

REAL SENTIMENTS ON ARTIFICIAL INTELLIGENCE ONE YEAR LATER...

In 2023, Atomik Research conducted a survey to uncover real sentiments on artificial intelligence to find out how U.S. adults were leveraging its use, gauge feelings of trust in the emerging technology and identify aspects of AI that they find exciting or “creepy”! One year later, we’ve decided to ask these questions again to gather a fresh perspective on AI from U.S. adults’ point of view. Findings suggest that use of AI is down slightly among adults since last year; however, fewer adults report a perceived “creep factor” and slightly more often express positive feelings of trust toward generative AI. Perhaps adults’ comfort with the technology has seen an increase as the novelty of generative AI wears off and they become more familiar with it. Continue reading to see how views on AI have changed in the last year.

IS GENERATIVE AI LOSING ITS APPEAL AMONG U.S. ADULTS?

In 2023, 35% of U.S. adults said they were **leveraging generative AI in their personal or professional life** – compared to 30% who say the same in 2024. Among generations, the steepest drop in claimed AI use was among millennials from 64% in ‘23 to just 39% in ‘24.



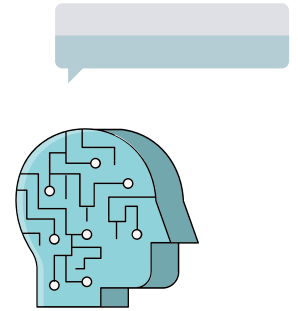
GEN Z BECOMING MORE TRUSTFUL OF AI

1 in 3 U.S. adults (33%) in 2024 say they are trustful of AI – a slight increase from the 31% who were trusting in 2023. While the overall increase in trust of AI is small, there is a **significant growing development of trust among Gen Z** as nearly half (48%) say they are trustful of AI in ‘24 - which is a big increase from the 33% of Gen Z who expressed trust in AI in '23.



SOME ABILITIES OF AI ARE STILL CONSIDERED ‘CREEPY’

In 2023, more than half of U.S. adults (53%) found the ability of AI to manipulate human users to be the ‘most creepy’– followed by the ability to replicate individuals’ voices (51%) and the ability to present incorrect information as fact (49%). In 2024, **the ability to replicate individuals’ voices claimed the title of “creepiest”** (48%) followed by the ability to manipulate human users (45%) and the ability to create deepfake videos (43%), respectively.

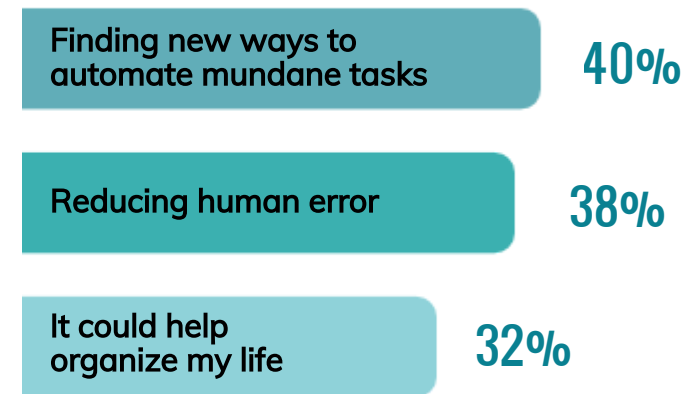


POTENTIAL BENEFITS OF AI EXCITE U.S. ADULTS

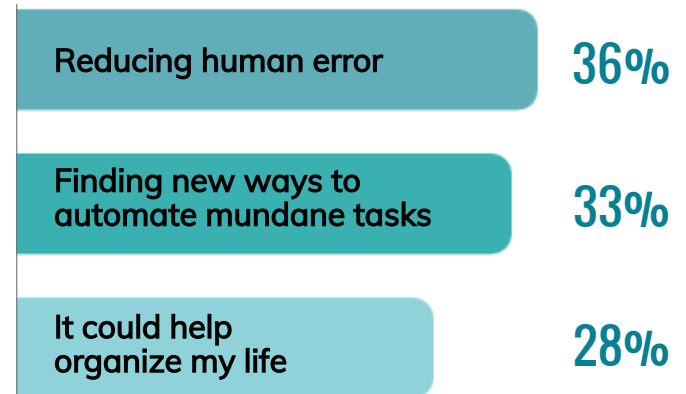
While the rise of AI continues to give some of us “the creeps,” many U.S. adults remain excited about its potential benefits.

Top 3 Potential Benefits of AI U.S. Adults Are Most Excited About...

2023



2024



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