



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, April 28, 2023

1. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between.

	5 - Intolerable	4	3	2	1 - Not a problem at all
4/25-26,2023 (N=1,120)	5%	8%	18%	22%	47%
4/11-12,2023	9%	9%	22%	22%	38%
3/28-29, 2023	8%	9%	25%	18%	40%
3/14-15,2023	6%	7%	24%	19%	44%
2/28-3/1, 2023	6%	9%	26%	22%	38%
2/14-15, 2023	3%	9%	24%	23%	41%
1/18-19, 2023	3%	7%	28%	25%	36%
12/7-8, 2022	4%	8%	27%	23%	39%
11/9-10 2022	4%	8%	28%	22%	38%
10/25-26, 2022	4%	9%	27%	27%	34%
10/11-12, 2022	4%	9%	29%	25%	33%
9/27-28, 2022	3%	8%	26%	26%	36%
9/13-14, 2022	5%	9%	29%	25%	33%
8/30-31, 2022	4%	8%	32%	24%	31%
8/16-17, 2022	5%	9%	29%	23%	34%
8/2-3, 2022	6%	9%	30%	25%	30%
7/19-20, 2022	5%	8%	29%	25%	33%
6/22-23, 2022	8%	10%	33%	23%	26%
6/7-8, 2022	5%	9%	30%	25%	32%
5/24-25, 2022	8%	10%	29%	26%	27%
5/10-11, 2022	6%	11%	32%	24%	27%
4/26-27, 2022	6%	12%	29%	25%	29%
4/12-13, 2022	7%	10%	33%	23%	27%
3/29-30, 2022	9%	9%	30%	25%	26%
3/15-16, 2022	7%	10%	33%	23%	26%
3/1-2, 2022	6%	13%	34%	25%	22%
2/15-16, 2022	6%	12%	38%	23%	21%
2/1-3, 2022	6%	12%	37%	25%	20%
1/18-19, 2022	5%	14%	43%	20%	17%
1/4-5, 2022	6%	13%	42%	23%	17%
12/7-8, 2021	5%	12%	34%	27%	21%
11/22-23, 2021	5%	11%	32%	27%	25%
11/9-10, 2021	4%	11%	35%	26%	24%
10/26-27, 2021	5%	9%	38%	27%	21%
10/12-13, 2021	5%	9%	36%	28%	21%
9/28-29, 2021	5%	12%	36%	27%	20%
9/14-15, 2021	4%	12%	40%	26%	18%
8/31-9/1, 2021	5%	10%	37%	27%	21%
8/18-19, 2021	5%	12%	34%	28%	20%
8/3-4, 2021	5%	11%	36%	26%	22%
7/20-21, 2021	6%	10%	34%	27%	23%



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1. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between. *(Continued)*

	5 - Intolerable	4	3	2	1 - Not a problem at all
7/6-7, 2021	4%	11%	28%	30%	27%
6/22-23, 2021	4%	11%	35%	28%	21%
6/8-9, 2021	5%	11%	35%	31%	18%
5/25-26, 2021	6%	12%	39%	25%	17%
5/11-12, 2021	6%	12%	37%	26%	19%
4/27-28, 2021	5%	13%	41%	26%	16%
4/13-14, 2021	4%	15%	43%	23%	15%
3/30-31, 2021	8%	13%	41%	22%	15%
3/15-16, 2021	6%	14%	42%	24%	14%
3/2-3, 2021	6%	17%	43%	24%	10%
2/17-18, 2021	5%	17%	44%	21%	12%
2/2-3, 2021	6%	14%	44%	23%	12%
1/20-21, 2021	7%	15%	43%	23%	12%
12/9-10, 2020	6%	18%	44%	21%	11%
11/24-25, 2020	6%	16%	44%	23%	10%
11/10-11, 2020	8%	18%	41%	22%	11%
10/27-28, 2020	8%	15%	45%	21%	11%
10/13-14, 2020	7%	17%	44%	22%	10%
9/29-30, 2020	8%	17%	43%	21%	11%
9/15-16, 2020	7%	16%	42%	23%	12%
9/1-2, 2020	7%	16%	45%	22%	9%
8/18-19, 2020	7%	15%	48%	20%	11%
8/4-5, 2020	6%	15%	47%	21%	11%
7/21-22, 2020	7%	15%	47%	22%	9%
6/23-24, 2020	6%	15%	44%	23%	12%
6/8-9, 2020	6%	13%	45%	24%	12%
5/28-29, 2020	5%	16%	43%	24%	12%
5/14-15, 2020	8%	19%	41%	21%	12%
5/4-5, 2020	8%	19%	44%	20%	10%





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2. Are you vaccinated against COVID-19? If yes, are you partially vaccinated, fully vaccinated, or fully vaccinated plus at least one booster?

