CONSUMERS' AMBIVALENCE TOWARDS AI: A PROMISE AND A THREAT

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Before being consumers, we are citizens

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- 40 countries are voting in 2024, everywhere from Washington through Europe to India

- This magnifies people's concerns over inflation, recession, misinformation…and AI

- Should AI be regulated and if so, how?

Most feel government should play some role in AI oversight

Q: How much of a role, if any, should government have in the oversight of AI?

● A major role ● A minor role ○ No role at all

Republican

31%	53%	16%

Democrat

45%	48%	7%

Independent

29%	54%	17%

There is strong bi-partisan support for the provisions in the new executive order on AI

Q: Listed below are several proposed policy initiatives around AI. To what extent do you support or oppose each of the following? - Support Summary

● Republican   ● Democrat

Developing standards, tools, and tests to help ensure that AI systems are safe, secure, and trustworthy
- 78%
- 84%

Passing bipartisan data privacy legislation to protect all Americans, especially kids
- 76%
- 79%

Increasing federal funding for research on AI
- 43%
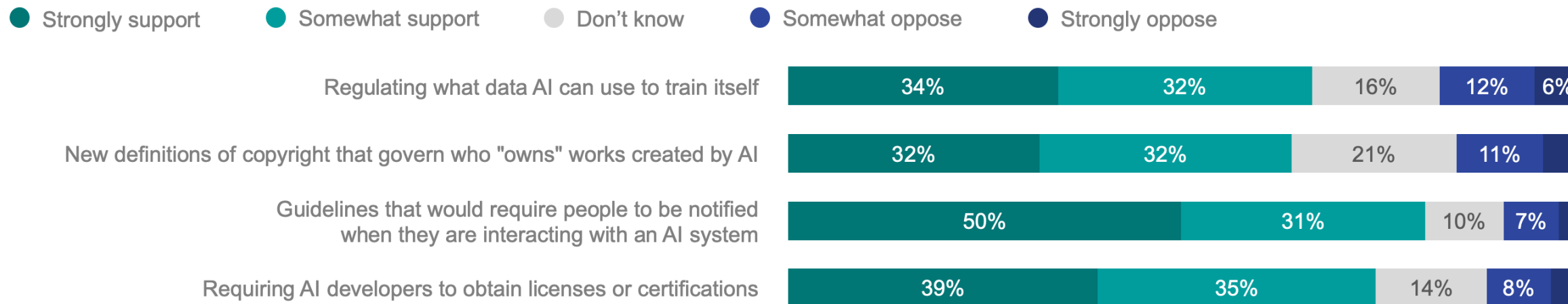- 60%

There is strong bipartisan support for a wide range of AI oversight options

Q: Thinking specifically about different actions the government could take in regards to AI oversight, how much do you support or oppose the following?

● Strongly support   ● Somewhat support   ● Don't know   ● Somewhat oppose   ● Strongly oppose

Question	Strongly support	Somewhat support	Don't know	Somewhat oppose	Strongly oppose
Regulating what data AI can use to train itself	34%	32%	16%	12%	6%
New definitions of copyright that govern who "owns" works created by AI	32%	32%	21%	11%	
Guidelines that would require people to be notified when they are interacting with an AI system	50%	31%	10%	7%	
Requiring AI developers to obtain licenses or certifications	39%	35%	14%	8%	

We are worried about irresponsible uses of AI | Ipsos

People are worried about the misuse of AI

AI will be misused in policing and law enforcement	67%
AI will be used by companies in their hiring decisions	62%
Too little federal government oversight in the application of AI	59%

AI is getting (somewhat) less scary

Some concerns about AI are waning

● December, 2023   ● May-June, 2023

I trust artificial intelligence to not discriminate or show bias towards any group of people
- 44%
- 38%

I trust companies that use artificial intelligence as much as I trust other companies
- 44%
- 36%

I trust that companies that use artificial intelligence will protect my personal data
- 41%
- 32%

