

Decoding Consumer Sentiment and Outlook on Artificial Intelligence, U.S. Edition

September 2023

Executive Summary

Building trust of Artificial Intelligence (AI) applications among consumers is critical as AI becomes mainstream in the news, and increasingly part of everyday life with personal and professional uses (e.g., ChatGPT, Dall-E, customer service chats).

While most consumers (87%) have heard or seen something regarding AI in the past 12 months, many (60%) express concerns over privacy, safety, disinformation, and job loss. Consumers agree AI regulation is needed and feel that the federal government should lead the AI regulation front through a balanced approach that mitigates risks, while still allowing AI innovation to thrive.

Consumers need further education on how AI applications are being used (e.g., mapping, autopilot, banking and customer service), to build trust in the systems. Ultimately, consumers are optimistic about AI applications in the future.

Key Findings

87% of U.S. adults are familiar with AI. Familiarity means having seen or heard ‘a lot’ or ‘a little’ about developments in AI. Of this segment:

- 27% think AI technologies already have a meaningful impact on their daily lives.
- Many associate AI with the words “*Innovative*”, “*Futuristic*”, “*Intelligent*”; however, very few associate AI with “*Trust*” and “*Safety*.”
- Seven in ten (74%) of U.S. adults familiar with AI believe government is extremely or very important to AI regulation.
- 73% say the federal government should be the party responsible for regulating safety measures around AI Systems.
- Close to nine in ten (86%) of U.S. adults familiar with AI agree there should be a balanced approach in how AI Policy is implemented.
- Two in five are ‘comfortable’ with AI having a noticeable impact on daily life.
- Half (52%) of U.S. Adults familiar with AI expect Science and R&D to experience the biggest impact from AI technologies; 90% expect this impact to be largely positive.
- Seven in ten (76%) of U.S. Adults familiar with AI are open to AI tech providing shopping recommendations and fitness advice/coaching, as well as cleaning their home; support wanes when for AI providing personal safety and more invasive tasks such as surgery, childcare, etc.

Research Objectives

CTA conducted this research to understand the level of awareness and interest among U.S. consumers regarding AI and its applications.

As AI applications are developed and tested through multiple verticals, it is important to understand the extent and scope of benefits offered for consumers, as well as the interplay between consumer concerns and how AI technologies will evolve in the future.

Research Methodology

CTA's Decoding AI Sentiment and Outlook of the U.S. Consumer was administered as an online survey among 2,023 U.S. Adults (aged 18 plus) that are familiar with (seen or heard a lot or a little) Artificial Intelligence (aged 18-plus) from July 31 – August 14, 2023.

The margin of sampling error at 95% confidence for aggregate results is +/-2%. Sampling error is larger for subgroups of the data. As with any survey, sampling error is only one source of possible error. Precautionary steps were taken in all phases of the survey design and the collection and processing of the data to minimize its influence because non-sampling errors cannot be accurately calculated.

CTA designed this study in its entirety and is responsible for all content contained in this report. CTA is a member of the Insights Association (IA) and adheres to the research and analysis guidelines set forth in the MRA Code of Marketing Research Standards and CASRO Code of Standards and Ethics.

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