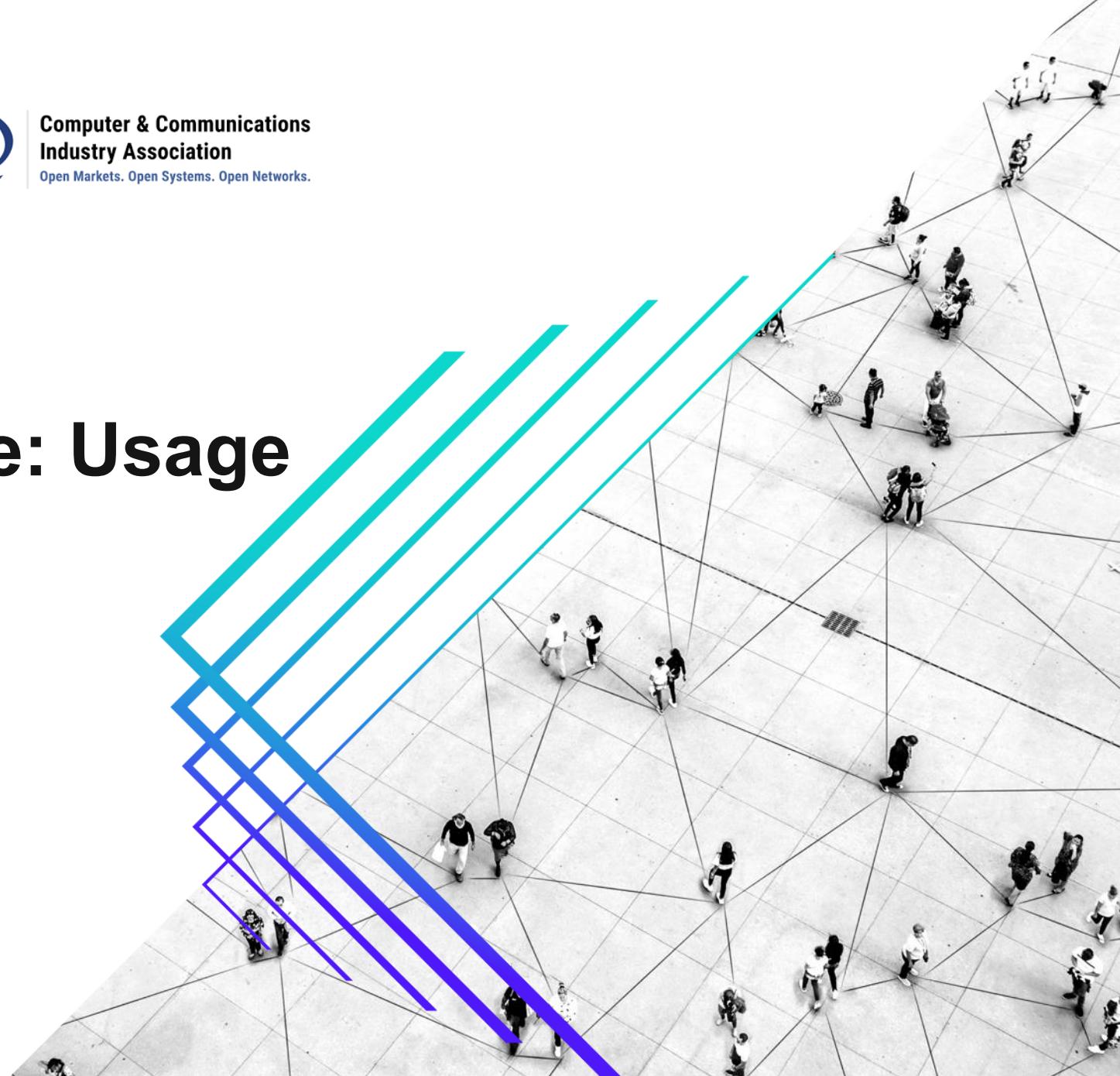


Artificial Intelligence: Usage and Perceptions

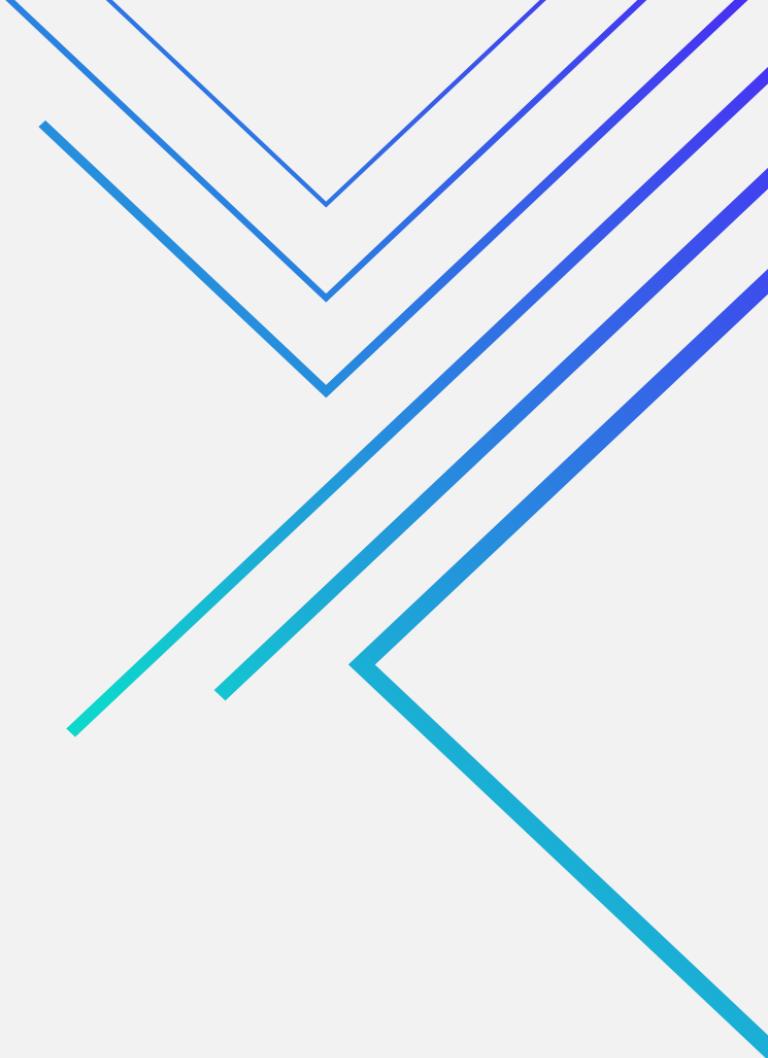
— NOVEMBER 2024



Methodology

This survey was conducted between October 3rd – 7th, 2024, among 4,024 consumers. Consumers are defined as general population respondents 13-70 years