	Yes, partially vaccinated	Yes, fully vaccinated	Yes, fully vaccinated plus at least one booster	No, but I plan to get the vaccine	No, and I do not plan to get the vaccine	Total partially vaccinated/ fully vaccinated/ booster
4/25-26, 2023	1%	22%	59%	6%	12%	82%
2/14-15, 2023	1%	17%	64%	4%	14%	82%
1/18-19, 2023	1%	17%	64%	4%	14%	82%
12/7-8, 2022	1%	17%	63%	4%	15%	81%
11/9-10, 2022	1%	18%	63%	5%	13%	82%
10/25-26, 2022	1%	19%	60%	7%	13%	80%
10/11-12, 2022	1%	19%	60%	7%	13%	80%
9/27-28, 2022	1%	19%	60%	7%	13%	80%
9/13-14, 2022	1%	19%	58%	8%	14%	78%
8/30-31, 2022	1%	19%	58%	8%	14%	78%
8/16-17, 2022	2%	19%	55%	8%	16%	76%
8/2-3, 2022	2%	19%	55%	8%	16%	76%
7/19-20, 2022	2%	19%	55%	8%	16%	76%

3. **[ASKED IF 65+ AND FULLY VACCINATED]** A new COVID-19 booster shot was just approved for those aged 65 and older. How likely, if at all, are you to receive the updated COVID-19 booster shot?

	4/25-26, 2023 (N=219)
Very likely	64%
Somewhat likely	14%
Not very likely	12%
Not at all likely	10%



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4. **[ASKED ONLY IF EMPLOYED]** Are you currently working from home, at your workplace, or both a majority of the time?

	Working at my workplace only	Working from home only	Working both from home and at my workplace
4/25-26, 2023 (N=582)	52%	29%	19%
4/11-12, 2023 (N=557)	58%	21%	22%
3/28-29, 2023 (N=620)	46%	24%	30%
3/14-15, 2023 (N=625)	55%	25%	20%
2/28-3/1, 2023 (N=616)	61%	20%	19%
2/14-15, 2023 (N=603)	56%	24%	20%
1/18-19, 2023 (N=639)	56%	22%	22%
11/9-10, 2022 (N=628)	54%	22%	24%
10/25-26, 2022 (N=594)	56%	24%	20%
10/11-12, 2022 (N=611)	62%	21%	18%
9/27-28, 2022 (N=616)	56%	23%	21%
9/13-14, 2022 (N=596)	55%	21%	24%
8/30-31, 2022 (N=584)	57%	20%	23%
8/16-17, 2022 (N=598)	55%	25%	20%
8/2-3, 2022 (N=613)	54%	25%	21%
7/19-20, 2022 (N=588)	58%	25%	17%
6/22-23, 2022 (N=622)	56%	27%	17%
6/7-8, 2022 (N=593)	56%	24%	20%
5/24-25, 2022 (N=571)	56%	26%	18%
5/10-11, 2022 (N=628)	56%	24%	20%
4/26-27, 2022 (N=657)	57%	24%	19%
4/12-13, 2022 (N=663)	58%	24%	19%
3/29-30, 2022 (N=666)	57%	23%	20%
3/15-16, 2022 (N=611)	57%	23%	20%
2/2-3, 2022 (N=1,086)	56%	24%	20%
1/20-21, 2021 (N=603)	34%	48%	18%

5. Some retailers and services have begun to offer ways for shoppers to lower their carbon footprint at checkout. How likely or unlikely are you to take advantage of the following types of offers?

