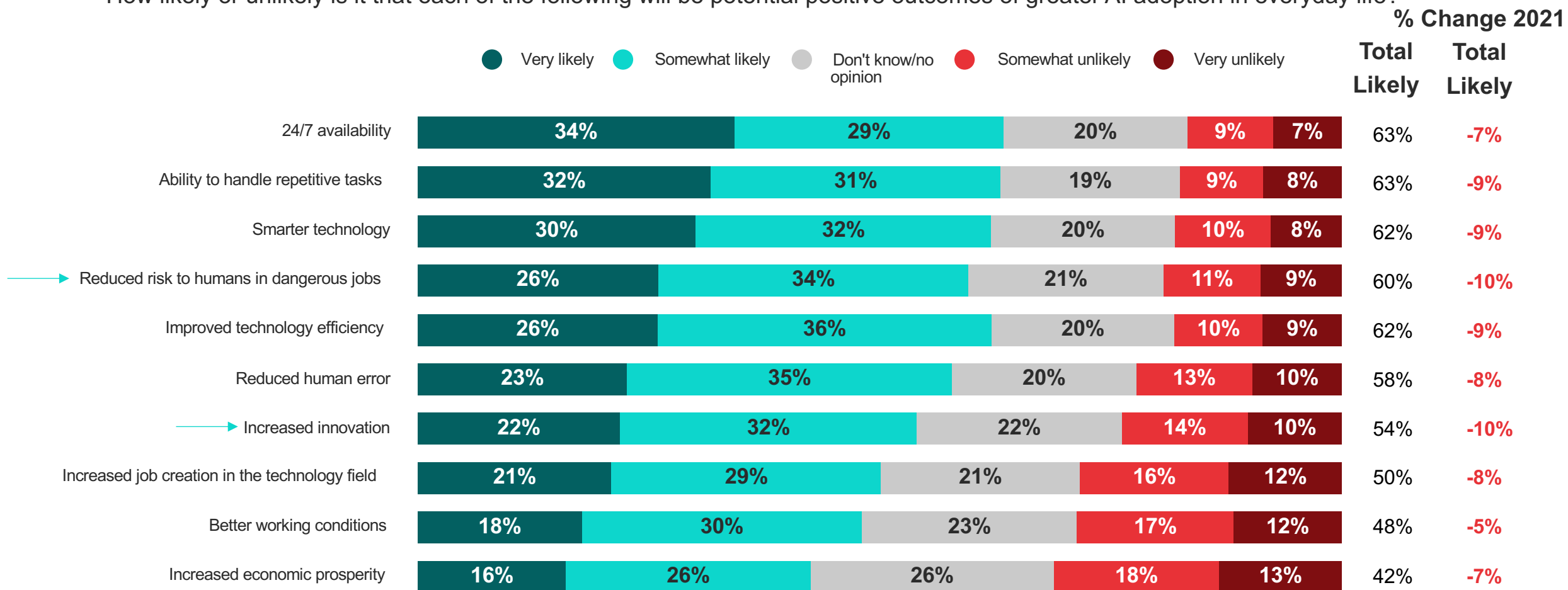
If artificial intelligence were to play a larger role in everyday life in the future, do you think it would have a mostly positive or mostly negative impact on each of the following, or would it not have much impact either way?



EXECUTIVE SUMMARY

Adults are less likely now than in 2021 to say any of the tested applications for AI will *likely* be positive outcomes for everyday life, with as large as 10% declines in perceived positive outcome for *reduced risks to humans in dangerous jobs* and *increased innovation*.

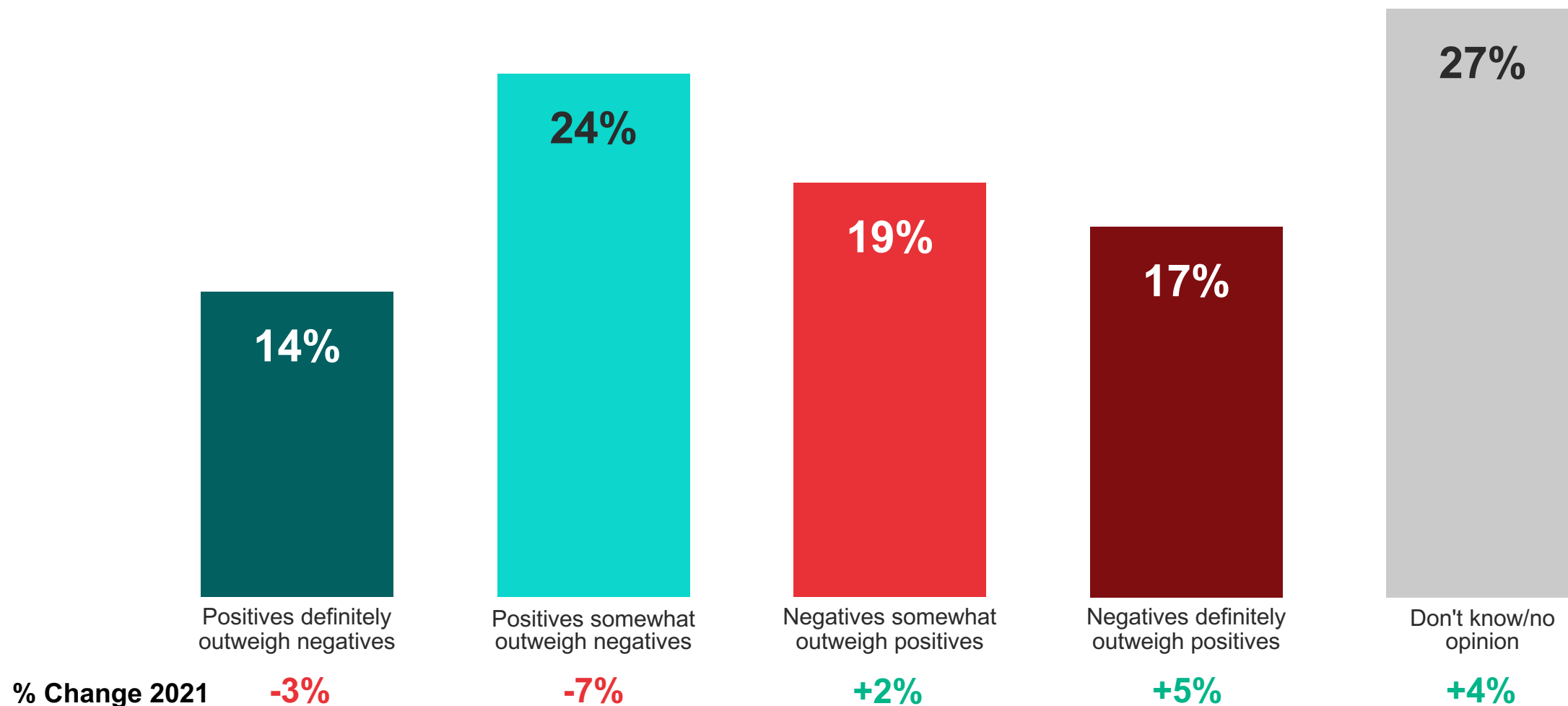
How likely or unlikely is it that each of the following will be potential positive outcomes of greater AI adoption in everyday life?



EXECUTIVE SUMMARY

Adults are closely split between those who think the *positives of AI outweigh the negatives* (38%) versus *negatives outweigh the positives* (36%). Adults are also 10% less likely now than in 2021 to say the *positives outweigh the negatives* (48% in 2021).

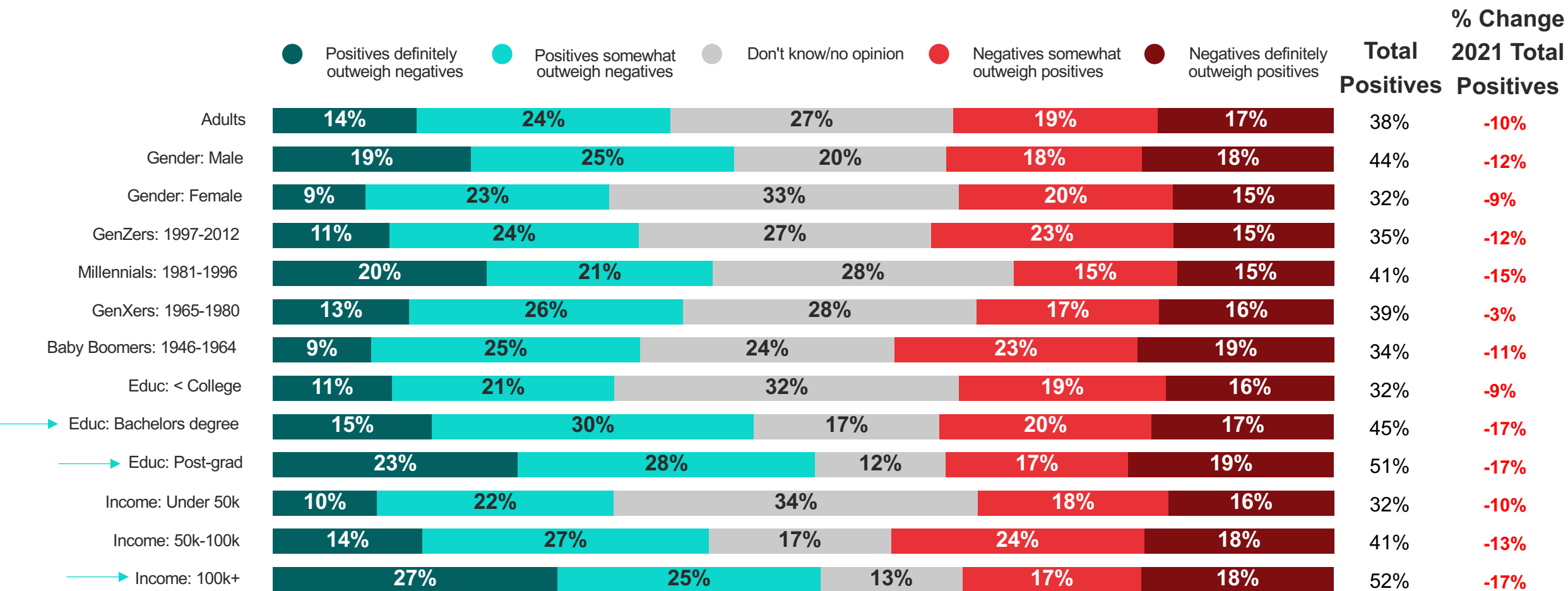
Generally speaking, do you think the perceived positives of greater AI adoption in everyday life outweigh the perceived negatives?



EXECUTIVE SUMMARY

Adults with higher education and higher income are significantly less likely now than in 2021 to say the *positives* of AI outweigh the negatives.

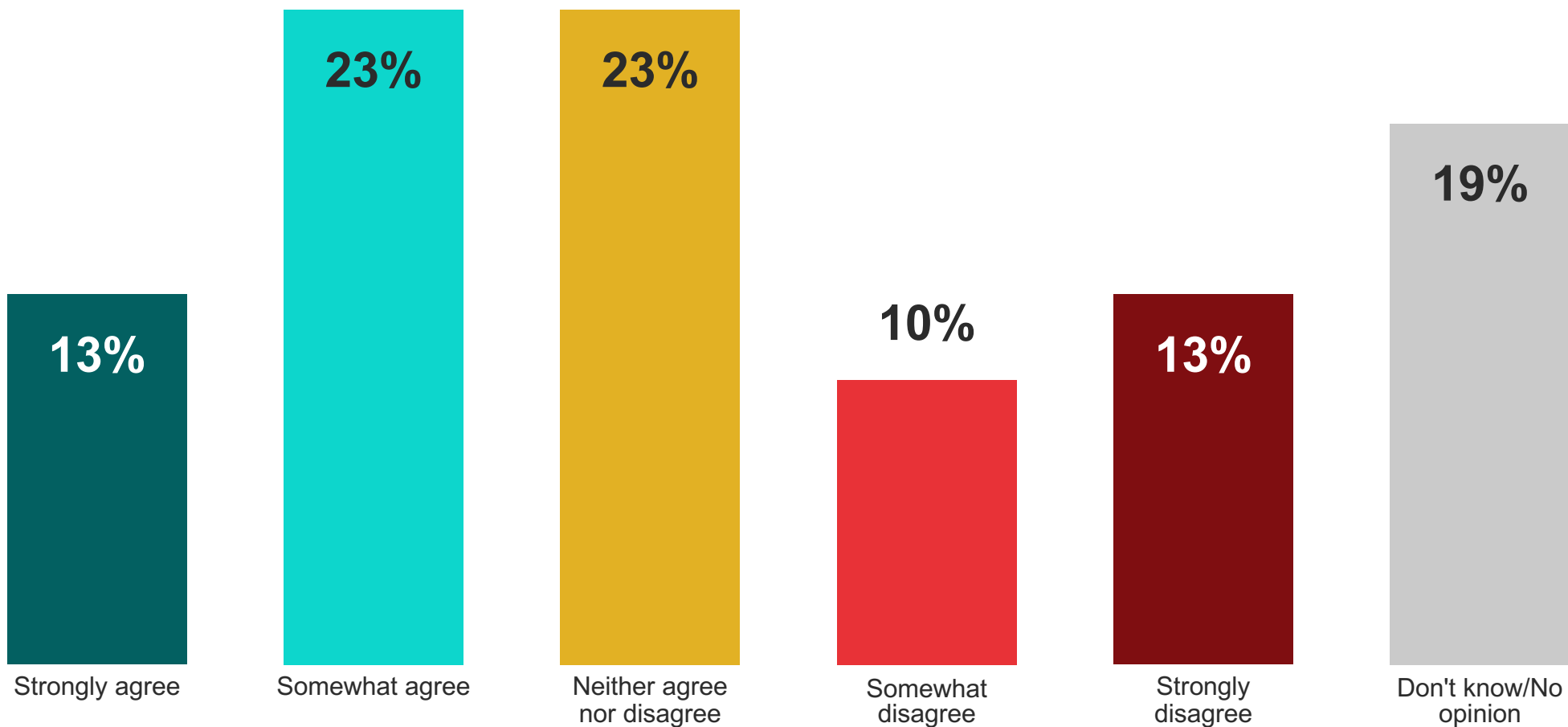
Generally speaking, do you think the perceived positives of greater AI adoption in everyday life outweigh the perceived negatives?



EXECUTIVE SUMMARY

When it comes to generative AI tools, about two-fifths of adults *agree* (36%) that *generative AI tools are still worth using, even if we cannot fully trust their recommendations*.

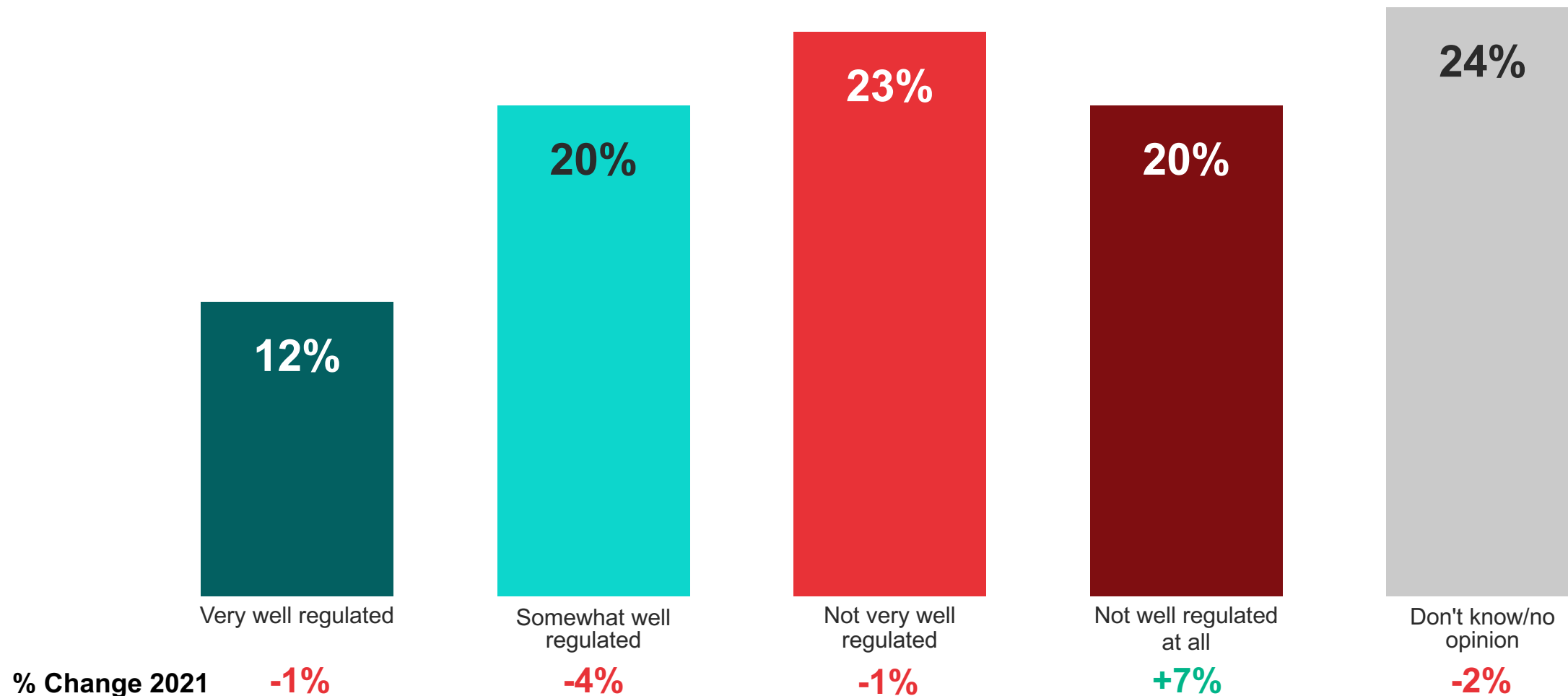
[NEW] Do you agree or disagree with the following statement? Generative AI tools are still worth using, even if we cannot fully trust their recommendations.



