

A leap forward or a societal menace?

TRACKING CHANGES IN AMERICAN SENTIMENT
OF GEN AI TECHNOLOGIES OVER TIME



Overview

OBJECTIVE

Get a pulse on consumers' usage, worries, and beliefs of generative AI

METHODOLOGY

5-min survey on the aytm platform and PaidViewpoint, fielded monthly between Oct. 2023 and March 2024

TARGET AUDIENCE

N6,000 Gen Pop 18+ in US. Census balanced on Age, Region, Gender, Income, and Ethnicity



What we'll cover

Aggregate Story
6-month roll up

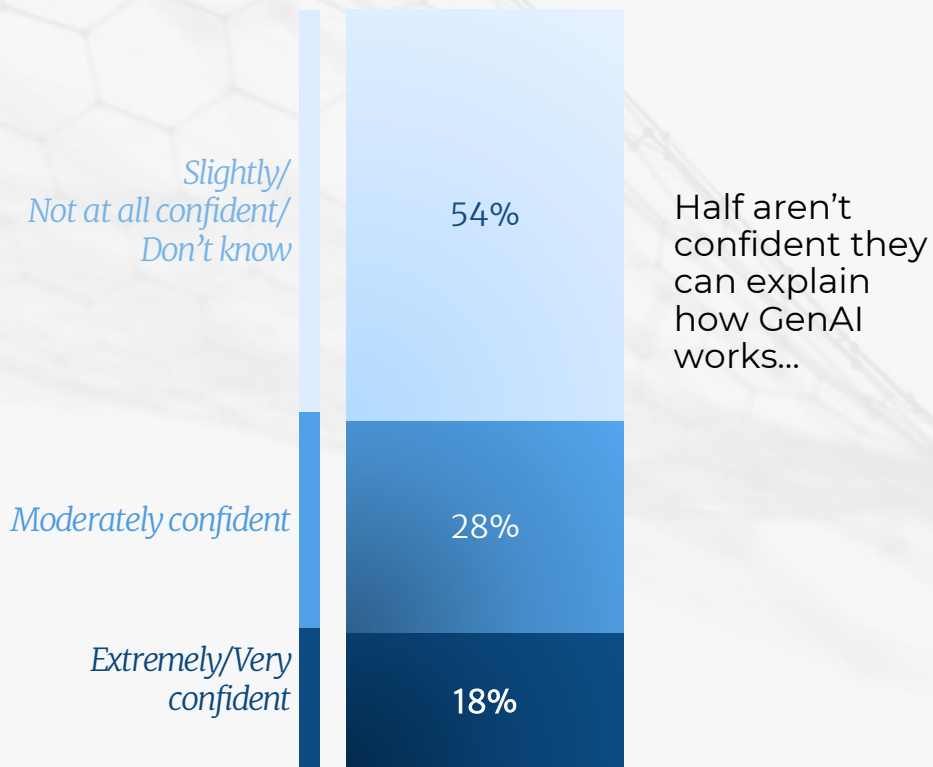
Monthly Trends
6-months

Profiling
key subgroups



WHAT IS GENERATIVE AI?

CONFIDENCE IN EXPLAINING HOW GEN AI WORKS



Half aren't confident they can explain how GenAI works...

...and 18% are liars

Generative AI creates novel videos, images, and realistic text; for text it statistically predicts the most likely next word in a sequence. (ChatGPT, Gemini, Copilot, etc.)

ChatGPT quickly generated over 100 million users in two months (Nov. '22 to Jan. '23) making it the fastest growing app of all time. It took 9 months for TikTok to reach 100 million users, the previous fastest growing app.

According to McKinsey in 2023, GenAI could add an estimated \$4.4 trillion annually to the global economy.