Likely Summary Table

	4/25-26, 2023
Selecting an option for fewer boxes or fewer delivery trips	60%
Opting to purchase a more expensive, but sustainable product alternative/substitution for your original purchase	45%
Purchasing pre-owned or an open box item	44%
Adding an amount on your purchase to plant trees	43%
Adding an amount on your purchase to donate to a charity drive	40%
Paying an extra charge to use a paper shopping bag	40%
Offsetting the carbon impact of your purchase for a small upcharge	39%
Paying an extra charge to use a plastic shopping bag	29%



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5. Some retailers and services have begun to offer ways for shoppers to lower their carbon footprint at checkout. How likely or unlikely are you to take advantage of the following types of offers? (*Continued*)

a. Selecting an option for fewer boxes or fewer delivery trips

	4/25-26, 2023
I already have	17%
Very likely	30%
Somewhat likely	30%
Somewhat unlikely	13%
Very unlikely	11%
<i>Likely (Net)</i>	<i>60%</i>
<i>Unlikely (Net)</i>	<i>24%</i>

b. Purchasing pre-owned or an open box item

	4/25-26, 2023
I already have	10%
Very likely	13%
Somewhat likely	31%
Somewhat unlikely	25%
Very unlikely	21%
<i>Likely (Net)</i>	<i>44%</i>
<i>Unlikely (Net)</i>	<i>46%</i>

c. Offsetting the carbon impact of your purchase for a small upcharge

	4/25-26, 2023
I already have	3%
Very likely	13%
Somewhat likely	26%
Somewhat unlikely	30%
Very unlikely	28%
<i>Likely (Net)</i>	<i>39%</i>
<i>Unlikely (Net)</i>	<i>58%</i>

d. Adding an amount on your purchase to donate to a charity drive

	4/25-26, 2023
I already have	16%
Very likely	12%
Somewhat likely	28%
Somewhat unlikely	20%
Very unlikely	24%
<i>Likely (Net)</i>	<i>40%</i>
<i>Unlikely (Net)</i>	<i>44%</i>





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5. Some retailers and services have begun to offer ways for shoppers to lower their carbon footprint at checkout. How likely or unlikely are you to take advantage of the following types of offers? (*Continued*)

e. Adding an amount on your purchase to plant trees

	4/25-26, 2023
I already have	7%
Very likely	15%
Somewhat likely	28%
Somewhat unlikely	23%
Very unlikely	28%
<i>Likely (Net)</i>	<i>43%</i>
<i>Unlikely (Net)</i>	<i>51%</i>

f. Opting to purchase a more expensive, but sustainable product alternative/substitution for your original purchase

	4/25-26, 2023
I already have	6%
Very likely	12%
Somewhat likely	33%
Somewhat unlikely	27%
Very unlikely	22%
<i>Likely (Net)</i>	<i>45%</i>
<i>Unlikely (Net)</i>	<i>48%</i>

g. Paying an extra charge to use a paper shopping bag

	4/25-26, 2023
I already have	8%
Very likely	14%
Somewhat likely	26%
Somewhat unlikely	22%
Very unlikely	30%
<i>Likely (Net)</i>	<i>40%</i>
<i>Unlikely (Net)</i>	<i>53%</i>

h. Paying an extra charge to use a plastic shopping bag

	4/25-26, 2023
I already have	8%
Very likely	12%
Somewhat likely	17%
Somewhat unlikely	24%
Very unlikely	39%
<i>Likely (Net)</i>	<i>29%</i>
<i>Unlikely (Net)</i>	<i>63%</i>





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

	1/18-19, 2023	1/31-2/1, 2023	2/14-15, 2023	3/14-15, 2023	3/28-29, 2023	4/11-12, 2023	4/25-26, 2023
Very familiar	18%	18%	15%	17%	21%	17%	21%
Somewhat familiar	55%	56%	55%	57%	54%	55%	61%
Not familiar	22%	23%	25%	21%	21%	22%	16%
Don't know	5%	3%	4%	5%	4%	6%	2%

7. Thinking about the next year, how hopeful, if at all, are you about each of the following happening?

Hopeful Summary Table

	4/25-26, 2023
My personal financial situation will get better	74%
Inflation rates will decline	57%
The use of AI will expand in positive ways	56%
The war in Ukraine will end	52%
The U.S. will avoid a recession	50%
Political polarization in the U.S. will lessen	39%

a. Inflation rates will decline

	4/25-26, 2023
Very hopeful	24%
Somewhat hopeful	33%
Not very hopeful	22%
Not at all hopeful	16%
Don't know	5%
<i>Hopeful (Net)</i>	57%
<i>Not hopeful (Net)</i>	38%

b. The war in Ukraine will end

	4/25-26, 2023
Very hopeful	24%
Somewhat hopeful	28%
Not very hopeful	26%
Not at all hopeful	12%
Don't know	9%
<i>Hopeful (Net)</i>	52%
<i>Not hopeful (Net)</i>	38%