EXECUTIVE SUMMARY

This year, adults are 7% more likely than in 2021 to say artificial intelligence is *not well regulated at all* (20%) at the moment.

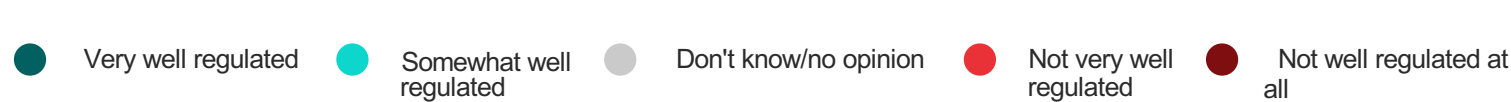
In your opinion, how well regulated is artificial intelligence at the moment?



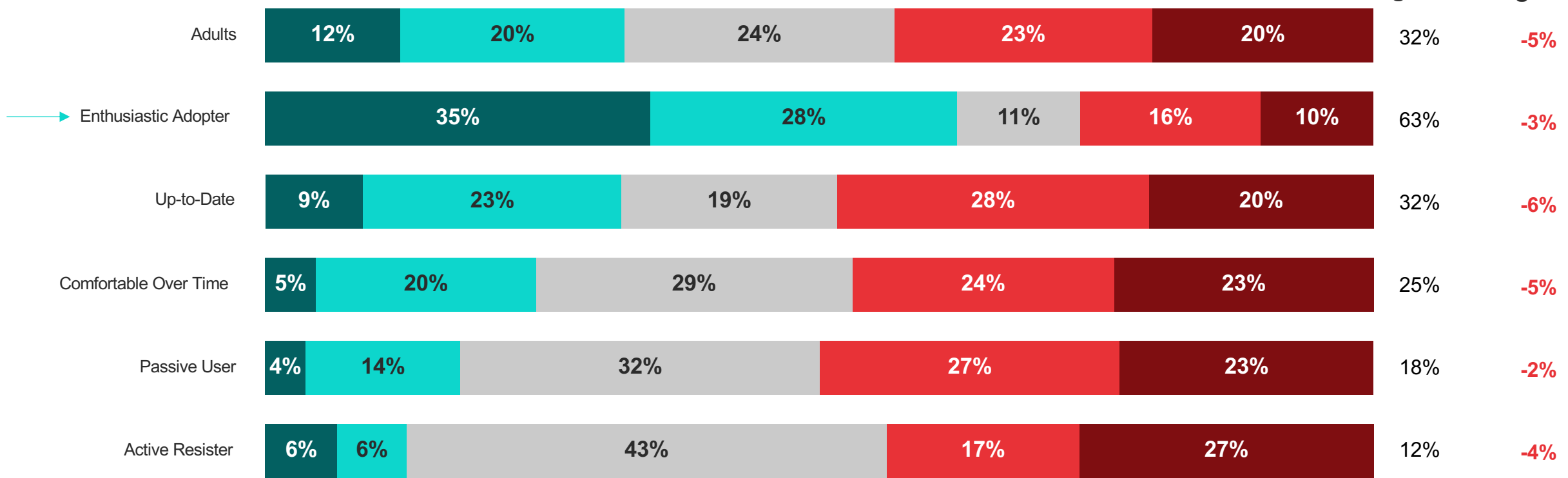
EXECUTIVE SUMMARY

Enthusiastic adopters (63%) are at least 2x as likely as adults of all other technology approaches to say AI is currently *well regulated*.

In your opinion, how well regulated is artificial intelligence at the moment?



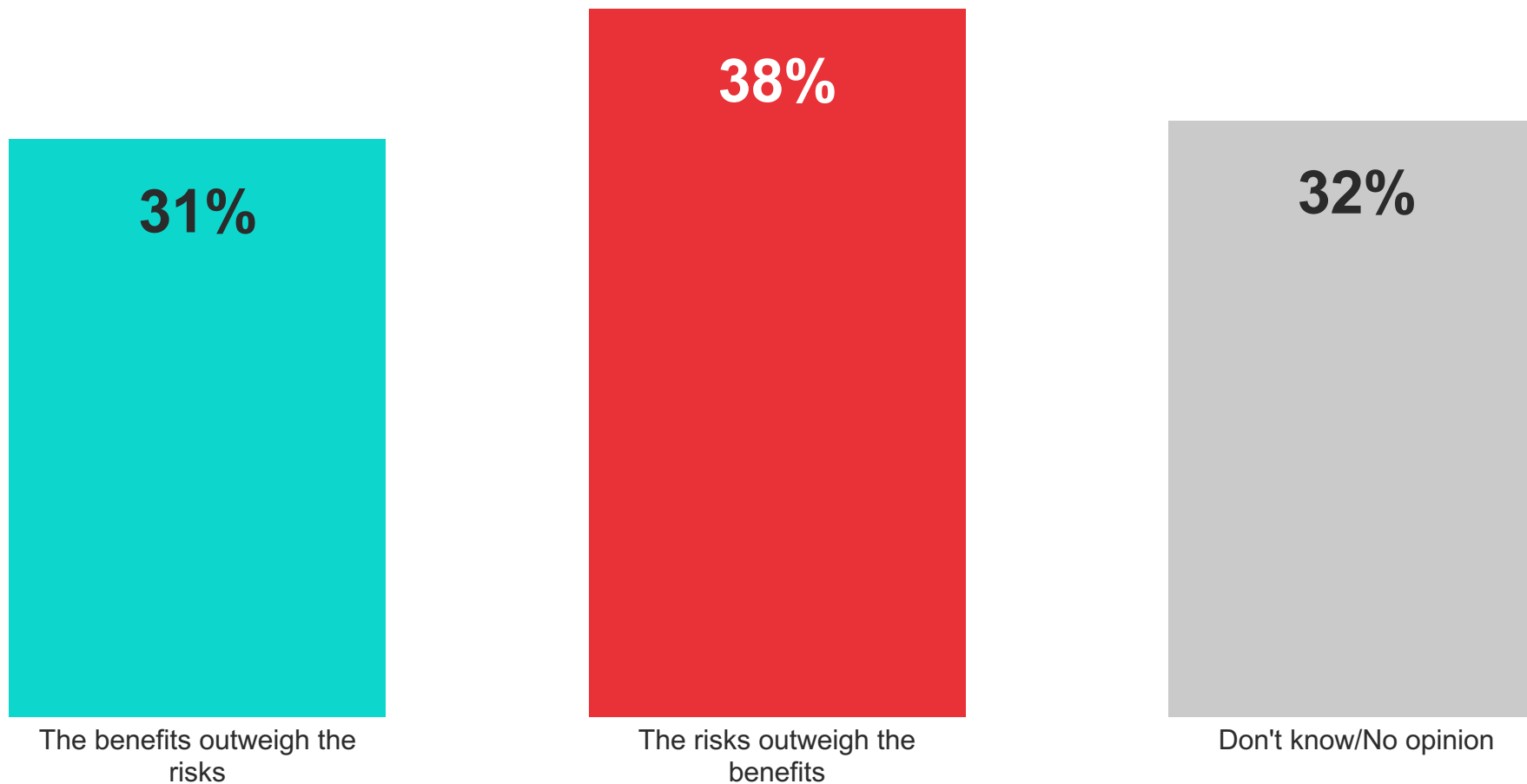
% Change
Total Well Regulated | **2021 Well Regulated**



EXECUTIVE SUMMARY

Adults are more likely to say the *risks* to the workforce *outweigh the benefits* (38%), rather than the *benefits outweigh the risks* (31%).

[NEW] Thinking about the impact of generative AI tools on the workforce, do you think the benefits outweigh the risks, or do the risks outweigh the benefits?



METHODOLOGY





RESEARCH OBJECTIVE

The research conducted by Morning Consult on behalf of Stevens Institute of Technology seeks to understand Americans' attitudes, beliefs, and behaviors toward AI as an extension of the 2021 TechPulse study.

METHODOLOGY STATEMENT

This poll was conducted between April 25-27, 2023 among a sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of +/- 2% percentage points.

DEMOGRAPHIC DEFINITIONS

DEMOGRAPHIC	WEIGHTED (N)	%	DEFINITION
Adults	2,210	100%	U.S. adults ages 18+
Men	1,074	49%	Adults who identify as a man
Women	1,131	51%	Adults who identify as a woman
GenZers: 1997-2012	306	14%	Adults who were born between 1997-2012
Millennials: 1981-1996	634	29%	Adults who were born between 1981-1996
GenXers: 1965-1980	572	26%	Adults who were born between 1965-1980
Baby Boomers: 1946-1964	637	29%	Adults who were born between 1946-1964
Educ: < College	1,444	65%	Adults with less education than a completed bachelor's degree
Educ: Bachelor's degree	486	22%	Adults who have completed a bachelor's degree or more education
Educ: Post-grad	279	13%	Adults who have completed a graduate degree or more education
Income: Under 50k	1,295	59%	Adults whose annual household income is below \$50,000
Income: 50k-100k	571	26%	Adults whose annual household income is between \$50,000-\$100,000
Income: 100k+	344	16%	Adults whose annual household income is above \$100,000



DEMOGRAPHIC DEFINITIONS (CONTINUED)

DEMOGRAPHIC	WEIGHTED (N)	%	DEFINITION
Adults	2,210	100%	U.S. adults ages 18+
Enthusiastic Adopters	466	21%	Adults who say <i>having the latest tech is exciting and important for them</i> [STVdem4==1]
Up-to-Date	632	29%	Adults who say they <i>like to use recent technology, but it isn't essential for them to have the latest tech</i> [STVdem4==2]
Comfortable Over Time	544	25%	Adults who say they <i>tend to adopt new technology after it's been on the market for some time</i> [STVdem4==3]
Passive User	347	16%	Adults who say they <i>don't make much of an effort to stay up-to-date on the most recent technology trends, and generally don't consider doing so important</i> [STVdem4==4]
Active Resister	222	10%	Adults who say it <i>takes a lot for them to adopt new technologies, and they'll avoid doing so if they can</i> [STVdem4==5]



APPENDIX



APPENDIX

GENERAL VIEWS OF AI

APPLICATIONS OF AI

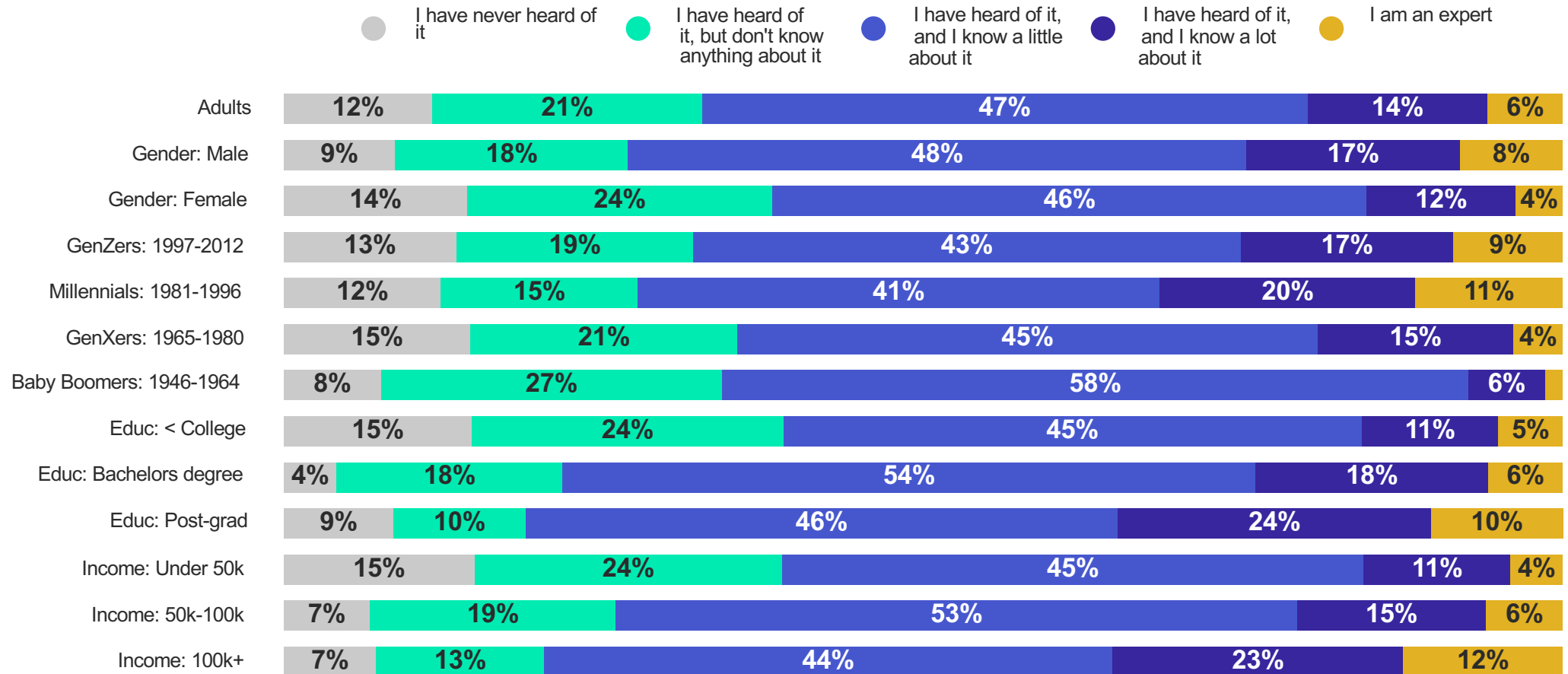
PROS AND CONS OF AI

AI ETHICS AND REGULATION

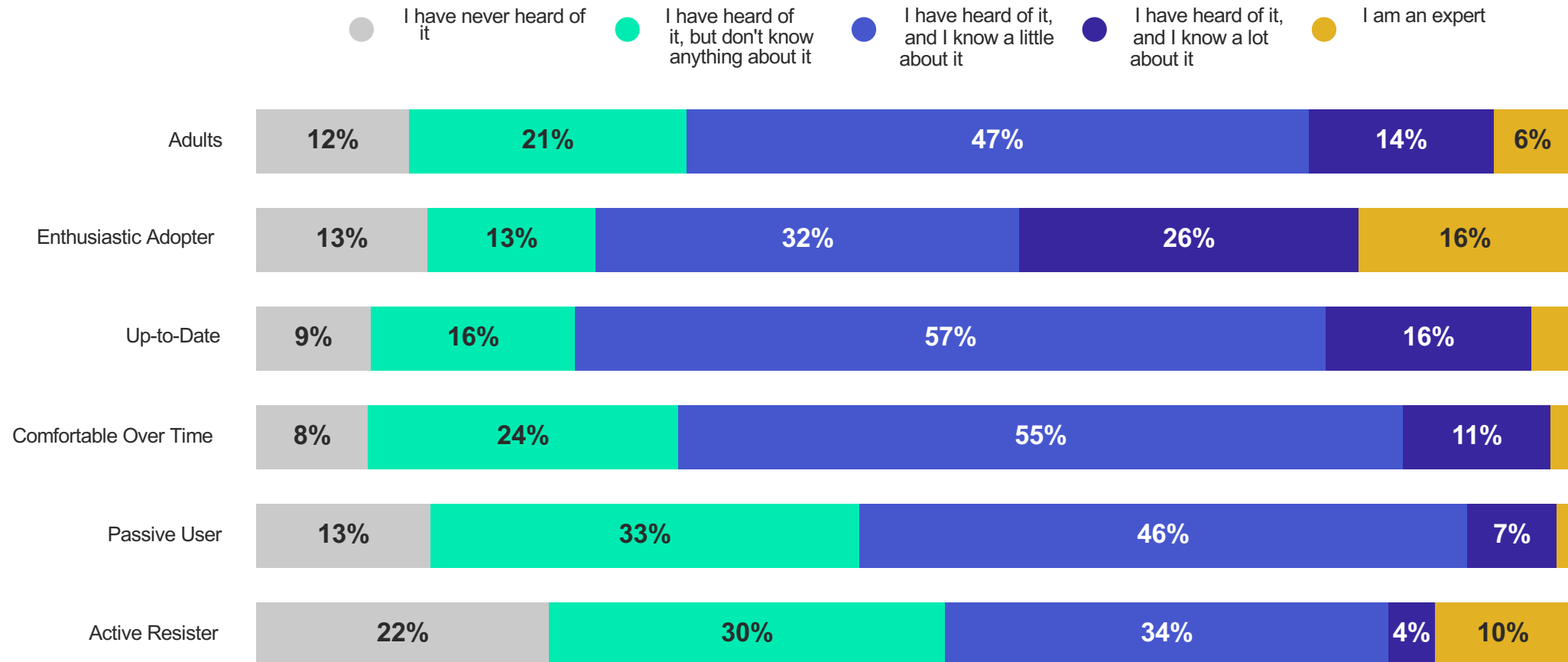
GENERATIVE AI



How much would you say you know about artificial intelligence, sometimes abbreviated as AI?