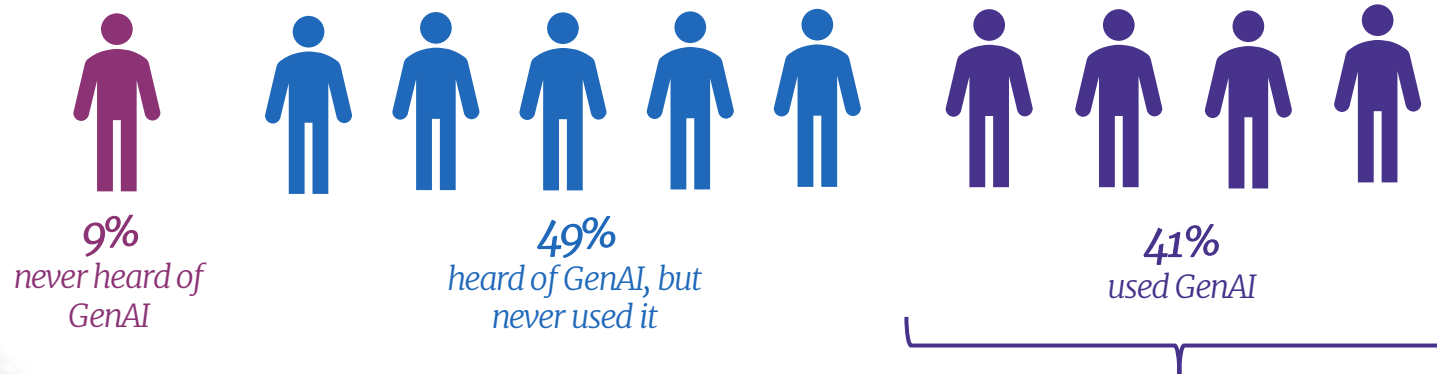


Overall usage and sentiment

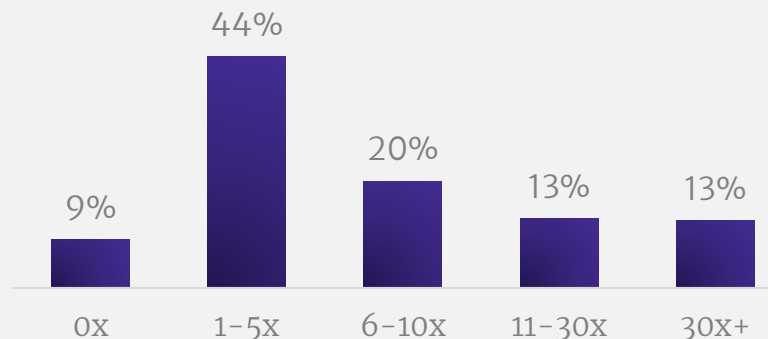




Despite wide press and free availability, over half of consumers haven't used GenAI; nascent tech with perhaps a minority of power users benefiting most.



OF TIMES USED AI CHATBOT IN PAST 30 DAYS
(among those who have used GenAI)



5% of gen pop

PERCEIVED IMPACT OF GENERATIVE AI



Consumers likely underestimate GenAI's impact on their own lives (2.7x). In fact, 17% of consumers believe it won't impact them.

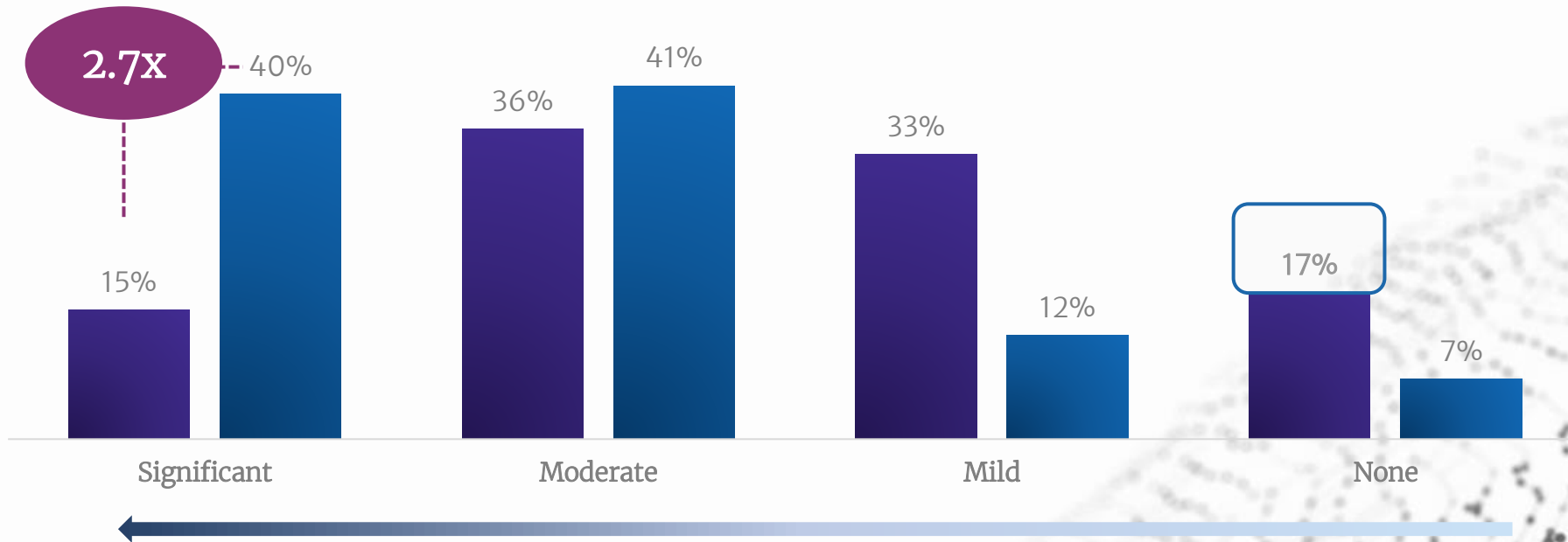
PERCEIVED IMPACT GEN AI WILL HAVE ON...