old. The interviews were conducted online, and the data were weighted to approximate a target sample of consumers based on age, gender, race, education, and region.

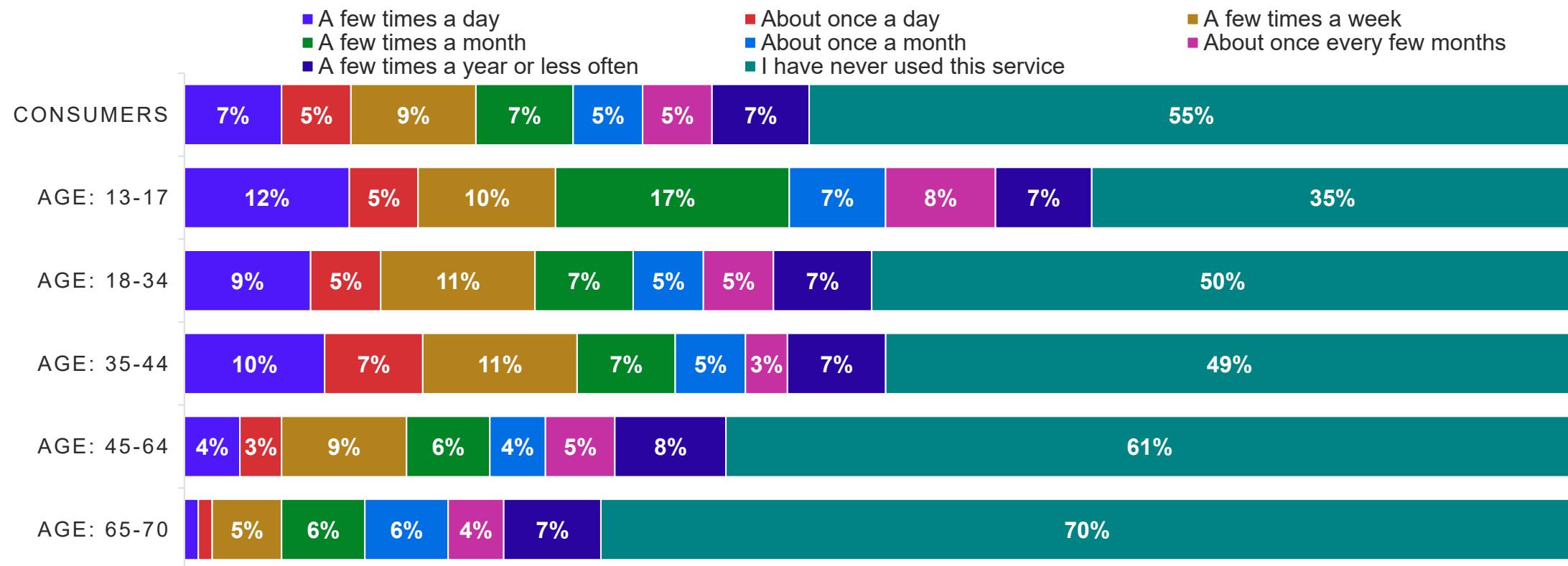
Results from the full survey have a margin of error of +/- 2 percentage points depending on demographic group.



