Q1. How comfortable are you learning, using and adapting to new technology in your day-to-day life?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	2215	1099	1094	22	673	764	778	332	713	569	549	601	381	432	862	541
	89%	91%	86%	87%	95%	93%	80%	94%	96%	89%	80%	79%	88%	84%	89%	92%
		E		**	I	I		MN	LMN	MN	N				P	P
Very comfortable (4)	1065	578	480	7	399	428	239	198	432	260	166	174	170	189	441	265
	43%	48%	38%	28%	57%	52%	25%	56%	58%	41%	24%	23%	39%	37%	46%	45%
		E		**	I	I		LMN	LMN	MN	N				P	P
Somewhat comfortable (3)	1149	521	613	15	274	336	539	134	281	308	383	427	211	242	421	276
	46%	43%	48%	60%	39%	41%	56%	38%	38%	48%	56%	56%	49%	47%	44%	47%
			D	**			GH			JK	JKL	JKL				
Bottom 2 Box (Net)	285	106	176	3	32	61	192	23	32	69	135	161	52	81	103	49
	11%	9%	14%	13%	5%	7%	20%	7%	4%	11%	20%	21%	12%	16%	11%	8%
			D	**			GH			K	JKL	JKLM		QR		
Not very comfortable (2)	218	80	137	1	24	43	150	17	23	51	108	127	38	67	79	34
	9%	7%	11%	4%	3%	5%	16%	5%	3%	8%	16%	17%	9%	13%	8%	6%
			D	**			GH			K	JKL	JKL		QR		
Not at all comfortable (1)	68	26	39	2	8	18	42	6	9	18	27	34	14	14	25	15
	3%	2%	3%	8%	1%	2%	4%	2%	1%	3%	4%	5%	3%	3%	3%	3%
				**			GH				K	JK				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.28	3.37	3.21	3.07	3.51	3.42	3.01	3.48	3.52	3.27	3.01	2.97	3.24	3.18	3.32	3.34
		E		**	HI	I		LMN	LMN	MN	N				P	P
Std. Dev.	0.74	0.7	0.75	0.82	0.62	0.69	0.76	0.67	0.62	0.73	0.75	0.76	0.74	0.76	0.73	0.7
Std. Err.	0.01	0.02	0.02	0.16	0.02	0.02	0.02	0.04	0.02	0.03	0.03	0.03	0.04	0.03	0.02	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q2. How familiar are you with artificial intelligence (AI), its uses and applications in your day-to-day life?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1692	873	804	16	588	630	474	293	613	424	337	362	290	326	656	421
	68%	72%	63%	63%	83%	76%	49%	83%	82%	67%	49%	48%	67%	64%	68%	71%
		E		**	HI	I		LMN	LMN	MN	N					P
Very familiar (4)	509	296	209	4	229	226	55	120	250	102	34	36	95	81	202	130
	20%	25%	16%	16%	33%	27%	6%	34%	34%	16%	5%	5%	22%	16%	21%	22%
		E		**	I	I		LMN	LMN	MN			P		P	P
Somewhat familiar (3)	1183	577	595	12	359	405	420	173	363	322	302	326	194	245	454	291
	47%	48%	47%	47%	51%	49%	43%	49%	49%	51%	44%	43%	45%	48%	47%	49%
				**	I	I				N	N					
Bottom 2 Box (Net)	808	332	466	9	117	195	496	62	132	213	347	400	143	187	309	169
	32%	28%	37%	37%	17%	24%	51%	18%	18%	34%	51%	53%	33%	37%	32%	29%
			D	**		G	GH			JK	JKL	JKLM		R		
Not very familiar (2)	603	254	342	8	91	153	359	47	105	158	256	292	112	133	234	125
	24%	21%	27%	31%	13%	19%	37%	13%	14%	25%	37%	38%	26%	26%	24%	21%
			D	**		G	GH			JK	JKL	JKL				
Not at all familiar (1)	205	78	124	2	26	41	137	15	27	55	91	108	31	54	75	44
	8%	7%	10%	7%	4%	5%	14%	4%	4%	9%	13%	14%	7%	11%	8%	8%
			D	**			GH			JK	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.8	2.91	2.7	2.72	3.12	2.99	2.4	3.12	3.12	2.74	2.41	2.38	2.82	2.69	2.81	2.86
		E		**	HI	I		LMN	LMN	MN	N		P		P	P
Std. Dev.	0.86	0.84	0.86	0.82	0.77	0.81	0.8	0.79	0.78	0.83	0.78	0.78	0.86	0.86	0.85	0.84
Std. Err.	0.02	0.02	0.02	0.16	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Artificial Intelligence] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1250	680	560	10	418	486	346	199	471	312	242	268	219	245	509	278
	50%	56%	44%	41%	59%	59%	36%	56%	63%	49%	35%	35%	51%	48%	53%	47%
		E		**	I	I		MN	JLMN	MN						
Trust a great deal (4)	200	116	83	-	93	91	16	29	131	32	8	8	33	38	86	42
	8%	10%	7%	-	13%	11%	2%	8%	18%	5%	1%	1%	8%	8%	9%	7%
		E		**	I	I		MN	JLMN	MN						
Trust somewhat (3)	1051	563	477	10	325	395	330	170	340	281	234	260	186	206	423	236
	42%	47%	38%	41%	46%	48%	34%	48%	46%	44%	34%	34%	43%	40%	44%	40%
		E		**	I	I		MN	MN	MN						
Bottom 2 Box (Net)	1250	525	710	15	287	339	624	156	274	325	441	494	213	268	456	312
	50%	44%	56%	59%	41%	41%	64%	44%	37%	51%	65%	65%	49%	52%	47%	53%
			D	**			GH	K		K	JKL	JKL				
Not very much (2)	822	349	463	10	212	229	381	116	201	214	257	291	141	171	301	209
	33%	29%	37%	41%	30%	28%	39%	33%	27%	34%	38%	38%	33%	33%	31%	35%
			D	**			GH			K	K	K				
Don't trust at all (1)	428	177	246	5	75	110	243	40	73	111	185	204	73	97	155	103
	17%	15%	19%	19%	11%	13%	25%	11%	10%	17%	27%	27%	17%	19%	16%	18%
			D	**			GH			JK	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.41	2.51	2.31	2.22	2.62	2.57	2.12	2.53	2.71	2.37	2.1	2.1	2.42	2.36	2.46	2.37
		E		**	I	I		LMN	JLMN	MN						
Std. Dev.	0.86	0.86	0.86	0.75	0.84	0.86	0.8	0.8	0.87	0.83	0.81	0.8	0.86	0.87	0.87	0.85
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Your bank] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	2082	986	1084	12	566	683	833	279	623	516	599	664	371	434	807	471
	83%	82%	85%	49%	80%	83%	86%	79%	84%	81%	88%	87%	86%	85%	84%	80%
				**			G				JL	JL	R			
Trust a great deal (4)	681	352	327	2	194	219	269	104	206	144	201	227	119	152	271	140
	27%	29%	26%	10%	27%	27%	28%	29%	28%	23%	29%	30%	28%	30%	28%	24%
				**				L			L	L				
Trust somewhat (3)	1401	634	757	10	373	464	564	175	417	371	398	437	252	282	536	331
	56%	53%	60%	39%	53%	56%	58%	49%	56%	58%	58%	57%	58%	55%	56%	56%
			D	**						J	J	J				
Bottom 2 Box (Net)	418	219	186	13	139	142	137	76	122	122	85	98	62	79	158	119
	17%	18%	15%	51%	20%	17%	14%	21%	16%	19%	12%	13%	14%	15%	16%	20%
				**	I			MN		MN						O
Not very much (2)	328	168	150	10	105	110	113	60	87	104	66	77	47	58	129	94
	13%	14%	12%	41%	15%	13%	12%	17%	12%	16%	10%	10%	11%	11%	13%	16%
				**				KMN		KMN						
Don't trust at all (1)	90	51	37	2	33	32	24	17	35	17	18	21	15	20	30	25
	4%	4%	3%	10%	5%	4%	3%	5%	5%	3%	3%	3%	4%	4%	3%	4%
				**	I											
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.07	3.07	3.08	2.49	3.03	3.05	3.11	3.03	3.07	3.01	3.14	3.14	3.1	3.1	3.09	2.99
				**							JL	JL		R		
Std. Dev.	0.74	0.77	0.7	0.82	0.78	0.74	0.69	0.81	0.76	0.71	0.69	0.7	0.72	0.75	0.73	0.75
Std. Err.	0.01	0.02	0.02	0.16	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Chat GPT] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1178	626	543	10	438	474	266	211	480	295	177	193	202	217	482	277
	47%	52%	43%	41%	62%	58%	27%	59%	64%	46%	26%	25%	47%	42%	50%	47%
		E		**	I	I		LMN	LMN	MN					P	
Trust a great deal (4)	218	127	90	-	98	104	15	37	133	39	8	8	44	28	87	60
	9%	11%	7%	-	14%	13%	2%	10%	18%	6%	1%	1%	10%	5%	9%	10%
		E		**	I	I		LMN	JLMN	MN			P		P	P
Trust somewhat (3)	960	498	452	10	340	370	250	174	347	256	168	184	159	190	395	217
	38%	41%	36%	41%	48%	45%	26%	49%	47%	40%	25%	24%	37%	37%	41%	37%
		E		**	I	I		LMN	LMN	MN						
Bottom 2 Box (Net)	1322	579	727	15	267	351	704	144	265	343	507	569	230	295	483	313
	53%	48%	57%	60%	38%	43%	73%	41%	36%	54%	74%	75%	53%	58%	50%	53%
			D	**			GH			JK	JKL	JKL		Q		
Not very much (2)	838	368	462	8	183	235	419	100	187	220	294	331	147	183	304	204
	34%	31%	36%	30%	26%	29%	43%	28%	25%	35%	43%	44%	34%	36%	32%	35%
			D	**			GH			K	JKL	JKL				
Don't trust at all (1)	484	211	266	7	84	115	285	45	79	123	213	238	84	112	179	109
	19%	18%	21%	29%	12%	14%	29%	13%	11%	19%	31%	31%	19%	22%	19%	19%
				**			GH			JK	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.36	2.45	2.29	2.11	2.64	2.56	2	2.57	2.72	2.33	1.96	1.95	2.37	2.26	2.4	2.38
		E		**	I	I		LMN	JLMN	MN					P	
Std. Dev.	0.89	0.9	0.88	0.84	0.87	0.88	0.78	0.84	0.88	0.86	0.78	0.77	0.91	0.86	0.89	0.9
Std. Err.	0.02	0.03	0.02	0.17	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Your pharmacist] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	2213	1061	1134	17	593	729	890	295	648	570	628	700	385	463	862	503
	89%	88%	89%	69%	84%	88%	92%	83%	87%	90%	92%	92%	89%	90%	89%	85%
				**		G	G			J	JK	JK		R		
Trust a great deal (4)	915	448	461	6	224	302	388	115	250	232	295	318	156	209	364	186
	37%	37%	36%	24%	32%	37%	40%	32%	34%	36%	43%	42%	36%	41%	38%	32%
				**			G				JKLN	JK		R	R	
Trust somewhat (3)	1298	614	673	11	369	428	502	180	398	338	334	382	229	255	498	317
	52%	51%	53%	44%	52%	52%	52%	51%	53%	53%	49%	50%	53%	50%	52%	54%
				**												
Bottom 2 Box (Net)	287	144	136	8	112	96	80	60	98	67	55	62	48	49	103	87
	12%	12%	11%	32%	16%	12%	8%	17%	13%	11%	8%	8%	11%	10%	11%	15%
				**	HI			LMN	MN							P
Not very much (2)	220	110	103	7	91	70	59	48	74	54	39	44	37	36	79	68
	9%	9%	8%	30%	13%	8%	6%	14%	10%	8%	6%	6%	9%	7%	8%	12%
				**	HI			LMN	MN							P
Don't trust at all (1)	68	34	33	*	21	26	21	12	24	14	16	18	11	13	24	19
	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	2%	2%	3%	3%	3%	3%
				**												
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.22	3.22	3.23	2.91	3.13	3.22	3.3	3.12	3.17	3.24	3.33	3.31	3.22	3.29	3.24	3.14
				**		G	G			J	JK	JK		R	R	
Std. Dev.	0.72	0.73	0.7	0.79	0.74	0.73	0.68	0.77	0.73	0.69	0.69	0.69	0.7	0.71	0.71	0.74
Std. Err.	0.01	0.02	0.02	0.16	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.02	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Your friends and family] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	2254	1074	1158	22	639	750	864	322	668	584	611	680	388	472	872	522
	90%	89%	91%	86%	91%	91%	89%	91%	90%	92%	89%	89%	90%	92%	90%	88%
				**												
Trust a great deal (4)	1032	496	532	3	321	343	368	167	327	231	275	307	194	225	380	233
	41%	41%	42%	14%	46%	42%	38%	47%	44%	36%	40%	40%	45%	44%	39%	40%
				**	I			L	L							
Trust somewhat (3)	1222	577	626	18	318	407	496	155	342	353	336	372	194	247	492	289
	49%	48%	49%	73%	45%	49%	51%	44%	46%	55%	49%	49%	45%	48%	51%	49%
				**			G			JKN						
Bottom 2 Box (Net)	246	131	112	3	66	75	106	33	77	54	73	82	44	41	93	68
	10%	11%	9%	14%	9%	9%	11%	9%	10%	9%	11%	11%	10%	8%	10%	12%
				**												
Not very much (2)	198	111	84	3	51	59	89	23	63	45	59	68	36	32	73	57
	8%	9%	7%	12%	7%	7%	9%	6%	9%	7%	9%	9%	8%	6%	8%	10%
		E		**												
Don't trust at all (1)	48	20	28	*	15	16	17	10	13	9	13	15	8	9	20	11
	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
				**												
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.3	3.29	3.31	2.98	3.34	3.31	3.25	3.35	3.32	3.26	3.28	3.28	3.33	3.34	3.28	3.26
				**	I											
Std. Dev.	0.69	0.7	0.69	0.59	0.7	0.69	0.69	0.73	0.7	0.65	0.7	0.7	0.7	0.67	0.69	0.71
Std. Err.	0.01	0.02	0.02	0.12	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [The news] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1248	597	649	2	356	437	455	172	410	319	309	347	249	240	480	279
	50%	50%	51%	8%	51%	53%	47%	49%	55%	50%	45%	46%	58%	47%	50%	47%
				**		I			MN				PQR			
Trust a great deal (4)	195	96	99	-	64	82	48	30	82	44	34	38	39	34	80	42
	8%	8%	8%	-	9%	10%	5%	9%	11%	7%	5%	5%	9%	7%	8%	7%
				**	I	I		MN	LMN							
Trust somewhat (3)	1053	501	550	2	293	354	407	142	328	274	275	309	210	206	400	237
	42%	42%	43%	8%	42%	43%	42%	40%	44%	43%	40%	41%	49%	40%	42%	40%
				**									PQR			
Bottom 2 Box (Net)	1252	608	621	23	349	388	515	183	335	319	374	415	183	273	485	311
	50%	50%	49%	93%	49%	47%	53%	51%	45%	50%	55%	55%	42%	53%	50%	53%
				**			H				K	K		O	O	O
Not very much (2)	851	399	433	19	250	265	335	131	236	213	242	271	136	180	334	201
	34%	33%	34%	77%	36%	32%	35%	37%	32%	34%	35%	36%	31%	35%	35%	34%
				**												
Don't trust at all (1)	401	209	188	4	98	123	180	51	100	106	132	144	48	92	151	110
	16%	17%	15%	15%	14%	15%	19%	15%	13%	17%	19%	19%	11%	18%	16%	19%
				**			G				K	K		O		O
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.42	2.4	2.44	1.92	2.46	2.48	2.33	2.43	2.53	2.4	2.31	2.32	2.56	2.35	2.42	2.36
				**	I	I			LMN				PQR			
Std. Dev.	0.85	0.86	0.84	0.48	0.84	0.87	0.83	0.84	0.86	0.84	0.84	0.83	0.81	0.85	0.85	0.86
Std. Err.	0.02	0.02	0.02	0.1	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Social Media Influencers] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	631	316	310	4	251	258	121	111	301	136	72	83	127	109	255	140
	25%	26%	24%	18%	36%	31%	13%	31%	40%	21%	11%	11%	29%	21%	26%	24%
				**	I	I		LMN	JLMN	MN			P			
Trust a great deal (4)	125	71	54	-	40	79	6	13	78	31	3	3	21	14	64	26
	5%	6%	4%	-	6%	10%	1%	4%	11%	5%	0%	0%	5%	3%	7%	4%
				**	I	GI		MN	JLMN	MN					P	
Trust somewhat (3)	506	246	256	4	211	179	115	98	222	105	69	81	106	94	191	114
	20%	20%	20%	18%	30%	22%	12%	28%	30%	17%	10%	11%	25%	18%	20%	19%
				**	HI	I		LMN	LMN	MN			P			
Bottom 2 Box (Net)	1869	889	960	21	454	567	849	244	445	502	612	679	306	404	710	450
	75%	74%	76%	82%	64%	69%	88%	69%	60%	79%	90%	89%	71%	79%	74%	76%
				**			GH	K		JK	JKL	JKL		O		
Not very much (2)	1034	467	557	10	313	346	375	169	294	290	259	282	160	218	408	248
	41%	39%	44%	39%	44%	42%	39%	48%	39%	45%	38%	37%	37%	43%	42%	42%
			D	**	I			KMN		MN						
Don't trust at all (1)	836	421	403	11	141	221	474	76	151	212	352	397	146	186	303	202
	33%	35%	32%	43%	20%	27%	49%	21%	20%	33%	52%	52%	34%	36%	31%	34%
				**		G	GH			JK	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.97	1.97	1.97	1.74	2.21	2.14	1.64	2.14	2.31	1.93	1.59	1.59	2	1.88	2.02	1.94
				**	I	I		LMN	JLMN	MN			P		P	
Std. Dev.	0.86	0.89	0.83	0.75	0.83	0.92	0.71	0.79	0.91	0.83	0.68	0.69	0.88	0.8	0.88	0.84
Std. Err.	0.02	0.03	0.02	0.15	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.02	0.04	0.04	0.03	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [Car salesmen] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	641	331	307	2	259	253	130	119	295	130	92	97	132	128	240	142
	26%	28%	24%	9%	37%	31%	13%	33%	40%	21%	13%	13%	30%	25%	25%	24%
				**	HI	I		LMN	LMN	MN						
Trust a great deal (4)	115	66	49	-	51	59	5	21	73	18	3	3	27	19	45	24
	5%	6%	4%	-	7%	7%	1%	6%	10%	3%	0%	0%	6%	4%	5%	4%
				**	I	I		LMN	LMN	MN						
Trust somewhat (3)	526	266	258	2	208	194	124	97	223	113	89	94	104	109	195	118
	21%	22%	20%	9%	30%	24%	13%	27%	30%	18%	13%	12%	24%	21%	20%	20%
				**	HI	I		LMN	LMN	N						
Bottom 2 Box (Net)	1859	874	963	23	446	572	840	236	450	507	592	666	301	385	725	448
	74%	73%	76%	91%	63%	69%	87%	67%	60%	80%	87%	87%	70%	75%	75%	76%
				**		G	GH			JK	JKL	JKL				
Not very much (2)	1218	543	661	15	319	369	530	172	312	316	369	418	195	261	483	279
	49%	45%	52%	58%	45%	45%	55%	48%	42%	50%	54%	55%	45%	51%	50%	47%
			D	**			GH			K	K	K				
Don't trust at all (1)	641	331	302	8	127	204	310	65	138	191	222	247	106	124	242	169
	26%	28%	24%	33%	18%	25%	32%	18%	19%	30%	33%	32%	24%	24%	25%	29%
				**		G	GH			JK	JK	JK				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.05	2.05	2.04	1.76	2.26	2.13	1.82	2.21	2.31	1.93	1.81	1.81	2.12	2.04	2.04	1.99
				**	HI	I		LMN	LMN	MN			R			
Std. Dev.	0.81	0.84	0.77	0.61	0.84	0.87	0.66	0.81	0.88	0.76	0.66	0.65	0.85	0.78	0.8	0.81
Std. Err.	0.02	0.02	0.02	0.12	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.02	0.04	0.03	0.03	0.03