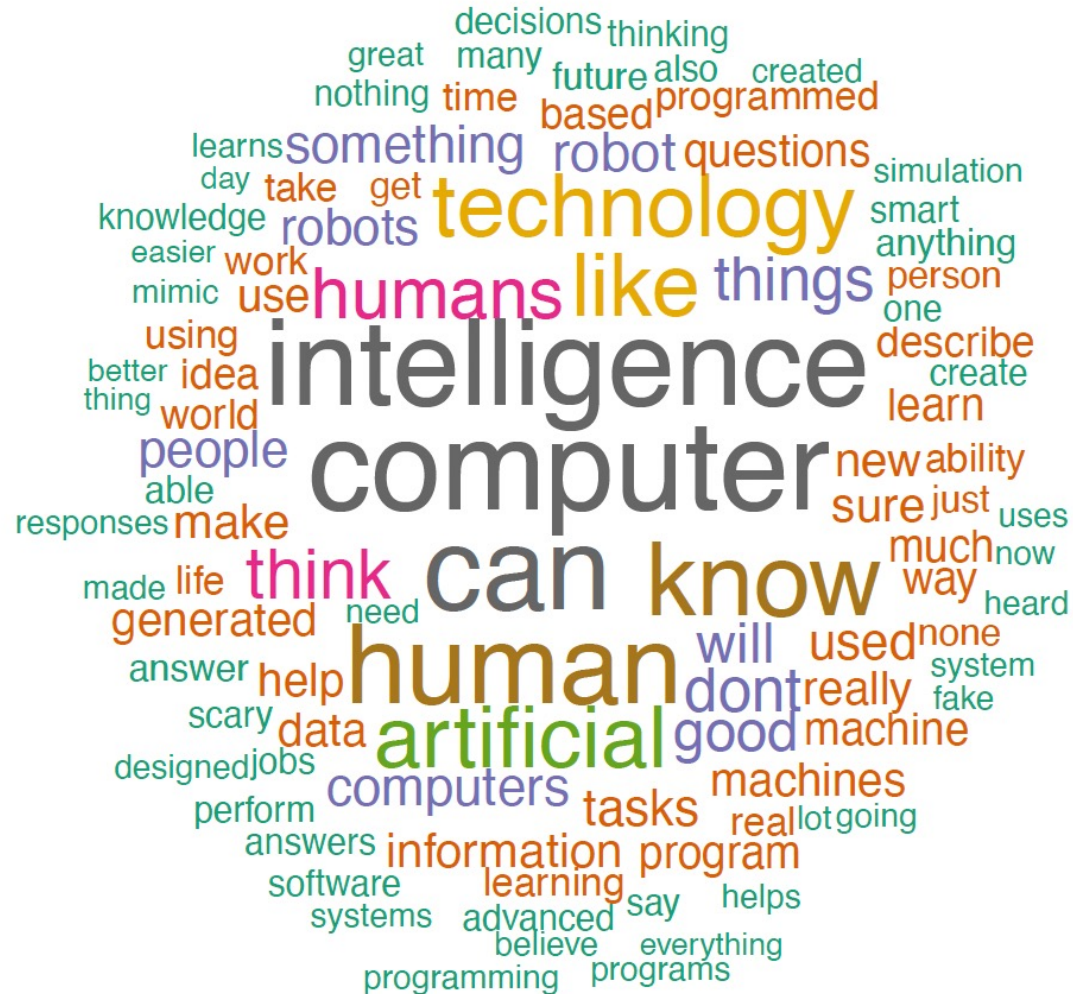


How much would you say you know about artificial intelligence, sometimes abbreviated as AI?



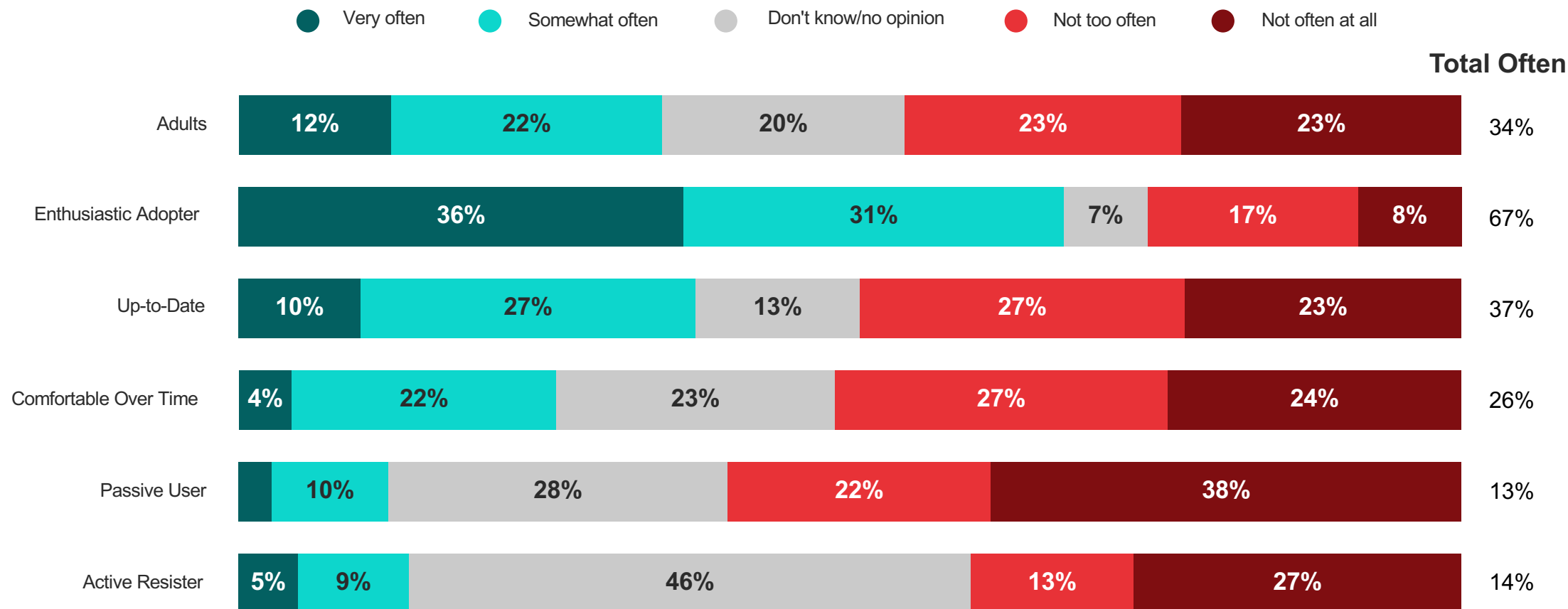
APPENDIX

In a few sentences, how would you describe artificial intelligence, sometimes abbreviated as AI? There are no correct or incorrect answers to this question.
[OPEN-END]

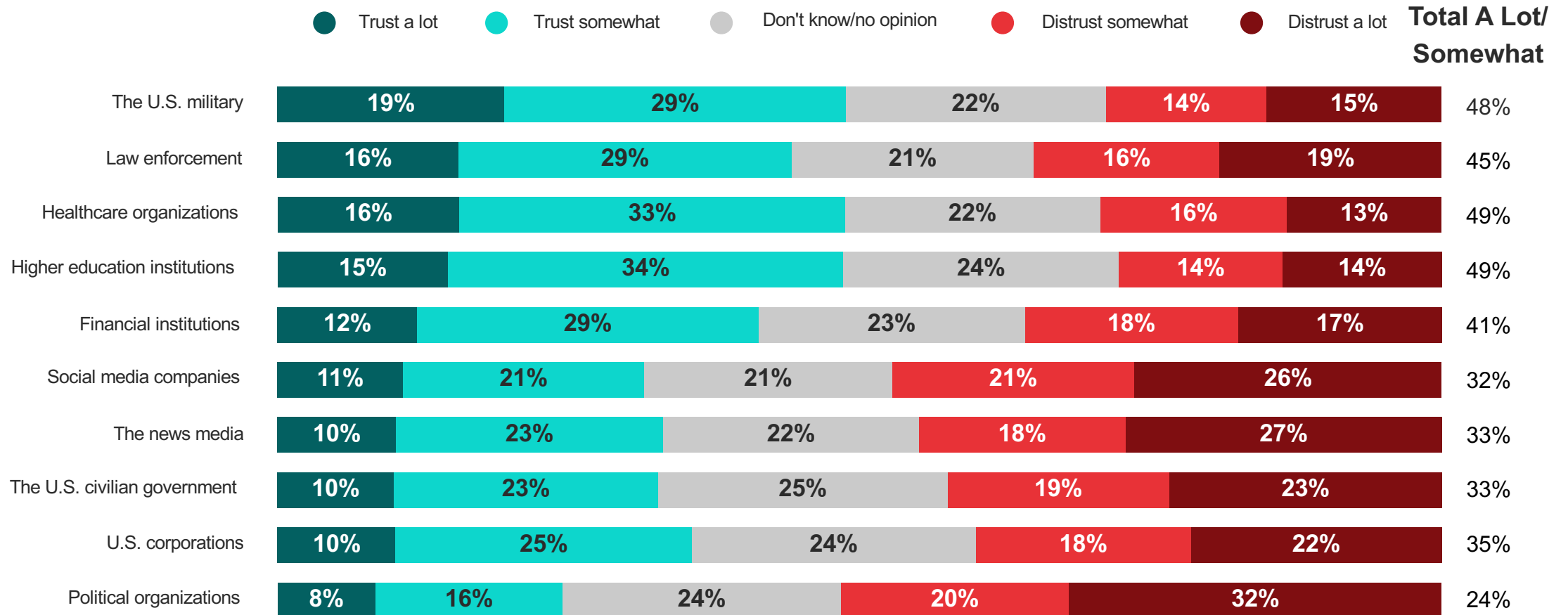


APPENDIX

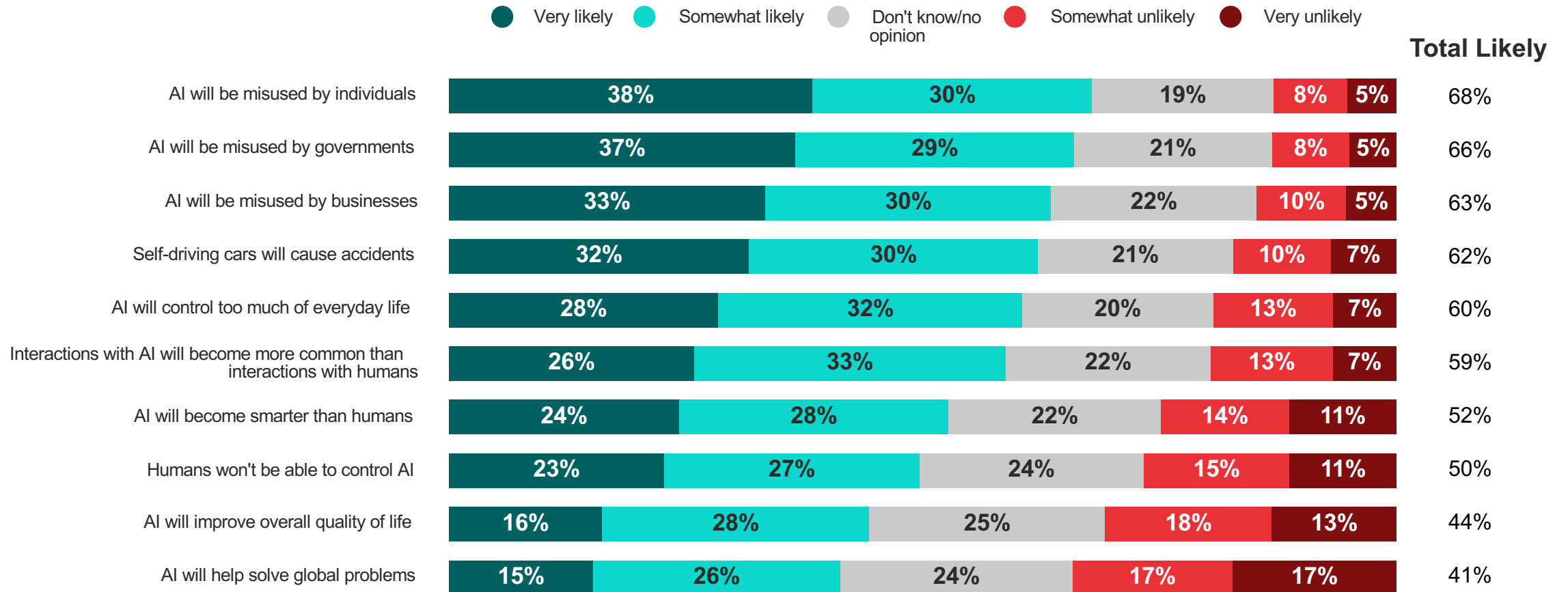
Generally speaking, how often would you say you interact with artificial intelligence in your everyday life?



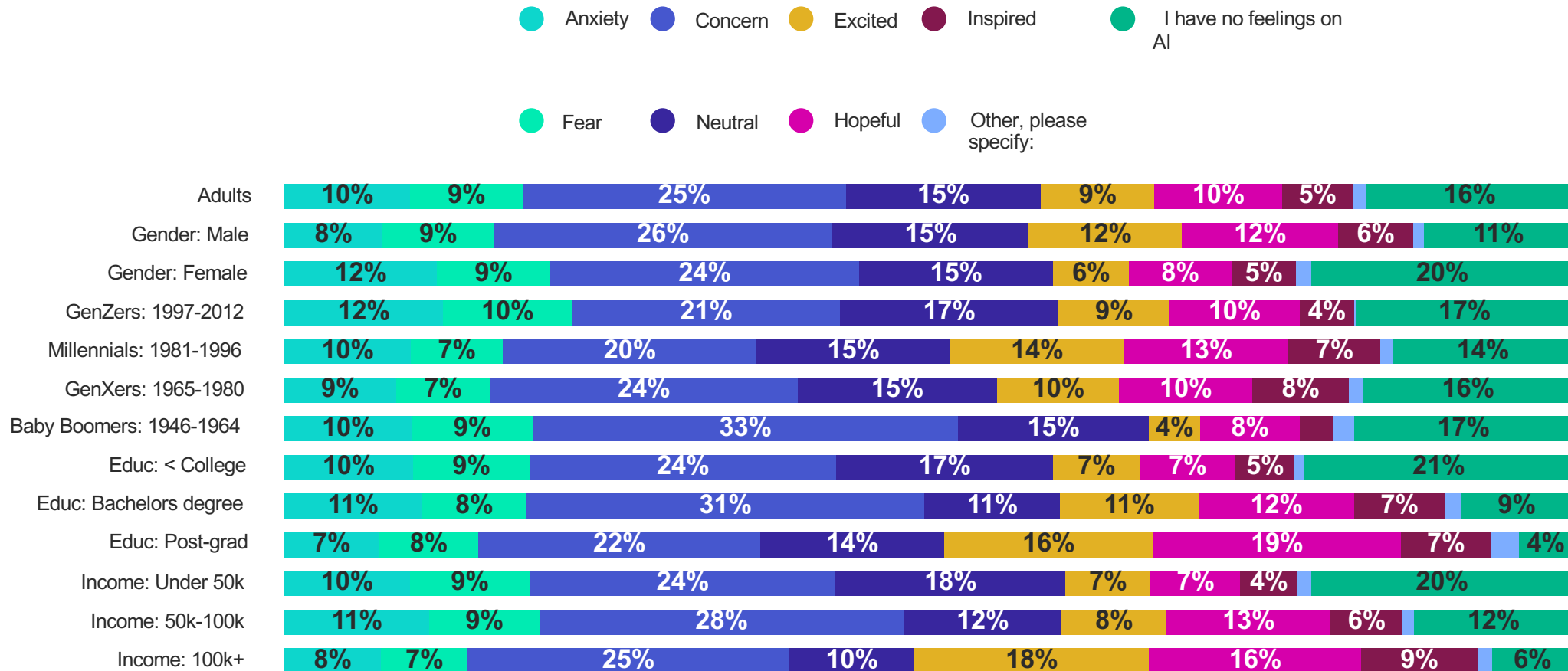
How much do you trust or distrust each of the following to use AI responsibly?