Personal
Life



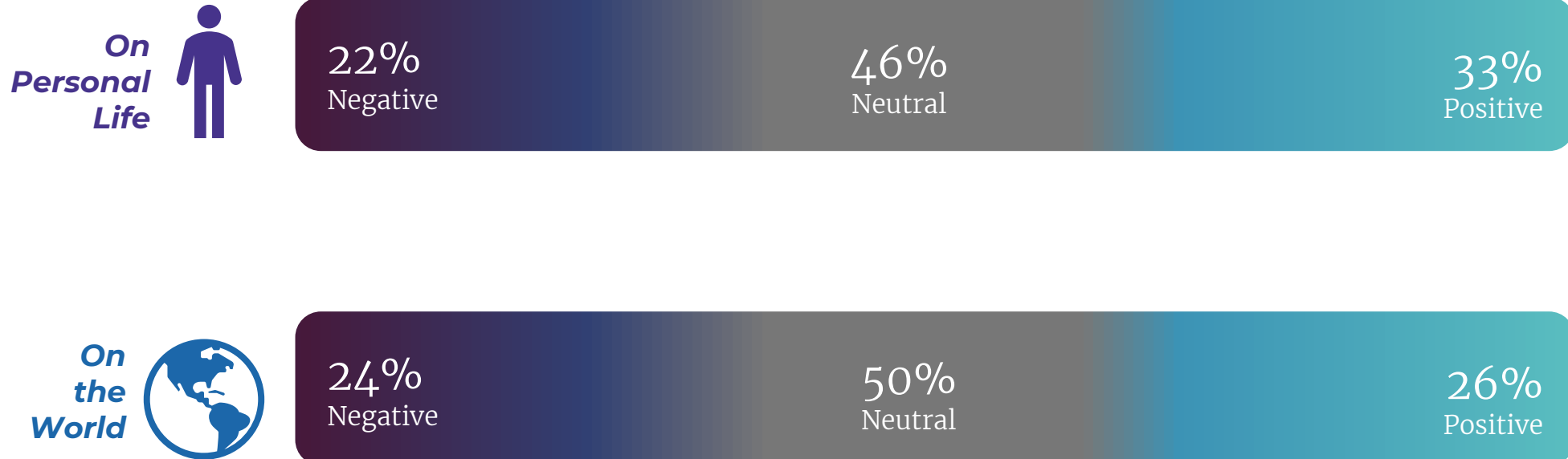
The
World





But, Consumers take a balanced view on it having a negative or positive impact on themselves and world.

PERCEPTIONS OF GENERATIVE AI'S IMPACT

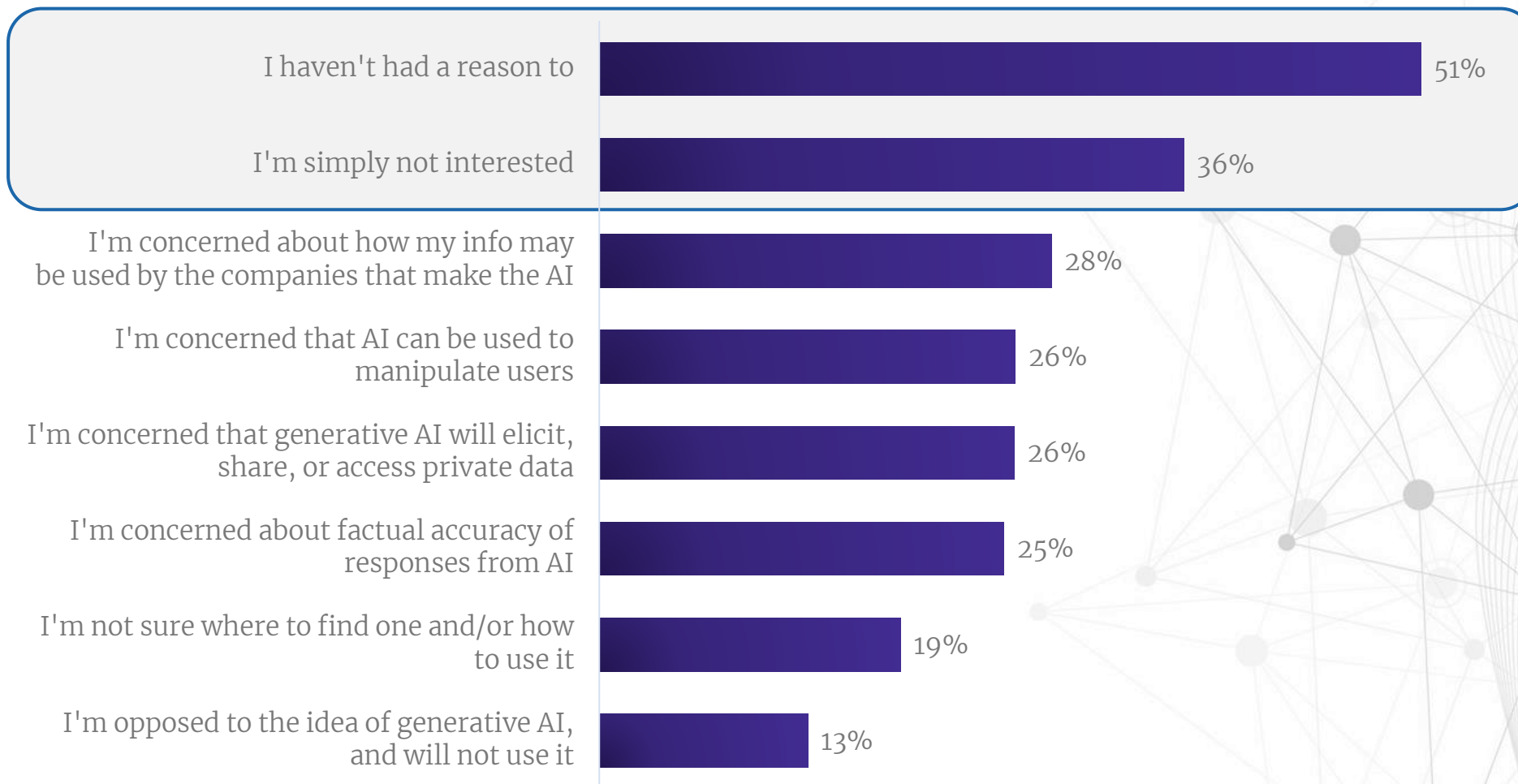




For many, GenAI's use cases and benefits aren't strong enough to warrant trial. There are some concerns around privacy.