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q7. [T2B - Summary] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Artificial Intelligence	1250	680	560	10	418	486	346	199	471	312	242	268	219	245	509	278
	50%	56%	44%	41%	59%	59%	36%	56%	63%	49%	35%	35%	51%	48%	53%	47%
		E		**	I	I		MN	JLMN	MN						
Your bank	2082	986	1084	12	566	683	833	279	623	516	599	664	371	434	807	471
	83%	82%	85%	49%	80%	83%	86%	79%	84%	81%	88%	87%	86%	85%	84%	80%
				**			G				JL	JL	R			
Chat GPT	1178	626	543	10	438	474	266	211	480	295	177	193	202	217	482	277
	47%	52%	43%	41%	62%	58%	27%	59%	64%	46%	26%	25%	47%	42%	50%	47%
		E		**	I	I		LMN	LMN	MN					P	
Your pharmacist	2213	1061	1134	17	593	729	890	295	648	570	628	700	385	463	862	503
	89%	88%	89%	69%	84%	88%	92%	83%	87%	90%	92%	92%	89%	90%	89%	85%
				**		G	G			J	JK	JK		R		
Your friends and family	2254	1074	1158	22	639	750	864	322	668	584	611	680	388	472	872	522
	90%	89%	91%	86%	91%	91%	89%	91%	90%	92%	89%	89%	90%	92%	90%	88%
				**												
The news	1248	597	649	2	356	437	455	172	410	319	309	347	249	240	480	279
	50%	50%	51%	8%	51%	53%	47%	49%	55%	50%	45%	46%	58%	47%	50%	47%
				**		I			MN				PQR			
Social Media Influencers	631	316	310	4	251	258	121	111	301	136	72	83	127	109	255	140
	25%	26%	24%	18%	36%	31%	13%	31%	40%	21%	11%	11%	29%	21%	26%	24%
				**	I	I		LMN	JLMN	MN			P			
Car salesmen	641	331	307	2	259	253	130	119	295	130	92	97	132	128	240	142
	26%	28%	24%	9%	37%	31%	13%	33%	40%	21%	13%	13%	30%	25%	25%	24%
				**	HI	I		LMN	LMN	MN						