# People see potential for using AI more than they currently do

Q. How often, if at all, do you use artificial intelligence (AI) to assist the following personal tasks? (% Often/sometimes)/
Q. How helpful, if at all, do you believe AI would be with the following personal tasks? (% Helpful)
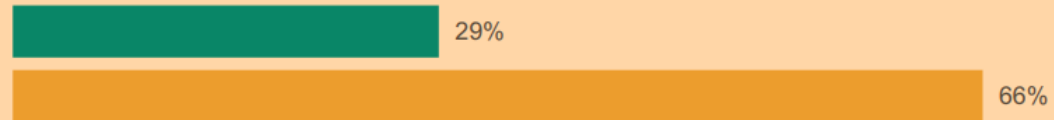
Research and learn
- Use: 47%
- Would be helpful: 76%

Give instructions in a humanlike way with a voice assistant, search engine or other software
- Use: 35%
- Would be helpful: 72%
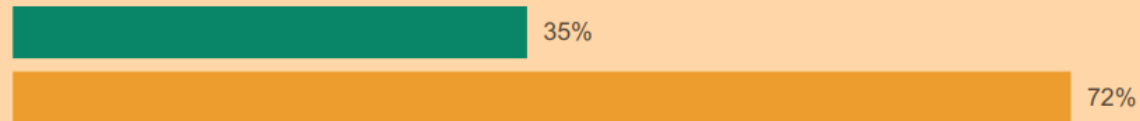
Create content (e.g., text, images, video, music)
- Use: 29%
- Would be helpful: 66%

Automate schedule/tasks
- Use: 27%
- Would be helpful: 78%

■ Use   ■ Would be helpful

(Sources: Ipsos Knowledge Panel survey conducted June 16-June 18, 2023, among 277 U.S. adults who have used AI chat, image generation or assisted internet search programs; Ipsos survey conducted June 23-26, 2023, among 1,120 U.S. adults.)

People are uncomfortable with AI doing tasks it is already performing

Q: AI is currently being used for all of the following tasks. How comfortable, if at all, are you having these tasks performed primarily by AI? - Grid Table

● Very comfortable   ● Somewhat comfortable   ● Not very comfortable   ● Not at all comfortable

Screening job applicants

10%	33%	41%	16%

Reading medical tests like x-rays and MRIs

11%	31%	38%	20%

Analyzing supply chains and logistics

19%	48%	24%	9%

Source: Ipsos Consumer Tracker, fielded March 28 – 29, 2023 among 1,120 U.S. adults