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7. Thinking about the next year, how hopeful, if at all, are you about each of the following happening? (Continued)

c. Political polarization in the U.S. will lessen

	4/25-26, 2023
Very hopeful	13%
Somewhat hopeful	27%
Not very hopeful	25%
Not at all hopeful	27%
Don't know	9%
<i>Hopeful (Net)</i>	<i>39%</i>
<i>Not hopeful (Net)</i>	<i>52%</i>

d. My personal financial situation will get better

	4/25-26, 2023
Very hopeful	36%
Somewhat hopeful	37%
Not very hopeful	15%
Not at all hopeful	7%
Don't know	4%
<i>Hopeful (Net)</i>	<i>74%</i>
<i>Not hopeful (Net)</i>	<i>22%</i>

e. The use of AI will expand in positive ways

	4/25-26, 2023
Very hopeful	19%
Somewhat hopeful	36%
Not very hopeful	21%
Not at all hopeful	11%
Don't know	12%
<i>Hopeful (Net)</i>	<i>56%</i>
<i>Not hopeful (Net)</i>	<i>32%</i>

f. The U.S. will avoid a recession

	4/25-26, 2023
Very hopeful	21%
Somewhat hopeful	30%
Not very hopeful	28%
Not at all hopeful	15%
Don't know	6%
<i>Hopeful (Net)</i>	<i>50%</i>
<i>Not hopeful (Net)</i>	<i>43%</i>



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8. How familiar, if at all, are you with each of the following?

Familiar Summary Table

	4/25-26, 2023
Bud Light's collaboration with a trans TikTok influencer and subsequent backlash	57%
The Fox News lawsuit settlement with Dominion, a maker of voting machines	56%
A SpaceX rocket exploding shortly after launch	54%
The leaking of top secret Pentagon files about Ukraine in a social media forum	50%
Blue check marks on Twitter being removed and then restored for some	43%
AI being used to create a song in the style of The Weeknd and Drake	26%

a. The Fox News lawsuit settlement with Dominion, a maker of voting machines

	4/25-26, 2023
Very familiar	26%
Somewhat familiar	30%
Heard of it, but that's it	17%
Never heard of it	27%
<i>Familiar (Net)</i>	<i>56%</i>
<i>Not familiar (Net)</i>	<i>44%</i>

b. Bud Light's collaboration with a trans TikTok influencer and subsequent backlash

	4/25-26, 2023
Very familiar	30%
Somewhat familiar	28%
Heard of it, but that's it	19%
Never heard of it	24%
<i>Familiar (Net)</i>	<i>57%</i>
<i>Not familiar (Net)</i>	<i>43%</i>

c. The leaking of top-secret Pentagon files about Ukraine in a social media forum

	4/25-26, 2023
Very familiar	21%
Somewhat familiar	29%
Heard of it, but that's it	21%
Never heard of it	29%
<i>Familiar (Net)</i>	<i>50%</i>
<i>Not familiar (Net)</i>	<i>50%</i>



8. How familiar, if at all, are you with each of the following? *(Continued)*

d. AI being used to create a song in the style of The Weeknd and Drake

	4/25-26, 2023
Very familiar	11%
Somewhat familiar	15%
Heard of it, but that's it	20%
Never heard of it	54%
<i>Familiar (Net)</i>	<i>26%</i>
<i>Not familiar (Net)</i>	<i>74%</i>

e. A SpaceX rocket exploding shortly after launch

	4/25-26, 2023
Very familiar	24%
Somewhat familiar	30%
Heard of it, but that's it	25%
Never heard of it	21%
<i>Familiar (Net)</i>	<i>54%</i>
<i>Not familiar (Net)</i>	<i>46%</i>

f. Blue check marks on Twitter being removed and then restored for some

	4/25-26, 2023
Very familiar	19%
Somewhat familiar	24%
Heard of it, but that's it	27%
Never heard of it	30%
<i>Familiar (Net)</i>	<i>43%</i>
<i>Not familiar (Net)</i>	<i>57%</i>

9. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them?

a. The Fox News lawsuit settlement with Dominion, a maker of voting machines

	4/25-26, 2023
I care a lot	26%
I care a little	31%
I don't care at all	33%
Don't know	10%