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help you set a budget] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	443	233	206	4	151	183	109	71	173	112	84	88	82	92	161	108
	18%	19%	16%	17%	21%	22%	11%	20%	23%	18%	12%	12%	19%	18%	17%	18%
				**	I	I		MN	LMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1050	539	503	8	320	357	373	165	341	261	246	282	165	200	419	266
	42%	45%	40%	32%	45%	43%	38%	47%	46%	41%	36%	37%	38%	39%	43%	45%
		E		**	I			MN	MN							
A human only (i.e. relying on traditional non-AI tools and practices)	1008	433	562	13	234	285	489	119	231	265	353	393	186	221	385	216
	40%	36%	44%	51%	33%	35%	50%	34%	31%	42%	52%	52%	43%	43%	40%	37%
			D	**			GH			JK	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To receive financial planning advice] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	238	131	103	3	81	108	49	35	101	70	31	32	44	41	98	54
	10%	11%	8%	14%	11%	13%	5%	10%	14%	11%	5%	4%	10%	8%	10%	9%
				**	I	I		MN	MN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1063	572	484	7	307	392	364	146	366	272	243	279	179	221	411	251
	43%	48%	38%	26%	44%	48%	38%	41%	49%	43%	36%	37%	42%	43%	43%	43%
		E		**	I	I			JMN	M						
A human only (i.e. relying on traditional non-AI tools and practices)	1200	502	683	15	318	324	558	174	279	295	409	451	209	250	456	285
	48%	42%	54%	60%	45%	39%	58%	49%	37%	46%	60%	59%	48%	49%	47%	48%
			D	**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To receive financial product recommendations] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	313	185	125	3	127	140	46	57	143	81	28	33	44	60	129	80
	13%	15%	10%	14%	18%	17%	5%	16%	19%	13%	4%	4%	10%	12%	13%	14%
		E		**	I	I		MN	LMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1078	559	511	8	292	383	403	144	349	271	279	314	192	217	414	254
	43%	46%	40%	34%	41%	46%	42%	41%	47%	43%	41%	41%	45%	42%	43%	43%
		E		**												
A human only (i.e. relying on traditional non-AI tools and practices)	1109	461	634	13	286	302	521	154	254	286	376	415	196	235	422	255
	44%	38%	50%	53%	41%	37%	54%	43%	34%	45%	55%	55%	45%	46%	44%	43%
			D	**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help direct your customer service call or assess your needs] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	356	213	139	4	108	125	123	57	112	94	90	92	71	77	129	79
	14%	18%	11%	17%	15%	15%	13%	16%	15%	15%	13%	12%	16%	15%	13%	13%
		E		**							N					
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1030	510	512	8	285	383	362	126	363	254	252	288	171	208	397	254
	41%	42%	40%	34%	40%	47%	37%	35%	49%	40%	37%	38%	40%	41%	41%	43%
				**		GI			JLMN							
A human only (i.e. relying on traditional non-AI tools and practices)	1114	483	619	12	312	317	485	172	271	289	342	382	190	227	439	257
	45%	40%	49%	49%	44%	38%	50%	48%	36%	45%	50%	50%	44%	44%	46%	44%
			D	**			H	K		K	K	K				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help you plan a trip or vacation] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	420	208	205	6	139	183	98	57	171	122	64	69	75	89	157	99
	17%	17%	16%	26%	20%	22%	10%	16%	23%	19%	9%	9%	17%	17%	16%	17%
				**	I	I		MN	JMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1080	541	532	8	328	368	384	167	355	252	275	307	186	217	419	258
	43%	45%	42%	31%	47%	45%	40%	47%	48%	40%	40%	40%	43%	42%	44%	44%
				**	I			L	LMN							
A human only (i.e. relying on traditional non-AI tools and practices)	1000	456	533	11	238	274	487	131	220	263	344	386	172	206	389	233
	40%	38%	42%	43%	34%	33%	50%	37%	30%	41%	50%	51%	40%	40%	40%	40%
				**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To assess your approval for a loan or other financial product] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	224	122	98	3	73	108	43	34	96	63	29	31	39	38	92	56
	9%	10%	8%	14%	10%	13%	5%	10%	13%	10%	4%	4%	9%	7%	10%	9%
				**	I	I		MN	MN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	982	503	471	7	279	364	338	128	336	246	241	271	183	197	379	223
	39%	42%	37%	29%	40%	44%	35%	36%	45%	39%	35%	36%	42%	38%	39%	38%
				**		I			JLMN							
A human only (i.e. relying on traditional non-AI tools and practices)	1295	580	700	14	353	353	589	193	313	328	413	460	211	278	495	311
	52%	48%	55%	57%	50%	43%	61%	54%	42%	52%	61%	60%	49%	54%	51%	53%
			D	**	H		GH	K		K	KL	KL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To create meal plans] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	495	228	261	7	154	206	136	75	178	142	93	101	91	115	187	102
	20%	19%	21%	27%	22%	25%	14%	21%	24%	22%	14%	13%	21%	23%	19%	17%
				**	I	I		MN	MN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	967	472	489	6	303	326	338	148	318	234	240	267	157	185	391	234
	39%	39%	39%	24%	43%	40%	35%	42%	43%	37%	35%	35%	36%	36%	41%	40%
				**	I				MN							
A human only (i.e. relying on traditional non-AI tools and practices)	1037	505	520	12	248	293	496	132	249	262	350	394	184	212	387	254
	42%	42%	41%	49%	35%	36%	51%	37%	33%	41%	51%	52%	43%	41%	40%	43%
				**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To create work out plans] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	496	245	247	4	158	215	123	78	198	128	85	92	100	101	179	115
	20%	20%	20%	15%	22%	26%	13%	22%	27%	20%	13%	12%	23%	20%	19%	20%
				**	I	I		MN	LMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1053	517	528	8	318	347	388	153	340	256	270	304	171	215	413	254
	42%	43%	42%	31%	45%	42%	40%	43%	46%	40%	40%	40%	39%	42%	43%	43%
				**												
A human only (i.e. relying on traditional non-AI tools and practices)	951	444	494	13	230	263	459	125	208	253	328	366	162	196	373	221
	38%	37%	39%	53%	33%	32%	47%	35%	28%	40%	48%	48%	37%	38%	39%	37%
				**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To conduct a therapy session] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	141	94	43	3	47	74	19	21	71	34	14	14	21	27	57	36
	6%	8%	3%	14%	7%	9%	2%	6%	10%	5%	2%	2%	5%	5%	6%	6%
		E		**	I	I		MN	LMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	523	290	229	4	178	201	143	85	201	131	96	106	97	100	195	131
	21%	24%	18%	17%	25%	24%	15%	24%	27%	21%	14%	14%	22%	20%	20%	22%
		E		**	I	I		MN	LMN	MN						
A human only (i.e. relying on traditional non-AI tools and practices)	1836	820	998	17	479	550	807	250	473	472	574	642	315	386	713	423
	73%	68%	79%	69%	68%	67%	83%	70%	63%	74%	84%	84%	73%	75%	74%	72%
			D	**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help you plan for retirement] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	221	123	91	6	79	104	38	43	94	56	23	27	42	31	96	52
	9%	10%	7%	24%	11%	13%	4%	12%	13%	9%	3%	4%	10%	6%	10%	9%
		E		**	I	I		MN	MN	MN					P	
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1066	565	492	9	317	365	385	143	361	265	264	298	171	205	430	260
	43%	47%	39%	36%	45%	44%	40%	40%	48%	42%	39%	39%	40%	40%	45%	44%
		E		**					JLMN							
A human only (i.e. relying on traditional non-AI tools and practices)	1213	517	686	10	309	357	547	169	290	317	397	437	220	276	439	278
	49%	43%	54%	41%	44%	43%	56%	48%	39%	50%	58%	57%	51%	54%	46%	47%
			D	**			GH	K		K	JKL	JKL		Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help you diagnose health/medical symptoms] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	161	94	63	3	61	73	27	33	81	25	18	21	33	21	71	36
	6%	8%	5%	14%	9%	9%	3%	9%	11%	4%	3%	3%	8%	4%	7%	6%
		E		**	I	I		LMN	LMN				P		P	
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	1147	625	512	9	290	409	448	138	339	321	313	349	188	247	440	272
	46%	52%	40%	38%	41%	50%	46%	39%	46%	50%	46%	46%	44%	48%	46%	46%
		E		**		G				J						
A human only (i.e. relying on traditional non-AI tools and practices)	1192	486	694	12	354	343	496	184	325	291	353	393	211	245	454	282
	48%	40%	55%	49%	50%	42%	51%	52%	44%	46%	52%	52%	49%	48%	47%	48%
			D	**	H		H	K			K	K				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To help you pick out an outfit] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	345	144	196	6	118	150	77	51	154	89	44	51	58	69	140	79
	14%	12%	15%	23%	17%	18%	8%	15%	21%	14%	7%	7%	13%	13%	15%	13%
			D	**	I	I		MN	JLMN	MN						
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	648	318	329	2	226	249	173	98	252	158	131	141	104	120	267	157
	26%	26%	26%	7%	32%	30%	18%	28%	34%	25%	19%	19%	24%	23%	28%	27%
				**	I	I		MN	LMN	MN						
A human only (i.e. relying on traditional non-AI tools and practices)	1506	744	745	18	361	426	720	206	340	390	508	570	271	324	558	354
	60%	62%	59%	71%	51%	52%	74%	58%	46%	61%	74%	75%	63%	63%	58%	60%
				**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q9. [To provide show or movie recommendations] - Would you rather engage with an AI-enabled tool/application or a human in the following circumstances