People don't trust AI, but they trust it more than humans

Q: How much do you agree or disagree with the following statements? - Agree Summary
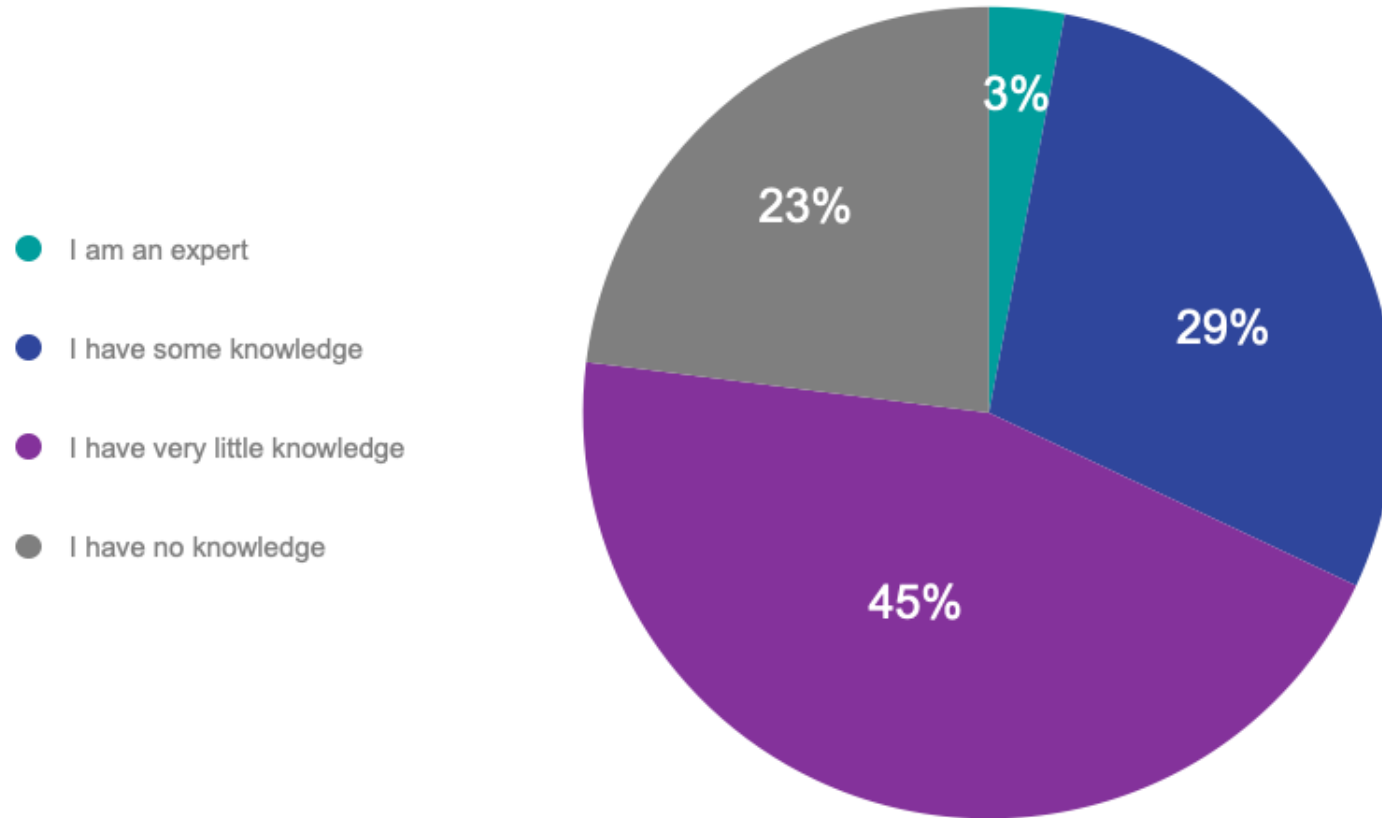

Statement	Agree
I expect to use AI tools more in the future	57%
I think AI tools are easy to use	48%
I trust artificial intelligence to not discriminate or show bias towards any group of people	43%
I understand how AI tools are developed	41%

