



# TOPLINE & METHODOLOGY

## Ipsos Tech and Society Survey #7

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: June 16 to June 18, 2023

Number of interviews, adults: 1,023  
Number of Republican interviews: 256  
Number of Democrat interviews: 349  
Number of Independent interviews: 300

Margin of error for the total sample: +/- 3.4 percentage points at the 95% confidence level  
Margin of error for the Republicans: +/- 6.5 percentage points at the 95% confidence level  
Margin of error for the Democrats: +/- 5.6 percentage points at the 95% confidence level  
Margin of error for the Independents: +/- 6.0 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. In the last six months, have you used any of the following?

#### Total Yes Summary

	Total (N=1,023)	Republican (N=256)	Democrat (N=349)	Independent (N=300)
An internet search program	81%	81%	80%	82%
Social media	75%	75%	79%	74%
A customer service chat program	42%	39%	46%	43%
An artificial intelligence (AI) chat program	21%	19%	23%	22%
An artificial intelligence (AI)-assisted internet search program	16%	13%	16%	18%
An artificial intelligence (AI) image generation system	12%	9%	16%	12%

#### a. An artificial intelligence (AI) chat program

	Total	Republican	Democrat	Independent
Yes	21%	19%	23%	22%
No	78%	81%	76%	77%
Skipped	1%	-	1%	*



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1. In the last six months, have you used any of the following? (Continued)

b. An artificial intelligence (AI) image generation system

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	12%	9%	16%	12%
No	87%	91%	83%	87%
Skipped	*	-	1%	*

c. An artificial intelligence (AI)-assisted internet search program

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	16%	13%	16%	18%
No	83%	86%	83%	82%
Skipped	1%	1%	1%	*

d. A customer service chat program

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	42%	39%	46%	43%
No	57%	61%	54%	57%
Skipped	*	*	1%	*

e. Social media

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	75%	75%	79%	74%
No	24%	25%	20%	26%
Skipped	1%	*	1%	*

f. An internet search program

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Yes	81%	81%	80%	82%
No	18%	19%	19%	17%
Skipped	*	-	*	1%





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2. How often, if at all, do you use Artificial Intelligence (AI) to assist the following personal tasks?

### Total Often/Sometimes Summary

	<b>Total (N=277)</b>	<b>Republican (N=57)</b>	<b>Democrat (N=98)</b>	<b>Independent (N=91)</b>
Research and learn	47%	56%	34%	50%
Give instructions in a humanlike way with a voice assistant, search engine or other software	35%	40%	37%	33%
Create content (i.e., text, images, video, music, etc.)	29%	26%	28%	31%
Automate schedule/tasks	27%	33%	22%	27%

#### a. Automate schedule/tasks

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Often	8%	10%	7%	7%
Sometimes	19%	23%	15%	20%
Rarely	21%	32%	15%	21%
Never	52%	36%	63%	51%
Skipped	*	-	-	1%
<i>Often/Sometimes (net)</i>	<i>27%</i>	<i>33%</i>	<i>22%</i>	<i>27%</i>
<i>Rarely/Never (net)</i>	<i>73%</i>	<i>68%</i>	<i>78%</i>	<i>72%</i>

#### b. Research and learn

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Often	18%	20%	13%	19%
Sometimes	29%	36%	21%	31%
Rarely	27%	23%	31%	26%
Never	26%	20%	34%	24%
Skipped	1%	-	-	2%
<i>Often/Sometimes (net)</i>	<i>47%</i>	<i>56%</i>	<i>34%</i>	<i>50%</i>
<i>Rarely/Never (net)</i>	<i>53%</i>	<i>43%</i>	<i>65%</i>	<i>50%</i>

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2. How often, if at all, do you use Artificial Intelligence (AI) to assist the following personal tasks? *(Continued)*