REASONS HAVEN'T USED GEN AI CHATBOTS

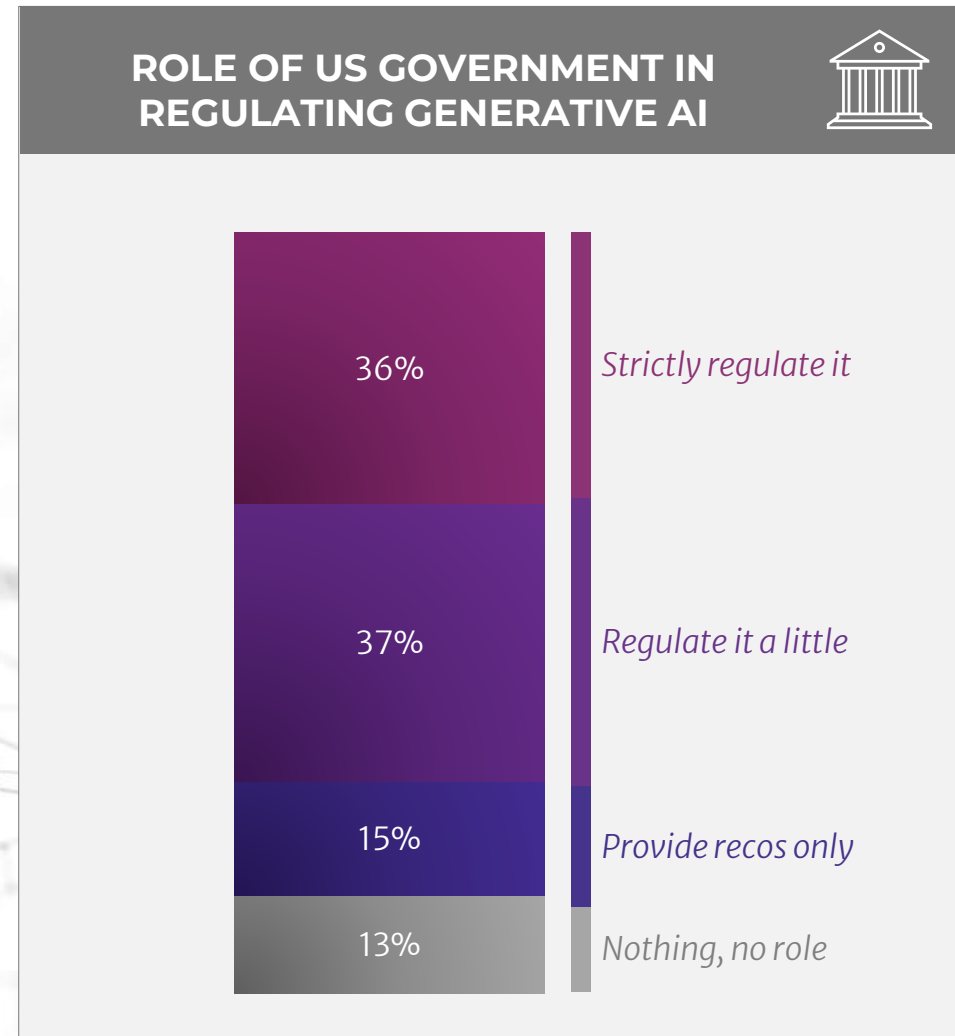
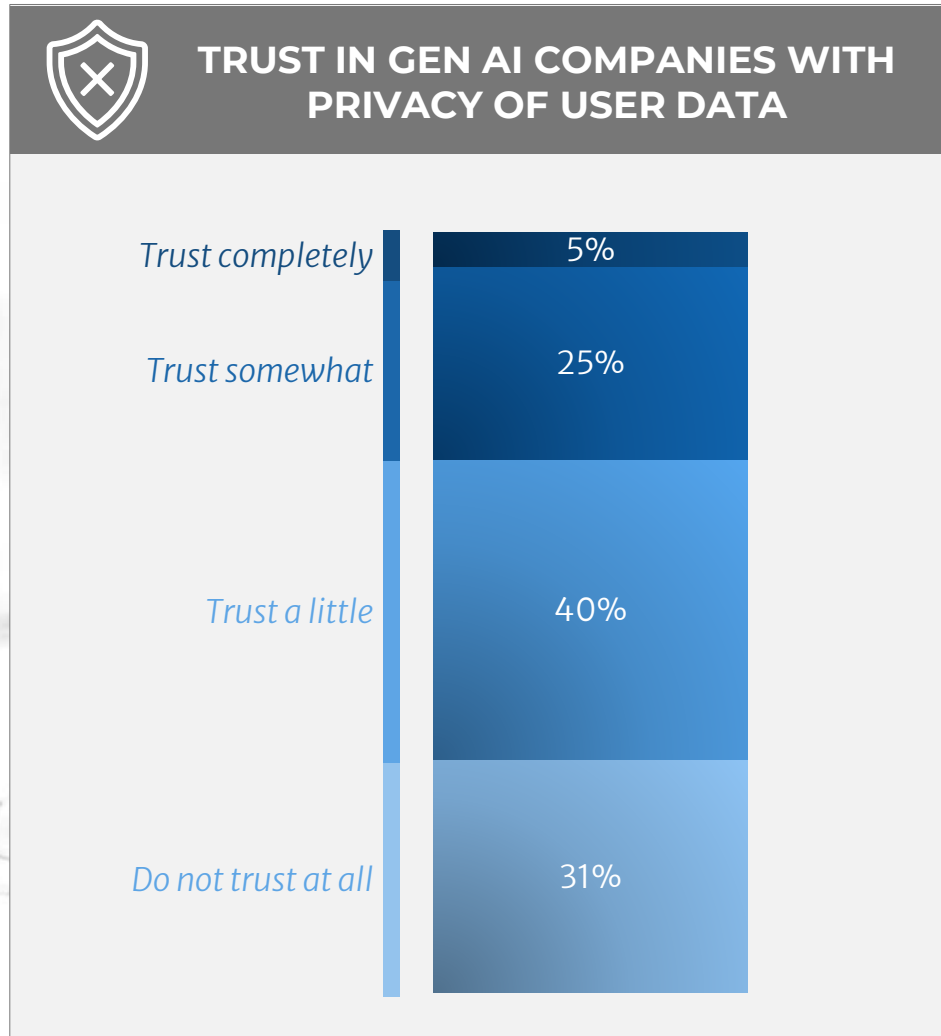
(among those who've never used AI chatbots)



PERCEPTIONS OF TRUST & NEED FOR REGULATION



Trust in companies developing generative AI isn't particularly high – especially privacy-related – which might explain why a majority want the US government to regulate.



