PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Intelligence Survey

Topline Findings

New York, July 31, 2023 – *These are the findings of an Ipsos poll conducted between June 23 – 26, 2023, for the* **What the Future**: **Intelligence issue**. *For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

1. How familiar, if at all, are you with the concept of artificial intelligence (AI)?

	Total (N=1,120)
Very familiar	20%
Somewhat familiar	50%
Not very familiar	20%
Not at all familiar	9%
Don't know	1%
Familiar (Net)	*70%*
Not Familiar (Net)	*28%*

2. How helpful, if at all, do you believe AI would be with the following <u>personal</u> tasks?

Total Helpful Summary

	Total
Automate schedule/tasks	78%
Research and learn	76%
Give instructions in a humanlike way with a voice assistant, search engine or other software	72%
Create content (i.e., text, images, video, audio, etc.)	66%

   a. Automate schedule/tasks

	Total
Very helpful	29%
Somewhat helpful	49%
Not very helpful	14%
Not at all helpful	7%
Helpful (Net)	*78%*
Not Helpful (Net)	*22%*

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2. How helpful, if at all, do you believe AI would be with the following <u>personal</u> tasks? *(Continued)*

b. Research and learn

	Total
Very helpful	29%
Somewhat helpful	47%
Not very helpful	17%
Not at all helpful	7%
Helpful (Net)	*76%*
Not Helpful (Net)	*24%*

c. Create content (i.e., text, images, video, audio, etc.)

	Total
Very helpful	24%
Somewhat helpful	42%
Not very helpful	25%
Not at all helpful	9%
Helpful (Net)	*66%*
Not Helpful (Net)	*34%*

d. Give instructions in a humanlike way with a voice assistant, search engine or other software

	Total
Very helpful	22%
Somewhat helpful	49%
Not very helpful	20%
Not at all helpful	8%
Helpful (Net)	*72%*
Not Helpful (Net)	*28%*

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3. How helpful, if at all, do you believe AI would be with the following <u>work</u> tasks?

Base: Currently Employed

Total Helpful Summary

	Total
Transcribe or summarize meetings/conversations	85%
Automate tasks like scheduling or correspondence	84%
Research and learn	78%
Review, edit or enhance content	77%
Generate ideas (i.e., images, computer code, lists, etc.)	75%
Create content (i.e., text, presentations, images, video, audio, etc.)	74%

a. Create content (i.e., text, presentations, images, video, audio, etc.)

	Total
Very helpful	29%
Somewhat helpful	45%
Not very helpful	20%
Not at all helpful	6%
Helpful (Net)	*74%*
Not Helpful (Net)	*26%*

b. Generate ideas (i.e., images, computer code, lists, etc.)

	Total
Very helpful	29%
Somewhat helpful	45%
Not very helpful	20%
Not at all helpful	5%
Helpful (Net)	*75%*
Not Helpful (Net)	*25%*

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3. How helpful, if at all, do you believe AI would be with the following work tasks? *(Continued)*

c. Transcribe or summarize meetings/conversations

	Total
Very helpful	38%
Somewhat helpful	47%
Not very helpful	11%
Not at all helpful	4%
Helpful (Net)	*85%*
Not Helpful (Net)	*15%*

d. Research and learn

	Total
Very helpful	33%
Somewhat helpful	45%
Not very helpful	17%
Not at all helpful	6%
Helpful (Net)	*78%*
Not Helpful (Net)	*22%*

e. Review, edit or enhance content

	Total
Very helpful	27%
Somewhat helpful	50%
Not very helpful	18%
Not at all helpful	5%
Helpful (Net)	*77%*
Not Helpful (Net)	*23%*

f. Automate tasks like scheduling or correspondence

	Total
Very helpful	34%
Somewhat helpful	49%
Not very helpful	12%
Not at all helpful	5%
Helpful (Net)	*84%*
Not Helpful (Net)	*16%*

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4. How confident are you, if at all, that the content or information you receive from each of the following sources is true?

Total Confident Summary

	Total
Live audio/video as it happens	76%
Statements from researchers/academics	70%
Eyewitness statements	64%
Communications or advertising from major companies	47%
Content that is generated by AI	41%
Statements from government officials	40%

a. Live audio/video as it happens

	Total
Very confident	30%
Somewhat confident	46%
Not very confident	15%
Not at all confident	5%
Don't know/Does not apply to me	5%
Confident (Net)	*76%*
Not Confident (Net)	*20%*

b. Eyewitness statements

	Total
Very confident	15%
Somewhat confident	49%
Not very confident	23%
Not at all confident	7%
Don't know/Does not apply to me	5%
Confident (Net)	*64%*
Not Confident (Net)	*30%*

c. Statements from government officials

	Total
Very confident	9%
Somewhat confident	32%
Not very confident	35%
Not at all confident	20%
Don't know/Does not apply to me	5%
Confident (Net)	*40%*
Not Confident (Net)	*55%*