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
AI-enabled tool only (e.g. an AI powered chatbot, AI image generator, etc.)	719	345	368	5	219	295	205	99	255	209	148	154	118	154	275	171
	29%	29%	29%	21%	31%	36%	21%	28%	34%	33%	22%	20%	27%	30%	29%	29%
				**	I	I		MN	MN	MN	N					
A human supported by AI (i.e. using AI powered tools to make the process easier or faster)	842	427	412	4	266	270	306	132	279	191	207	240	148	176	316	202
	34%	35%	32%	14%	38%	33%	32%	37%	38%	30%	30%	32%	34%	34%	33%	34%
				**	I			L	LMN							
A human only (i.e. relying on traditional non-AI tools and practices)	939	433	490	16	221	260	459	124	210	238	328	368	167	182	374	216
	38%	36%	39%	65%	31%	32%	47%	35%	28%	37%	48%	48%	39%	36%	39%	37%
				**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Budgeting] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1507	772	725	10	495	583	429	236	562	379	302	330	243	278	626	360
	60%	64%	57%	41%	70%	71%	44%	67%	75%	60%	44%	43%	56%	54%	65%	61%
		E		**	I	I		MN	JLMN	MN					OP	
Very comfortable (4)	306	184	122	*	115	124	68	54	136	69	44	48	43	55	134	75
	12%	15%	10%	2%	16%	15%	7%	15%	18%	11%	7%	6%	10%	11%	14%	13%
		E		**	I	I		MN	LMN	MN						
Somewhat comfortable (3)	1201	588	602	10	380	459	361	183	426	311	257	281	200	223	492	285
	48%	49%	47%	39%	54%	56%	37%	52%	57%	49%	38%	37%	46%	44%	51%	48%
				**	I	I		MN	LMN	MN					P	
Bottom 2 Box (Net)	993	433	545	15	210	242	541	119	184	258	382	432	190	235	339	230
	40%	36%	43%	59%	30%	29%	56%	33%	25%	41%	56%	57%	44%	46%	35%	39%
			D	**			GH	K		K	JKL	JKL	Q	Q		
Not very comfortable (2)	644	306	328	10	163	169	312	95	134	180	211	234	118	146	224	155
	26%	25%	26%	42%	23%	21%	32%	27%	18%	28%	31%	31%	27%	29%	23%	26%
				**			GH	K		K	K	K				
Not at all comfortable (1)	349	127	217	4	47	73	229	23	49	78	171	198	72	88	114	74
	14%	11%	17%	17%	7%	9%	24%	7%	7%	12%	25%	26%	17%	17%	12%	13%
			D	**			GH			JK	JKL	JKL	Q	Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.59	2.69	2.5	2.26	2.8	2.77	2.28	2.75	2.87	2.58	2.26	2.24	2.49	2.48	2.67	2.61
		E		**	I	I		LMN	JLMN	MN					OP	P
Std. Dev.	0.88	0.86	0.89	0.77	0.79	0.81	0.9	0.79	0.78	0.84	0.91	0.91	0.88	0.9	0.86	0.86
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Investing] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1089	588	492	9	379	471	238	174	461	273	172	181	169	190	453	276
	44%	49%	39%	37%	54%	57%	25%	49%	62%	43%	25%	24%	39%	37%	47%	47%
		E		**	I	I		MN	JLMN	MN	N				OP	OP
Very comfortable (4)	244	151	93	-	109	102	33	38	149	35	20	21	34	43	95	72
	10%	13%	7%	-	16%	12%	3%	11%	20%	6%	3%	3%	8%	8%	10%	12%
		E		**	I	I		LMN	JLMN	MN						
Somewhat comfortable (3)	845	437	399	9	270	369	206	136	312	237	152	160	135	148	358	205
	34%	36%	31%	37%	38%	45%	21%	38%	42%	37%	22%	21%	31%	29%	37%	35%
		E		**	I	GI		MN	MN	MN	N				P	
Bottom 2 Box (Net)	1411	617	778	16	326	354	732	182	284	365	511	581	263	322	512	314
	56%	51%	61%	63%	46%	43%	75%	51%	38%	57%	75%	76%	61%	63%	53%	53%
			D	**			GH	K		K	JKL	JKLM	QR	QR		
Not very comfortable (2)	916	447	458	10	249	251	416	138	216	246	282	315	157	207	346	206
	37%	37%	36%	41%	35%	31%	43%	39%	29%	39%	41%	41%	36%	40%	36%	35%
				**			GH	K		K	K	K				
Not at all comfortable (1)	496	170	320	5	77	102	316	43	68	118	229	266	106	116	166	108
	20%	14%	25%	21%	11%	12%	33%	12%	9%	19%	34%	35%	25%	23%	17%	18%
			D	**			GH			JK	JKL	JKLM	QR	Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.33	2.47	2.21	2.16	2.58	2.57	1.95	2.47	2.73	2.3	1.94	1.92	2.22	2.23	2.4	2.41
		E		**	I	I		LMN	JLMN	MN	N				OP	OP
Std. Dev.	0.9	0.88	0.9	0.76	0.88	0.86	0.82	0.84	0.88	0.83	0.82	0.82	0.91	0.89	0.88	0.92
Std. Err.	0.02	0.03	0.03	0.15	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Assessing the value of financial recommendations] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1278	679	585	14	428	518	332	198	514	318	229	248	200	225	534	320
	51%	56%	46%	54%	61%	63%	34%	56%	69%	50%	34%	33%	46%	44%	55%	54%
		E		**	I	I		MN	JLMN	MN					OP	OP
Very comfortable (4)	266	162	103	1	113	116	37	51	137	53	25	25	36	38	124	68
	11%	14%	8%	2%	16%	14%	4%	15%	18%	8%	4%	3%	8%	8%	13%	12%
		E		**	I	I		LMN	LMN	MN					OP	
Somewhat comfortable (3)	1012	517	482	13	315	402	296	146	377	265	204	223	164	186	410	252
	41%	43%	38%	52%	45%	49%	31%	41%	51%	42%	30%	29%	38%	36%	43%	43%
		E		**	I	I		MN	JLMN	MN						
Bottom 2 Box (Net)	1222	526	685	11	277	307	638	157	231	319	454	514	233	288	431	270
	49%	44%	54%	46%	39%	37%	66%	44%	31%	50%	67%	67%	54%	56%	45%	46%
			D	**			GH	K		K	JKL	JKL	QR	QR		
Not very comfortable (2)	824	377	442	5	219	218	387	123	175	222	267	303	162	186	291	185
	33%	31%	35%	20%	31%	26%	40%	35%	24%	35%	39%	40%	37%	36%	30%	31%
				**			GH	K		K	K	K	Q	Q		
Not at all comfortable (1)	398	149	243	6	58	89	251	34	56	97	187	210	71	101	140	85
	16%	12%	19%	25%	8%	11%	26%	10%	8%	15%	27%	28%	17%	20%	15%	15%
			D	**			GH			JK	JKL	JKL		Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.46	2.57	2.35	2.31	2.69	2.66	2.12	2.61	2.8	2.43	2.1	2.08	2.38	2.32	2.54	2.51
		E		**	I	I		LMN	JLMN	MN					OP	OP
Std. Dev.	0.88	0.87	0.88	0.89	0.84	0.85	0.84	0.85	0.83	0.85	0.84	0.83	0.86	0.87	0.89	0.88
Std. Err.	0.02	0.03	0.02	0.18	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Automating savings goals] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1466	760	695	11	478	558	430	227	547	357	308	335	247	272	586	362
	59%	63%	55%	44%	68%	68%	44%	64%	73%	56%	45%	44%	57%	53%	61%	61%
		E		**	I	I		LMN	JLMN	MN					P	P
Very comfortable (4)	341	179	160	2	119	163	59	54	164	80	40	42	47	64	153	77
	14%	15%	13%	9%	17%	20%	6%	15%	22%	13%	6%	6%	11%	12%	16%	13%
				**	I	I		MN	JLMN	MN					O	
Somewhat comfortable (3)	1125	580	536	9	359	395	371	173	382	277	268	293	199	208	433	285
	45%	48%	42%	36%	51%	48%	38%	49%	51%	44%	39%	39%	46%	41%	45%	48%
		E		**	I	I		MN	LMN							P
Bottom 2 Box (Net)	1034	445	575	14	227	267	540	128	198	280	376	427	186	241	379	228
	41%	37%	45%	56%	32%	32%	56%	36%	27%	44%	55%	56%	43%	47%	39%	39%
			D	**			GH	K		JK	JKL	JKL		QR		
Not very comfortable (2)	666	309	347	10	177	187	303	100	152	191	199	223	114	147	255	151
	27%	26%	27%	40%	25%	23%	31%	28%	20%	30%	29%	29%	26%	29%	26%	26%
				**			GH	K		K	K	K				
Not at all comfortable (1)	368	136	227	4	50	80	237	28	46	89	177	204	71	94	124	78
	15%	11%	18%	16%	7%	10%	24%	8%	6%	14%	26%	27%	17%	18%	13%	13%
			D	**			GH			JK	JKL	JKL		QR		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.58	2.67	2.49	2.37	2.78	2.78	2.26	2.71	2.89	2.55	2.25	2.23	2.52	2.47	2.64	2.61
		E		**	I	I		LMN	JLMN	MN					OP	P
Std. Dev.	0.9	0.86	0.93	0.86	0.81	0.87	0.9	0.82	0.81	0.88	0.91	0.91	0.9	0.93	0.9	0.87
Std. Err.	0.02	0.02	0.03	0.17	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Saving for a big purchase or life event (car, home, having a baby)] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1382	712	658	12	472	539	371	216	536	351	259	280	228	265	563	327
	55%	59%	52%	50%	67%	65%	38%	61%	72%	55%	38%	37%	53%	52%	58%	55%
		E		**	I	I		MN	JLMN	MN					P	
Very comfortable (4)	326	184	142	-	133	143	49	66	150	78	30	32	45	60	138	83
	13%	15%	11%	-	19%	17%	5%	19%	20%	12%	4%	4%	10%	12%	14%	14%
		E		**	I	I		LMN	LMN	MN						
Somewhat comfortable (3)	1057	528	516	12	338	396	322	149	386	273	230	248	183	205	425	244
	42%	44%	41%	50%	48%	48%	33%	42%	52%	43%	34%	33%	42%	40%	44%	41%
				**	I	I		MN	JLMN	MN						
Bottom 2 Box (Net)	1118	493	612	13	233	286	599	140	209	287	424	482	205	248	402	263
	45%	41%	48%	50%	33%	35%	62%	39%	28%	45%	62%	63%	47%	48%	42%	45%
			D	**			GH	K		K	JKL	JKL		Q		
Not very comfortable (2)	735	345	379	10	175	207	353	110	155	199	243	271	132	153	268	182
	29%	29%	30%	41%	25%	25%	36%	31%	21%	31%	36%	36%	31%	30%	28%	31%
				**			GH	K		K	K	K				
Not at all comfortable (1)	383	148	233	2	58	79	246	29	55	88	181	211	73	95	134	81
	15%	12%	18%	9%	8%	10%	25%	8%	7%	14%	27%	28%	17%	19%	14%	14%
			D	**			GH			JK	JKL	JKL		Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.53	2.62	2.45	2.41	2.78	2.73	2.18	2.71	2.85	2.53	2.16	2.13	2.46	2.45	2.59	2.56
		E		**	I	I		LMN	JLMN	MN	N				OP	
Std. Dev.	0.9	0.89	0.92	0.66	0.85	0.86	0.87	0.86	0.82	0.88	0.87	0.87	0.89	0.92	0.9	0.9
Std. Err.	0.02	0.03	0.03	0.13	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [Planning for retirement] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1197	649	537	11	382	501	314	176	465	317	215	239	186	225	484	303
	48%	54%	42%	44%	54%	61%	32%	50%	63%	50%	32%	31%	43%	44%	50%	51%
		E		**	I	GI		MN	JLMN	MN					O	OP
Very comfortable (4)	231	145	86	*	88	106	37	37	128	40	24	27	41	36	92	63
	9%	12%	7%	2%	13%	13%	4%	10%	17%	6%	3%	4%	9%	7%	10%	11%
		E		**	I	I		MN	JLMN	M						
Somewhat comfortable (3)	965	504	451	10	294	395	276	139	337	277	192	212	145	189	392	240
	39%	42%	36%	42%	42%	48%	29%	39%	45%	43%	28%	28%	34%	37%	41%	41%
		E		**	I	GI		MN	MN	MN					O	
Bottom 2 Box (Net)	1303	556	733	14	323	324	656	179	280	321	468	523	247	288	481	287
	52%	46%	58%	56%	46%	39%	68%	51%	38%	50%	69%	69%	57%	56%	50%	49%
			D	**	H		GH	K		K	JKL	JKL	QR	R		
Not very comfortable (2)	860	393	458	9	243	231	386	134	217	221	263	288	157	181	329	193
	34%	33%	36%	35%	35%	28%	40%	38%	29%	35%	39%	38%	36%	35%	34%	33%
				**	H		H	K			K	K				
Not at all comfortable (1)	444	163	275	5	80	93	270	45	63	100	205	235	89	107	153	94
	18%	14%	22%	21%	11%	11%	28%	13%	9%	16%	30%	31%	21%	21%	16%	16%
			D	**			GH	K		K	JKL	JKL		Q		
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.39	2.52	2.27	2.24	2.55	2.62	2.08	2.47	2.71	2.4	2.05	2.04	2.32	2.3	2.44	2.46
		E		**	I	I		MN	JLMN	MN					OP	OP
Std. Dev.	0.88	0.87	0.88	0.82	0.85	0.85	0.84	0.84	0.85	0.83	0.85	0.85	0.91	0.88	0.87	0.89
Std. Err.	0.02	0.03	0.02	0.16	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q15. [T2B - Summary] - How comfortable are you using AI-enabled tools for the following self-serve financial tasks?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
NET	1808	925	868	16	608	653	547	303	644	436	388	425	305	339	731	434
	72%	77%	68%	62%	86%	79%	56%	85%	87%	68%	57%	56%	71%	66%	76%	74%
		E		**	HI	I		LMN	LMN	MN					P	P
Budgeting	1507	772	725	10	495	583	429	236	562	379	302	330	243	278	626	360
	60%	64%	57%	41%	70%	71%	44%	67%	75%	60%	44%	43%	56%	54%	65%	61%
		E		**	I	I		MN	JLMN	MN					OP	
Investing	1089	588	492	9	379	471	238	174	461	273	172	181	169	190	453	276
	44%	49%	39%	37%	54%	57%	25%	49%	62%	43%	25%	24%	39%	37%	47%	47%
		E		**	I	I		MN	JLMN	MN	N				OP	OP
Assessing the value of financial recommendations	1278	679	585	14	428	518	332	198	514	318	229	248	200	225	534	320
	51%	56%	46%	54%	61%	63%	34%	56%	69%	50%	34%	33%	46%	44%	55%	54%
		E		**	I	I		MN	JLMN	MN					OP	OP
Automating savings goals	1466	760	695	11	478	558	430	227	547	357	308	335	247	272	586	362
	59%	63%	55%	44%	68%	68%	44%	64%	73%	56%	45%	44%	57%	53%	61%	61%
		E		**	I	I		LMN	JLMN	MN					P	P
Saving for a big purchase or life event (car, home, having a baby)	1382	712	658	12	472	539	371	216	536	351	259	280	228	265	563	327
	55%	59%	52%	50%	67%	65%	38%	61%	72%	55%	38%	37%	53%	52%	58%	55%
		E		**	I	I		MN	JLMN	MN					P	
Planning for retirement	1197	649	537	11	382	501	314	176	465	317	215	239	186	225	484	303
	48%	54%	42%	44%	54%	61%	32%	50%	63%	50%	32%	31%	43%	44%	50%	51%
		E		**	I	GI		MN	JLMN	MN					O	OP

