YouGov Survey: Identifying AI

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Sample   1000 U.S. Adult Citizens
Conducted   August 9 - 14, 2023
Margin of Error   ±3.7%

1. How often do you use artificial intelligence (AI) tools?

Multiple times per day 6%
Daily 7%
Multiple times per week 6%
Weekly 5%
Multiple times per month 6%
Less frequently than monthly 12%
Never 36%
Not sure 22%

2. Do you think AI is making your life easier or harder?

Much easier 9%
Somewhat easier 22%
Neither easier nor harder 31%
Somewhat harder 5%
Much harder 5%
Not sure 28%

3. To your knowledge, is the following an example of artificial intelligence (AI)?

	Yes	No	Not sure
A chatbot that immediately answers customer questions	76%	9%	16%
An app that automatically generates news articles or summaries	54%	21%	25%
An email service that detects when emails are likely to be spam	47%	27%	26%
A program that provides personalized playlist recommendations	49%	26%	25%
A security camera that alerts you when there is an unrecognized person at the door	54%	25%	21%
A self-driving car navigating city streets	69%	14%	17%
A program that predicts stock market trends	52%	22%	26%
A tool that analyzes medical imaging to assist doctors in diagnosing diseases	63%	15%	22%
A wearable fitness tracker that analyzes exercise and sleep patterns	46%	33%	21%
A website that recommends products based on previous purchases	48%	30%	23%

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Interviewing Dates	August 9 - 14, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.106 to 4.826, with a mean of 1 and a standard deviation of 0.651.
Number of respondents	1000
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.

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1. Use AI Tools
How often do you use artificial intelligence (AI) tools?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times per day	6%	6%	5%	8%	5%	5%	5%	5%	3%	10%	5%
Daily	7%	8%	7%	11%	10%	7%	2%	8%	7%	6%	2%
Multiple times per week	6%	6%	6%	9%	10%	3%	2%	5%	7%	7%	7%
Weekly	5%	6%	5%	11%	7%	3%	2%	5%	7%	5%	3%
Multiple times per month	6%	6%	6%	12%	5%	5%	4%	6%	5%	5%	8%
Less frequently than monthly	12%	13%	11%	16%	14%	11%	8%	10%	16%	14%	14%
Never	36%	35%	37%	24%	32%	41%	44%	36%	35%	34%	45%
Not sure	22%	20%	23%	9%	18%	25%	32%	23%	20%	19%	15%
Totals	100%	100%	100%	100%	101%	100%	99%	98%	100%	100%	99%
Unweighted N	(996)	(478)	(518)	(158)	(229)	(392)	(217)	(584)	(134)	(169)	(109)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Multiple times per day	6%	7%	4%	6%	5%	6%	5%	5%	7%	5%	7%	5%	5%
Daily	7%	6%	6%	11%	8%	8%	6%	7%	13%	4%	6%	9%	9%
Multiple times per week	6%	10%	5%	2%	7%	3%	3%	7%	7%	9%	4%	6%	5%
Weekly	5%	7%	4%	6%	5%	5%	5%	7%	7%	8%	4%	6%	4%
Multiple times per month	6%	7%	6%	5%	8%	4%	5%	8%	7%	11%	4%	4%	7%
Less frequently than monthly	12%	12%	13%	10%	12%	10%	10%	12%	15%	13%	9%	12%	14%
Never	36%	31%	39%	38%	32%	39%	43%	31%	25%	28%	41%	39%	32%
Not sure	22%	20%	23%	22%	22%	24%	23%	22%	18%	21%	23%	20%	23%
Totals	100%	100%	100%	100%	99%	99%	100%	99%	99%	99%	98%	101%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(996)	(338)	(401)	(257)	(347)	(335)	(434)	(263)	(194)	(176)	(210)	(379)	(231)

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2. AI Making Life Easier or Harder
Do you think AI is making your life easier or harder?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much easier	9%	11%	7%	18%	13%	4%	3%	6%	17%	15%	10%
Somewhat easier	22%	26%	19%	34%	23%	16%	19%	24%	17%	20%	19%
Neither easier nor harder	31%	28%	34%	30%	31%	31%	31%	31%	36%	26%	28%
Somewhat harder	5%	4%	5%	5%	6%	5%	3%	4%	7%	3%	8%
Much harder	5%	5%	6%	2%	7%	8%	3%	4%	6%	5%	13%
Not sure	28%	26%	30%	11%	19%	36%	42%	30%	17%	31%	22%
Totals	100%	100%	101%	100%	99%	100%	101%	99%	100%	100%	100%
Unweighted N	(998)	(479)	(519)	(159)	(228)	(394)	(217)	(585)	(133)	(170)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Much easier	9%	10%	6%	11%	12%	7%	7%	10%	11%	6%	7%	12%	8%
Somewhat easier	22%	30%	18%	19%	27%	18%	18%	25%	31%	26%	23%	19%	25%
Neither easier nor harder	31%	25%	36%	29%	25%	33%	33%	26%	30%	35%	26%	33%	29%
Somewhat harder	5%	4%	6%	4%	4%	5%	4%	5%	4%	5%	7%	5%	3%
Much harder	5%	3%	7%	6%	4%	6%	6%	6%	1%	5%	5%	5%	5%
Not sure	28%	27%	27%	31%	28%	30%	31%	28%	23%	23%	32%	27%	30%
Totals	100%	99%	100%	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(998)	(337)	(403)	(258)	(347)	(336)	(435)	(264)	(194)	(176)	(208)	(380)	(234)