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9. As you may know, the following topics were in the news in the past week. Regardless of how familiar you may be with them, how much, if at all, do you care about them? *(Continued)*

a. Bud Light’s collaboration with a trans TikTok influencer and subsequent backlash

	4/25-26, 2023
I care a lot	18%
I care a little	24%
I don’t care at all	50%
Don’t know	8%

b. The leaking of top-secret Pentagon files about Ukraine in a social media forum

	4/25-26, 2023
I care a lot	42%
I care a little	31%
I don’t care at all	18%
Don’t know	9%

c. AI being used to create a song in the style of The Weeknd and Drake

	4/25-26, 2023
I care a lot	9%
I care a little	20%
I don’t care at all	62%
Don’t know	8%

d. A SpaceX rocket exploding shortly after launch

	4/25-26, 2023
I care a lot	21%
I care a little	40%
I don’t care at all	31%
Don’t know	8%

e. Blue check marks on Twitter being removed and then restored for some

	4/25-26, 2023
I care a lot	6%
I care a little	16%
I don’t care at all	69%
Don’t know	9%





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10. How much do you agree or disagree with the following statements?

Agree Summary Table

	4/25-26, 2023
The government should take action to prevent the potential loss of jobs due to AI	63%
[IF EMPLOYED] (N=582) AI will change how I do my current job in the next 5 years	47%
The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss	43%
AI will create new jobs and opportunities to make up for the jobs that are lost	39%
[IF EMPLOYED] (N=582) AI will replace my current job in the next 5 years	21%

- a. The potential benefits of AI, such as increased efficiency and productivity, outweigh the potential job loss

	4/25-26, 2023
Strongly agree	12%
Somewhat agree	30%
Somewhat disagree	24%
Strongly disagree	18%
Don't know	15%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>42%</i>

- b. AI will create new jobs and opportunities to make up for the jobs that are lost

	4/25-26, 2023
Strongly agree	11%
Somewhat agree	28%
Somewhat disagree	24%
Strongly disagree	15%
Don't know	22%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>39%</i>

- c. The government should take action to prevent the potential loss of jobs due to AI

	4/25-26, 2023
Strongly agree	27%
Somewhat agree	36%
Somewhat disagree	18%
Strongly disagree	8%
Don't know	11%
<i>Agree (Net)</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>26%</i>





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10. How much do you agree or disagree with the following statements? (Continued)

d. **[IF EMPLOYED]** AI will change how I do my current job in the next 5 years

	4/25-26, 2023 (N=582)
Strongly agree	19%
Somewhat agree	27%
Somewhat disagree	23%
Strongly disagree	21%
Don't know	10%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>44%</i>

e. **[IF EMPLOYED]** AI will replace my current job in the next 5 years

	4/25-26, 2023 (N=582)
Strongly agree	8%
Somewhat agree	13%
Somewhat disagree	27%
Strongly disagree	42%
Don't know	10%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>68%</i>

11. How much of a role, if any, should government have in the oversight of AI?

	4/25-26, 2023
A major role	38%
A minor role	49%
No role at all	13%





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12. Thinking specifically about different actions the government could take in regards to AI oversight, how much do you support or oppose the following?

Total Support Summary

	4/25-26, 2023
Guidelines that would require people to be notified when they are interacting with an AI system	81%
Requiring companies to disclose information about their AI systems, such as data sources, training processes, and algorithmic decision-making methods	77%
Requiring AI developers to obtain licenses or certifications	74%
Establishment of a task force to study the ethical use of AI	71%
Establishment of an oversight body specifically dedicated to AI	69%
Regulating what data AI can use to train itself	66%
New definitions of copyright that govern who "owns" works created by AI	64%
Funding public education and awareness campaigns about AI	62%
Funding research into AI and its uses	62%
Providing tax breaks and other incentives for companies who use AI responsibly	40%

a. Regulating what data AI can use to train itself

	4/25-26, 2023
Strongly support	34%
Somewhat support	32%
Somewhat oppose	12%
Strongly oppose	6%
Don't know	16%
<i>Support (Net)</i>	66%
<i>Oppose (Net)</i>	18%

b. New definitions of copyright that govern who "owns" works created by AI

	4/25-26, 2023
Strongly support	32%
Somewhat support	32%
Somewhat oppose	11%
Strongly oppose	5%
Don't know	21%
<i>Support (Net)</i>	64%
<i>Oppose (Net)</i>	16%





