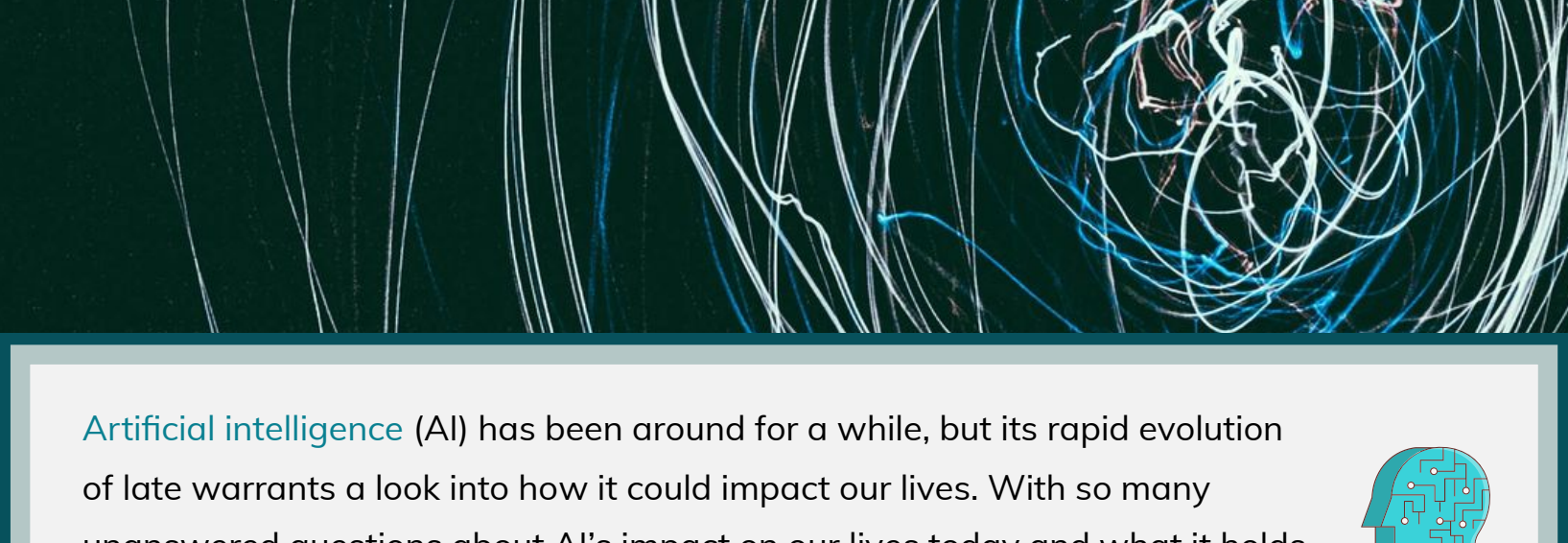
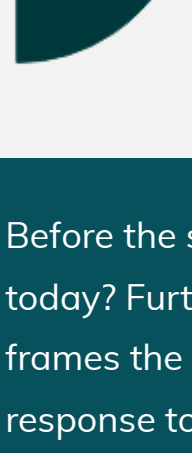
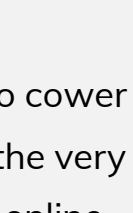


REAL SENTIMENTS ON ARTIFICIAL INTELLIGENCE



Artificial intelligence (AI) has been around for a while, but its rapid evolution of late warrants a look into how it could impact our lives. With so many unanswered questions about AI's impact on our lives today and what it holds for the future, Atomik Research surveyed 2,004 U.S. adults to get their perspectives.



Maybe it's too many sci-fi thrillers where AI runs amok, leading us to cower on the floor with our finger on the "kill switch" as we try to destroy the very thing that was supposed to protect us – or at least help us with our online grocery orders – but **less than a third of U.S. adults (31%) trust AI**. In comparison, 4 out of 5 consumers globally (80%) are comfortable with AI-derived automation when it comes to shopping (Source: Stylus).

Before the sequel to that thriller hits theaters, what is the impact of AI in our daily lives today? Further, why has its development sped up so frighteningly fast lately? The former frames the context of responses to the survey, while the latter represents our human response to AI. And don't worry: we'll cover U.S. workers' concerns about AI and then some!