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4. How confident are you, if at all, that the content or information you receive from each of the following sources is true? *(Continued)*

d. Statements from researchers/academics

	Total
Very confident	23%
Somewhat confident	47%
Not very confident	18%
Not at all confident	7%
Don't know/Does not apply to me	5%
Confident (Net)	*70%*
Not Confident (Net)	*25%*

e. Communications or advertising from major companies

	Total
Very confident	10%
Somewhat confident	37%
Not very confident	35%
Not at all confident	13%
Don't know/Does not apply to me	5%
Confident (Net)	*47%*
Not Confident (Net)	*48%*

f. Content that is generated by AI

	Total
Very confident	10%
Somewhat confident	32%
Not very confident	34%
Not at all confident	16%
Don't know/Does not apply to me	8%
Confident (Net)	*41%*
Not Confident (Net)	*50%*

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5. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
I worry news content will be manipulated by AI without me knowing what's real and what isn't	70%
I am confident that **I** can tell news content from opinion content	58%
I am confident that **I** can spot AI-generated content	27%
News organizations can use AI to generate content and still be trusted	27%
I am confident that **the average person** in the U.S. can tell news content from opinion content	25%
I am confident that **the average person** in the U.S. can spot AI-generated content	19%

a. I am confident that **the average person** in the U.S. can tell news content from opinion content

	Total
Strongly agree	9%
Somewhat agree	16%
Neither agree nor disagree	21%
Somewhat disagree	30%
Strongly disagree	21%
Don't know	3%
Agree (Net)	*25%*
Disagree (Net)	*51%*

b. I am confident that **the average person** in the U.S. can spot AI-generated content

	Total
Strongly agree	5%
Somewhat agree	14%
Neither agree nor disagree	18%
Somewhat disagree	30%
Strongly disagree	28%
Don't know	4%
Agree (Net)	*19%*
Disagree (Net)	*58%*

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5. To what extent do you agree or disagree with the following statements? *(Continued)*

c. I am confident that **I** can tell news content from opinion content

	Total
Strongly agree	18%
Somewhat agree	40%
Neither agree nor disagree	21%
Somewhat disagree	12%
Strongly disagree	6%
Don't know	3%
Agree (Net)	*58%*
Disagree (Net)	*18%*

d. I am confident that **I** can spot AI-generated content

	Total
Strongly agree	9%
Somewhat agree	19%
Neither agree nor disagree	28%
Somewhat disagree	28%
Strongly disagree	12%
Don't know	5%
Agree (Net)	*27%*
Disagree (Net)	*40%*

e. News organizations can use AI to generate content and still be trusted

	Total
Strongly agree	8%
Somewhat agree	18%
Neither agree nor disagree	24%
Somewhat disagree	24%
Strongly disagree	18%
Don't know	6%
Agree (Net)	*27%*
Disagree (Net)	*42%*

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5. To what extent do you agree or disagree with the following statements? *(Continued)*

   f. I worry news content will be manipulated by AI without me knowing what's real and what isn't

	Total
Strongly agree	32%
Somewhat agree	38%
Neither agree nor disagree	16%
Somewhat disagree	6%
Strongly disagree	4%
Don't know	4%
Agree (Net)	*70%*
Disagree (Net)	*10%*

6. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right.

	Total
AI is going to dramatically change American society	57%
AI is going to be one type of technology among many	43%

	Total
AI is making my life better today	55%
AI is making my life worse today	45%

	Total
The possibilities that AI presents fill me with wonder	36%
The possibilities that AI presents fill me with worry	64%

[ASK IF EMPLOYED]	Total (N=610)
AI will help make my job easier	57%
AI will threaten my job	43%

[ASK IF EMPLOYED]	Total (N=610)
AI will fundamentally change the way I do my job	53%
AI will help make my job easier	47%

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6. For each of the pairs of statements below, please select the statement that comes closest to your view, even if neither is exactly right. *(Continued)*

	Total
AI tools should be banned in classrooms	56%
Students should be able to use AI tools for their work	44%

	Total
Schools should teach students how to use AI tools responsibly	68%
AI tools should not be discussed in classrooms	32%

	Total
AI will increase bias against certain groups of people	62%
AI will improve fairness and equality for more people	38%

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7. For each of the following future scenarios, select the one that YOU MOST WANT to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where AI is monitored by the companies building it	57%
A world where AI is monitored by government	43%

	Total
A world where content is mostly created by people	75%
A world where people routinely use AI to create content	25%

	Total
A world where AI helps prevent the spread of disinformation	78%
A world where disinformation spreads quickly without checks	22%

	Total
A world where people can protect their personal data online	83%
A world where people do not own their own personal data	17%

	Total
A world where AI makes life easier	81%
A world where AI makes life more complicated	19%

	Total
A world where AI makes jobs easier	80%
A world where AI replaces some workers	20%

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8. For each of the following future scenarios, select the one that SEEMS MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where AI is monitored by the companies building it	51%
A world where AI is monitored by government	49%

	Total
A world where people routinely use AI to create content	65%
A world where content is mostly created by people	35%

	Total
A world where disinformation spreads quickly without checks	55%
A world where AI helps prevent the spread of disinformation	45%

	Total
A world where people do not own their own personal data	55%
A world where people can protect their personal data online	45%

	Total
A world where AI makes life easier	50%
A world where AI makes life more complicated	50%

	Total
A world where AI replaces some workers	61%
A world where AI makes jobs easier	39%

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About the Study

These are some of the findings of an Ipsos poll conducted between June 23 – 26, 2023. For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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