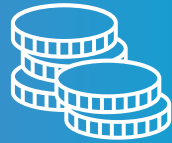
CONCERNS WITH GENERATIVE AI

Consumers are most concerned about lost wages/jobs, spread of mis/disinformation, and data privacy/security issues.

TOP 3 CONCERNS OF GENERATIVE AI

#1

Lost jobs and/or wages for humans (54%)



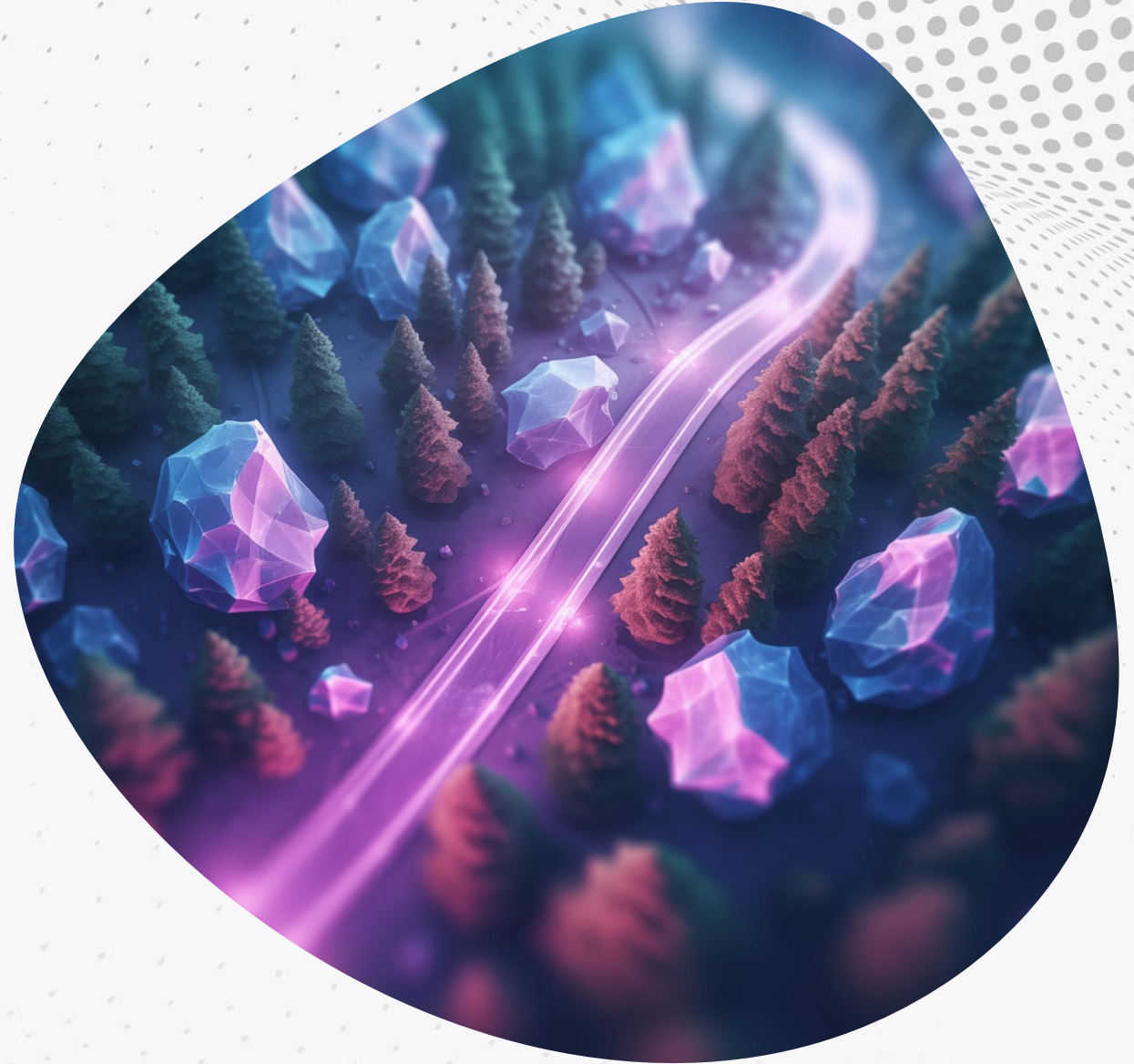
#2

Spread of misinformation (49%)



#3

Data privacy and/or security issues (48%)



BENEFITS OF GENERATIVE AI

Increased efficiency is the top benefit of GenAI.

TOP 3 BENEFITS OF GENERATIVE AI

#1

Increased efficiency/time savings (43%)



#2

Research & Development applications (36%)



#3

Tech advancements (36%)



GENERATIVE AI USE CASES

Yet, generating completely new content is one of the least used features by Consumers overall and workers, despite its novelty and potential to save time.