We are not AI experts

We are not AI experts

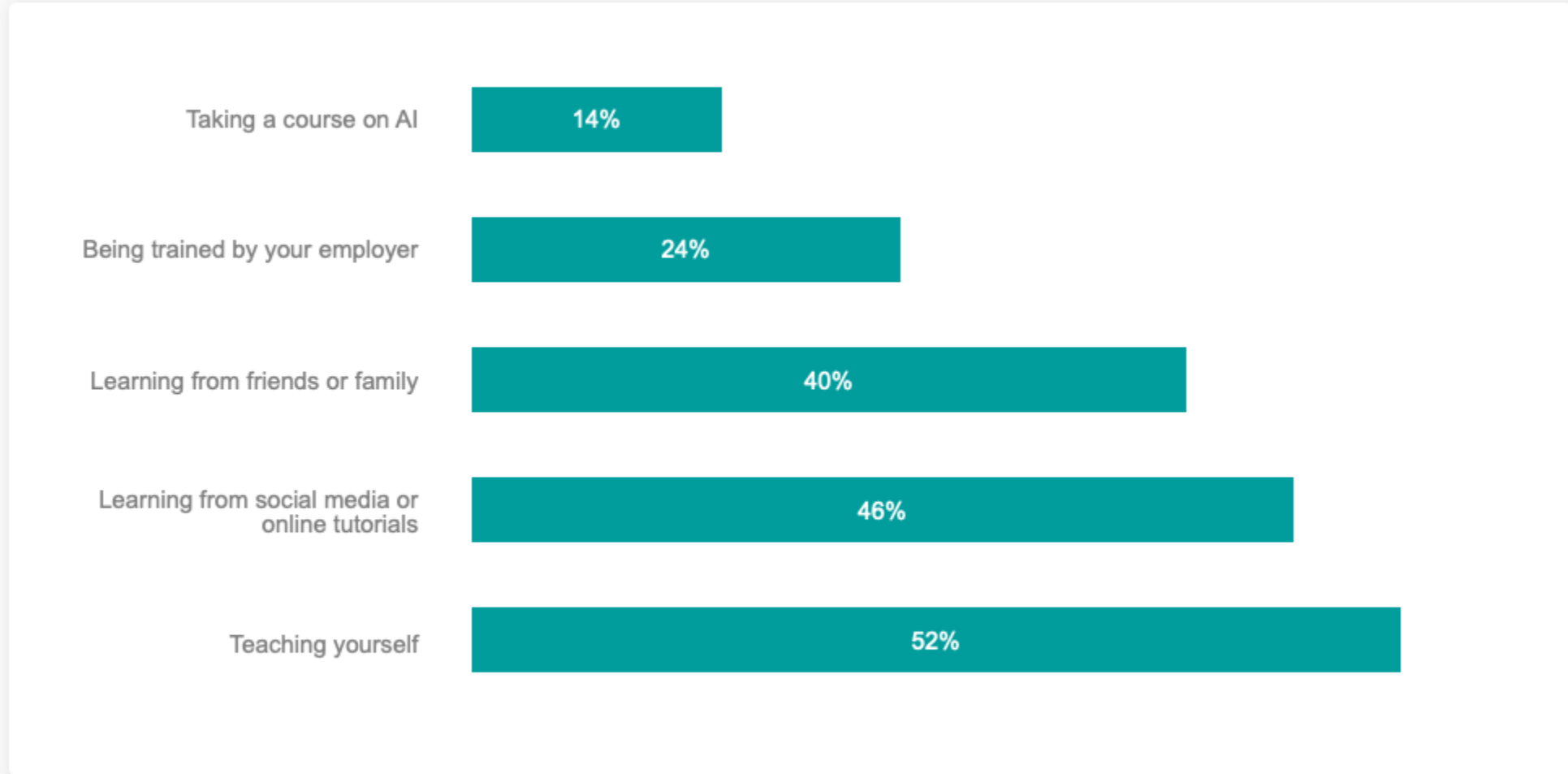**Q:** How would you describe your level of skill or knowledge with generative AI tools?

- I am an expert
- I have some knowledge
- I have very little knowledge
- I have no knowledge

3%
29%
45%
23%

Those who are learning about AI tools are largely teaching themselves

Q: Which of the following ways, if any, are you learning to use generative AI tools?

Category	Percentage
Taking a course on AI	14%
Being trained by your employer	24%
Learning from friends or family	40%
Learning from social media or online tutorials	46%
Teaching yourself	52%

Source: **Ipsos Consumer Tracker**, fielded October 24 – 25, 2023 among 968 U.S. adults who expressed familiarity with AI in a previous question.

Americans learning AI are mostly teaching themselves | Ipsos

Most are interested in getting more AI training

Q: Regardless of your current knowledge, how interested are you, if at all, in learning how to use generative AI tools?