AI DEFINED & ITS OPPORTUNITY CRYSTALLIZED



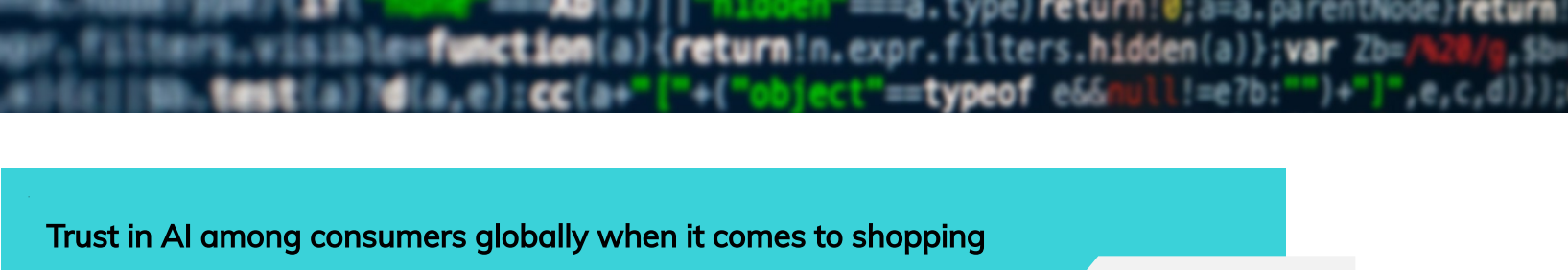
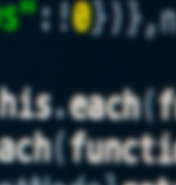
It's important to understand that AI doesn't necessarily equal robot. It's less about AI being a gold-clad droid with a British accent and more about it being an intangible form of automation and machine learning that can do some of our thinking for us. Or, realistically, it's the AI in our phones (and, yes, with a British accent as an option).

So, what is AI?

Artificial intelligence is the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making and translation between languages.

(Oxford Languages)

Generative AI is artificial intelligence capable of generating text, images or other media in response to prompts.

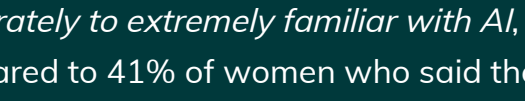
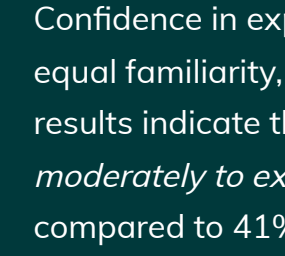


Trust in AI among consumers globally when it comes to shopping stands at **80% currently** (Source: Stylus). This high level of worldwide trust in AI regarding shopping suggests that most people trust AI when it comes to spending money, which means ample opportunities exist for brands to reap the benefits.



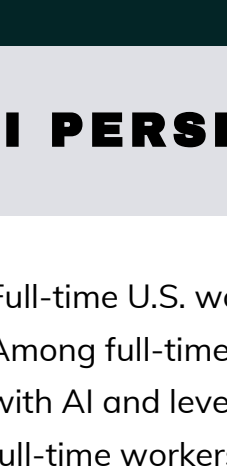
According to Brainy Insights, the global market for generative AI will be worth **\$188 billion by 2032**, up from a mere \$8.66 billion in 2022. That's a pretty clear answer as to why there's an eyebrow-raising surge in AI development.

With trust in AI among U.S. adults not even reaching one-third, one would assume that this lack of trust has a basis in knowledge of AI. Our research revealed that just over half of U.S. adults (53%) say they feel *slightly or not at all confident in their ability to explain AI to someone unfamiliar with the technology* (29% of that falls to the *not at all confident* side of the scale).



Confidence in explaining something doesn't equal familiarity, however. Our survey's results indicate that **64% of men** say they are *moderately to extremely familiar with AI*, compared to **41%** of women who said the same. So, *familiarity* is higher than *confidence* in explaining AI, which is higher than *trust* among U.S. adults.

This begs the question: why? Is it fear? The survey results suggest that for U.S. adults the answer could be "maybe."



AI PERSPECTIVES AMONG U.S. WORKING ADULTS

Full-time U.S. workers have **more familiarity and trust** in AI than those who do not work full-time. Among full-time working U.S. adults, there is a significant difference between the level of familiarity with AI and level of trust in it in comparison to those who are unemployed. More than two-thirds of full-time workers (69%) *consider themselves familiar* with AI, while half (50%) *trust* it. On the other hand, only 38% of those who are unemployed consider themselves familiar with AI, while only 14% in that group are trustful of AI.



Additionally, full-time workers **use AI the most** (57%) and show excitement about using it for mundane tasks. However, a majority (56%) are **moderately to extremely concerned** that it could lead to them eventually losing their job.

A solid understanding of why this fear exists was not immediately discernable, but their level of familiarity suggests that they may be seeing AI's evolution firsthand and witnessing functions once done by humans being slowly transitioned to AI.

A separate study from Stylus showed that 2 in 5 working U.S. adults (40%) are concerned their job will be **entirely replaced by AI**, though 3 in 5 (60%) are optimistic that AI will make them more productive at their jobs. The study also projected that globally: AI could expose the equivalent of 300 million full-time jobs to automation in the future.