HOW CONSUMERS USE GENERATIVE AI

(among those who've ever used)

To ask questions/learn more about a topic



To just “play around”/test out the technology



To summarize information or text



To generate a new piece of writing/content (e.g., essay, email, persuasive argument, poem)



To edit/proofread/improve my writing



To generate a new image, such as a piece of visual art or a logo



2x

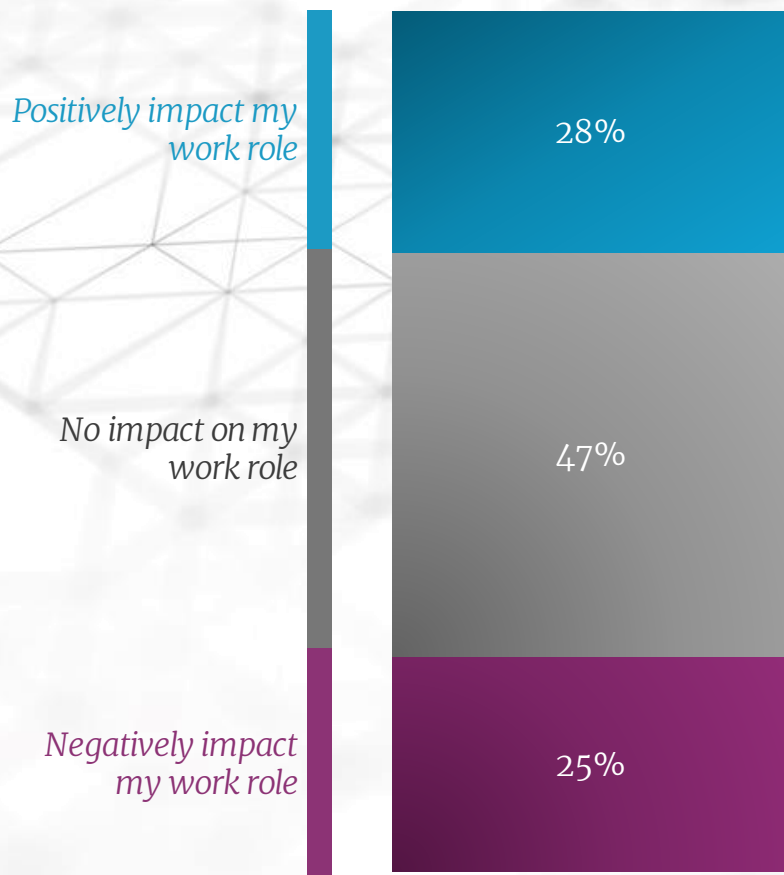
Twice as many consumers have used GenAI for **personal reasons** (82%) vs. **business** (41%)



Workers are split on whether GenAI will affect them positively or negatively; though a 4-day work week could change a lot of minds.

PERCEPTIONS OF GENERATIVE AI'S IMPACT ON CAREER

(among full/part time workers)



45%

of those who believe they will be impacted would have a **more positive view** if it meant a **4-day work week**



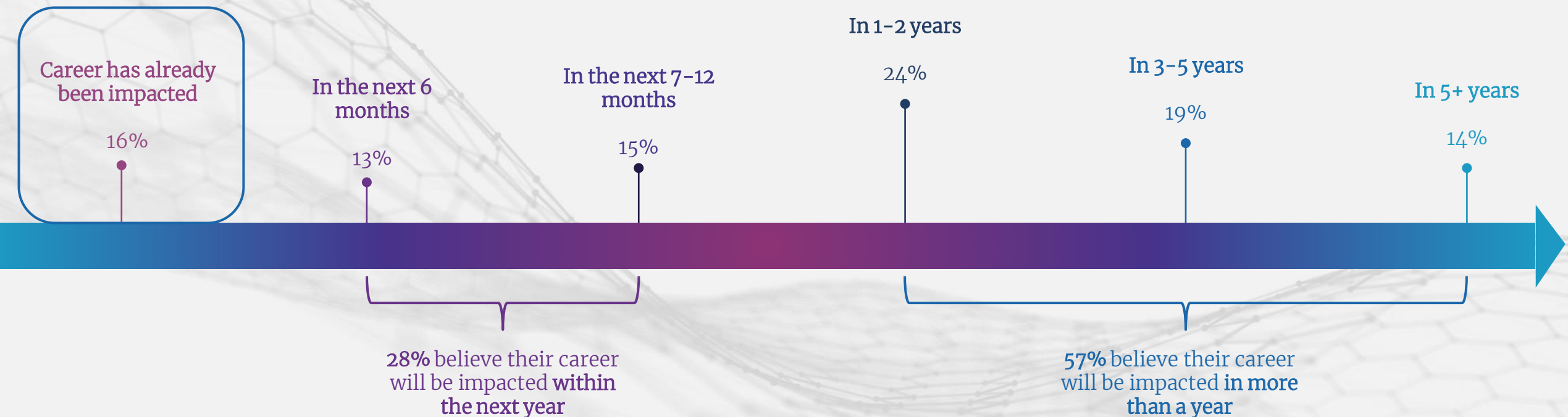
54%

note **lost jobs/wages** as one of the **biggest concerns** around GenAI

WHEN CAREER WILL BE IMPACTED

While most believe GenAI's impact on their career will be distant, some say they've already been impacted.

WHEN CAREER WILL BE IMPACTED *(among those who believe career will be impacted by GenAI)*



Those who think GenAI will have a **positive** impact on their work think its impact will be in the **shorter** term.

Those who believe GenAI will have a **negative** impact on their work think it's a **longer** term problem.