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Tracking spending] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1663	851	797	15	520	612	531	256	575	419	372	413	277	330	669	388
	67%	71%	63%	61%	74%	74%	55%	72%	77%	66%	54%	54%	64%	64%	69%	66%
		E		**	I	I		MN	LMN	MN						
Very comfortable (4)	428	240	186	2	154	155	119	70	171	103	75	84	70	72	188	99
	17%	20%	15%	7%	22%	19%	12%	20%	23%	16%	11%	11%	16%	14%	20%	17%
		E		**	I	I		MN	LMN	MN					P	
Somewhat comfortable (3)	1235	611	611	13	366	457	412	186	404	315	297	330	207	258	481	289
	49%	51%	48%	54%	52%	55%	43%	52%	54%	50%	44%	43%	48%	50%	50%	49%
				**	I	I		MN	MN							
Bottom 2 Box (Net)	837	354	473	10	185	213	439	99	170	219	311	349	156	183	296	202
	34%	29%	37%	39%	26%	26%	45%	28%	23%	34%	46%	46%	36%	36%	31%	34%
			D	**			GH			K	JKL	JKL				
Not very comfortable (2)	528	237	282	9	131	145	252	70	124	142	170	192	95	114	188	132
	21%	20%	22%	37%	19%	18%	26%	20%	17%	22%	25%	25%	22%	22%	19%	22%
				**			GH			K	K	K				
Not at all comfortable (1)	309	117	191	*	54	68	188	29	46	77	142	156	61	69	109	70
	12%	10%	15%	2%	8%	8%	19%	8%	6%	12%	21%	21%	14%	14%	11%	12%
			D	**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.71	2.81	2.62	2.66	2.88	2.85	2.48	2.83	2.94	2.7	2.45	2.45	2.66	2.65	2.77	2.71
		E		**	I	I		LMN	LMN	MN					P	
Std. Dev.	0.89	0.87	0.91	0.65	0.83	0.82	0.94	0.84	0.8	0.88	0.94	0.94	0.91	0.88	0.89	0.88
Std. Err.	0.02	0.02	0.03	0.13	0.03	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Fraud detection/alerts] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1752	893	843	15	513	630	609	240	586	458	426	467	285	345	696	425
	70%	74%	66%	59%	73%	76%	63%	68%	79%	72%	62%	61%	66%	67%	72%	72%
		E		**	I	I			JLMN	MN					O	
Very comfortable (4)	511	290	216	5	166	201	143	75	190	139	98	107	70	89	208	144
	20%	24%	17%	19%	24%	24%	15%	21%	26%	22%	14%	14%	16%	17%	22%	25%
		E		**	I	I		MN	MN	MN					O	OP
Somewhat comfortable (3)	1241	603	628	10	346	429	466	166	396	319	328	360	215	257	488	281
	50%	50%	49%	40%	49%	52%	48%	47%	53%	50%	48%	47%	50%	50%	51%	48%
				**												
Bottom 2 Box (Net)	748	312	427	10	192	195	361	115	159	180	258	295	148	167	269	165
	30%	26%	34%	41%	27%	24%	37%	32%	21%	28%	38%	39%	34%	33%	28%	28%
			D	**			GH	K		K	KL	KL	Q			
Not very comfortable (2)	461	212	243	7	132	129	201	75	113	113	134	160	90	109	175	87
	19%	18%	19%	27%	19%	16%	21%	21%	15%	18%	20%	21%	21%	21%	18%	15%
				**			H	K				KM	R	R		
Not at all comfortable (1)	287	100	184	3	60	66	160	40	46	66	123	135	58	58	94	78
	12%	8%	15%	14%	9%	8%	17%	11%	6%	10%	18%	18%	14%	11%	10%	13%
			D	**			GH	K		K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.79	2.9	2.69	2.65	2.88	2.93	2.61	2.78	2.98	2.83	2.59	2.58	2.68	2.73	2.84	2.83
		E		**	I	I		MN	JLMN	MN					O	O
Std. Dev.	0.9	0.86	0.92	0.97	0.87	0.85	0.93	0.91	0.81	0.89	0.94	0.94	0.9	0.88	0.87	0.94
Std. Err.	0.02	0.02	0.03	0.19	0.03	0.03	0.03	0.05	0.03	0.04	0.04	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Providing product or service recommendations] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1621	808	800	13	508	614	500	237	578	428	344	378	279	329	658	355
	65%	67%	63%	53%	72%	74%	52%	67%	78%	67%	50%	50%	65%	64%	68%	60%
				**	I	I		MN	JLMN	MN					R	
Very comfortable (4)	400	216	182	2	167	164	69	69	192	93	41	46	53	61	172	115
	16%	18%	14%	9%	24%	20%	7%	20%	26%	15%	6%	6%	12%	12%	18%	20%
		E		**	I	I		MN	JLMN	MN					OP	OP
Somewhat comfortable (3)	1221	592	619	11	341	450	431	168	386	334	303	332	227	268	486	241
	49%	49%	49%	44%	48%	55%	44%	47%	52%	53%	44%	44%	52%	52%	50%	41%
				**		GI			MN	MN			R	R	R	
Bottom 2 Box (Net)	879	397	470	12	197	211	470	118	167	210	339	384	153	184	307	235
	35%	33%	37%	48%	28%	26%	49%	33%	22%	33%	50%	50%	36%	36%	32%	40%
				**			GH	K		K	JKL	JKL				Q
Not very comfortable (2)	574	281	282	10	145	146	282	85	125	141	194	222	100	114	202	158
	23%	23%	22%	40%	21%	18%	29%	24%	17%	22%	28%	29%	23%	22%	21%	27%
				**			GH	K		K	KL	KL				Q
Not at all comfortable (1)	305	116	187	2	52	65	189	32	42	69	145	162	54	70	105	77
	12%	10%	15%	7%	7%	8%	19%	9%	6%	11%	21%	21%	12%	14%	11%	13%
			D	**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.69	2.75	2.63	2.54	2.88	2.86	2.39	2.77	2.98	2.71	2.35	2.34	2.64	2.62	2.75	2.67
		E		**	I	I		MN	JLMN	MN					P	
Std. Dev.	0.88	0.86	0.9	0.78	0.85	0.82	0.88	0.87	0.81	0.85	0.88	0.88	0.85	0.86	0.87	0.93
Std. Err.	0.02	0.02	0.03	0.16	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Customer service] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1347	660	677	10	432	522	394	202	504	349	262	292	232	268	546	301
	54%	55%	53%	41%	61%	63%	41%	57%	68%	55%	38%	38%	54%	52%	57%	51%
				**	I	I		MN	JLMN	MN						
Very comfortable (4)	318	188	129	2	120	133	65	48	166	64	34	41	52	52	141	74
	13%	16%	10%	7%	17%	16%	7%	13%	22%	10%	5%	5%	12%	10%	15%	13%
		E		**	I	I		MN	JLMN	MN					P	
Somewhat comfortable (3)	1029	473	548	8	312	388	329	155	338	285	228	251	180	217	405	227
	41%	39%	43%	34%	44%	47%	34%	44%	45%	45%	33%	33%	42%	42%	42%	39%
				**	I	I		MN	MN	MN						
Bottom 2 Box (Net)	1153	545	593	15	273	303	576	153	241	288	421	470	201	244	419	289
	46%	45%	47%	59%	39%	37%	59%	43%	32%	45%	62%	62%	46%	48%	43%	49%
				**			GH	K		K	JKL	JKL				
Not very comfortable (2)	758	370	375	13	197	214	348	109	174	194	254	281	137	156	276	190
	30%	31%	30%	53%	28%	26%	36%	31%	23%	31%	37%	37%	32%	30%	29%	32%
				**			GH	K		K	KL	KL				
Not at all comfortable (1)	394	174	218	1	76	90	228	44	67	94	168	190	64	88	143	99
	16%	15%	17%	6%	11%	11%	24%	12%	9%	15%	25%	25%	15%	17%	15%	17%
				**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.51	2.56	2.46	2.42	2.68	2.69	2.24	2.58	2.81	2.5	2.19	2.19	2.51	2.45	2.56	2.47
		E		**	I	I		MN	JLMN	MN						
Std. Dev.	0.91	0.92	0.89	0.72	0.88	0.87	0.89	0.87	0.88	0.86	0.86	0.87	0.89	0.89	0.91	0.92
Std. Err.	0.02	0.03	0.03	0.14	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Providing personalized offers] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
	1499	748	740	12	463	577	460	213	545	397	320	345	244	306	606	343
Top 2 Box (Net)	60%	62%	58%	46%	66%	70%	47%	60%	73%	62%	47%	45%	57%	60%	63%	58%
				**	I	I		MN	JLMN	MN	N					
	309	170	137	2	117	129	62	41	167	64	36	38	48	52	133	77
Very comfortable (4)	12%	14%	11%	9%	17%	16%	6%	12%	22%	10%	5%	5%	11%	10%	14%	13%
		E		**	I	I		MN	JLMN	MN						
	1190	578	603	9	345	447	397	172	378	333	284	307	196	254	473	267
Somewhat comfortable (3)	48%	48%	48%	37%	49%	54%	41%	48%	51%	52%	42%	40%	45%	50%	49%	45%
				**	I	I		N	MN	MN						
	1001	457	530	13	242	248	510	142	200	241	364	417	188	207	359	247
Bottom 2 Box (Net)	40%	38%	42%	54%	34%	30%	53%	40%	27%	38%	53%	55%	44%	40%	37%	42%
				**			GH	K		K	JKL	JKLM				
	655	321	324	11	174	178	304	100	153	157	210	245	119	135	234	167
Not very comfortable (2)	26%	27%	26%	43%	25%	22%	31%	28%	21%	25%	31%	32%	27%	26%	24%	28%
				**			GH	K			KL	KLM				
	345	137	206	3	68	70	207	42	47	84	154	172	70	71	125	80
Not at all comfortable (1)	14%	11%	16%	11%	10%	9%	21%	12%	6%	13%	23%	23%	16%	14%	13%	14%
			D	**			GH	K		K	JKL	JKL				
	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.59	2.65	2.53	2.45	2.73	2.77	2.33	2.6	2.89	2.59	2.29	2.28	2.52	2.56	2.64	2.58
		E		**	I	I		MN	JLMN	MN					O	
Std. Dev.	0.88	0.86	0.89	0.81	0.85	0.81	0.88	0.84	0.82	0.84	0.87	0.87	0.89	0.85	0.88	0.88
Std. Err.	0.02	0.02	0.02	0.16	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [Calculating credit scores] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Top 2 Box (Net)	1596	816	765	15	456	597	542	208	544	415	387	429	263	316	628	389
	64%	68%	60%	59%	65%	72%	56%	59%	73%	65%	57%	56%	61%	62%	65%	66%
		E		**	I	GI			JLMN	MN						
Very comfortable (4)	417	245	169	3	153	164	100	57	189	94	68	77	64	77	171	105
	17%	20%	13%	11%	22%	20%	10%	16%	25%	15%	10%	10%	15%	15%	18%	18%
		E		**	I	I		MN	JLMN	MN						
Somewhat comfortable (3)	1179	571	596	12	304	433	442	151	355	320	319	352	199	239	457	284
	47%	47%	47%	48%	43%	53%	46%	43%	48%	50%	47%	46%	46%	47%	47%	48%
				**		GI				J						
Bottom 2 Box (Net)	904	389	505	10	249	228	428	147	201	223	296	333	169	197	337	201
	36%	32%	40%	41%	35%	28%	44%	42%	27%	35%	43%	44%	39%	38%	35%	34%
			D	**	H		GH	K		K	KL	KL				
Not very comfortable (2)	587	269	311	8	191	154	241	117	150	146	150	174	109	125	224	129
	24%	22%	25%	31%	27%	19%	25%	33%	20%	23%	22%	23%	25%	24%	23%	22%
				**	H		H	KLMN								
Not at all comfortable (1)	317	121	194	3	57	74	186	31	50	77	146	160	61	72	113	72
	13%	10%	15%	10%	8%	9%	19%	9%	7%	12%	21%	21%	14%	14%	12%	12%
			D	**			GH			K	JKL	JKL				
Sigma	2500	1205	1270	25	705	825	970	355	745	638	684	762	432	513	965	590
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.68	2.78	2.58	2.6	2.78	2.83	2.47	2.66	2.92	2.68	2.45	2.45	2.62	2.63	2.71	2.72
		E		**	I	I		MN	JLMN	MN						
Std. Dev.	0.9	0.88	0.9	0.83	0.88	0.85	0.92	0.85	0.85	0.87	0.94	0.93	0.9	0.9	0.89	0.9
Std. Err.	0.02	0.03	0.03	0.17	0.03	0.03	0.03	0.05	0.03	0.03	0.04	0.03	0.04	0.04	0.03	0.04