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12. Thinking specifically about different actions the government could take in regards to AI oversight, how much do you support or oppose the following? (*Continued*)

- c. Guidelines that would require people to be notified when they are interacting with an AI system

	4/25-26, 2023
Strongly support	50%
Somewhat support	31%
Somewhat oppose	7%
Strongly oppose	3%
Don't know	10%
<i>Support (Net)</i>	<i>81%</i>
<i>Oppose (Net)</i>	<i>10%</i>

- d. Establishment of a task force to study the ethical use of AI

	4/25-26, 2023
Strongly support	38%
Somewhat support	34%
Somewhat oppose	12%
Strongly oppose	5%
Don't know	12%
<i>Support (Net)</i>	<i>71%</i>
<i>Oppose (Net)</i>	<i>16%</i>

- e. Requiring AI developers to obtain licenses or certifications

	4/25-26, 2023
Strongly support	39%
Somewhat support	35%
Somewhat oppose	8%
Strongly oppose	4%
Don't know	14%
<i>Support (Net)</i>	<i>74%</i>
<i>Oppose (Net)</i>	<i>12%</i>

- f. Establishment of an oversight body specifically dedicated to AI

	4/25-26, 2023
Strongly support	30%
Somewhat support	38%
Somewhat oppose	10%
Strongly oppose	7%
Don't know	14%
<i>Support (Net)</i>	<i>69%</i>
<i>Oppose (Net)</i>	<i>18%</i>





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12. Thinking specifically about different actions the government could take in regards to AI oversight, how much do you support or oppose the following? (*Continued*)

- g. Requiring companies to disclose information about their AI systems, such as data sources, training processes, and algorithmic decision-making methods

	4/25-26, 2023
Strongly support	43%
Somewhat support	34%
Somewhat oppose	7%
Strongly oppose	5%
Don't know	11%
<i>Support (Net)</i>	<i>77%</i>
<i>Oppose (Net)</i>	<i>12%</i>

- h. Funding public education and awareness campaigns about AI

	4/25-26, 2023
Strongly support	26%
Somewhat support	36%
Somewhat oppose	14%
Strongly oppose	10%
Don't know	14%
<i>Support (Net)</i>	<i>62%</i>
<i>Oppose (Net)</i>	<i>23%</i>

- i. Funding research into AI and its uses

	4/25-26, 2023
Strongly support	25%
Somewhat support	37%
Somewhat oppose	14%
Strongly oppose	9%
Don't know	15%
<i>Support (Net)</i>	<i>62%</i>
<i>Oppose (Net)</i>	<i>23%</i>

- j. Providing tax breaks and other incentives for companies who use AI responsibly

	4/25-26, 2023
Strongly support	11%
Somewhat support	28%
Somewhat oppose	23%
Strongly oppose	18%
Don't know	19%
<i>Support (Net)</i>	<i>40%</i>
<i>Oppose (Net)</i>	<i>41%</i>





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13. **[IF EMPLOYED]** To the best of your knowledge, is your employer currently using any of the following AI tools, or not?

Yes Summary Table

	4/25-26, 2023 (N=582)
AI tools for data analysis	30%
ChatGPT or similar chat-based tools	28%
AI tools for video generation	21%
AI image generators	19%
AI tools for HR and recruiting	17%

a. ChatGPT or similar chat-based tools

	4/25-26, 2023 (N=582)
Yes	28%
No	49%
Don't know	23%

b. AI image generators

	4/25-26, 2023 (N=582)
Yes	19%
No	57%
Don't know	24%

c. AI tools for data analysis

	4/25-26, 2023 (N=582)
Yes	30%
No	47%
Don't know	23%

d. AI tools for video generation

	4/25-26, 2023 (N=582)
Yes	21%
No	57%
Don't know	21%

e. AI tools for HR and recruiting

	4/25-26, 2023 (N=582)
Yes	17%
No	59%
Don't know	24%





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14. When thinking about possible uses for AI, how worried, if at all, are you about each of the following?