Monthly trends with Insights Portal

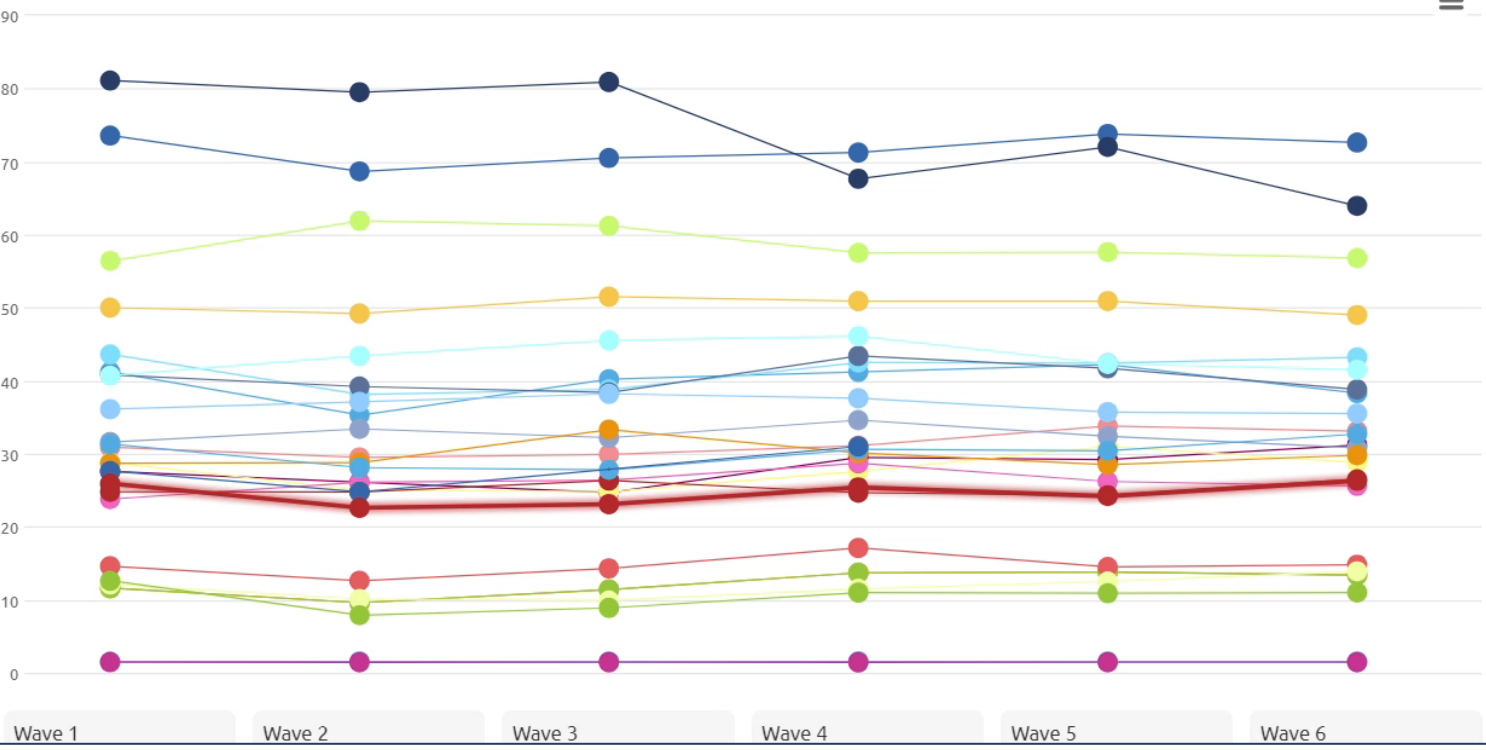


Consumer AI Sentiment Tracker 6/6 waves | N=6,000/6,000

Jump to wave Refresh

Chart type: line Scale: min-max Show: All Intervals: As fielded Add wave

- AI Chatbot P30 Day Usa..
- AI Chatbot P30 Day Usa..
- AI Chatbot P30 Day Usa..
- Depth of Gen AI impact..
- ChatGPT Aware
- ChatGPT Ever Used
- Depth of Gen AI impact..
- Depth of Gen AI impact..
- Depth of Gen AI impact..
- Gen AI Awareness
- Gen AI Ever Used
- Gen AI will change the ...
- Gen AI will change the ...
- Likelihood to use AI ch...



Track an entity

Profiling subgroups



GEN AI's IMPACT ON THE WORLD

GenAI users are optimistic that it will change the world for the better, while those who have heard of it but never used skew towards believing it will change the world for the worse.

HOW WILL GENERATIVE AI CHANGE THE WORLD



GENERATIVE AI USER PROFILE

Non-users of GenAI are more likely to believe it will have a negative impact and skew female, lower income, black/AA.

Demographics

GEN AI NON-USERS



MORE LIKELY TO BE...



Female



Lower income



Employed PT or temp. unemployed



Black/AA

GAI Perceptions

MORE LIKELY TO BELIEVE GEN AI WILL...



negatively impact them, world, & their work (or have no impact on work)

GEN AI USERS



MORE LIKELY TO BE...



Male



Higher income



Employed full time or a student



Hispanic, Asian American

MORE LIKELY TO BELIEVE GEN AI WILL...



positively impact them, world, & their work



REPUBLICANS AND DEMOCRATS

Republicans and Democrats differ on their perceptions and usage of GenAI. Republicans appear more skeptical of GenAI, whereas Democrats are more likely to embrace it but still show concern with the spread of misinformation.

REPUBLICANS

-  *Think it will have a **negative** impact on the world and self*
-  *Less likely to have used or to plan to use in the future*
-  *Think government should have **limited** role in regulating*
-  *More concerned about data security issues*

DEMOCRATS

- Think it will have a **positive** impact on the world and self* 
- More likely to have used and to use in the future* 
- Think government should **strictly** regulate* 
- More concerned about the spread of misinformation* 

THOSE ALREADY IMPACTED BY GEN AI



AMONG THE 16% WHOSE CAREER HAS ALREADY BEEN IMPACTED BY GEN AI...