ARTIFICIAL INTELLIGENCE SURVEY

Just under half (45%) of consumers have used AI digital services in the past year. Teens age 13-17 are the most likely age group (65%) to report saying they *have used* AI digital services.

In the past 12 months, how often, if at all, have you used the following digital services? - Artificial intelligence services (for example ChatGPT, Dall-E, Meta AI)

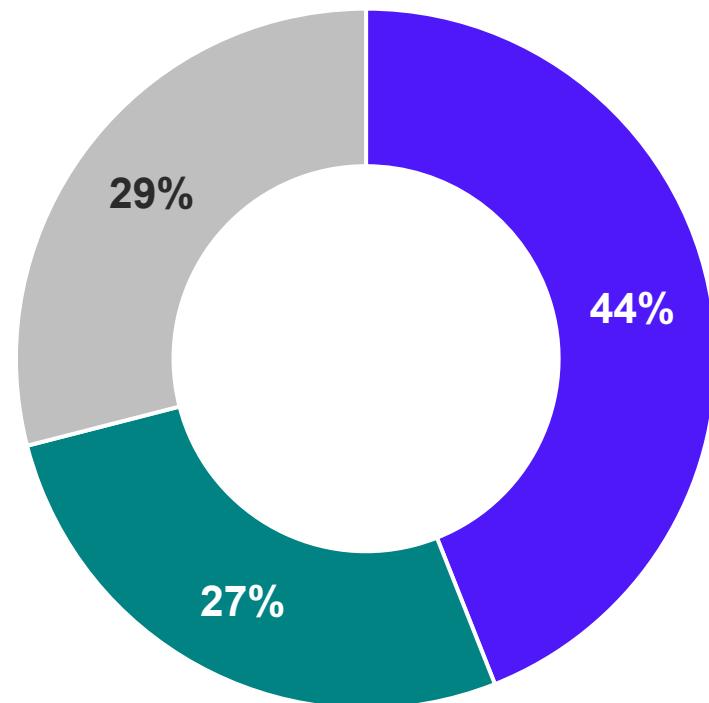


ARTIFICIAL INTELLIGENCE SURVEY

Generally, consumers are more likely to say that AI has more positive implications than negative ones. And AI is not fading away, with over half (56%) of consumers expecting to be using more AI services in 5 years.

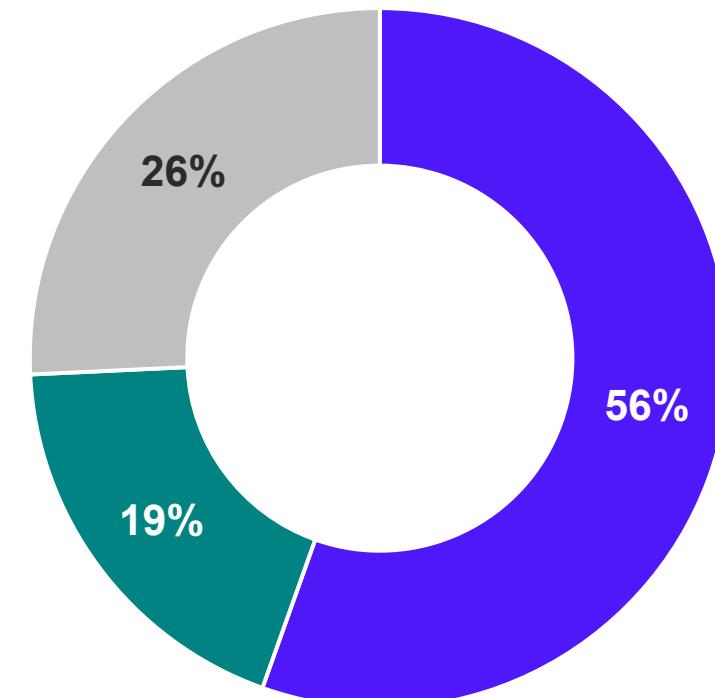
Generally speaking, do you think artificial intelligence has more positive or more negative implications overall?