Very interested	15%
Somewhat interested	40%
Not very interested	24%
Not at all interested	22%
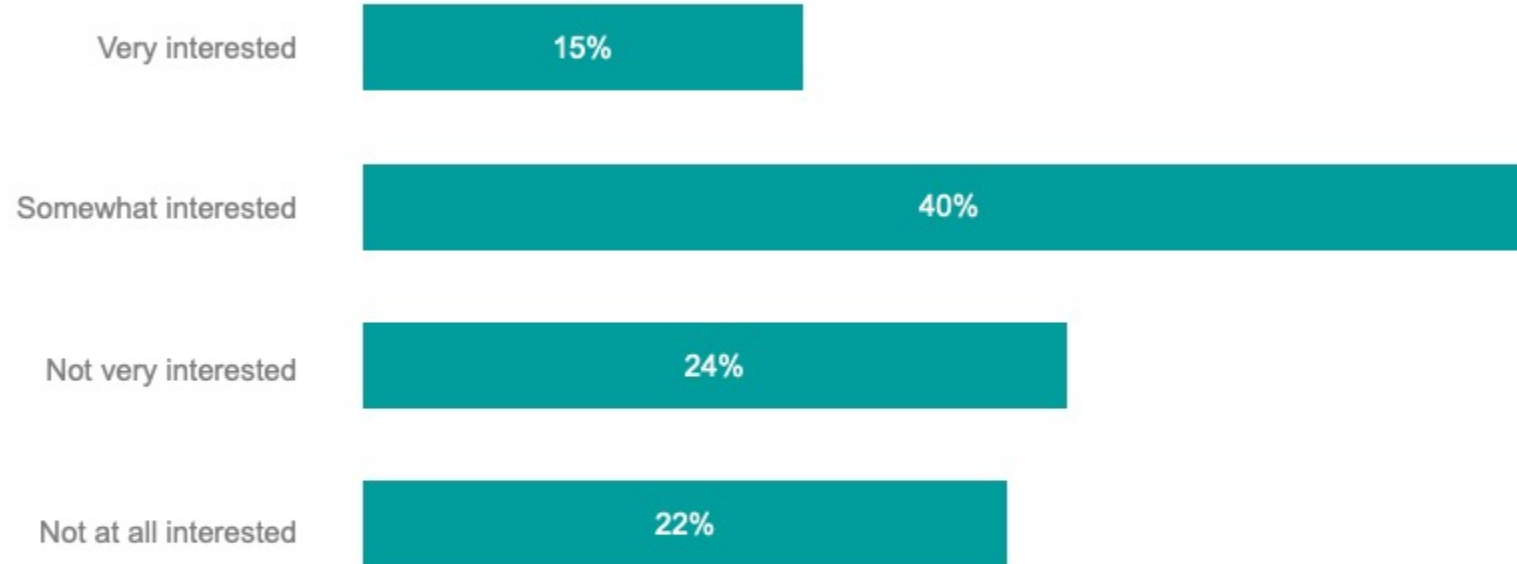
Overall 55% are interested (15% very). Men more so 63/47. And if you discount the 55+ community, 75/57. Steady across incomes. College slightly more 60/52

Americans learning AI are mostly teaching themselves | Ipsos

Generational gaps on confidence

Percent of Americans who agree with the following

Total | 18-34 | 35-54 | 55+

Using AI in the workplace can save time and resources
- Total: 62%
- 18-34: 70%
- 35-54: 67%
- 55+: 53%

AI-generated written work can be just as good as something written by a person
- Total: 43%
- 18-34: 55%
- 35-54: 43%
- 55+: 33%

AI-generated written work can be better than something written by a person
- Total: 36%
- 18-34: 45%
- 35-54: 40%
- 55+: 26%
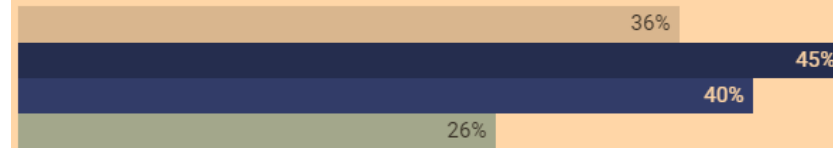
AI-generated written work may contain biases or inaccuracies
- Total: 56%
- 18-34: 62%
- 35-54: 58%
- 55+: 51%

Source: Ipsos Coronavirus Consumer Tracker, fielded January 18 – 19, 2023 among 1,119 U.S. adults • Get the data • Created with Datawrapper

Looking forward

Looking forward: what brands should do

From saying to doing: seamlessly integrate AI in the experience

People-first communication: emphasize the emotional benefit to the consumer vs. products technical features

Educate and disclose: just like with Privacy&Security

At work: AI is an opportunity to upskill, not eliminate

Build trust progressively, from menial (writing code) to life-changing tasks (reading medical tests)

EXPLORE
WITH ME

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SCAN ME