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q16. [T2B - Summary] - How comfortable are you with AI being applied behind the scenes in financial services for each of the following?

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Total Answering	**2500**	**1205**	**1270**	**25**	**705**	**825**	**970**	**355**	**745**	**638**	**684**	**762**	**432**	**513**	**965**	**590**
Tracking spending	1663	851	797	15	520	612	531	256	575	419	372	413	277	330	669	388
	67%	71%	63%	61%	74%	74%	55%	72%	77%	66%	54%	54%	64%	64%	69%	66%
		E		**	I	I		MN	LMN	MN						
Fraud detection/alerts	1752	893	843	15	513	630	609	240	586	458	426	467	285	345	696	425
	70%	74%	66%	59%	73%	76%	63%	68%	79%	72%	62%	61%	66%	67%	72%	72%
		E		**	I	I			JLMN	MN					O	
Providing product or service recommendations	1621	808	800	13	508	614	500	237	578	428	344	378	279	329	658	355
	65%	67%	63%	53%	72%	74%	52%	67%	78%	67%	50%	50%	65%	64%	68%	60%
				**	I	I		MN	JLMN	MN					R	
Customer service	1347	660	677	10	432	522	394	202	504	349	262	292	232	268	546	301
	54%	55%	53%	41%	61%	63%	41%	57%	68%	55%	38%	38%	54%	52%	57%	51%
				**	I	I		MN	JLMN	MN						
Providing personalized offers	1499	748	740	12	463	577	460	213	545	397	320	345	244	306	606	343
	60%	62%	58%	46%	66%	70%	47%	60%	73%	62%	47%	45%	57%	60%	63%	58%
				**	I	I		MN	JLMN	MN	N					
Calculating credit scores	1596	816	765	15	456	597	542	208	544	415	387	429	263	316	628	389
	64%	68%	60%	59%	65%	72%	56%	59%	73%	65%	57%	56%	61%	62%	65%	66%
		E		**	I	GI			JLMN	MN						

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I have exaggerated my ability to use AI to my work colleagues] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	344	221	121	2	169	165	10	60	223	55	5	5	68	51	141	84
	37%	44%	30%	20%	50%	37%	8%	47%	48%	22%	7%	7%	44%	31%	37%	38%
		E		**	HI	I	*	LMN	LMN	MN	*	*	P			
Strongly agree (4)	111	66	45	-	54	54	2	24	70	17	-	-	27	24	34	27
	12%	13%	11%	-	16%	12%	2%	19%	15%	7%	-	-	17%	15%	9%	12%
				**	I	I	*	LMN	LMN		*	*	Q			
Somewhat agree (3)	233	155	76	2	115	111	8	36	154	38	5	5	41	27	108	57
	25%	31%	19%	20%	34%	25%	6%	28%	33%	15%	7%	7%	27%	16%	28%	26%
		E		**	HI	I	*	LMN	LMN		*	*			P	
Bottom 2 Box (Net)	577	285	283	8	169	286	122	68	240	195	71	74	87	114	239	137
	63%	56%	70%	80%	50%	64%	93%	53%	52%	78%	93%	93%	56%	69%	63%	62%
			D	**		G	GH*			JK	JKL*	JKL*		O		
Somewhat disagree (2)	267	128	138	1	105	118	44	41	125	72	29	29	44	41	119	63
	29%	25%	34%	11%	31%	26%	33%	32%	27%	29%	38%	37%	28%	25%	31%	29%
			D	**			*				*	*				
Strongly disagree (1)	310	157	145	7	63	168	78	27	115	124	42	44	43	73	120	74
	34%	31%	36%	69%	19%	37%	59%	21%	25%	49%	55%	56%	28%	44%	32%	33%
				**		G	GH*			JK	JK*	JK*		OQ		
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.16	2.26	2.05	1.5	2.47	2.11	1.5	2.44	2.39	1.8	1.52	1.51	2.33	2.01	2.14	2.17
		E		**	HI	I	*	LMN	LMN	N	*	*	P			
Std. Dev.	1.02	1.04	1	0.85	0.97	1.04	0.69	1.03	1.02	0.94	0.63	0.63	1.06	1.09	0.97	1.03
Std. Err.	0.03	0.05	0.05	0.27	0.05	0.05	0.06	0.09	0.05	0.06	0.07	0.07	0.09	0.09	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I exaggerated my ability to use AI when applying for my job] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	349	219	127	3	160	178	11	59	225	57	9	9	78	59	128	84
	38%	43%	31%	30%	47%	40%	8%	46%	49%	23%	12%	11%	50%	36%	34%	38%
		E		**	I	I	*	LMN	LMN		*	*	PQ			
Strongly agree (4)	88	46	42	-	30	58	-	9	70	9	-	-	14	16	32	26
	10%	9%	11%	-	9%	13%	-	7%	15%	4%	-	-	9%	10%	8%	12%
				**	I	I	*	MN	JLMN		*	*				
Somewhat agree (3)	260	173	85	3	130	120	11	49	155	47	9	9	64	43	96	57
	28%	34%	21%	30%	39%	27%	8%	39%	33%	19%	12%	11%	41%	26%	25%	26%
		E		**	HI	I	*	LMN	LMN		*	*	PQR			
Bottom 2 Box (Net)	572	287	278	7	178	273	121	69	239	194	68	70	77	105	253	137
	62%	57%	69%	70%	53%	61%	92%	54%	52%	77%	88%	89%	50%	64%	66%	62%
			D	**			GH*			JK	JK*	JK*		O	O	
Somewhat disagree (2)	237	121	115	1	110	91	36	42	116	55	23	23	30	31	120	55
	26%	24%	29%	5%	32%	20%	28%	33%	25%	22%	30%	29%	20%	19%	32%	25%
				**	H		*	L			*	*			OP	
Strongly disagree (1)	335	167	162	6	69	182	84	27	123	139	44	47	47	75	133	81
	36%	33%	40%	65%	20%	41%	64%	21%	26%	56%	58%	59%	30%	45%	35%	37%
				**		G	GH*			JK	JK*	JK*		O		
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.11	2.19	2.02	1.65	2.36	2.12	1.44	2.32	2.37	1.71	1.53	1.52	2.3	2	2.07	2.13
		E		**	HI	I	*	LMN	LMN		*	*	PQ			
Std. Dev.	1.01	1	1.02	0.96	0.9	1.08	0.64	0.89	1.03	0.9	0.7	0.69	1	1.05	0.97	1.05
Std. Err.	0.03	0.04	0.05	0.3	0.05	0.05	0.06	0.08	0.05	0.06	0.08	0.08	0.08	0.08	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [Most of my colleagues have no idea what they're doing when it comes to using AI in the workplace] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	520	290	222	8	199	260	60	77	271	137	35	35	85	108	200	126
	56%	57%	55%	80%	59%	58%	46%	60%	58%	55%	46%	44%	55%	66%	53%	57%
				**	I		*				*	*		Q		
Strongly agree (4)	133	83	47	2	53	71	8	19	78	31	5	5	19	27	52	35
	14%	17%	12%	18%	16%	16%	6%	15%	17%	12%	6%	6%	12%	16%	14%	16%
				**	I	I	*				*	*				
Somewhat agree (3)	387	206	174	6	146	189	52	58	192	106	30	30	67	81	148	91
	42%	41%	43%	62%	43%	42%	40%	46%	42%	42%	39%	38%	43%	49%	39%	41%
				**			*				*	*				
Bottom 2 Box (Net)	401	216	183	2	139	191	71	51	193	114	42	44	70	56	181	94
	44%	43%	45%	21%	41%	42%	54%	40%	42%	45%	54%	56%	45%	34%	48%	43%
				**			G*				*	*			P	
Somewhat disagree (2)	313	161	150	2	105	151	57	33	151	93	34	36	54	43	140	76
	34%	32%	37%	16%	31%	34%	44%	26%	33%	37%	44%	46%	35%	26%	37%	34%
				**			G*				J*	J*				
Strongly disagree (1)	88	55	32	*	34	40	14	17	42	21	8	8	16	13	41	18
	10%	11%	8%	5%	10%	9%	11%	14%	9%	8%	10%	10%	10%	8%	11%	8%
				**			*				*	*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.61	2.63	2.59	2.93	2.64	2.65	2.41	2.61	2.66	2.59	2.42	2.4	2.57	2.75	2.55	2.65
				**	I	I	*		N		*	*		Q		
Std. Dev.	0.85	0.88	0.8	0.75	0.86	0.85	0.76	0.9	0.86	0.81	0.76	0.75	0.83	0.82	0.86	0.85
Std. Err.	0.03	0.04	0.04	0.24	0.05	0.04	0.07	0.08	0.04	0.05	0.09	0.08	0.07	0.06	0.04	0.06