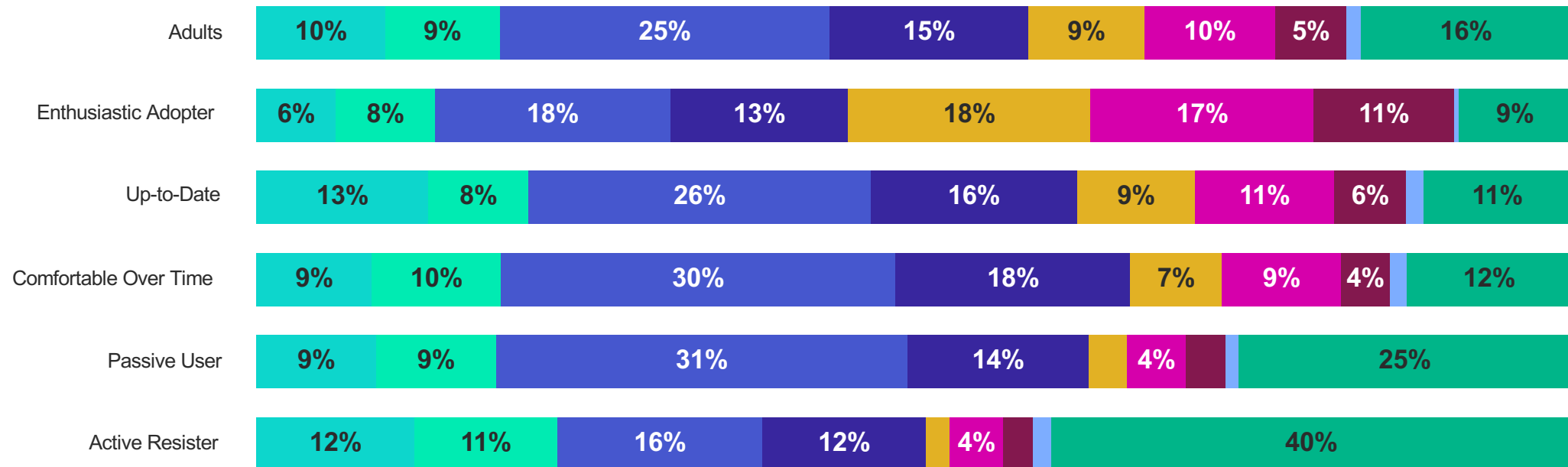
In your opinion, how likely or unlikely is it that each of the following will happen with AI?



When you think about AI these days, what emotion do you most strongly feel?



When you think about AI these days, what emotion do you most strongly feel?



APPENDIX

GENERAL VIEWS OF AI

APPLICATIONS OF AI

PROS AND CONS OF AI

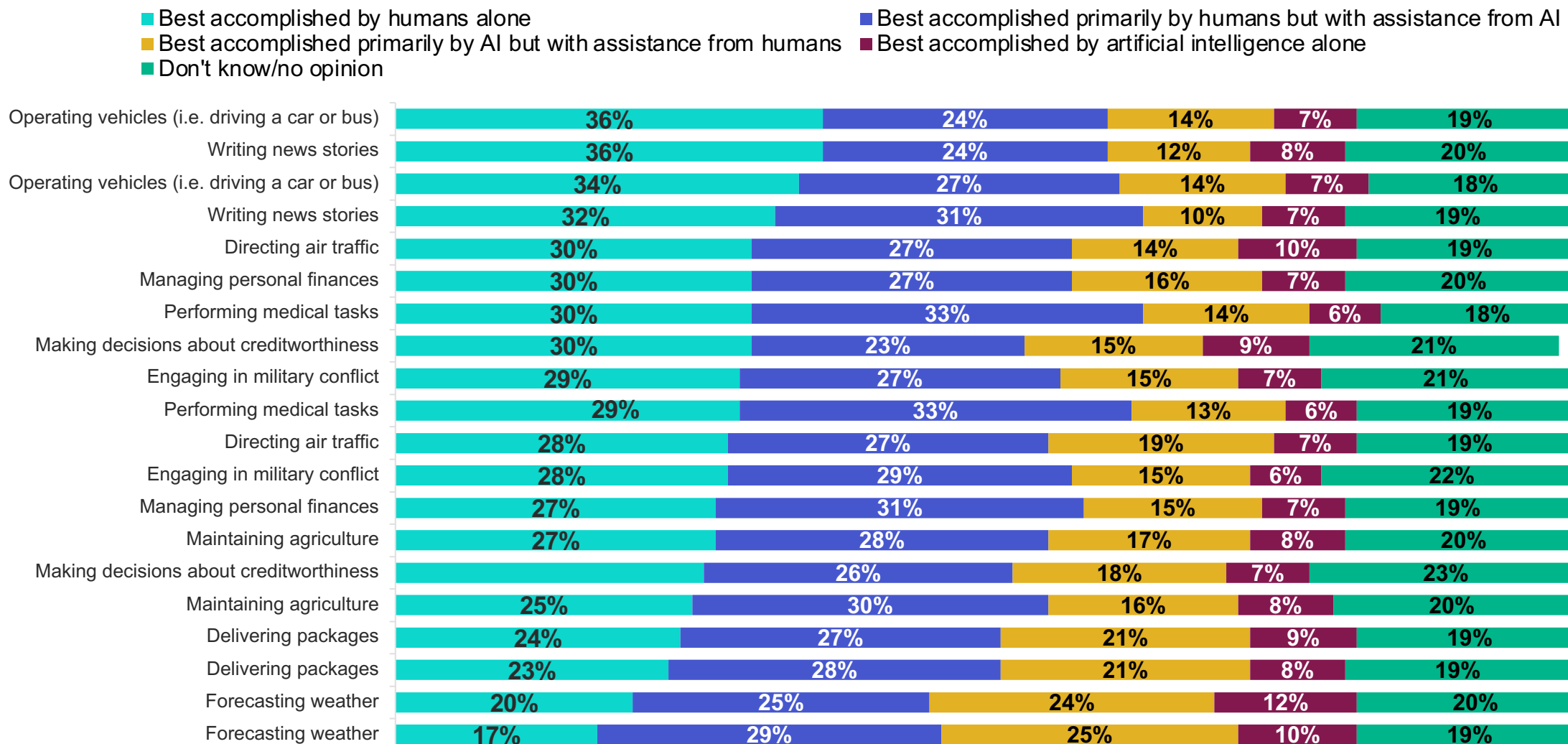
AI ETHICS AND REGULATION

GENERATIVE AI

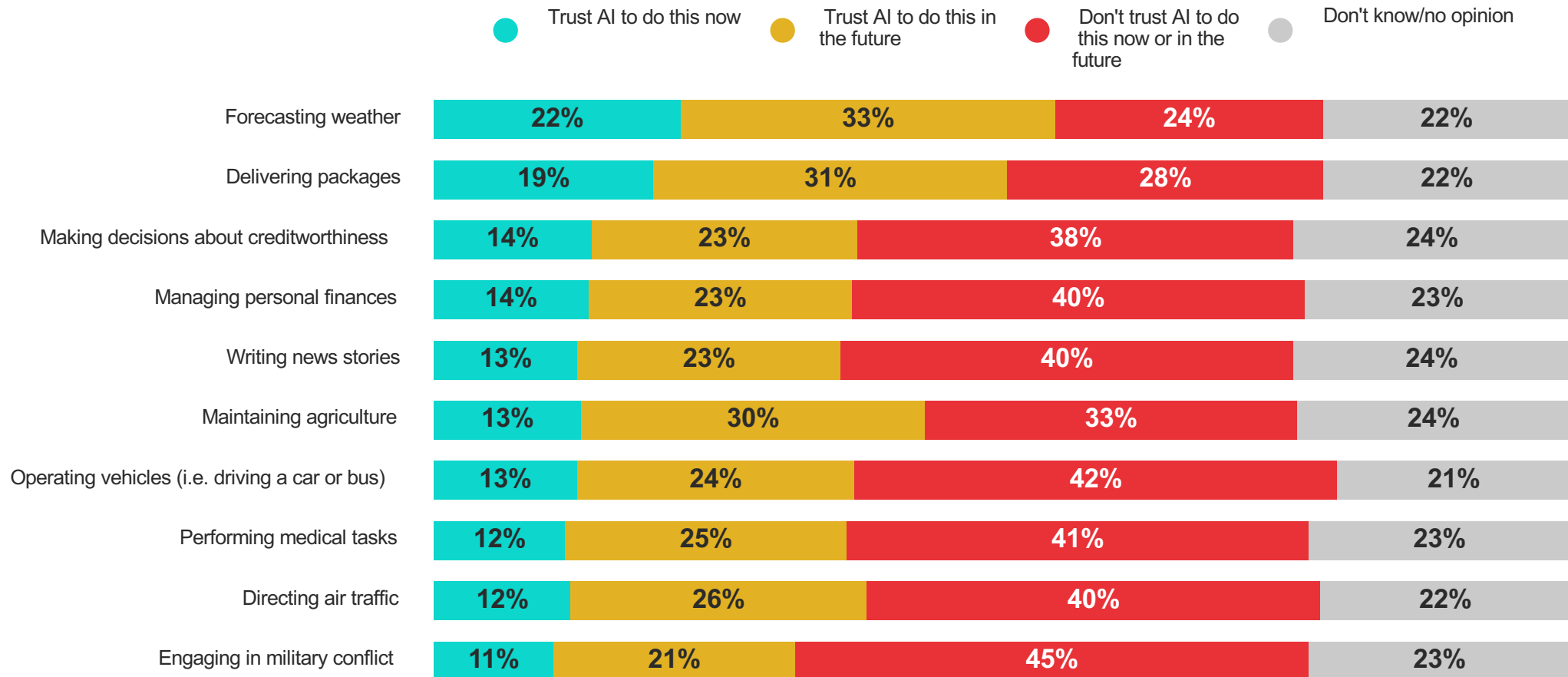


APPENDIX

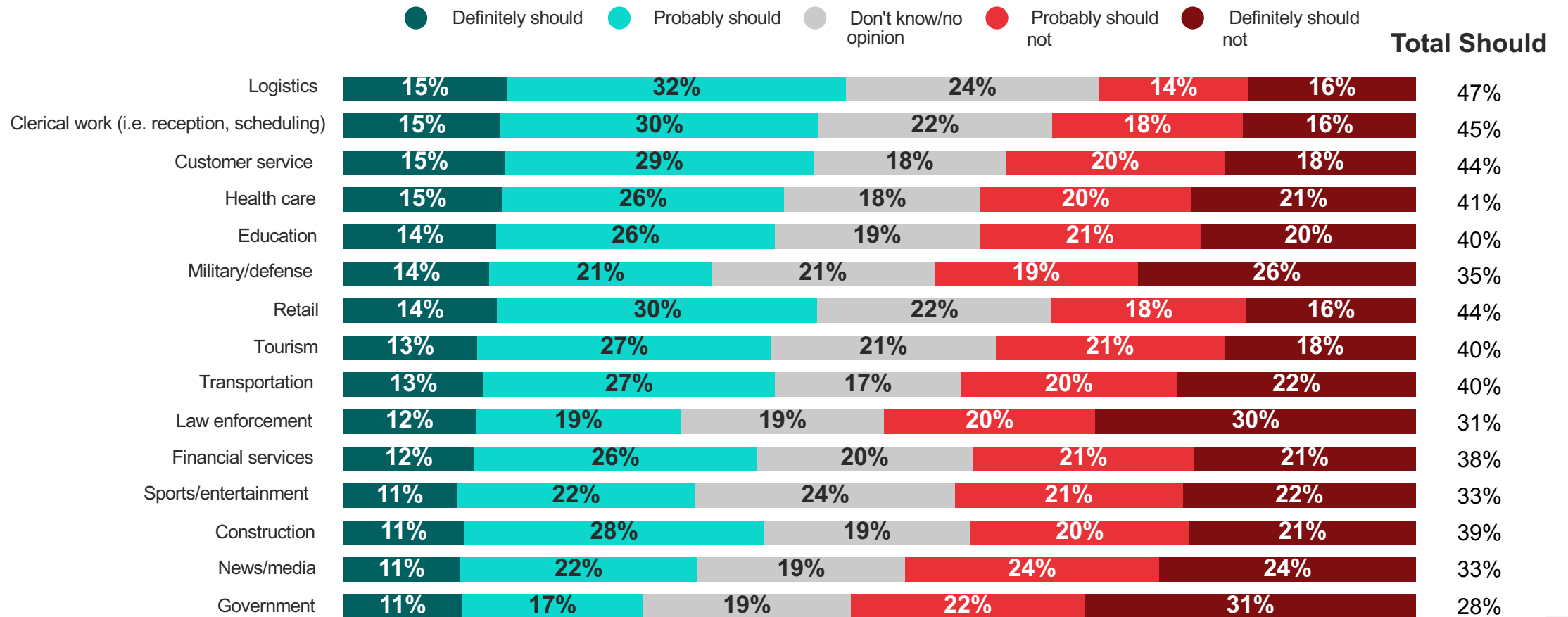
Please specify whether each of the following tasks would be better accomplished by humans or by artificial intelligence.



Based on your understanding of artificial intelligence, do you trust artificial intelligence to do the following tasks now, in the future, or not at all?

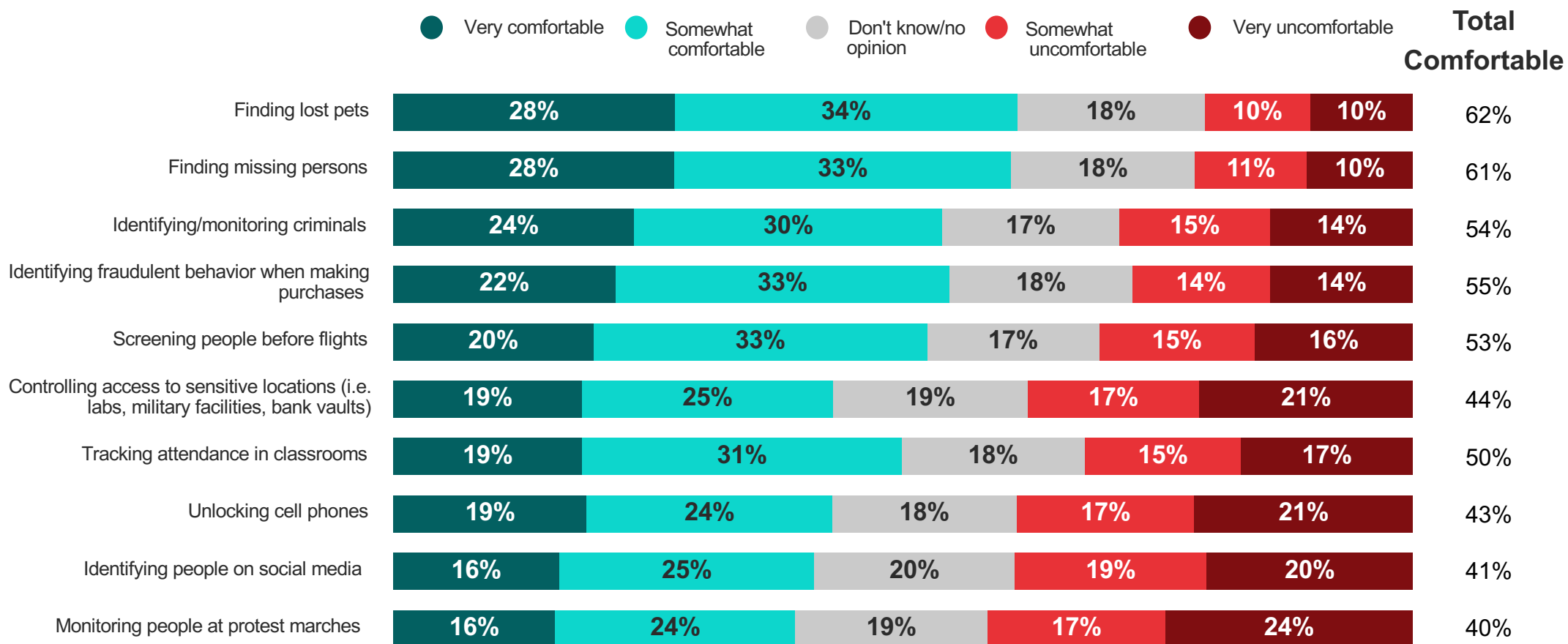


In the future, do you think artificial intelligence should or should not play a larger role in each of the following fields or industries?