THEY ARE MORE LIKELY TO...



be
Male



be a
Millennial



have a higher
income (\$100k+)



think GAI will
have positive impact

TOP BENEFIT



Increased efficiency

POWER-USERS

2x than avg

Use 30X+/P30D

HAVE USED GEN AI TO...



Generate content, such
as essays, emails, etc.



Generate images



Edit writing



A wide-angle, panoramic photograph of the Chicago skyline at night. The Cloud Gate sculpture, also known as 'The Bean', is the central focus, reflecting the city lights and the colorful light display above. The sky is filled with streaks of blue, purple, and pink light, creating a dynamic and futuristic atmosphere. In the foreground, a large, dense crowd of people is visible, many with their arms raised, suggesting a festival or concert. The overall scene is vibrant and celebratory.

Key Findings



INSIGHT

TAKEAWAY



Over half of Consumers still haven't tried GenAI.

It's a nascent tech; people need to try.



2.7x as many Consumers think it will significantly impact the world than themselves.

Consumers likely underestimate the effect it will have on them, which means they're ripe for surprise.



Users view it more positively than non-users (users skew men, higher income). Those unaware skew female, black/AA, lower income.

Disparities may get worse with time, since users may reap the benefits of GenAI while others don't.



Job and wage losses are the #1 concern of GenAI.

The effects on jobs seem (mostly) positive in the short term but are thought more negative in the long term.



Despite top concern being job losses, workers who've already been significantly impacted are power-users who view the tech positively.

They take advantage of its ability to generate content, images and summarize writing, and cite its increased efficiency.

MY PROMPT TO MICROSOFT COPILOT:

“Write me a very short love poem to my boyfriend in the style of Dr. Seuss.”

One fish, two fish, red fish, blue fish,

My love for you is my only true wish.

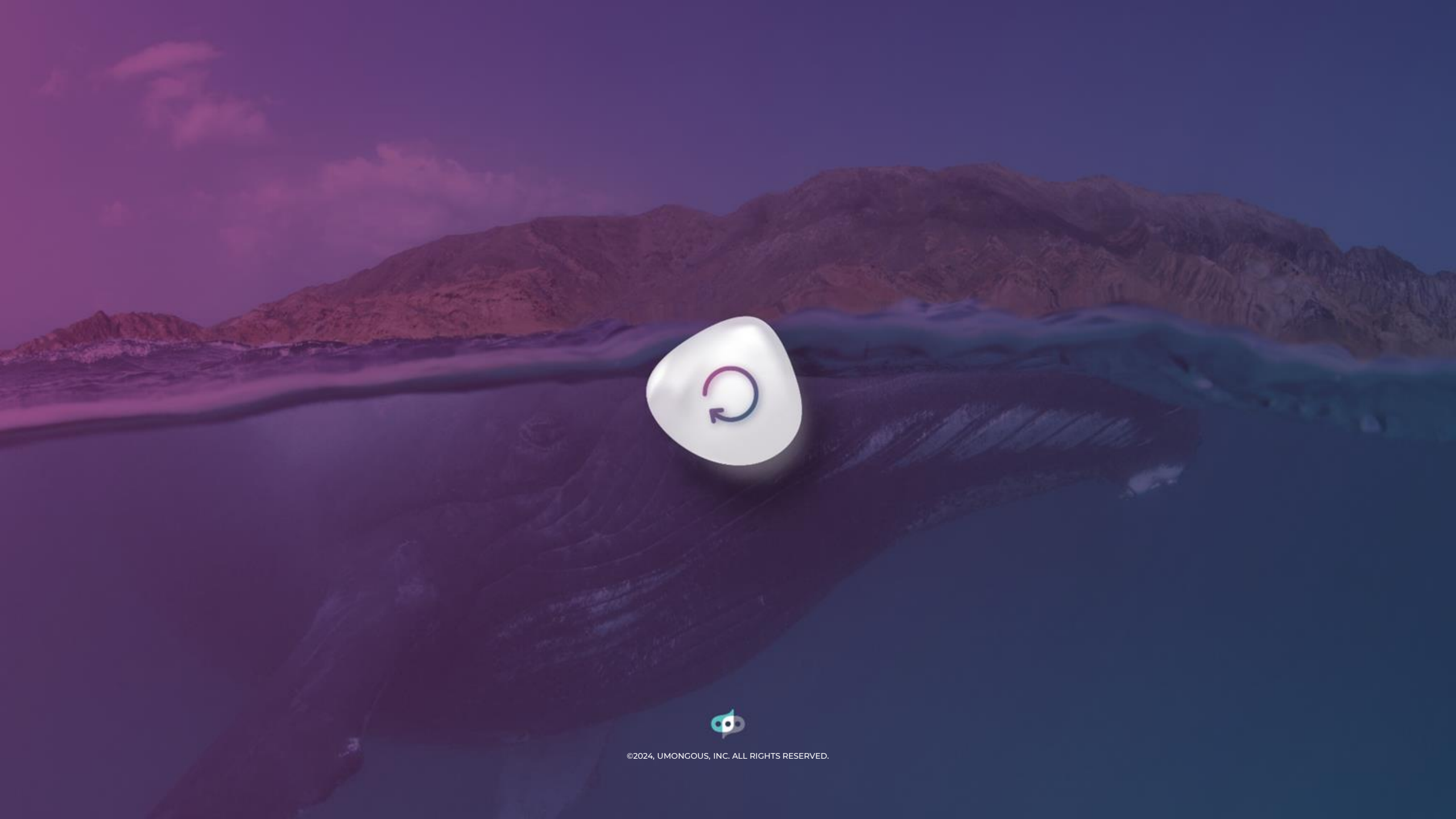
With a hop, skip, and a jump, we'll take the leap,

In a world of love, it's you I'll keep.





Q&A



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