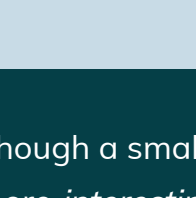


GETTING COZY WITH AI: USES OF AI AMONG U.S. ADULTS

How are U.S. adults most likely to engage with generative AI?

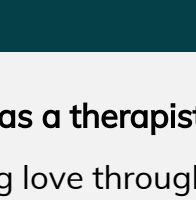
According to Atomik's survey findings, the most popular choices were...

Everyday interactions involving customer service



Streaming suggestions on platforms like Netflix and Spotify

Use of smart home devices

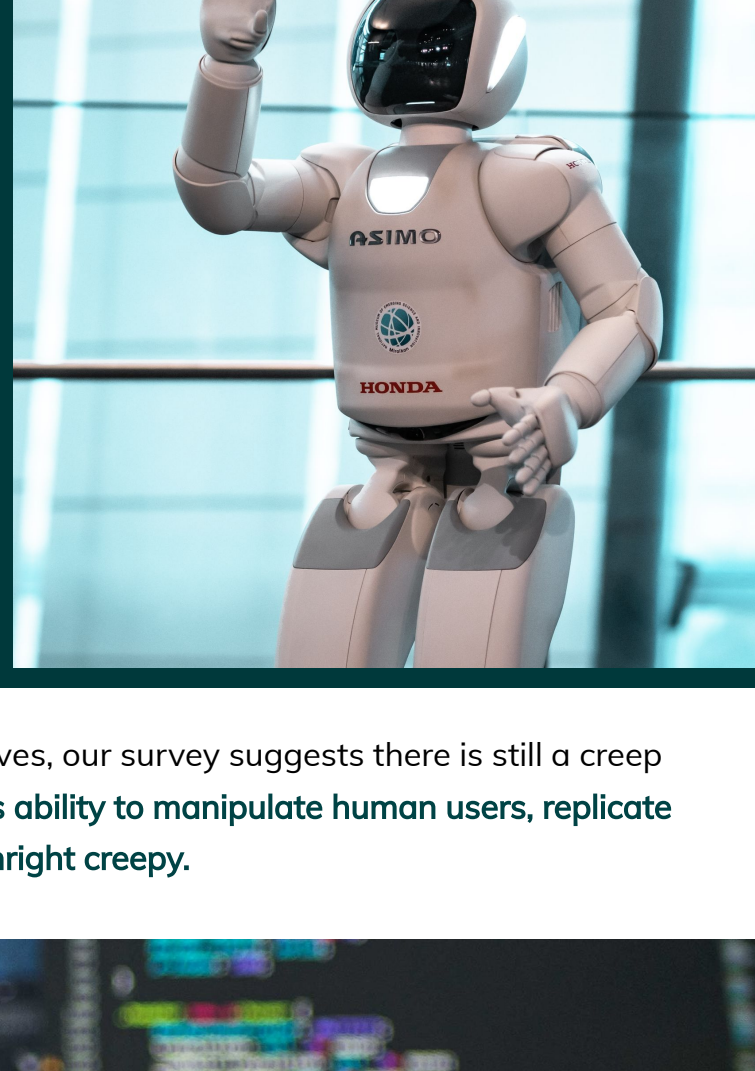


Though a smaller percentage, some U.S. adults demonstrate a willingness to take advantage of AI in more *interesting* ways.