APPENDIX

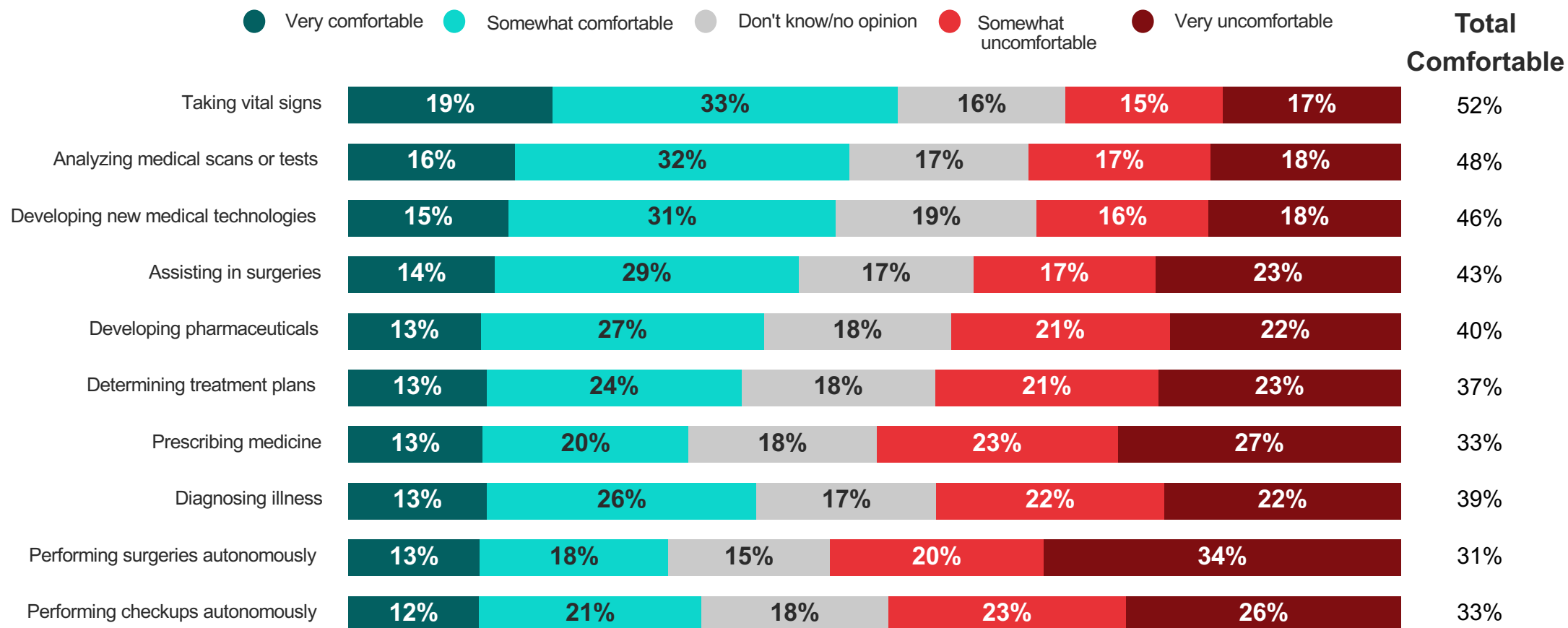
How comfortable or uncomfortable are you with the following uses of AI in facial recognition technology?



APPENDIX

Thinking specifically about the following uses of AI in the health care and medical fields, how comfortable or uncomfortable are you now with artificial intelligence doing each of the following with present day technology?

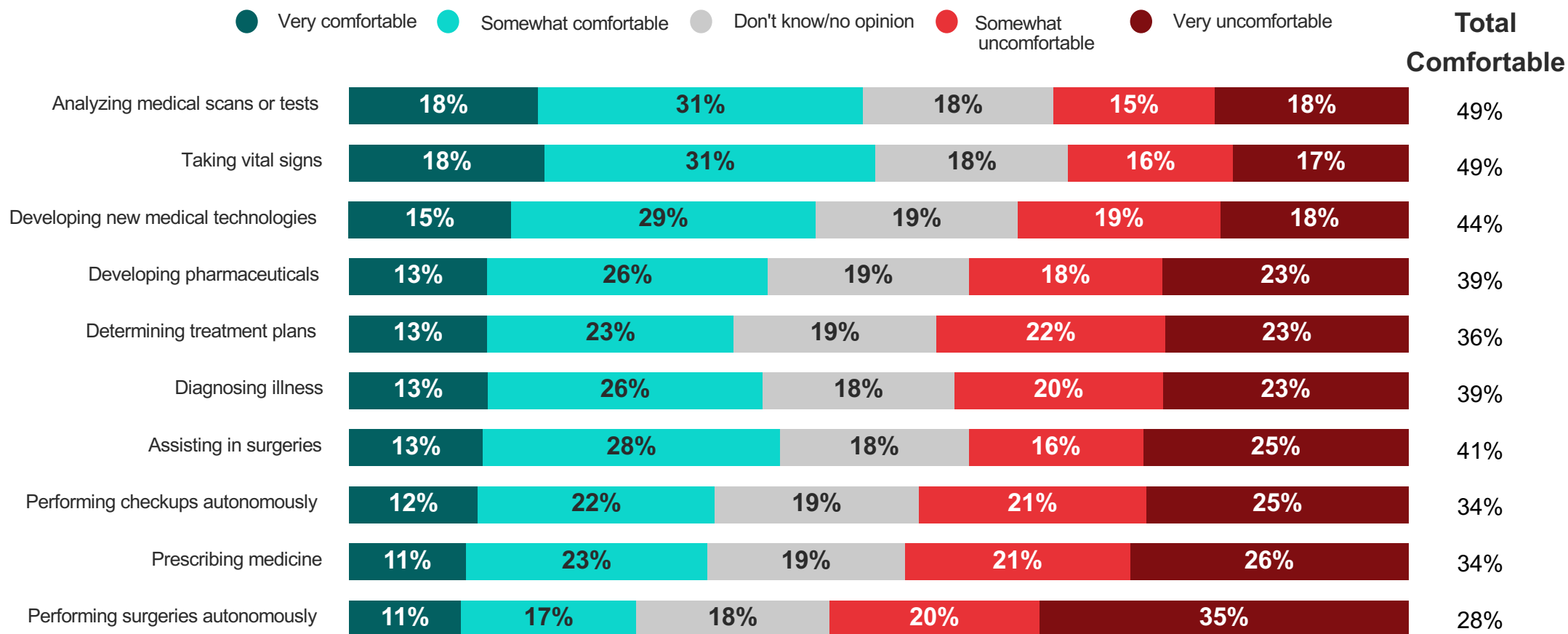
SPLIT SAMPLE A [N=1,125]



APPENDIX

Thinking specifically about the following uses of AI in the health care and medical fields, how comfortable or uncomfortable **do you think you'll be in the future with artificial intelligence doing each of the following?**

SPLIT SAMPLE B [N=1,085]



APPENDIX

GENERAL VIEWS OF AI

APPLICATIONS OF AI

PROS AND CONS OF AI

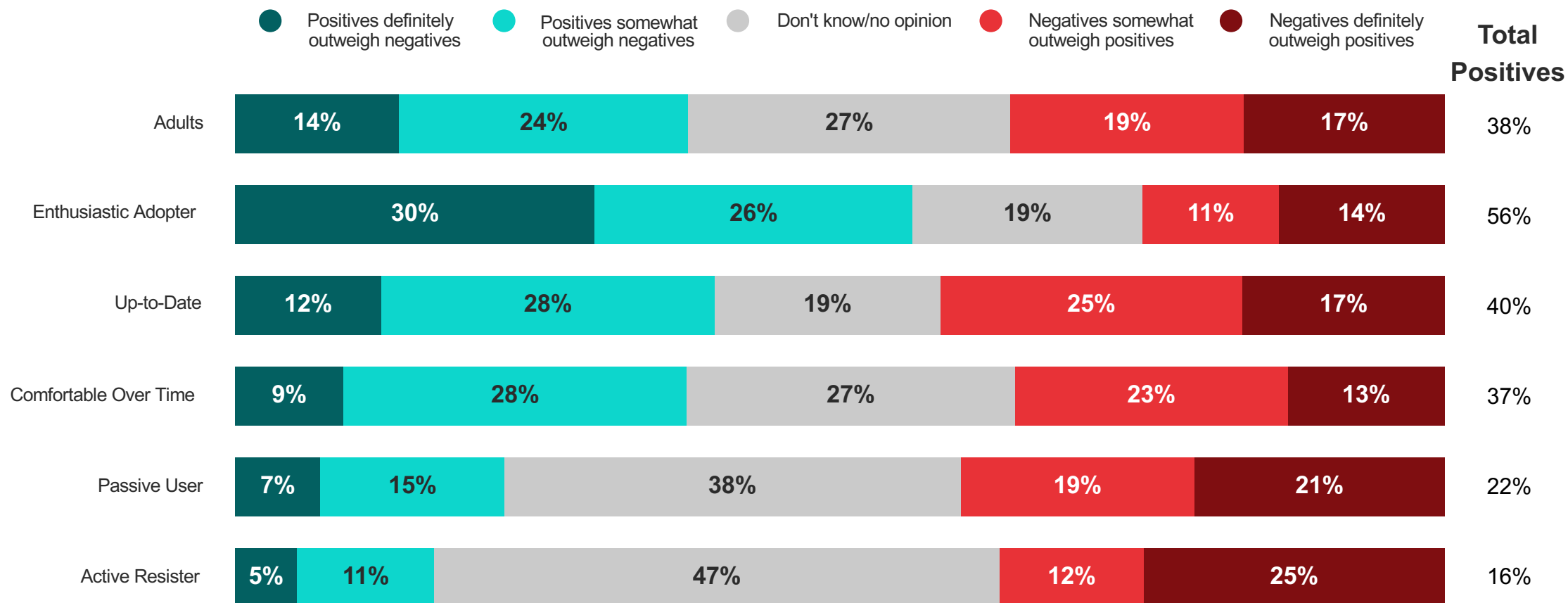
AI ETHICS AND REGULATION

GENERATIVE AI

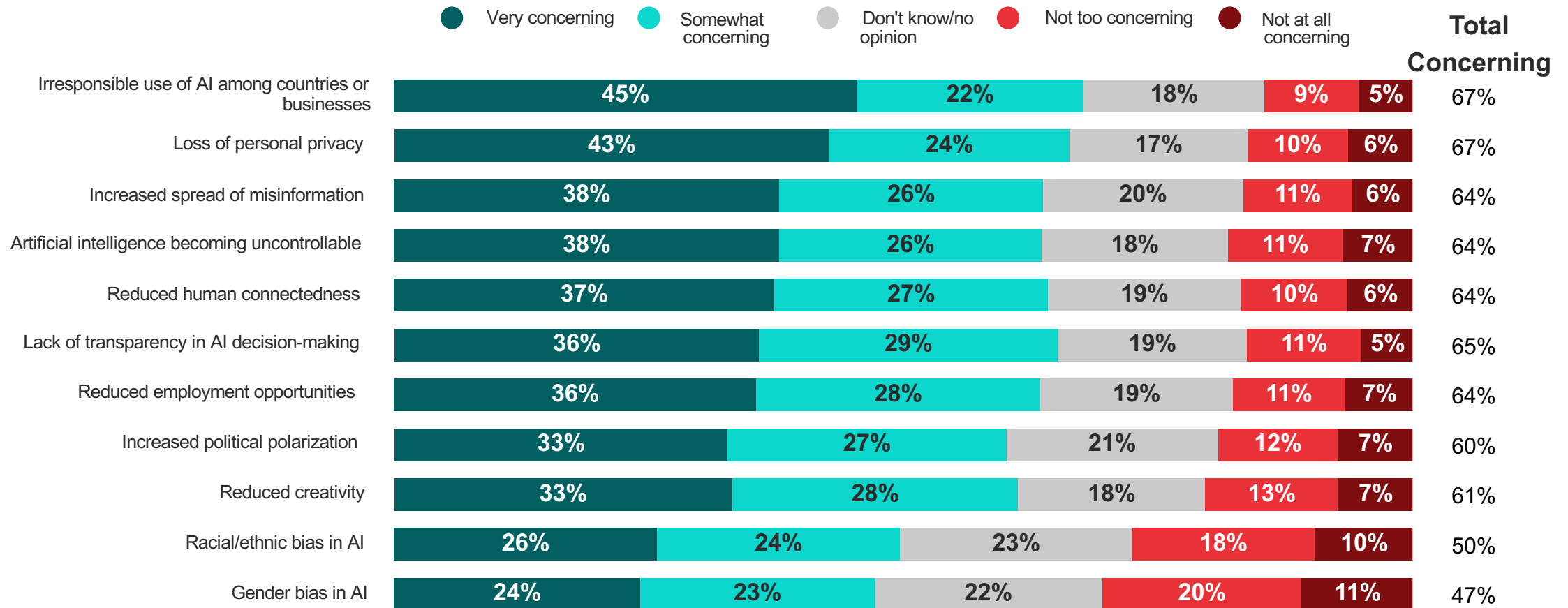


APPENDIX

Generally speaking, do you think the perceived positives of greater AI adoption in everyday life outweigh the perceived negatives?



How concerning, if at all, are each of the following potential negative consequences of greater AI adoption in everyday life?