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [My boss is out of touch when it comes to the use of AI in the workplace] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	453	259	191	2	180	224	48	68	240	117	28	28	66	89	180	117
	49%	51%	47%	22%	53%	50%	37%	53%	52%	47%	37%	36%	43%	54%	47%	53%
				**	I	I	*	N	N		*	*				
Strongly agree (4)	142	83	59	*	54	76	13	20	83	32	8	8	21	30	52	40
	16%	16%	15%	5%	16%	17%	10%	16%	18%	13%	10%	10%	13%	18%	14%	18%
				**			*				*	*				
Somewhat agree (3)	310	176	132	2	126	149	36	47	157	85	21	21	45	60	129	76
	34%	35%	33%	18%	37%	33%	27%	37%	34%	34%	27%	26%	29%	36%	34%	35%
				**			*				*	*				
Bottom 2 Box (Net)	468	247	213	8	158	227	83	60	223	134	48	51	89	75	200	104
	51%	49%	53%	78%	47%	50%	63%	47%	48%	54%	63%	64%	57%	46%	53%	47%
				**			GH*				*	JK*				
Somewhat disagree (2)	315	165	143	7	110	149	56	45	152	88	29	31	64	54	138	59
	34%	33%	35%	73%	33%	33%	43%	35%	33%	35%	38%	39%	41%	33%	36%	27%
				**			*				*	M*	R			
Strongly disagree (1)	153	82	70	*	48	78	27	15	71	47	20	20	25	21	62	45
	17%	16%	17%	5%	14%	17%	21%	12%	15%	19%	26%	25%	16%	13%	16%	20%
				**			*				J*	J*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.48	2.51	2.44	2.22	2.55	2.49	2.26	2.57	2.54	2.4	2.21	2.2	2.4	2.6	2.45	2.51
				**	I	I	*	MN	MN		*	*				
Std. Dev.	0.94	0.95	0.94	0.63	0.92	0.97	0.9	0.9	0.96	0.93	0.94	0.93	0.92	0.93	0.92	1.01
Std. Err.	0.03	0.04	0.05	0.2	0.05	0.05	0.08	0.08	0.04	0.06	0.11	0.1	0.07	0.07	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I have received adequate training from my employer on using AI in the workplace] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	456	273	179	4	179	236	41	59	269	102	25	27	80	74	195	107
	50%	54%	44%	40%	53%	52%	32%	46%	58%	41%	32%	34%	51%	45%	51%	49%
		E		**	I	I	*		JLMN		*	M*				
Strongly agree (4)	140	84	54	1	58	63	18	25	79	25	9	12	28	16	57	38
	15%	17%	13%	10%	17%	14%	14%	19%	17%	10%	12%	15%	18%	10%	15%	17%
				**			*	L	L		*	M*				
Somewhat agree (3)	317	189	125	3	121	172	23	34	190	77	15	15	52	58	138	69
	34%	37%	31%	30%	36%	38%	18%	27%	41%	31%	20%	19%	33%	35%	36%	31%
				**	I	I	*		JLMN		*	*				
Bottom 2 Box (Net)	464	233	225	6	159	215	90	69	194	149	52	52	76	90	186	113
	50%	46%	56%	60%	47%	48%	69%	54%	42%	60%	68%	66%	49%	55%	49%	51%
			D	**			GH*	K		K	KN*	K*				
Somewhat disagree (2)	265	139	121	5	106	112	47	42	126	69	27	27	48	46	102	69
	29%	28%	30%	51%	31%	25%	36%	33%	27%	28%	36%	35%	31%	28%	27%	31%
				**			H*				*	*				
Strongly disagree (1)	200	94	105	1	53	103	43	27	68	80	25	25	27	44	84	44
	22%	19%	26%	9%	16%	23%	33%	21%	15%	32%	32%	31%	18%	27%	22%	20%
			D	**		G	G*			K	K*	K*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.43	2.52	2.32	2.42	2.54	2.43	2.13	2.44	2.6	2.18	2.12	2.17	2.52	2.28	2.44	2.46
		E		**	I	I	*	L	LMN		*	M*				
Std. Dev.	0.99	0.98	1	0.84	0.95	0.99	1.03	1.03	0.93	0.99	1	1.04	0.98	0.97	1	1
Std. Err.	0.03	0.04	0.05	0.27	0.05	0.05	0.09	0.09	0.04	0.06	0.11	0.12	0.08	0.08	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I use AI at work without my boss knowing about it] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	374	225	145	4	166	174	33	66	219	71	18	18	71	65	157	81
	41%	44%	36%	42%	49%	39%	25%	52%	47%	28%	24%	23%	46%	40%	41%	37%
		E		**	HI	I	*	LMN	LMN		*	*				
Strongly agree (4)	109	61	47	*	46	57	6	18	75	12	4	4	14	29	40	26
	12%	12%	12%	5%	14%	13%	4%	14%	16%	5%	5%	5%	9%	17%	11%	12%
				**	I	I	*	L	LMN		*	*				
Somewhat agree (3)	265	164	98	4	120	117	28	48	145	58	14	14	58	37	116	55
	29%	32%	24%	37%	36%	26%	21%	38%	31%	23%	18%	18%	37%	22%	31%	25%
		E		**	HI		*	LMN			*	*	PR			
Bottom 2 Box (Net)	546	281	259	6	172	277	98	61	244	180	59	61	84	99	224	139
	59%	56%	64%	58%	51%	61%	75%	48%	53%	72%	77%	77%	54%	60%	59%	63%
			D	**		G	GH*			JK	JK*	JK*				
Somewhat disagree (2)	250	131	118	1	91	115	44	30	124	67	28	28	38	38	104	69
	27%	26%	29%	11%	27%	26%	33%	23%	27%	27%	37%	36%	25%	23%	27%	31%
				**			*				*	*				
Strongly disagree (1)	297	150	142	5	81	161	55	32	120	113	30	33	46	61	120	70
	32%	30%	35%	47%	24%	36%	42%	25%	26%	45%	40%	41%	29%	37%	32%	32%
				**		G	G*			JK	K*	JKM*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.2	2.27	2.13	1.99	2.39	2.16	1.88	2.41	2.38	1.88	1.89	1.87	2.25	2.2	2.2	2.17
				**	HI	I	*	LMN	LMN		*	*				
Std. Dev.	1.02	1.02	1.02	1.07	1	1.05	0.89	1.01	1.04	0.93	0.89	0.89	0.98	1.12	1	1.01
Std. Err.	0.03	0.05	0.05	0.34	0.05	0.05	0.08	0.09	0.05	0.06	0.1	0.1	0.08	0.09	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I use AI without my customers/clients knowing about it] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	452	272	174	5	186	220	46	63	272	87	28	30	81	73	195	103
	49%	54%	43%	52%	55%	49%	35%	49%	59%	35%	36%	38%	52%	44%	51%	47%
		E		**	I	I	*	L	LMN		*	M*				
Strongly agree (4)	133	89	44	*	53	74	6	18	92	20	3	3	24	20	48	42
	15%	18%	11%	5%	16%	16%	5%	14%	20%	8%	4%	4%	15%	12%	13%	19%
		E		**	I	I	*		LMN		*	*				
Somewhat agree (3)	318	183	130	5	133	146	39	45	180	67	24	27	57	53	147	62
	35%	36%	32%	47%	39%	32%	30%	35%	39%	27%	32%	34%	37%	32%	39%	28%
				**			*		L		*	M*			R	
Bottom 2 Box (Net)	469	234	230	5	152	231	86	65	192	164	49	49	75	92	185	117
	51%	46%	57%	48%	45%	51%	65%	51%	41%	65%	64%	62%	48%	56%	49%	53%
			D	**			GH*			JK	KN*	K*				
Somewhat disagree (2)	236	112	123	1	89	108	39	39	97	76	24	24	41	38	97	60
	26%	22%	31%	6%	26%	24%	30%	31%	21%	30%	31%	30%	27%	23%	26%	27%
			D	**			*	K		K	*	*				
Strongly disagree (1)	233	122	107	4	63	123	47	26	95	88	25	25	34	54	88	57
	25%	24%	26%	43%	19%	27%	36%	20%	20%	35%	33%	32%	22%	33%	23%	26%
				**		G	G*			JK	*	*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.38	2.47	2.28	2.13	2.52	2.38	2.04	2.43	2.58	2.08	2.08	2.11	2.45	2.23	2.41	2.4
		E		**	I	I	*	LM	LMN		*	*				
Std. Dev.	1.02	1.04	0.97	1.09	0.97	1.06	0.92	0.97	1.02	0.97	0.91	0.91	1	1.04	0.98	1.07
Std. Err.	0.03	0.05	0.05	0.34	0.05	0.05	0.08	0.09	0.05	0.06	0.1	0.1	0.08	0.08	0.05	0.07

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [I am less worried about AI taking my job than I was a year ago] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	577	329	239	8	202	288	87	62	319	139	54	56	97	95	254	131
	63%	65%	59%	80%	60%	64%	66%	49%	69%	56%	71%	71%	62%	58%	67%	59%
				**			*		JL		J*	JL*				
Strongly agree (4)	175	99	73	3	56	91	28	22	90	48	16	16	21	29	78	46
	19%	20%	18%	32%	17%	20%	21%	17%	19%	19%	20%	20%	14%	18%	21%	21%
				**			*				*	*				
Somewhat agree (3)	402	230	167	5	146	197	59	41	229	92	38	41	75	66	176	85
	44%	46%	41%	48%	43%	44%	45%	32%	49%	37%	50%	52%	48%	40%	46%	39%
				**			*		JL		J*	J*				
Bottom 2 Box (Net)	344	177	165	2	136	163	45	65	144	112	23	23	59	69	127	89
	37%	35%	41%	21%	40%	36%	34%	51%	31%	45%	30%	29%	38%	42%	33%	41%
				**			*	KMN		KN	*	*				
Somewhat disagree (2)	242	118	123	1	96	118	29	44	99	85	14	14	42	53	86	61
	26%	23%	30%	15%	28%	26%	22%	35%	21%	34%	19%	18%	27%	32%	23%	28%
			D	**			*	KMN		KMN	*	*				
Strongly disagree (1)	102	59	42	1	40	46	16	21	45	27	8	8	17	16	41	28
	11%	12%	10%	6%	12%	10%	12%	17%	10%	11%	11%	11%	11%	10%	11%	13%
				**			*				*	*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.71	2.73	2.67	3.05	2.64	2.74	2.75	2.49	2.78	2.64	2.8	2.8	2.65	2.66	2.77	2.67
				**			*		J		*	*				
Std. Dev.	0.9	0.91	0.89	0.88	0.89	0.89	0.93	0.96	0.87	0.91	0.89	0.88	0.85	0.88	0.9	0.95
Std. Err.	0.03	0.04	0.04	0.28	0.05	0.04	0.08	0.09	0.04	0.06	0.1	0.1	0.07	0.07	0.05	0.06