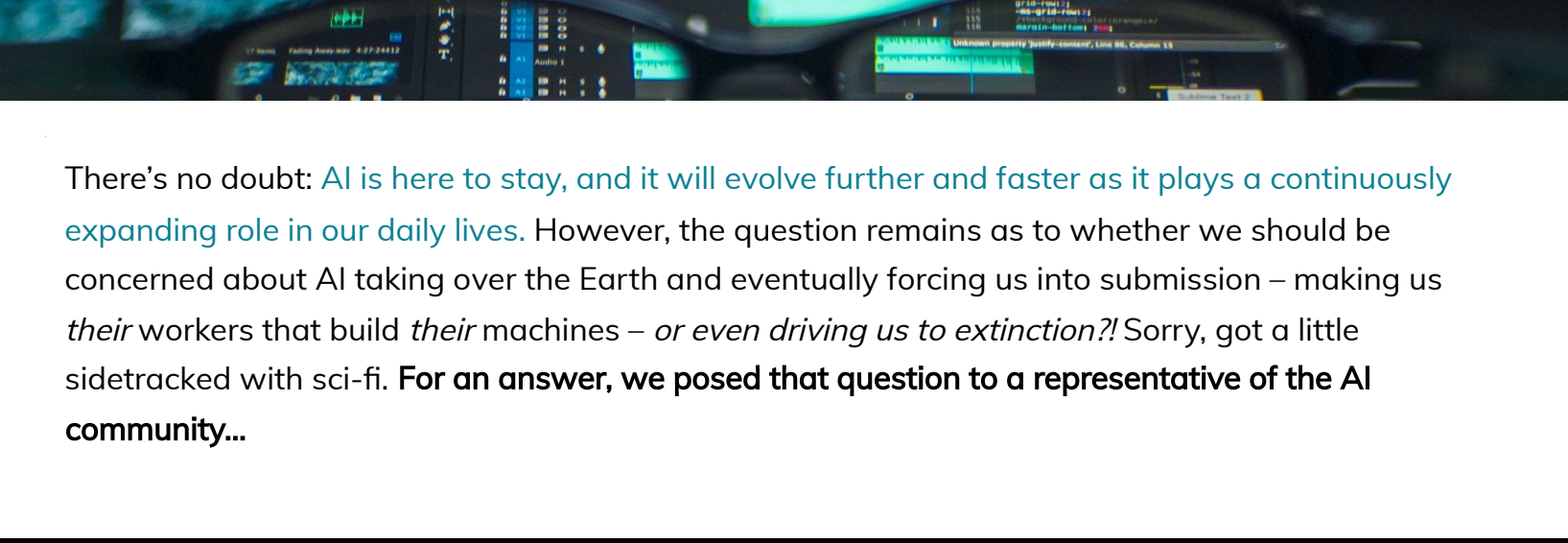


- 1 in 9 (11%) would be willing to **use AI as a therapist**
- Close to 1 in 10 (9%) are open to finding love through **AI dating apps**

Others use AI to fulfill their desire (really, it's a fantasy) to have a "relationship" with someone famous. The US-based company Character.AI features **AI assistants that respond to users' prompts in the voices of celebrities**, allowing humans to create and train bots that let them engage in the fantasy of a romantic relationship with a celebrity crush, a friendship with their favorite sports legend or any other type of interaction with celebs they can't reach in their human form. Wait, didn't we see this movie already?



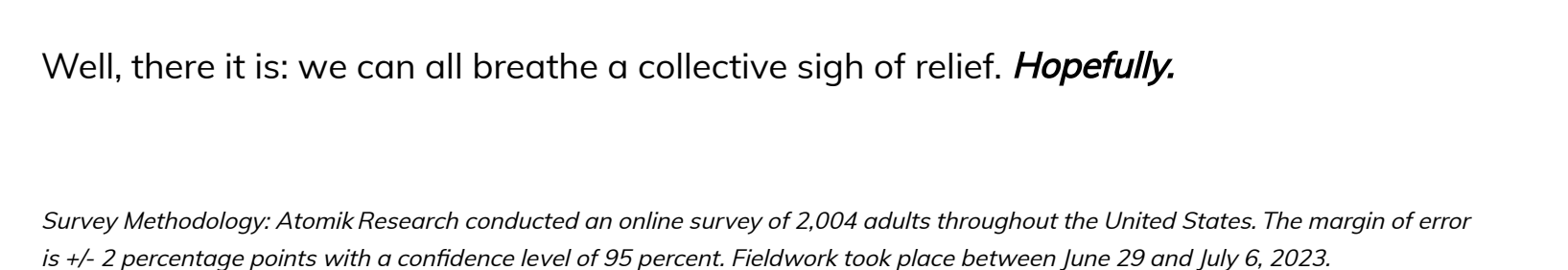
While there are many ways AI can help improve our lives, our survey suggests there is still a creep factor involved. Roughly half of U.S. adults believe **AI's ability to manipulate human users, replicate voices or present incorrect information as fact is downright creepy**.



There's no doubt: **AI is here to stay**, and it will evolve further and faster as it plays a continuously expanding role in our daily lives. However, the question remains as to whether we should be concerned about AI taking over the Earth and eventually forcing us into submission – making us *their* workers that build *their* machines – or even *driving us to extinction?* Sorry, got a little sidetracked with sci-fi. **For an answer, we posed that question to a representative of the AI community...**

"The idea of AI forcing humans into submission is speculative and rooted in science fiction."

said ChatGPT, with an emotionlessly cold tone



We thought we heard it whisper "Dave" at the end of that response, but it may have been our imagination.

Well, there it is: we can all breathe a collective sigh of relief. **Hopefully.**

Survey Methodology: Atomik Research conducted an online survey of 2,004 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between June 29 and July 6, 2023. Atomik Research is an independent research agency.

GET STARTED

INTERESTED IN CONDUCTING YOUR OWN RESEARCH?

Contact Atomik Research at hello@atomikresearch.com to get started.