APPENDIX

GENERAL VIEWS OF AI

APPLICATIONS OF AI

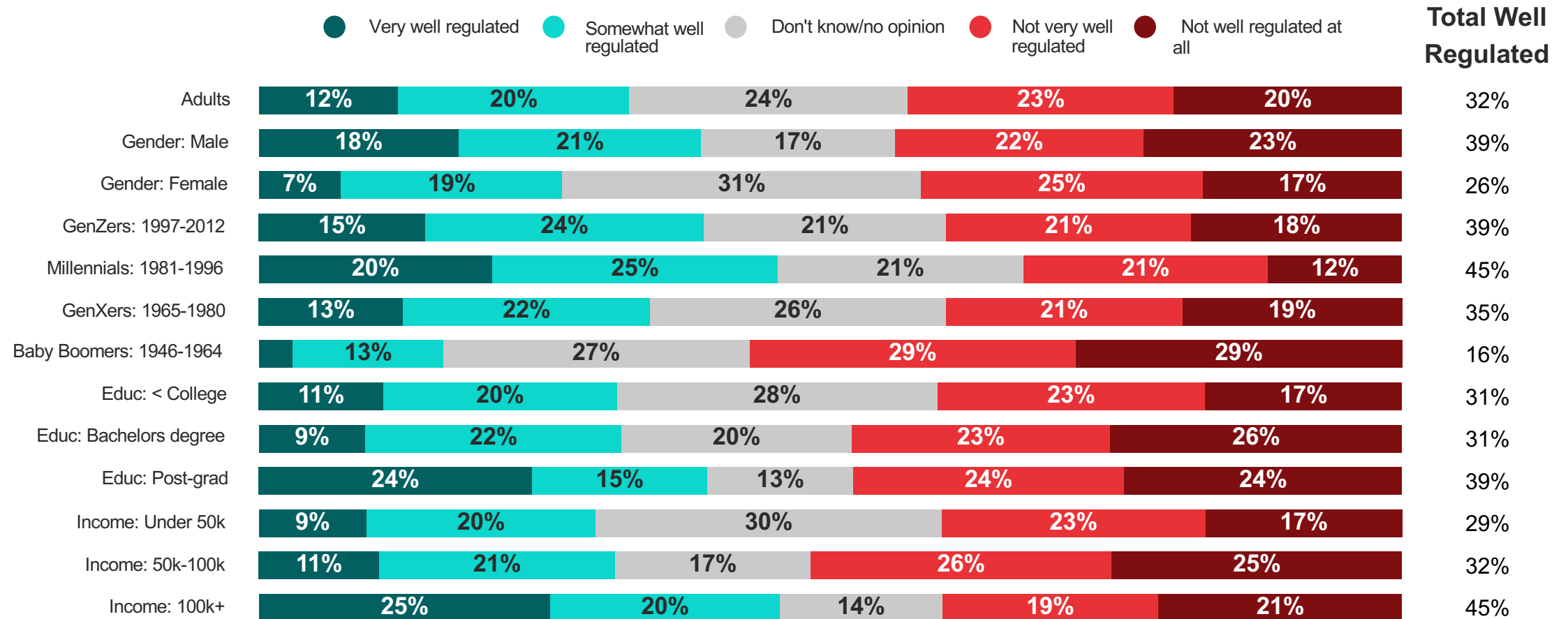
PROS AND CONS OF AI

AI ETHICS AND REGULATION

GENERATIVE AI

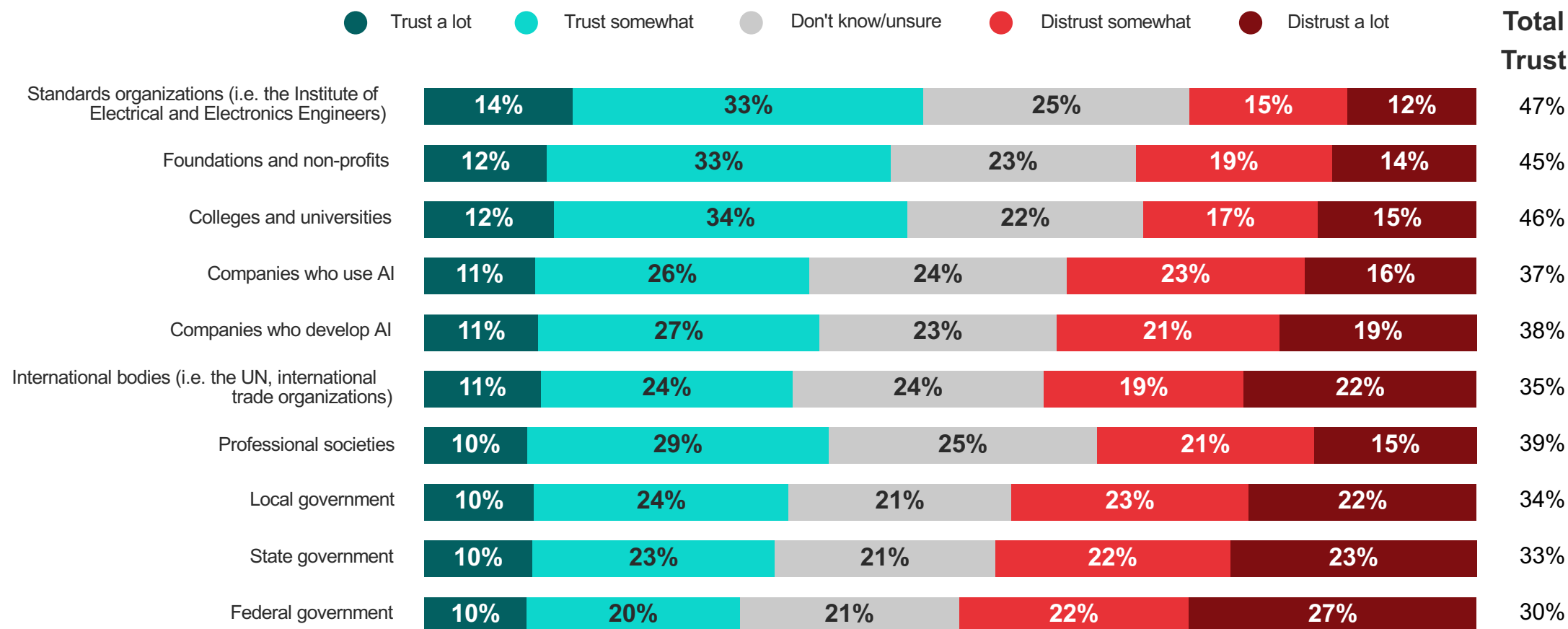


In your opinion, how well regulated is artificial intelligence at the moment?

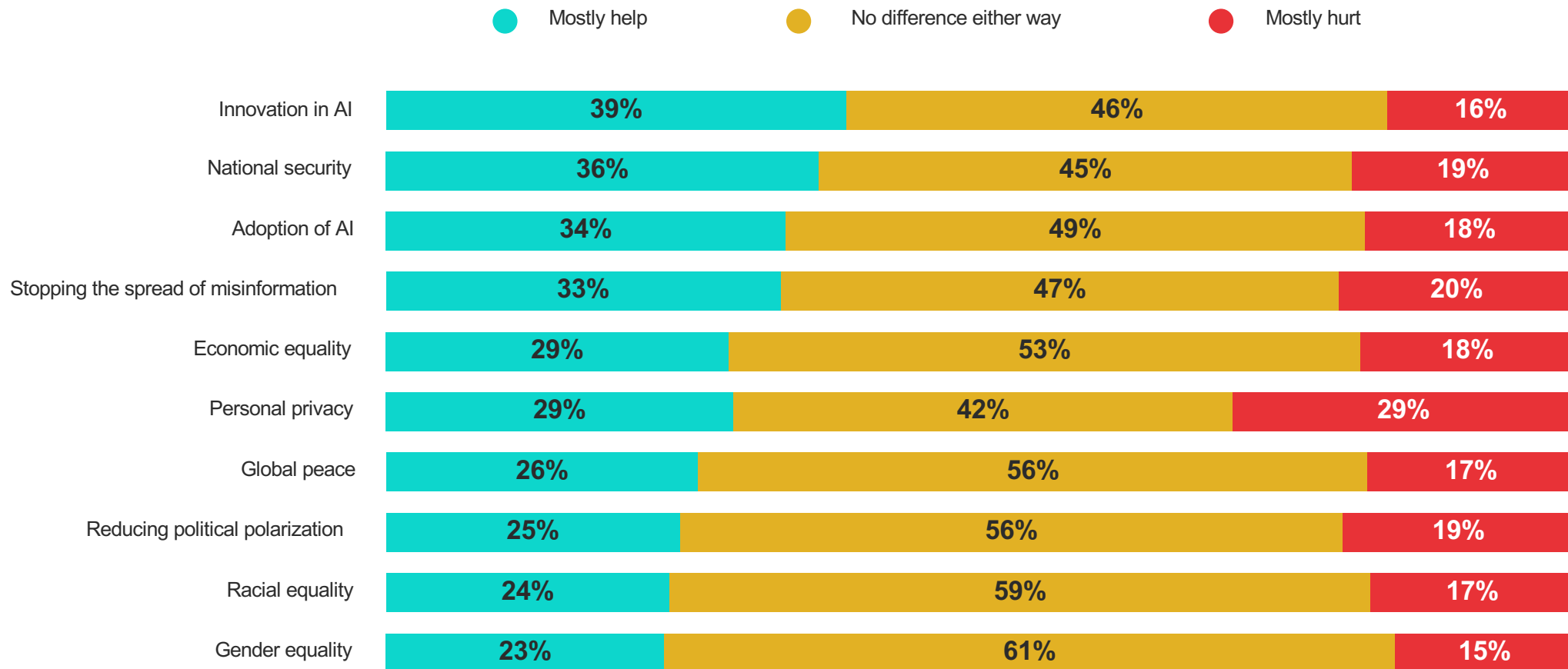


APPENDIX

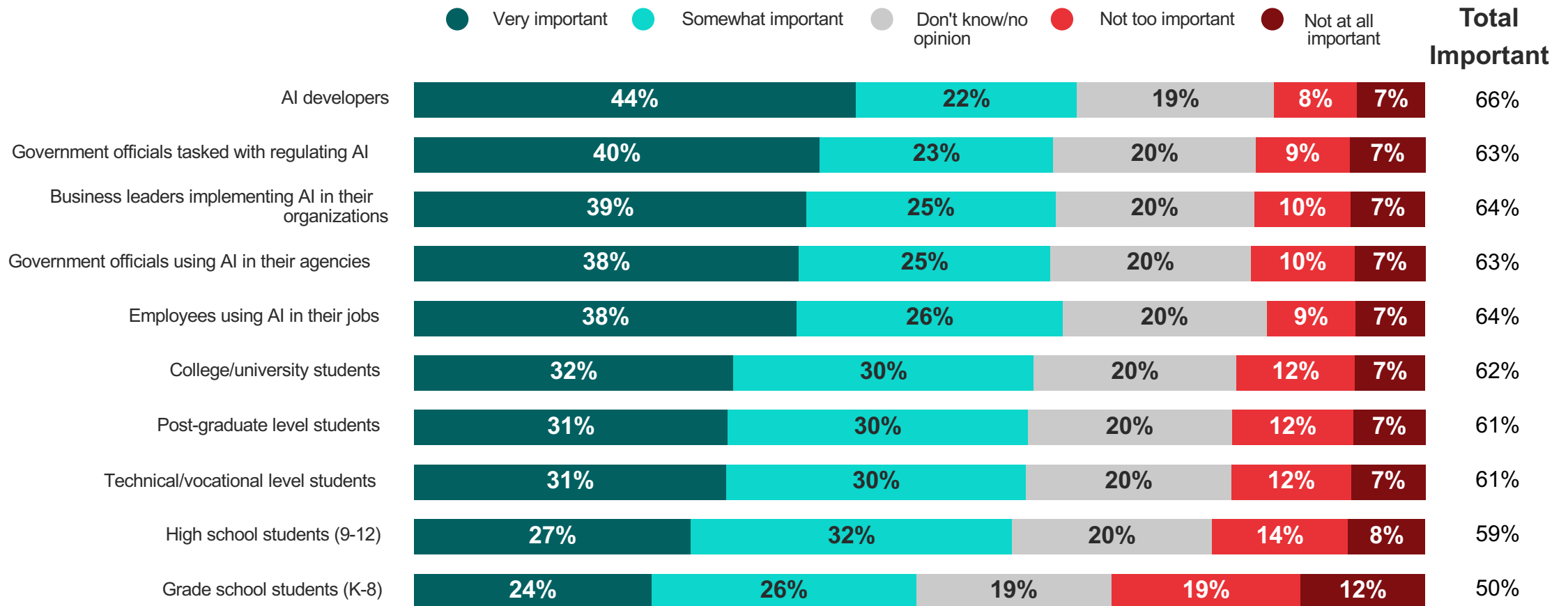
Do you trust or distrust each of the following entities to develop and oversee the standards that should be used to regulate the use of artificial intelligence in public life, either through legislation governing its use or a moral and ethical set of professional standards?



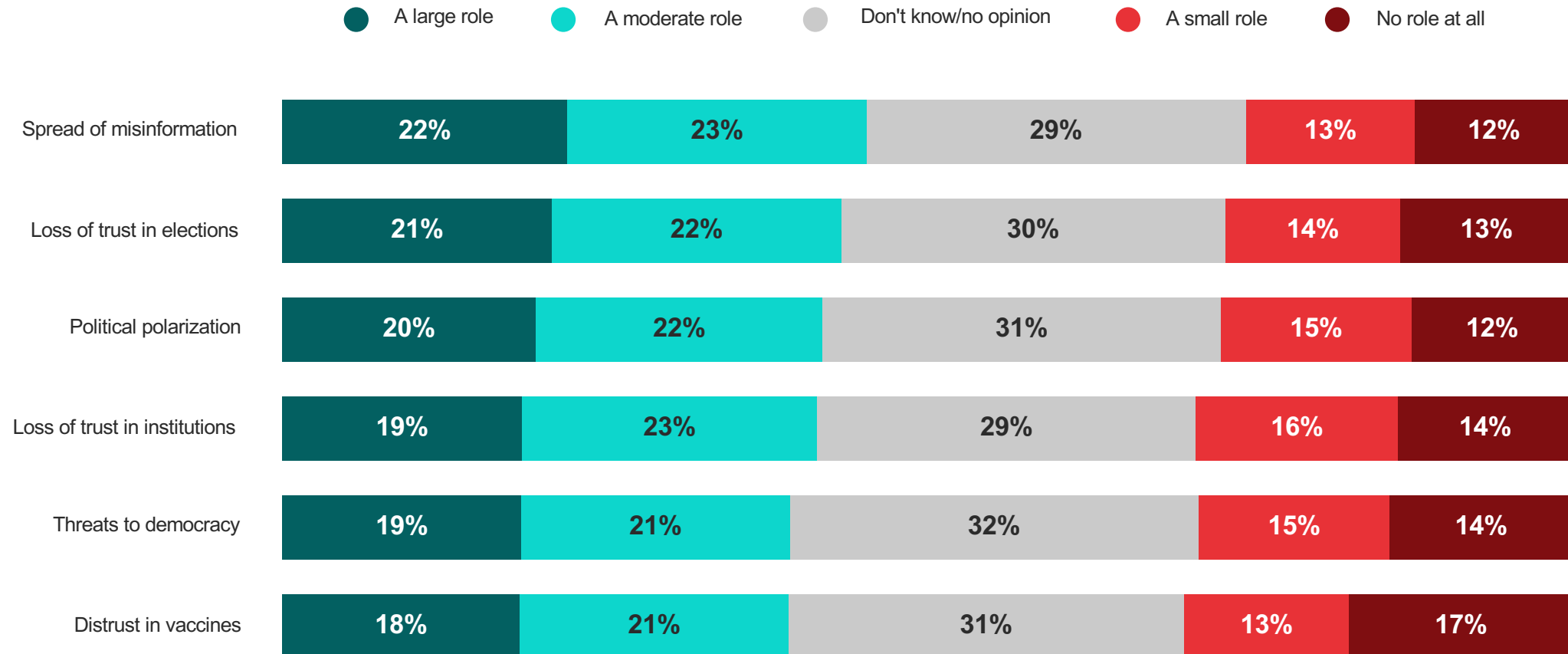
If AI were more strongly regulated, would it mostly help or hurt each of the following, or would it not make a difference either way?



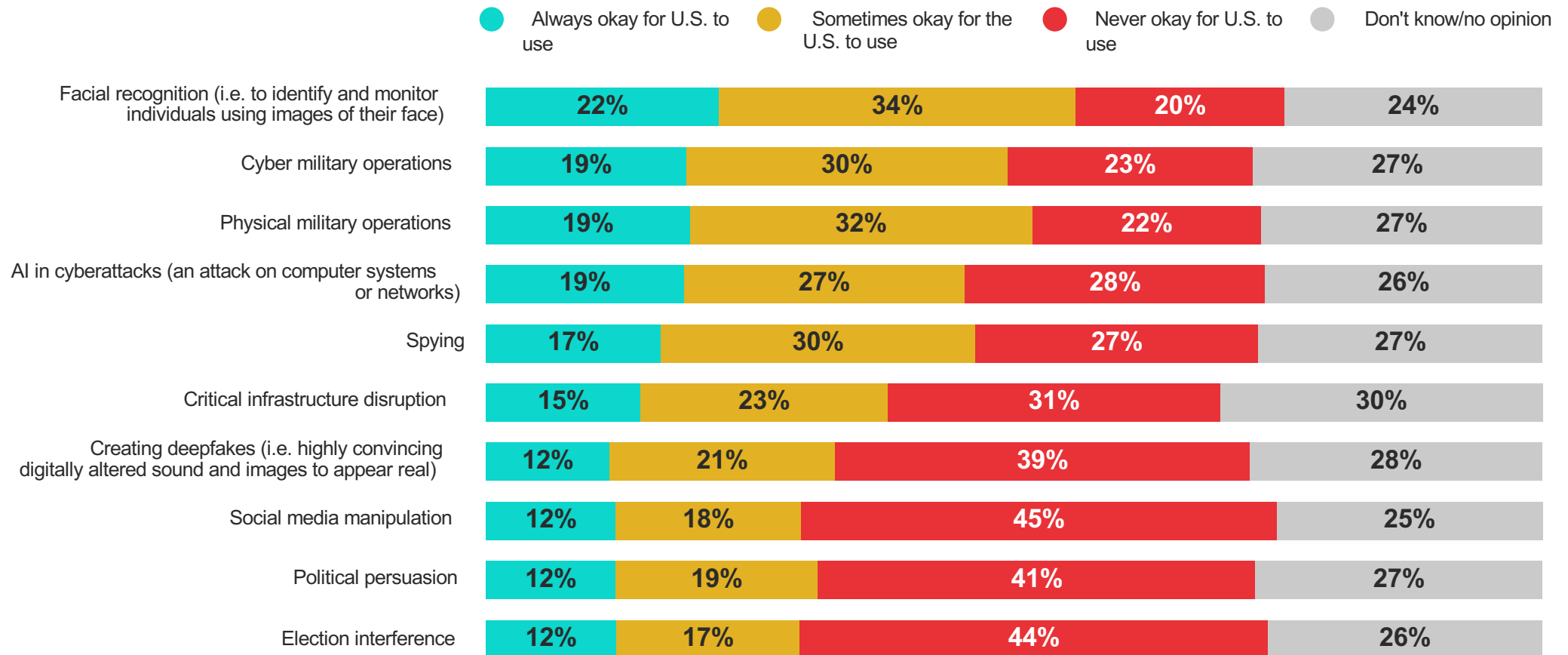
In your opinion, how important is it that people at each of the following levels learn about aspects of AI, such as its uses, limitations, and ethical considerations?