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3A. Identifying Artificial Intelligence — A chatbot that immediately answers customer questions
To your knowledge, is the following an example of artificial intelligence (AI)?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	72%	79%	79%	77%	76%	70%	77%	74%	78%	68%
No	9%	11%	7%	8%	12%	6%	9%	7%	9%	12%	14%
Not sure	16%	17%	14%	13%	11%	17%	21%	16%	16%	10%	18%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(996)	(479)	(517)	(159)	(229)	(393)	(215)	(582)	(135)	(169)	(110)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	76%	79%	72%	77%	80%	75%	71%	82%	84%	74%	76%	77%	75%
No	9%	10%	8%	9%	8%	9%	8%	10%	6%	6%	12%	8%	9%
Not sure	16%	11%	20%	14%	12%	17%	21%	8%	10%	20%	13%	15%	16%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(996)	(339)	(402)	(255)	(348)	(334)	(435)	(263)	(194)	(176)	(209)	(377)	(234)

3B. Identifying Artificial Intelligence — An app that automatically generates news articles or summaries
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	54%	54%	60%	56%	48%	54%	55%	49%	53%	59%
No	21%	21%	22%	27%	22%	20%	17%	19%	30%	28%	16%
Not sure	25%	25%	25%	13%	22%	32%	29%	27%	21%	20%	25%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(995)	(477)	(518)	(159)	(227)	(393)	(216)	(581)	(135)	(169)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	61%	48%	54%	60%	52%	43%	59%	67%	53%	48%	54%	60%
No	21%	20%	23%	20%	18%	21%	24%	19%	19%	20%	23%	23%	17%
Not sure	25%	19%	29%	26%	22%	28%	33%	22%	14%	27%	28%	23%	23%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(995)	(337)	(400)	(258)	(347)	(334)	(436)	(261)	(194)	(176)	(209)	(378)	(232)

3C. Identifying Artificial Intelligence — An email service that detects when emails are likely to be spam
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	47%	45%	48%	49%	46%	43%	50%	49%	41%	45%	41%
No	27%	31%	23%	37%	33%	21%	19%	25%	29%	32%	35%
Not sure	26%	24%	28%	14%	21%	35%	31%	27%	30%	23%	24%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(996)	(479)	(517)	(159)	(229)	(393)	(215)	(581)	(135)	(170)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	47%	51%	42%	47%	51%	46%	40%	48%	60%	53%	44%	43%	51%
No	27%	25%	28%	28%	27%	27%	26%	30%	25%	24%	30%	31%	20%
Not sure	26%	24%	30%	24%	22%	27%	34%	22%	15%	23%	26%	27%	29%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(996)	(337)	(403)	(256)	(347)	(333)	(434)	(263)	(194)	(175)	(208)	(380)	(233)

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3D. Identifying Artificial Intelligence — A program that provides personalized playlist recommendations
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	50%	49%	55%	47%	50%	46%	50%	46%	47%	53%
No	26%	29%	24%	30%	28%	23%	25%	25%	29%	31%	25%
Not sure	25%	22%	27%	15%	25%	27%	29%	25%	25%	23%	22%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(994)	(477)	(517)	(159)	(228)	(392)	(215)	(580)	(135)	(169)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	49%	54%	41%	55%	54%	49%	40%	53%	67%	53%	53%	42%	54%
No	26%	26%	29%	23%	25%	25%	29%	27%	18%	22%	25%	31%	22%
Not sure	25%	20%	30%	23%	22%	26%	31%	20%	15%	25%	21%	27%	24%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(994)	(336)	(401)	(257)	(344)	(334)	(434)	(263)	(193)	(175)	(209)	(377)	(233)

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3E. Identifying Artificial Intelligence — A security camera that alerts you when there is an unrecognized person at the door
To your knowledge, is the following an example of artificial intelligence (AI)?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	51%	57%	65%	53%	49%	51%	54%	52%	55%	58%
No	25%	29%	21%	25%	28%	24%	24%	25%	28%	25%	19%
Not sure	21%	20%	22%	10%	19%	27%	25%	21%	21%	20%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(996)	(479)	(517)	(159)	(230)	(392)	(215)	(583)	(134)	(169)	(110)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	59%	49%	54%	55%	48%	52%	53%	62%	54%	50%	49%	65%
No	25%	22%	28%	25%	24%	29%	22%	30%	24%	22%	27%	31%	15%
Not sure	21%	19%	23%	21%	21%	23%	26%	17%	14%	24%	23%	19%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(996)	(338)	(401)	(257)	(346)	(334)	(435)	(262)	(194)	(175)	(209)	(379)	(233)