Worried Summary Table

	4/25-26, 2023
Owners of AI tools will share your private data	72%
Being able to reach a human being instead of interacting with AI	72%
Inability to distinguish what is produced by AI vs. produced by humans	71%
AI will spread more misinformation online	70%
AI tool will cause harm to individuals or groups	65%
That output or outcome will not be clear and easy to understand	60%
Understanding how the AI algorithms work	59%
AI tools will discriminate or show bias towards a group of people	57%

a. AI tools will discriminate or show bias towards a group of people

	4/25-26, 2023
Very worried	24%
Somewhat worried	33%
Not so worried	20%
Not at all worried	9%
Don't know	14%
<i>Worried (Net)</i>	<i>57%</i>
<i>Not worried (Net)</i>	<i>29%</i>

b. That output or outcome will not be clear and easy to understand

	4/25-26, 2023
Very worried	19%
Somewhat worried	40%
Not so worried	22%
Not at all worried	7%
Don't know	11%
<i>Worried (Net)</i>	<i>60%</i>
<i>Not worried (Net)</i>	<i>29%</i>

c. AI tool will cause harm to individuals or groups

	4/25-26, 2023
Very worried	23%
Somewhat worried	42%
Not so worried	15%
Not at all worried	7%
Don't know	13%
<i>Worried (Net)</i>	<i>65%</i>
<i>Not worried (Net)</i>	<i>22%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

14. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

d. Owners of AI tools will share your private data

	4/25-26, 2023
Very worried	31%
Somewhat worried	41%
Not so worried	12%
Not at all worried	5%
Don't know	11%
<i>Worried (Net)</i>	<i>72%</i>
<i>Not worried (Net)</i>	<i>17%</i>

e. Understanding how the AI algorithms work

	4/25-26, 2023
Very worried	21%
Somewhat worried	38%
Not so worried	22%
Not at all worried	7%
Don't know	12%
<i>Worried (Net)</i>	<i>59%</i>
<i>Not worried (Net)</i>	<i>29%</i>

f. Being able to reach a human being instead of interacting with AI

	4/25-26, 2023
Very worried	36%
Somewhat worried	36%
Not so worried	14%
Not at all worried	5%
Don't know	8%
<i>Worried (Net)</i>	<i>72%</i>
<i>Not worried (Net)</i>	<i>20%</i>

g. Inability to distinguish what is produced by AI vs. produced by humans

	4/25-26, 2023
Very worried	31%
Somewhat worried	40%
Not so worried	16%
Not at all worried	6%
Don't know	8%
<i>Worried (Net)</i>	<i>71%</i>
<i>Not worried (Net)</i>	<i>21%</i>





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14. When thinking about possible uses for AI, how worried, if at all, are you about each of the following? (*Continued*)

h. AI will spread more misinformation online

	4/25-26, 2023
Very worried	34%
Somewhat worried	36%
Not so worried	14%
Not at all worried	5%
Don't know	11%
<i>Worried (Net)</i>	<i>70%</i>
<i>Not worried (Net)</i>	<i>19%</i>





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About the Study

These are some of the findings of the seventy-first wave of an Ipsos poll conducted between April 25-26, 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 first wave was conducted between April 10-13, 2020, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. adults
- The tenth wave was conducted August 4-5, 2020, among 1,111 U.S. adults
- The eleventh wave was conducted August 18-10, 2020, among 1,115 U.S. adults
- The twelfth wave was conducted September 1-2, 2020, among 1,113 U.S. adults
- The thirteenth wave was conducted September 15-16, 2020, among 1,113 U.S. adults
- The fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 U.S. adults
- The sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults
- The seventeenth wave was conducted November 10-12, 2020, among 1,113 adults
- The eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 adults
- The twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.
- The twenty-fourth wave was conducted March 15-16, 2021, among 1,115 adults.
- The twenty-fifth wave was conducted March 30-31, 2021, among 1,115 adults.
- The twenty-sixth wave was conducted April 13-14, 2021, among 1,115 adults.
- The twenty-seventh wave was conducted April 27-28, 2021, among 1,115 adults.
- The twenty-eighth wave was conducted May 11-12, 2021, among 1,167 adults.
- The twenty-ninth wave was conducted May 25-26, 2021, among 1,178 adults.
- The thirtieth wave was conducted June 8-9, 2021, among 1,177 adults.
- The thirty-first wave was conducted June 22-23, 2021, among 1,176 adults.
- The thirty-second wave was conducted July 6-7, 2021, among 1,179 adults.
- The thirty-third wave was conducted July 20-21, 2021, among 1,137 adults.
- The thirty-fourth wave was conducted August 3-4, 2021, among 1,174 adults.
- The thirty-fifth wave was conducted August 18-19, 2021, among 1,177 adults.
- The thirty-sixth wave was conducted August 31-September 1, 2021, among 1,166 adults.
- The thirty-seventh wave was conducted September 14-15, 2021, among 1,177 adults.
- The thirty-eighth wave was conducted September 28-29, 2021, among 1,173 adults.
- The thirty-ninth wave was conducted October 12-13, 2021, among 1,174 adults.
- The fortieth wave was conducted October 26-27, 2021, among 1,160 adults.
- The forty-first wave was conducted November 9-10, 2021, among 1,160 adults
- The forty-second wave was conducted November 22-23, 2021, among 1,162 adults