How much of a role, if at all, has AI played in each of the following in the U.S.?



In your opinion, are each of the following potential uses for AI always, sometimes, or never okay for the U.S. to use against other countries?



APPENDIX

GENERAL VIEWS OF AI

APPLICATIONS OF AI

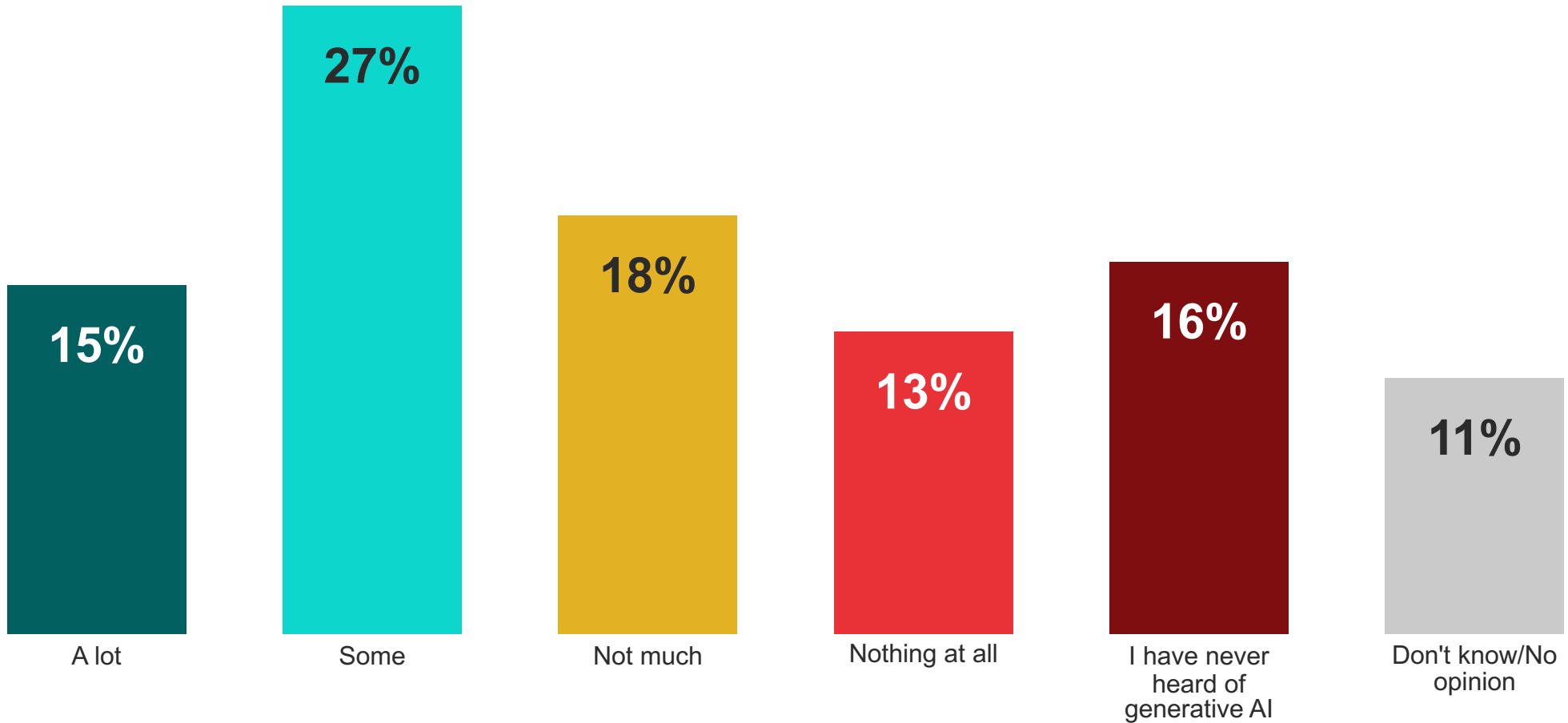
PROS AND CONS OF AI

AI ETHICS AND REGULATION

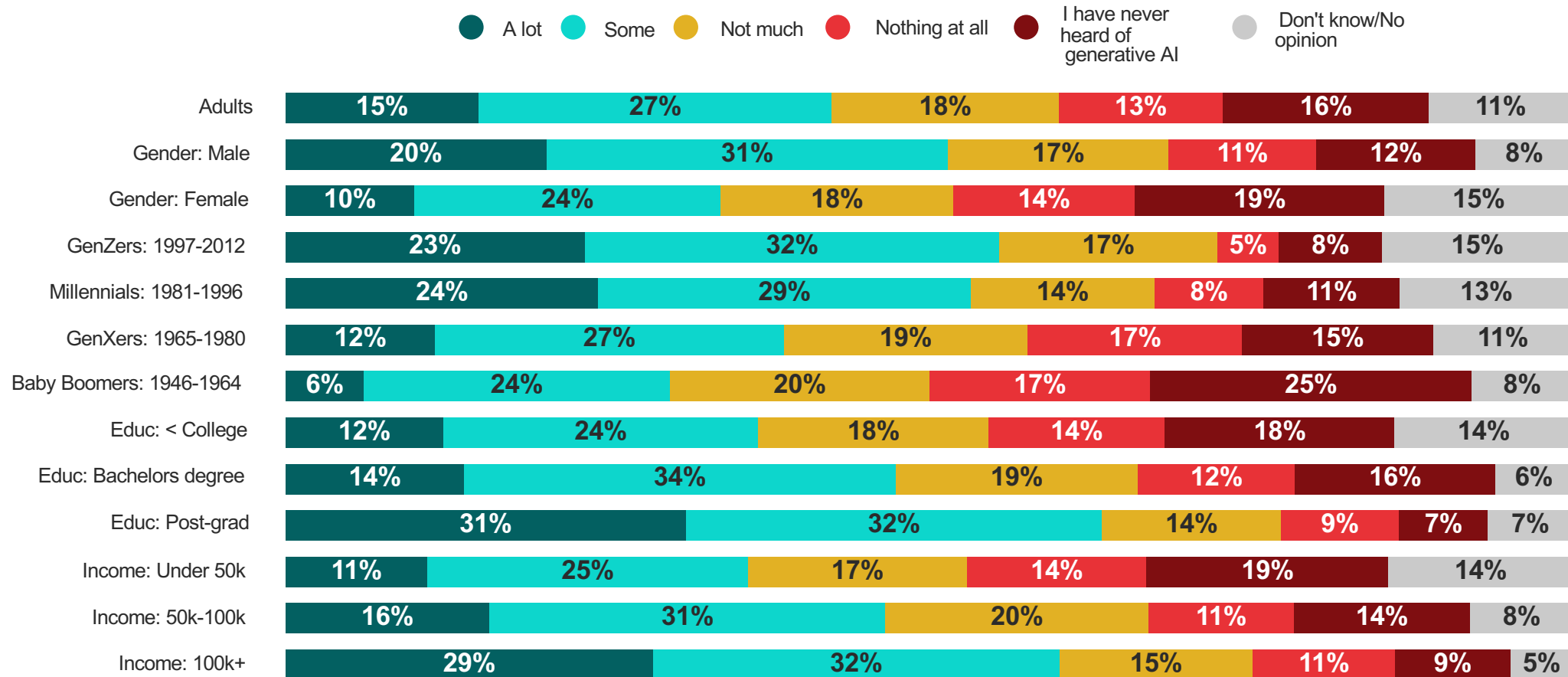
GENERATIVE AI



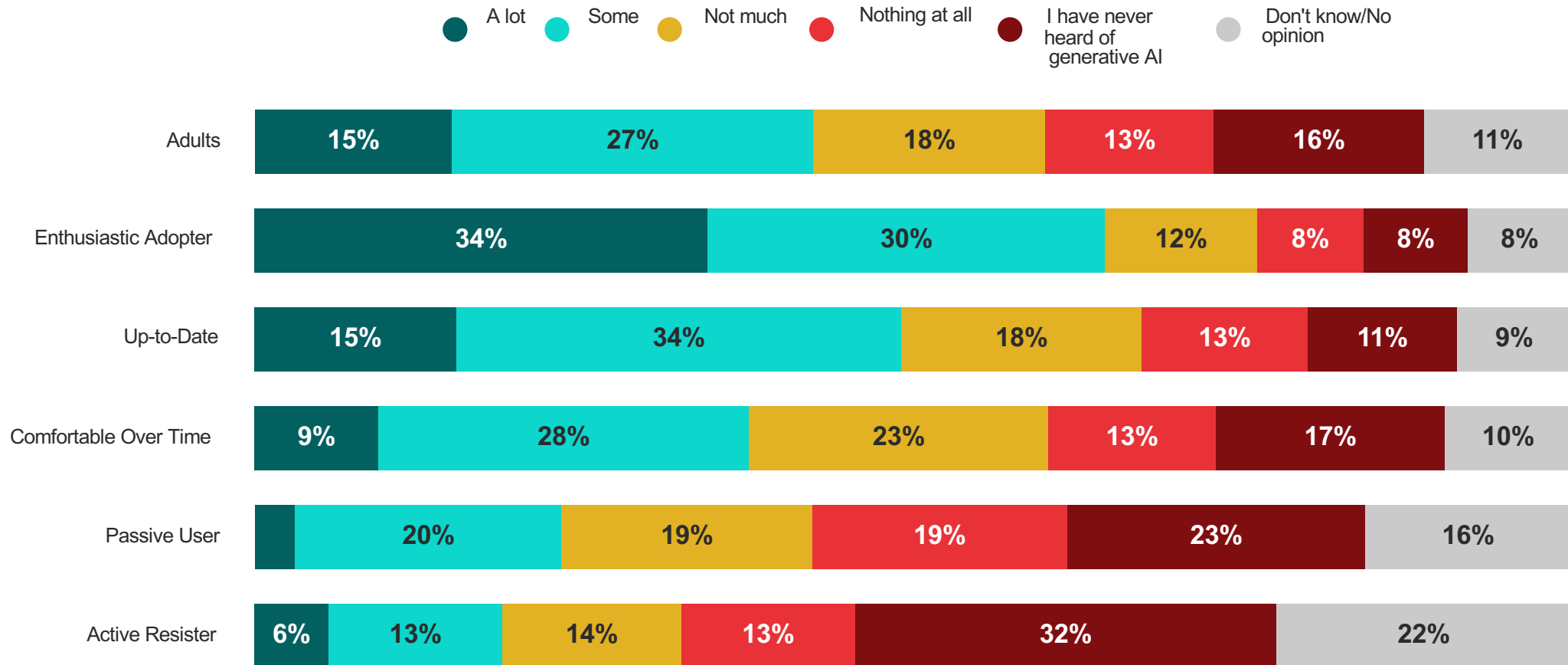
[NEW] In the last month, how much have you seen, read, or heard about generative AI?



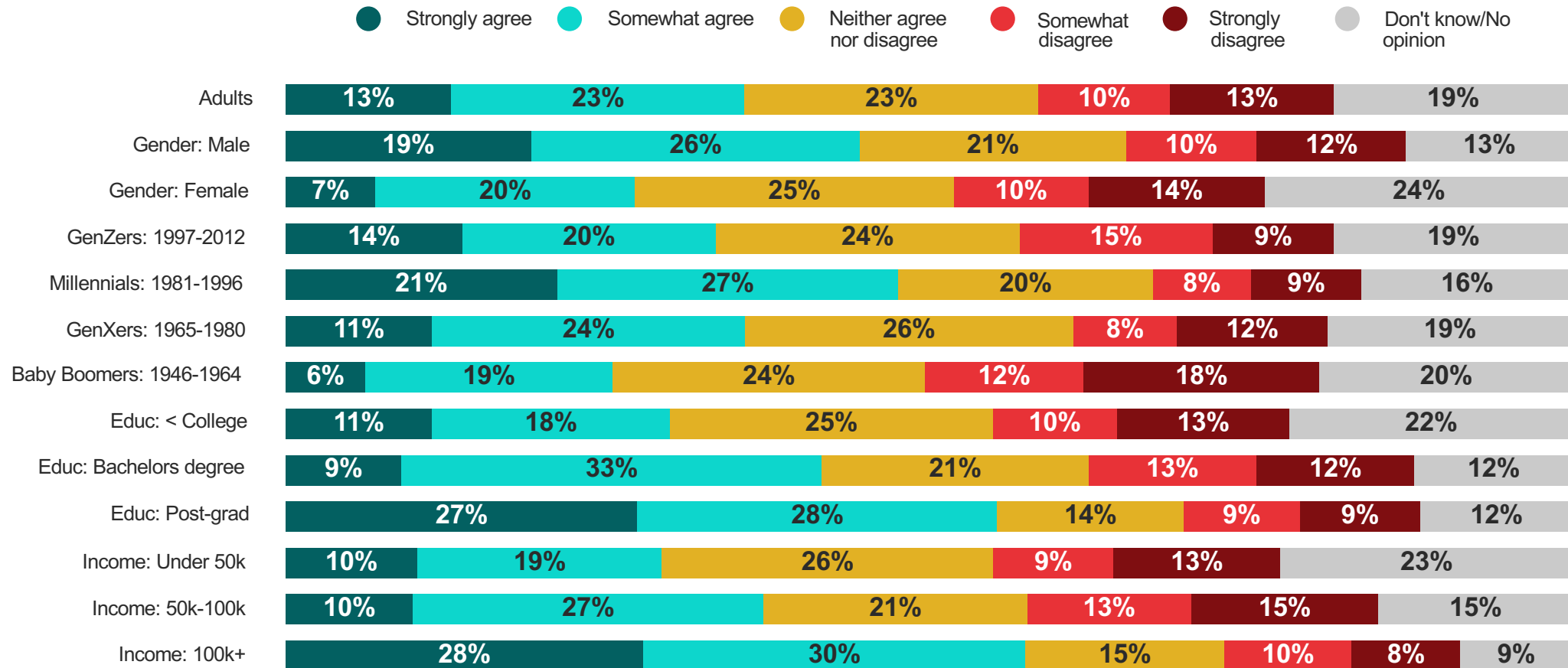
[NEW] In the last month, how much have you seen, read, or heard about generative AI?