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

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Often	13%	17%	6%	16%
Sometimes	16%	9%	22%	15%
Rarely	29%	31%	30%	28%
Never	42%	43%	42%	41%
Skipped	-	-	-	-
<i>Often/Sometimes (net)</i>	<i>29%</i>	<i>26%</i>	<i>28%</i>	<i>31%</i>
<i>Rarely/Never (net)</i>	<i>71%</i>	<i>74%</i>	<i>72%</i>	<i>69%</i>

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

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Often	12%	13%	14%	10%
Sometimes	23%	27%	23%	23%
Rarely	24%	24%	17%	28%
Never	41%	37%	45%	39%
Skipped	-	-	-	-
<i>Often/Sometimes (net)</i>	<i>35%</i>	<i>40%</i>	<i>37%</i>	<i>33%</i>
<i>Rarely/Never (net)</i>	<i>65%</i>	<i>61%</i>	<i>62%</i>	<i>67%</i>

3. How often, if at all, do you use AI to assist the following work or business-related tasks?

Often/Sometimes Summary

	<b>Total (N=277)</b>	<b>Republican (N=57)</b>	<b>Democrat (N=98)</b>	<b>Independent (N=91)</b>
Research and learn	43%	49%	34%	45%
Review, edit or enhance content	26%	27%	16%	33%
Generate ideas (i.e., images, computer code, lists, etc.)	24%	17%	24%	26%
Automate tasks like scheduling or correspondence	23%	26%	14%	26%
Create content (i.e., text, presentations, images, video, music, etc.)	21%	21%	20%	21%
Transcribe or summarize meetings/conversations	19%	16%	14%	22%



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3. How often, if at all, do you use AI to assist the following work or business-related tasks?  
(Continued)

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

	Total	Republican	Democrat	Independent
Often	6%	10%	3%	6%
Sometimes	15%	11%	17%	15%
Rarely	17%	13%	21%	17%
Never	61%	66%	59%	61%
Skipped	*	-	-	-
<i>Often/Sometimes (net)</i>	<i>21%</i>	<i>21%</i>	<i>20%</i>	<i>21%</i>
<i>Rarely/Never (net)</i>	<i>78%</i>	<i>79%</i>	<i>80%</i>	<i>78%</i>

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

	Total	Republican	Democrat	Independent
Often	8%	15%	3%	7%
Sometimes	16%	2%	21%	19%
Rarely	17%	17%	25%	14%
Never	59%	67%	52%	60%
Skipped	*	-	-	-
<i>Often/Sometimes (net)</i>	<i>24%</i>	<i>17%</i>	<i>24%</i>	<i>26%</i>
<i>Rarely/Never (net)</i>	<i>76%</i>	<i>84%</i>	<i>77%</i>	<i>74%</i>

c. Transcribe or summarize meetings/conversations

	Total	Republican	Democrat	Independent
Often	6%	10%	-	8%
Sometimes	13%	6%	14%	14%
Rarely	11%	13%	11%	10%
Never	71%	70%	75%	68%
Skipped	-	-	-	-
<i>Often/Sometimes (net)</i>	<i>19%</i>	<i>16%</i>	<i>14%</i>	<i>22%</i>
<i>Rarely/Never (net)</i>	<i>82%</i>	<i>83%</i>	<i>86%</i>	<i>78%</i>

d. Research and learn

	Total	Republican	Democrat	Independent
Often	16%	16%	10%	19%
Sometimes	27%	33%	24%	26%
Rarely	18%	18%	20%	17%
Never	39%	31%	47%	38%
Skipped	1%	3%	-	-
<i>Often/Sometimes (net)</i>	<i>43%</i>	<i>49%</i>	<i>34%</i>	<i>45%</i>
<i>Rarely/Never (net)</i>	<i>57%</i>	<i>49%</i>	<i>67%</i>	<i>55%</i>