■ More positive ■ More negative ■ Don't know/no opinion



In your everyday life, do you expect to be using more artificial intelligence services in the next 5 years or less?

■ More in 5 years* ■ Less in 5 years* ■ The same amount in 5 years



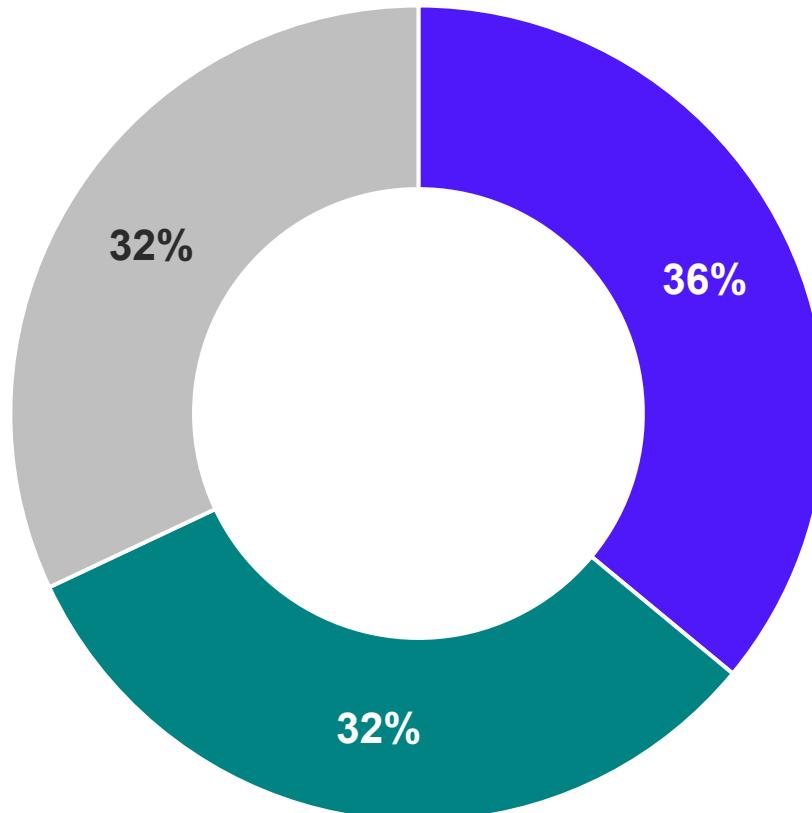
*More in 5 years = Much more in 5 years + somewhat more in 5 years | Less in 5 years = Much less in five years + somewhat less in 5 years

ARTIFICIAL INTELLIGENCE SURVEY

A plurality (36%) of consumers say that the benefits of AI outweigh the risks, but many do not know or have an opinion (32%).

Based on what you know, which of the following groups do you align more with?