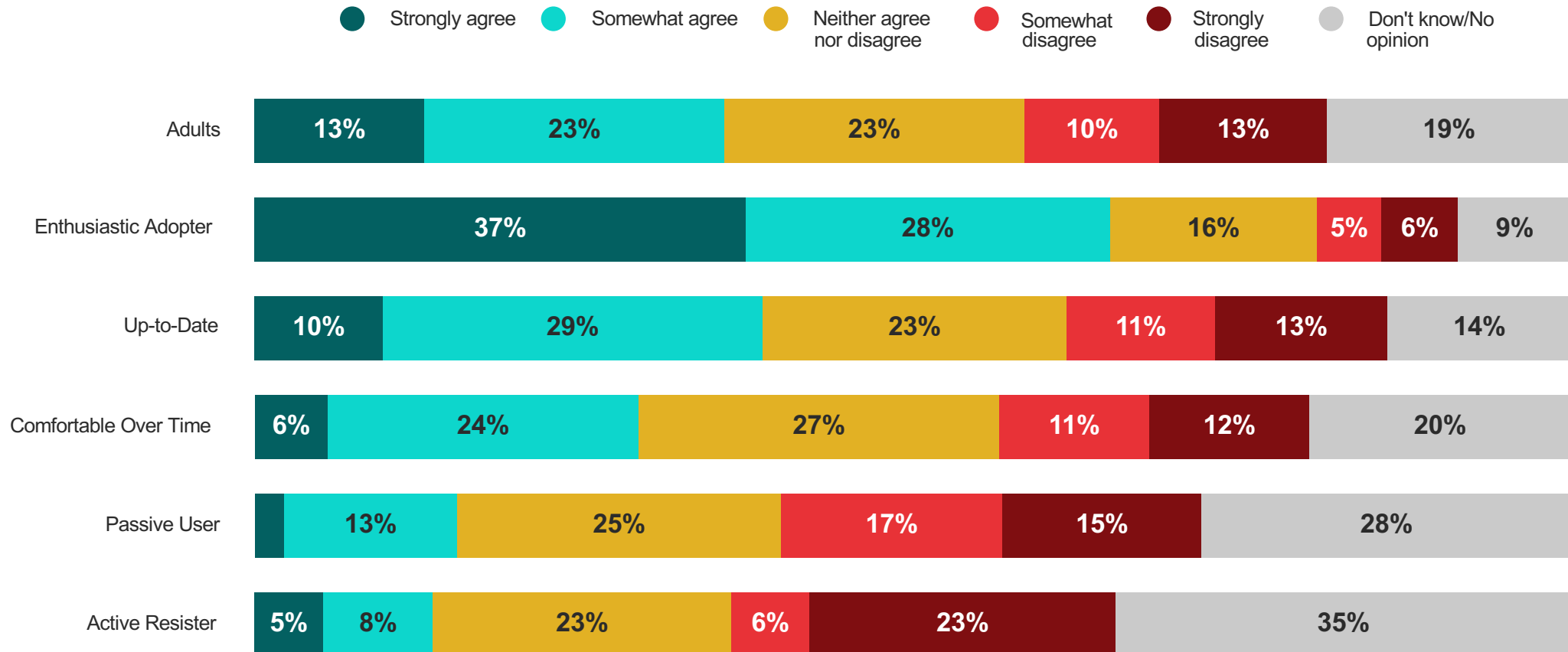
[NEW] In the last month, how much have you seen, read, or heard about generative AI?



[NEW] Do you agree or disagree with the following statement? Generative AI tools are still worth using, even if we cannot fully trust their recommendations.

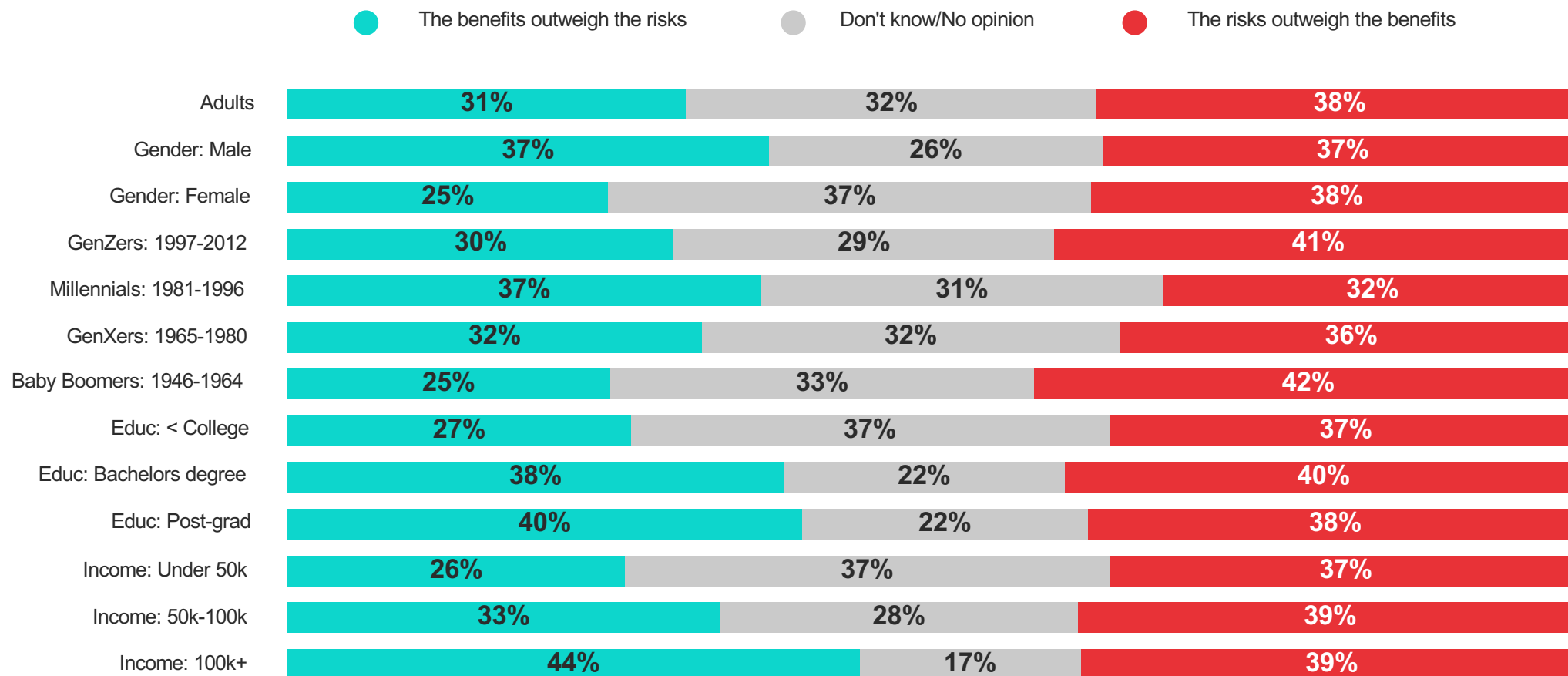


[NEW] Do you agree or disagree with the following statement? Generative AI tools are still worth using, even if we cannot fully trust their recommendations.

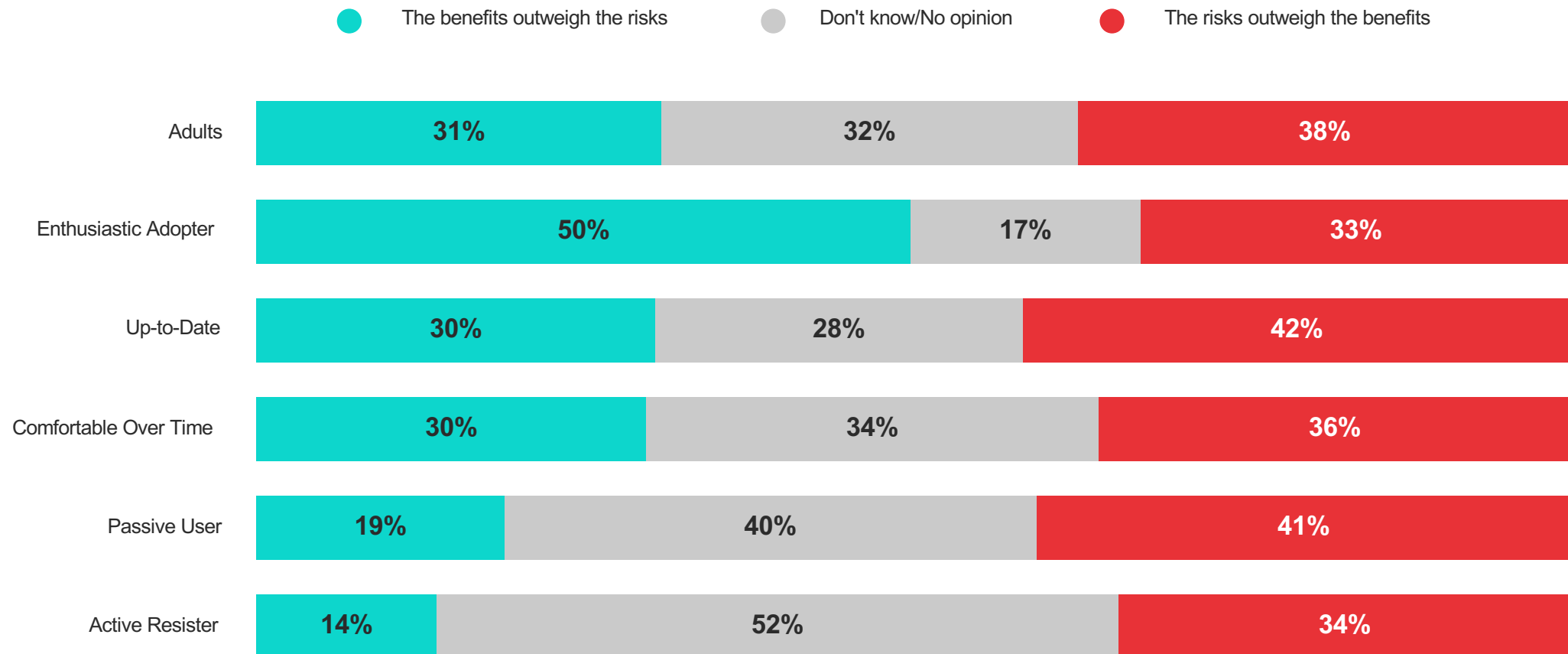


APPENDIX

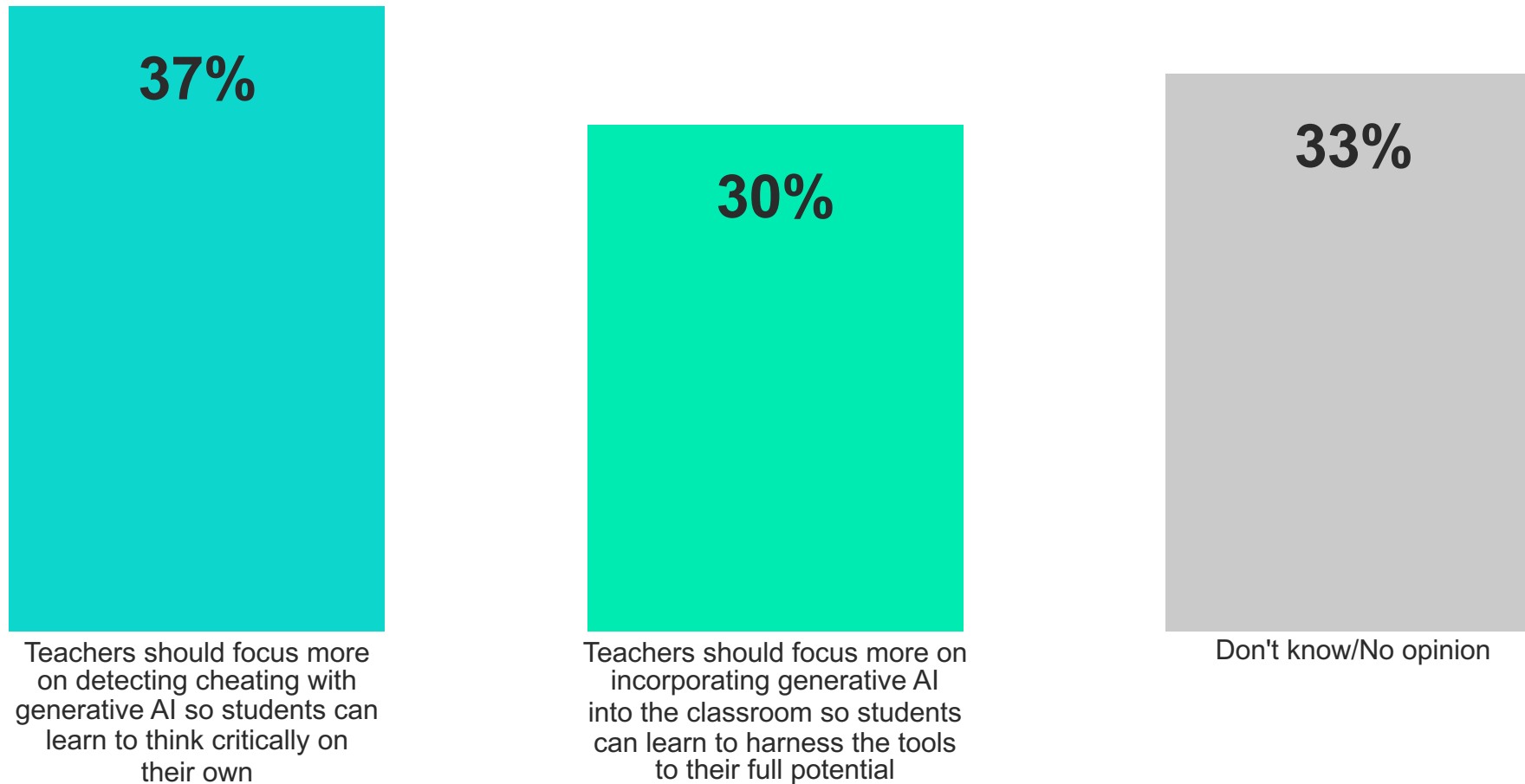
[NEW] Thinking about the impact of generative AI tools on the workforce, do you think the benefits outweigh the risks, or do the risks outweigh the benefits?



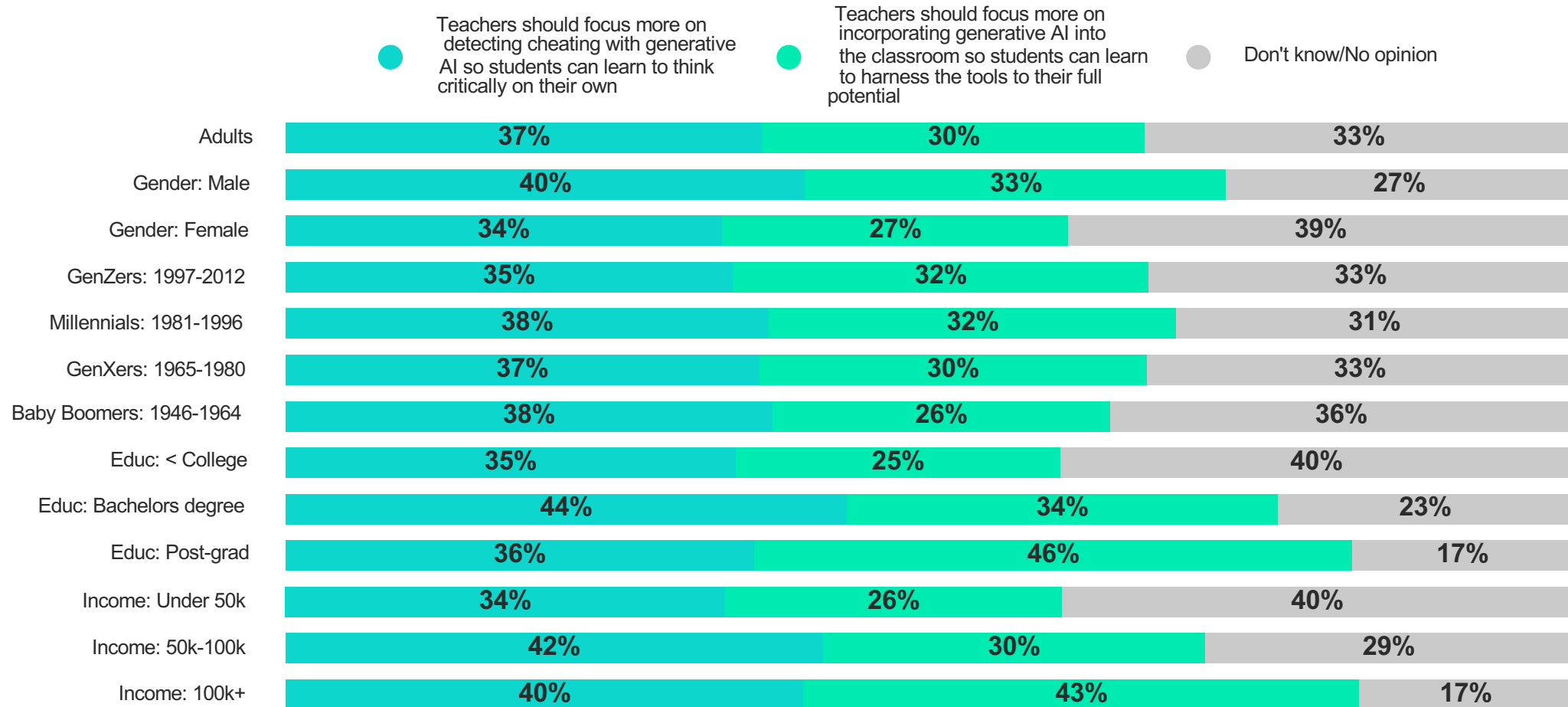
[NEW] Thinking about the impact of generative AI tools on the workforce, do you think the benefits outweigh the risks, or do the risks outweigh the benefits?



[NEW] Thinking about the impact of generative AI on the future of education, which of the following comes closest to your view, even if neither is exactly right?



[NEW] Thinking about the impact of generative AI on the future of education, which of the following comes closest to your view, even if neither is exactly right?



[NEW] Thinking about the impact of generative AI on the future of education, which of the following comes closest to your view, even if neither is exactly right?