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- The forty-third wave was conducted December 7-8, 2021, among 1,160 adults
- The forty-fourth wave was conducted January 4-5, 2022, among 1,158 adults
- The forty-fifth wave was conducted January 18-19, 2022, among 1,158 adults
- The forty-sixth wave was conducted February 2-3, 2022, among 2,010 adults
- The forty-seventh wave was conducted February 15-16, 2022, among 1,156 adults
- The forty-eighth wave was conducted March 1-2, 2022, among 1,154 adults
- The forty-ninth wave was conducted March 15-16, 2022, among 1,154 adults
- The fiftieth wave was conducted March 29-30, 2022, among 1,152 adults
- The fifty-first wave was conducted April 12-13, 2022, among 1,165 adults
- The fifty-second wave was conducted April 26-27, 2022, among 1,136 adults
- The fifty-third wave was conducted May 10-11, 2022, among 1,120 adults
- The fifty-fourth wave was conducted May 24-25, 2022, among 1,120 adults
- The fifty-fifth wave was conducted June 7-8, 2022, among 1,117 adults
- The fifty-sixth wave was conducted June 22-23, 2022, among 1,117 adults
- The fifty-seventh wave was conducted July 19-20, 2022, among 1,120 adults
- The fifty-eighth wave was conducted August 2-3, 2022, among 1,119 adults
- The fifty-ninth wave was conducted August 16-17, 2022, among 1,120 adults
- The sixtieth wave was conducted August 30-31, 2022, among 1,110 adults
- The sixty-first wave was conducted September 13-14, 2022, among 1,118 adults
- The sixty-second wave was conducted September 27-28, 2022, among 1,120 adults
- The sixty-third wave was conducted October 11-12, 2022, among 1,120 adults
- The sixty-fourth wave was conducted October 25-26, 2022, among 1,120 adults
- The sixty-fifth wave was conducted November 11-12, 2022, among 1,115 adults
- The sixty-sixth wave was conducted December 7-8, 2022, among 1,118 adults
- The sixty-seventh wave was conducted January 18-19, 2023, among 1,119 adults
- The sixty-eighth wave was conducted January 31-February 1, 2023, among 1,118 adults
- The sixty-ninth wave was conducted February 14-15, 2023, among 1,109 adults
- The seventieth wave was conducted February 28- March 1, 2023 among 1,105 adults
- The seventy-first wave was conducted March 14-15, 2023 among 1,119 adults
- The seventy-second wave was conducted March 28-29, 2023, among 1,120 respondents
- The seventy-third wave was conducted April 11-12, 2023, among 1,120 respondents
- The seventy-fourth wave was conducted April 25-26, 2023, among 1,120 respondents

The sample for this study 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. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.





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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).

- The forty-sixth wave of this study has a credibility interval of plus or minus 2.5 percentage points.
- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second, twenty-third, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-eighth, twenty-ninth, thirtieth, thirty-first, thirty-second, thirty-third, thirty-fourth, thirty-fifth, thirty-sixth, thirty-seventh, thirty-eighth, thirty-ninth, fortieth, forty-first, forty second, forty-third, forty-fourth, and forty-fifth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The forty-seventh, forty-eighth, forty-ninth, fiftieth, and fifty-first waves of this study have a credibility interval of plus or minus 3.5 percentage points.
- The fifty-second, fifty-third, fifty-fourth, fifty-fifth, fifty-sixth, fifty-seventh, fifty-eighth, fifty-ninth, sixtieth, sixty-first, sixty-second, sixty-third, sixty-fourth, sixty-fifth, sixty-sixth, sixty-seventh, sixty-eighth, sixty-ninth, seventieth, seventy-first, seventy-second, seventy-third, and seventy-fourth waves of this study have a credibility interval of 3.6 percentage points.

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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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