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [AI is making me more productive at my job] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	623	362	253	8	237	316	70	75	349	155	41	44	113	101	270	138
	68%	71%	63%	79%	70%	70%	53%	59%	75%	62%	54%	55%	73%	61%	71%	63%
		E		**	I	I	*		JLMN		*	*				
Strongly agree (4)	172	102	68	2	73	85	14	18	115	30	6	8	30	20	69	53
	19%	20%	17%	16%	22%	19%	10%	14%	25%	12%	8%	11%	19%	12%	18%	24%
				**	I		*		JLMN		*	M*				P
Somewhat agree (3)	451	259	185	6	164	231	56	57	234	124	35	35	84	80	201	86
	49%	51%	46%	64%	49%	51%	42%	45%	51%	50%	46%	44%	54%	49%	53%	39%
				**			*				*	*	R		R	
Bottom 2 Box (Net)	298	145	151	2	101	135	62	52	114	96	35	35	42	64	110	82
	32%	29%	37%	21%	30%	30%	47%	41%	25%	38%	46%	45%	27%	39%	29%	37%
			D	**			GH*	K		K	K*	K*				
Somewhat disagree (2)	209	100	108	1	72	89	48	34	84	62	29	29	30	44	77	57
	23%	20%	27%	10%	21%	20%	36%	27%	18%	25%	38%	36%	20%	27%	20%	26%
			D	**			GH*				K*	K*				
Strongly disagree (1)	89	45	43	1	29	45	14	18	29	34	7	7	12	20	33	25
	10%	9%	11%	10%	9%	10%	11%	15%	6%	14%	9%	9%	8%	12%	9%	11%
				**			*	K		K	*	*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.77	2.83	2.69	2.84	2.83	2.79	2.52	2.59	2.94	2.6	2.53	2.57	2.85	2.62	2.81	2.75
		E		**	I	I	*		JLMN		*	M*	P		P	
Std. Dev.	0.86	0.85	0.87	0.85	0.87	0.86	0.83	0.91	0.83	0.87	0.77	0.8	0.82	0.85	0.83	0.95
Std. Err.	0.03	0.04	0.04	0.27	0.05	0.04	0.07	0.08	0.04	0.06	0.09	0.09	0.07	0.07	0.04	0.06

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [My workplace is lagging behind others when it comes to the adoption of AI] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	505	277	224	5	186	256	63	70	265	134	36	36	91	100	196	118
	55%	55%	55%	48%	55%	57%	48%	55%	57%	54%	47%	45%	59%	61%	52%	53%
				**			*				*	*				
Strongly agree (4)	126	62	63	1	53	64	9	20	77	24	4	4	24	35	42	25
	14%	12%	16%	10%	16%	14%	7%	16%	17%	10%	6%	6%	16%	21%	11%	11%
				**	I		*		LMN		*	*		QR		
Somewhat agree (3)	379	215	161	4	133	192	54	50	188	110	31	31	67	65	154	93
	41%	42%	40%	37%	39%	43%	41%	39%	41%	44%	41%	40%	43%	40%	41%	42%
				**			*				*	*				
Bottom 2 Box (Net)	415	230	180	5	152	195	69	57	198	117	41	43	64	64	184	103
	45%	45%	45%	52%	45%	43%	52%	45%	43%	47%	53%	55%	41%	39%	48%	47%
				**			*				*	*				
Somewhat disagree (2)	288	149	134	5	104	135	49	36	134	90	29	29	47	50	128	63
	31%	30%	33%	48%	31%	30%	37%	28%	29%	36%	38%	37%	30%	30%	34%	29%
				**			*				*	*				
Strongly disagree (1)	127	80	46	*	47	60	20	21	65	27	12	14	17	14	56	40
	14%	16%	12%	5%	14%	13%	15%	17%	14%	11%	16%	18%	11%	9%	15%	18%
				**			*				*	M*				P
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.55	2.51	2.59	2.54	2.57	2.58	2.4	2.55	2.6	2.52	2.37	2.33	2.64	2.74	2.48	2.46
				**			*				N*	*		QR		
Std. Dev.	0.89	0.9	0.89	0.78	0.92	0.89	0.83	0.95	0.92	0.81	0.82	0.84	0.87	0.89	0.88	0.92
Std. Err.	0.03	0.04	0.04	0.25	0.05	0.04	0.07	0.08	0.04	0.05	0.09	0.09	0.07	0.07	0.04	0.06

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [Using AI gives me a competitive edge against other people in similar jobs] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**900**	**470**	**419**	**11**	**345**	**423**	**132**	**142**	**442**	**240**	**75**	**76**	**159**	**170**	**362**	**209**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
Top 2 Box (Net)	577	341	227	8	219	299	59	78	324	131	42	44	101	92	254	130
	63%	67%	56%	85%	65%	66%	45%	61%	70%	52%	55%	56%	65%	56%	67%	59%
		E		**	I	I	*		LM		*	*				
Strongly agree (4)	142	79	60	3	55	77	10	18	90	30	5	5	33	18	54	38
	16%	16%	15%	32%	16%	17%	8%	14%	19%	12%	6%	6%	21%	11%	14%	17%
				**	I	I	*		LMN		*	*	P			
Somewhat agree (3)	434	262	166	5	163	222	49	60	234	101	37	40	68	74	200	92
	47%	52%	41%	53%	48%	49%	37%	47%	51%	40%	49%	50%	44%	45%	53%	42%
		E		**			*		L		*	*			R	
Bottom 2 Box (Net)	344	165	178	1	119	152	73	50	140	120	35	35	54	72	127	91
	37%	33%	44%	15%	35%	34%	55%	39%	30%	48%	45%	44%	35%	44%	33%	41%
			D	**			GH*			K	K*	*				
Somewhat disagree (2)	253	128	124	1	87	110	56	32	101	95	26	26	39	53	94	68
	28%	25%	31%	15%	26%	24%	43%	25%	22%	38%	33%	32%	25%	32%	25%	31%
				**			GH*			JK	*	*				
Strongly disagree (1)	91	37	54	-	32	42	16	18	39	25	9	9	15	20	33	23
	10%	7%	13%	-	10%	9%	12%	14%	8%	10%	12%	12%	10%	12%	9%	10%
			D	**			*				*	*				
Sigma	921	506	404	10	338	451	132	128	463	251	77	79	155	164	381	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.68	2.76	2.58	3.17	2.71	2.74	2.4	2.61	2.81	2.54	2.49	2.5	2.76	2.55	2.72	2.66
		E		**	I	I	*		JLMN		*	*				
Std. Dev.	0.85	0.8	0.9	0.7	0.85	0.85	0.8	0.89	0.84	0.83	0.79	0.78	0.9	0.84	0.81	0.88
Std. Err.	0.03	0.04	0.04	0.22	0.05	0.04	0.07	0.08	0.04	0.05	0.09	0.09	0.07	0.07	0.04	0.06

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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Q29. [T2B - Summary] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION			
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	Northeast	Midwest	South	West
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**2500**	**1151**	**1324**	**25**	**718**	**797**	**985**	**379**	**729**	**613**	**705**	**779**	**455**	**535**	**958**	**552**
Base: Employed	**921**	**506**	**404**	**10**	**338**	**451**	**132**	**128**	**463**	**251**	**77**	**79**	**155**	**164**	**381**	**221**
I have exaggerated my ability to use AI to my work colleagues	344	221	121	2	169	165	10	60	223	55	5	5	68	51	141	84
	37%	44%	30%	20%	50%	37%	8%	47%	48%	22%	7%	7%	44%	31%	37%	38%
		E		**	HI	I	*	LMN	LMN	MN	*	*	P			
I exaggerated my ability to use AI when applying for my job	349	219	127	3	160	178	11	59	225	57	9	9	78	59	128	84
	38%	43%	31%	30%	47%	40%	8%	46%	49%	23%	12%	11%	50%	36%	34%	38%
		E		**	I	I	*	LMN	LMN		*	*	PQ			
Most of my colleagues have no idea what they're doing when it comes to using AI in the workplace	520	290	222	8	199	260	60	77	271	137	35	35	85	108	200	126
	56%	57%	55%	80%	59%	58%	46%	60%	58%	55%	46%	44%	55%	66%	53%	57%
				**	I		*				*	*		Q		
My boss is out of touch when it comes to the use of AI in the workplace	453	259	191	2	180	224	48	68	240	117	28	28	66	89	180	117
	49%	51%	47%	22%	53%	50%	37%	53%	52%	47%	37%	36%	43%	54%	47%	53%
				**	I	I	*	N	N		*	*				
I have received adequate training from my employer on using AI in the workplace	456	273	179	4	179	236	41	59	269	102	25	27	80	74	195	107
	50%	54%	44%	40%	53%	52%	32%	46%	58%	41%	32%	34%	51%	45%	51%	49%
		E		**	I	I	*		JLMN		*	M*				
I use AI at work without my boss knowing about it	374	225	145	4	166	174	33	66	219	71	18	18	71	65	157	81
	41%	44%	36%	42%	49%	39%	25%	52%	47%	28%	24%	23%	46%	40%	41%	37%
		E		**	HI	I	*	LMN	LMN		*	*				
I use AI without my customers/clients knowing about it	452	272	174	5	186	220	46	63	272	87	28	30	81	73	195	103
	49%	54%	43%	52%	55%	49%	35%	49%	59%	35%	36%	38%	52%	44%	51%	47%
		E		**	I	I	*	L	LMN		*	M*				
I am less worried about AI taking my job than I was a year ago	577	329	239	8	202	288	87	62	319	139	54	56	97	95	254	131
	63%	65%	59%	80%	60%	64%	66%	49%	69%	56%	71%	71%	62%	58%	67%	59%
				**			*		JL		J*	JL*				
AI is making me more productive at my job	623	362	253	8	237	316	70	75	349	155	41	44	113	101	270	138
	68%	71%	63%	79%	70%	70%	53%	59%	75%	62%	54%	55%	73%	61%	71%	63%
		E		**	I	I	*		JLMN		*	*				
My workplace is lagging behind others when it comes to the adoption of AI	505	277	224	5	186	256	63	70	265	134	36	36	91	100	196	118
	55%	55%	55%	48%	55%	57%	48%	55%	57%	54%	47%	45%	59%	61%	52%	53%
				**			*				*	*				
Using AI gives me a competitive edge against other people in similar jobs	577	341	227	8	219	299	59	78	324	131	42	44	101	92	254	130
	63%	67%	56%	85%	65%	66%	45%	61%	70%	52%	55%	56%	65%	56%	67%	59%
		E		**	I	I	*		LM		*	*				

Overlap formula used
- Column Means:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R, S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
  Minimum Base: 30 (**), Small Base: 100 (*)

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