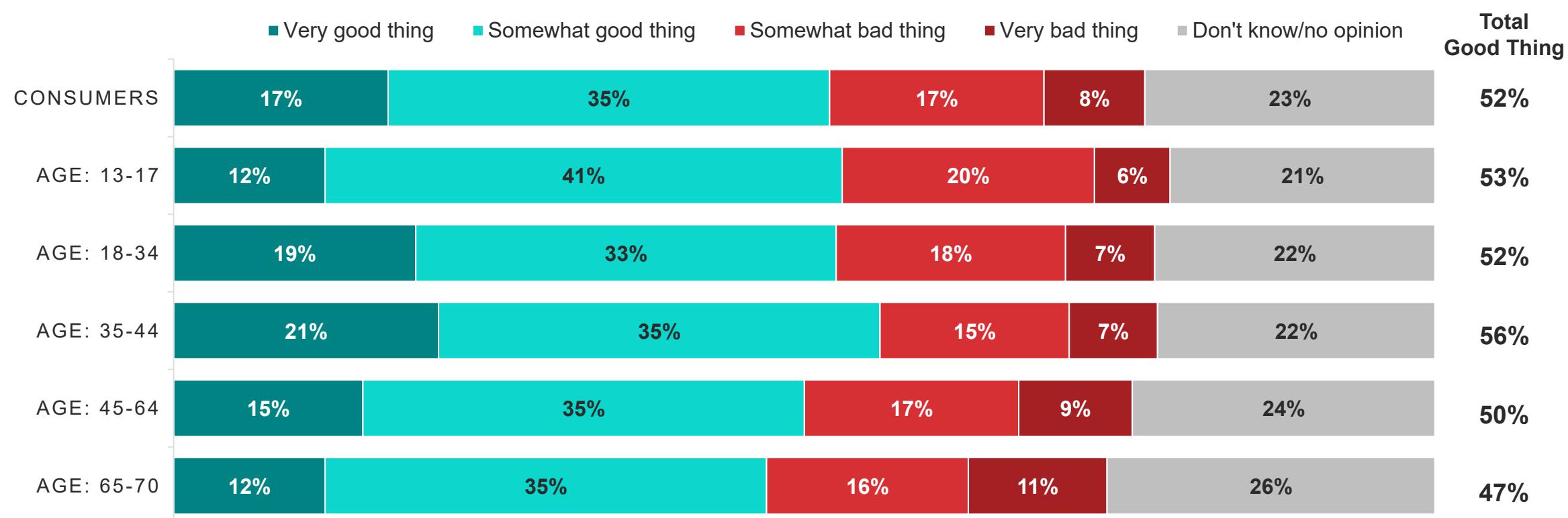
- The benefits of artificial intelligence (AI) outweigh the risks
- The risks of artificial intelligence (AI) outweigh the benefits
- Don't know/no opinion



ARTIFICIAL INTELLIGENCE SURVEY

Half of consumers, including those across different age groups, agree that it's a good thing that AI tools will increase worker productivity and wages, even if it results in more frequent worker training for novel tasks.

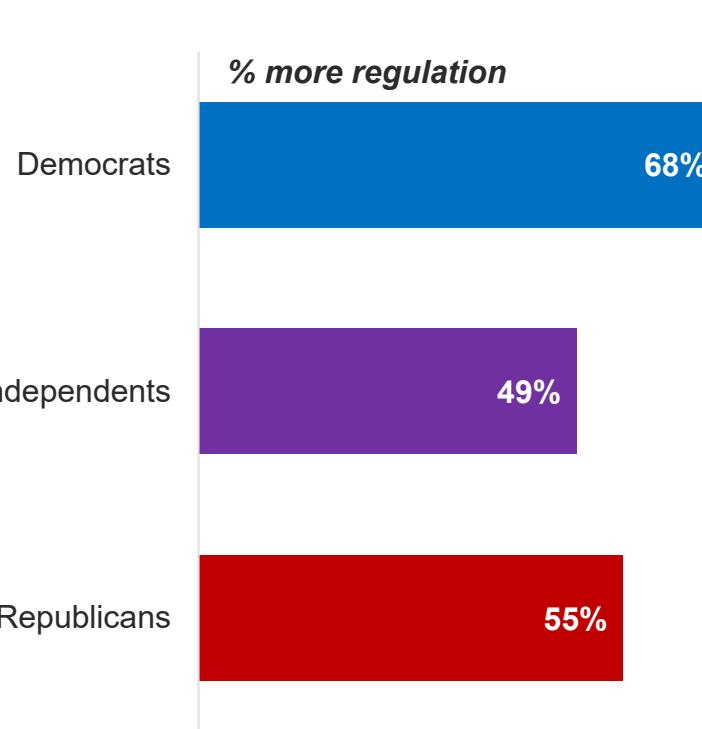
Some say that AI tools will increase worker productivity and wages across the economy, but also require workers to undergo more frequent training and learn to complete new tasks more often. Based on what you know, is this a good thing or a bad thing?



ARTIFICIAL INTELLIGENCE SURVEY

Independent consumers are not convinced about more regulation of AI from Congress and are even less convinced that it would be helpful for innovation and do not view slowed innovation as a positive outcome of additional regulations.

Less than half (49%) of independents want there to be more regulation of AI from Congress



Only one-in-three (33%) independents say more regulation of AI would be helpful for innovation. If AI legislation slows down innovation, only two-in-five (39%) independents say this is a positive outcome.

