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### Ipsos Poll Shows Increase in AI Technology Use Among U.S. Businesses over the Last Year

Nearly 2 in 3 U.S. businesses expanded areas touched by AI technologies

Washington, DC, October 17, 2019

#### Full Annotated Questionnaire:

1. Are Artificial Intelligence (AI) technologies (including Machine Learning and Deep Learning technologies) being utilized by your business?

	<b>Total (N=1,028)</b>
Yes – Artificial intelligence is utilized by business	72%
Aware of artificial intelligence but not utilized by business	28%
Not aware of artificial intelligence	-

- 1a. [Asked if aware of AI but not utilized by business] Why isn't your company utilizing AI technologies?

	<b>Total (N=291)</b>
Budget constraints	50%
Lack of technical expertise	36%
Unproven ROI	30%
Lack of C-Suite/Board buy in	16%
Other reasons	9%





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- 1b. [Asked if AI is utilized by business] How is your company using AI technologies differently today than it was a year ago?

	<b>Total (N=737)</b>
We have expanded the areas of our business touched by AI technologies	64%
We have increased our data scientist or other technologist headcount to support our use of AI technologies	56%
We have created new roles focused on use of AI technologies	54%
We have implemented additional strategies	54%
Other ways using AI technologies different compared to a year ago	1%
Company NOT using AI technologies differently today than it was a year ago	2%

2. How important are these emerging technologies (deep learning, machine learning and artificial intelligence) for your organization to reach its business goals?
- a. Very important
  - b. Somewhat important
  - c. Not very important
  - d. Not at all important

*Data held for future release.*

3. In what ways does your business currently use these emerging technologies (deep learning, machine learning and artificial intelligence)? (select all that apply)

	<b>Total</b>
To increase efficiencies or worker productivity	63%
To streamline processes and/or reduce costs	60%
To inform future business decisions	47%
To replace human labor	26%
Other ways	1%
We do not currently use these technologies	11%
We have these technologies, but I am not sure how they are being implemented	1%





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4. What challenges are these technologies (deep learning, machine learning and artificial intelligence) helping your team to solve? (select all that apply)

	Total
To optimize systems and reduce costs	54%
To automate decision processes	44%
To personalize customer service	39%
To detect fraud, waste and abuse	39%
To improve customer retention	38%
To improve supply chains	36%
To hire the right talent	29%
Other challenge	1%
Don't know	7%

5. How do you think these emerging technologies (deep learning, machine learning or artificial intelligence) impact your industry?

	Total
Very positively	58%
Somewhat positively	35%
Somewhat negatively	3%
Very negatively	0%
I don't believe they impact my industry	4%
<i>Positively (Net)</i>	<i>93%</i>
<i>Negatively (Net)</i>	<i>3%</i>

- 5a. [Ask if think that AI negatively impacts industry] Why do you think these emerging industries impact your industry negatively?

- Implementation of these technologies is costly
- These technologies take jobs away from workers
- These technologies require more training or upskilling of workers
- There is too much hype that distracts from the substance
- Other

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6. What needs to be done for your business to increase its investment in emerging technologies? (select all that apply)

	Total
Internal education programs	64%
C-suite/Board buy-in	53%
Other	4%
Don't know	8%

7. Do you agree that using these technologies (deep learning, machine learning or artificial intelligence) helps your business to be more competitive?

	Total
Agree very much	57%
Agree somewhat	35%
Disagree somewhat	5%
Disagree very much	2%
<i>Agree (Net)</i>	<i>93%</i>
<i>Disagree (Net)</i>	<i>8%</i>

- 7a. [Ask if agree that AI helps business to be more competitive] How are use of these technologies helping your business to be more competitive?

	Total (N=951)
AI is helping to improve and develop products	57%
AI is optimizing control and collaboration	54%
AI is minimizing administrative tasks	49%
AI is preventing or minimizing regulatory issues	40%
AI is reducing employee headcount	29%
Other	3%

8. How do you think implementation of AI technologies impacts the ability of businesses in your industry to be successful? (select all that apply)
- a. These technologies will create a wider divide between the success of large corporations and small businesses
  - b. These technologies will create equal opportunity for all businesses no matter their size
  - c. These technologies will create equal opportunity for all businesses no matter their location
  - d. Other
  - e. Don't know

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9. Do you believe that international standards or national regulations are needed for emerging technologies (deep learning, machine learning or artificial intelligence)?

- a. Yes
- b. No
- c. Not sure

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10. Is the U.S. a leader in artificial intelligence technology development and implementation?

- a. Yes
- b. No

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11. How concerned are you about other countries being more advanced than the U.S. in artificial intelligence technology development and implementation?

	Total
Very concerned	28%
Somewhat concerned	44%
Not very concerned	23%
Not at all concerned	6%
<i>Concerned (Net)</i>	<i>72%</i>
<i>Not concerned (Net)</i>	<i>28%</i>

- 11a. [Ask if concerned other countries are more advanced in AI] Do you believe this will negatively impact your business?

- a. Yes
- b. No

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12. Do you believe the U.S. government is doing enough to encourage the development and implementation of AI technologies?

- a. Yes
- b. No

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13. Do you believe the U.S. government should be more directly involved in the development and implementation of AI technologies?

- a. Yes
- b. No

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14. What actions do you believe the U.S. government should take to promote the development and implementation of machine learning and AI?

	Total
Increasing funding for research and development	53%
Develop programs to help employees stay competitive as machine learning and AI technologies continue to become more integrated in the business world	52%
Provide more training opportunities for individuals interested in working with machine learning and AI	50%
Direct research at national laboratories	35%
The government should leave this to the private sector	34%
Other	1%
Don't know	3%

15. Do you believe U.S. companies should invest in the future artificial intelligence workforce, through educational initiatives such as university partnerships?

	Total
Yes	93%
No	7%

16. Does your company offer training on artificial intelligence technologies?

	Total
Yes	62%
No	38%





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16a. [Ask if company does not offer training on AI] Does your company plan to offer training as new technologies emerge?

	<b>Total (N=389)</b>
Yes	53%
No	47%

17. How confident are you that your current company will invest in and/or focus on upskilling employees to stay competitive as AI technologies continue to become more integrated in the business world?

	<b>Total</b>
Very confident	44%
Somewhat confident	42%
Not very confident	10%
Not at all confident	3%
<b>Confident (Net)</b>	<b>87%</b>
<b>Not confident (Net)</b>	<b>13%</b>

18. How are emerging AI technologies changing the hiring process? (select all that apply)

- a. More fair application and interview processes
- b. Less fair application and interview processes
- c. More efficient hiring processes
- d. Employers are focusing more on hiring technology and data specialists
- e. Other
- f. Don't know

*Data held for future release.*

19. How confident are you that your current company will be able to hire external talent to assist in building out AI projects (in addition to upskilling your existing talent)?

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- a. Very confident
- b. Somewhat confident
- c. Not very confident
- d. Not at all confident

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### About the Study

These are some of the findings of an Ipsos poll conducted between July 17-30, 2019, on behalf of RELX. For this survey, a sample of 1,028 adults between the ages 30-74 and from the continental U.S., Alaska, and Hawaii was interviewed online, in English. In order to qualify for the survey respondents had to be employed full-time, have a household income of at least \$50,000, work at a company with more than 50 employees, and currently be a senior executive or senior decision maker/leader at their company. Respondents also had to be employed in one of the seven industries featured in this report (government, healthcare, insurance, legal, science/medical, banking, agriculture) to qualify.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) 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 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc 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 3.5 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 ( $n=1,028$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.0$  percentage points).

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