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3F. Identifying Artificial Intelligence — A self-driving car navigating city streets
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	66%	72%	61%	69%	70%	76%	71%	63%	64%	72%
No	14%	15%	13%	25%	12%	12%	10%	13%	21%	19%	9%
Not sure	17%	19%	15%	14%	19%	18%	15%	17%	16%	17%	19%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(996)	(479)	(517)	(159)	(230)	(392)	(215)	(581)	(135)	(170)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	72%	68%	66%	72%	70%	63%	78%	73%	66%	73%	67%	70%
No	14%	13%	14%	17%	12%	12%	15%	12%	12%	16%	9%	16%	15%
Not sure	17%	15%	18%	17%	16%	17%	22%	10%	14%	18%	18%	17%	15%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(996)	(338)	(403)	(255)	(348)	(332)	(434)	(264)	(193)	(176)	(210)	(376)	(234)

3G. Identifying Artificial Intelligence — A program that predicts stock market trends
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	52%	55%	50%	57%	53%	50%	51%	56%	38%	52%	44%
No	22%	21%	22%	26%	26%	17%	19%	19%	32%	25%	20%
Not sure	26%	24%	28%	17%	21%	33%	29%	25%	30%	23%	36%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(995)	(479)	(516)	(159)	(228)	(392)	(216)	(582)	(133)	(170)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	52%	56%	47%	55%	56%	55%	43%	58%	68%	52%	55%	46%	62%
No	22%	23%	22%	20%	21%	20%	21%	22%	17%	24%	21%	25%	15%
Not sure	26%	21%	31%	26%	22%	25%	35%	20%	15%	24%	24%	29%	23%
Totals	100%	100%	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(337)	(401)	(257)	(346)	(334)	(434)	(263)	(194)	(175)	(209)	(379)	(232)

3H. Identifying Artificial Intelligence — A tool that analyzes medical imaging to assist doctors in diagnosing diseases
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	65%	62%	65%	60%	60%	70%	66%	55%	60%	56%
No	15%	13%	17%	20%	18%	12%	12%	12%	27%	18%	15%
Not sure	22%	22%	21%	15%	22%	28%	18%	21%	18%	22%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(994)	(477)	(517)	(159)	(229)	(391)	(215)	(580)	(135)	(169)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	63%	70%	57%	65%	71%	64%	57%	70%	74%	64%	67%	57%	69%
No	15%	15%	16%	13%	13%	12%	15%	14%	11%	14%	14%	19%	11%
Not sure	22%	16%	27%	22%	16%	24%	28%	16%	15%	22%	20%	24%	20%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(994)	(337)	(401)	(256)	(345)	(335)	(434)	(263)	(194)	(174)	(209)	(378)	(233)

3I. Identifying Artificial Intelligence — A wearable fitness tracker that analyzes exercise and sleep patterns
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	42%	49%	50%	43%	42%	50%	43%	51%	51%	48%
No	33%	36%	30%	42%	35%	31%	25%	33%	35%	32%	32%
Not sure	21%	21%	21%	8%	22%	27%	25%	24%	14%	16%	20%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(994)	(478)	(516)	(159)	(230)	(393)	(212)	(580)	(134)	(170)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	46%	53%	40%	46%	50%	42%	40%	47%	56%	47%	42%	44%	51%
No	33%	31%	35%	33%	33%	32%	33%	38%	27%	31%	40%	35%	26%
Not sure	21%	16%	25%	22%	16%	26%	27%	15%	17%	22%	19%	22%	23%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(994)	(337)	(403)	(254)	(346)	(332)	(434)	(262)	(194)	(175)	(209)	(379)	(231)

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3J. Identifying Artificial Intelligence — A website that recommends products based on previous purchases
To your knowledge, is the following an example of artificial intelligence (AI)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	43%	52%	48%	47%	46%	51%	50%	40%	43%	48%
No	30%	36%	24%	39%	31%	24%	27%	28%	36%	34%	29%
Not sure	23%	21%	24%	13%	23%	29%	22%	22%	25%	23%	23%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(995)	(477)	(518)	(158)	(229)	(392)	(216)	(583)	(134)	(169)	(109)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	48%	51%	44%	48%	49%	48%	39%	49%	65%	48%	48%	44%	55%
No	30%	28%	31%	29%	29%	29%	30%	32%	22%	26%	30%	33%	26%
Not sure	23%	20%	24%	23%	22%	23%	30%	19%	13%	26%	22%	23%	19%
Totals	101%	99%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(338)	(399)	(258)	(347)	(334)	(436)	(263)	(192)	(175)	(209)	(378)	(233)

YouGov Survey: Identifying AI
August 9 - 14, 2023 - 1000 U.S. adult citizens

YouGov

Interviewing Dates	August 9 - 14, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.106 to 4.826, with a mean of 1 and a standard deviation of 0.651.
Number of respondents	1000
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.