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3. How often, if at all, do you use AI to assist the following work or business-related tasks?  
(Continued)

e. Review, edit or enhance content

	Total	Republican	Democrat	Independent
Often	7%	10%	4%	7%
Sometimes	19%	17%	12%	26%
Rarely	15%	8%	20%	15%
Never	58%	65%	63%	52%
Skipped	*	-	-	-
<i>Often/Sometimes (net)</i>	<i>26%</i>	<i>27%</i>	<i>16%</i>	<i>33%</i>
<i>Rarely/Never (net)</i>	<i>73%</i>	<i>73%</i>	<i>83%</i>	<i>67%</i>

f. Automate tasks like scheduling or correspondence

	Total	Republican	Democrat	Independent
Often	5%	8%	2%	5%
Sometimes	18%	18%	12%	21%
Rarely	12%	15%	13%	11%
Never	65%	60%	72%	63%
Skipped	-	-	-	-
<i>Often/Sometimes (net)</i>	<i>23%</i>	<i>26%</i>	<i>14%</i>	<i>26%</i>
<i>Rarely/Never (net)</i>	<i>77%</i>	<i>75%</i>	<i>85%</i>	<i>74%</i>

4. Which of the following, if any, should be most responsible for providing solutions to the following issues?

a. Creating or retaining local jobs

	Total	Republican	Democrat	Independent
The government	14%	10%	23%	11%
Companies and brands	42%	39%	42%	46%
The individual people or consumers	15%	21%	9%	15%
Not sure	28%	29%	25%	28%
Skipped	1%	*	1%	1%



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4. Which of the following, if any, should be most responsible for providing solutions to the following issues? *(Continued)*

b. Protecting individual creators from unfair use of their work (e.g., original photos, videos, writing)

	Total	Republican	Democrat	Independent
The government	31%	25%	35%	34%
Companies and brands	24%	25%	29%	20%
The individual people or consumers	16%	17%	13%	17%
Not sure	29%	33%	24%	29%
Skipped	1%	*	1%	1%

c. Preventing the spread of misinformation created by AI

	Total	Republican	Democrat	Independent
The government	28%	23%	37%	28%
Companies and brands	26%	23%	28%	26%
The individual people or consumers	14%	17%	8%	16%
Not sure	30%	36%	26%	28%
Skipped	1%	*	1%	1%

d. Ensuring that AI doesn't discriminate or create bias

	Total	Republican	Democrat	Independent
The government	26%	17%	33%	29%
Companies and brands	28%	25%	33%	28%
The individual people or consumers	12%	19%	7%	11%
Not sure	33%	38%	26%	32%
Skipped	1%	1%	1%	*

e. That AI software provides accurate search results and factual content

	Total	Republican	Democrat	Independent
The government	14%	14%	21%	11%
Companies and brands	38%	28%	40%	44%
The individual people or consumers	11%	11%	9%	12%
Not sure	36%	46%	30%	33%
Skipped	1%	0%	1%	*



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5. 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	Republican	Democrat	Independent
I don't trust the groups and companies developing AI systems to do so responsibly	83%	86%	81%	83%
I trust the groups and companies developing AI systems to do so responsibly	15%	12%	17%	16%
Skipped	2%	2%	3%	1%

	Total	Republican	Democrat	Independent
I don't trust the federal government to regulate AI	72%	88%	53%	72%
I trust the federal government to regulate AI	27%	12%	45%	27%
Skipped	1%	*	2%	1%

	Total	Republican	Democrat	Independent
Companies that profit from AI should fund job creation and training programs for people whose jobs could be lost due to AI	63%	59%	74%	59%
It is not the AI companies' responsibility to fund job creation and training programs for people whose jobs could be lost due to AI	34%	40%	24%	38%
Skipped	3%	1%	2%	4%





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### About the Study

This Ipsos poll was conducted by Ipsos from June 16 to June 18, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 adults age 18 or older. The sample includes 256 Republicans, 349 Democrats, and 300 independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.23. For Republicans, the margin of sampling error is 6.5 and the design effect is 1.14. For Democrats, the margin of sampling error is 5.6 and the design effect is 1.16. For independents, the margin of sampling error is 6.0 and the design effect is 1.13. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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