011323 - HOD FLASH A (24 HOUR) SURVEY

QS2Q1: [res transfer_1]Before taking this survey, how familiar were you with generative AI (artificial intelligence) technology?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Very familiar	14%	19% C	10%	22% fGH	22% fGH	14% H	9% H	2%	26% LM	30% LM	23% M	12% M	2%	18% PQR	15% qR	6%	6%	2%	13%	18% U	10%	14%
Somewhat familiar	40%	43%	37%	49% GH	42% H	46% GH	32%	30%	49% m	42%	46%	38%	34%	48% QR	41% qR	46% QR	26%	26%	42%	38%	44%	39%
Not very familiar – only heard the term	35%	29%	40% B	22%	25%	31% d	45% DEF	53% DEF	16%	18%	24%	42% IJK	51% IJK	27%	32%	39%	48% NO	54% NOp	33%	34%	35%	36%
Never heard the term	11%	9%	13%	7%	12%	8%	14% D	16% Df	8%	10%	8%	8%	12%	6%	13%	9%	20% Np	19% Np	12%	11%	11%	12%

* Table Base: US RESPONDENTS

QS2Q2: How would you describe your usage of generative AI tools?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
I have used a generative AI tool.	19%	22% C	15%	31% FGH	23% GH	19% gH	11% H	4%	33% LM	34% LM	23% M	15% M	3%	29% OPQR	12% r	16% qR	7%	4%	16%	19%	16%	22%
I have not used a generative AI tool, but I am interested in	33%	36% C	30%	39% GH	45% GH	39% GH	24%	18%	42% M	45% M	38% m	31%	24%	37% QR	45% QR	39% QR	18%	13%	30%	40% SUv	25%	32%
I have not used a generative AI tool and I am not interestec	29%	27%	31%	14%	14%	24% DE	37% DEF	57% DEFG	13%	14%	25% i	37% IJ	52% IJKl	16%	14%	24%	37% NOp	62% NOPQ	37% Tv	26%	31%	28%
I am not sure if I have used a generative AI tool.	19%	14%	24% B	15%	18%	18%	27% Def	21%	12%	7%	14%	16%	21% J	18%	29%	21%	38% NPR	20%	17%	15%	28% STv	19%

* Table Base: US RESPONDENTS

QS2Q3: Which of the following generative AI tools have you used? Please select all that apply.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=194	N=114	N=77 *	N=94 *	N=41 *	N=32 *	N=19 **	N=9 **	N=50 *	N=30 *	N=19 **	N=13 **	N=3 **	N=44 *	N=11 **	N=13 **	N=6 **	N=6 **	N=29 **	N=76 *	N=35 *	N=54 *
Total (Unweighted)	N=178	N=96 *	N=79 *	N=81 *	N=41 *	N=26 **	N=19 **	N=11 **	N=41 *	N=28 **	N=15 **	N=9 **	N=4 **	N=40 *	N=13 **	N=11 **	N=10 **	N=7 **	N=34 *	N=75 *	N=35 *	N=34 *
Google AI (e.g., Imagen, Parti)	41%	48% c	33%	44% H	43% H	45% H	36% H	0%	44%	49%	61% m	53%	0%	44% Qr	28%	21%	0%	0%	15%	45% S	34%	55% S
ChatGPT	21%	24%	18%	21%	25%	28%	9%	15%	32%	20%	31%	0%	0%	8%	38% N	24%	27%	24%	22%	17%	21%	28%
DALL-E	19%	20%	17%	27% h	15%	13%	8%	0%	25%	20%	16%	13%	0%	29% oq	0%	9%	0%	0%	35% V	19%	24% v	7%
DeepAI	15%	15%	14%	21% f	17%	4%	5%	0%	22%	22%	5%	0%	0%	21%	3%	2%	17%	0%	16%	14%	13%	16%
Make-A-Studio (Meta)	14%	16%	9%	20% g	15%	6%	0%	0%	25% k	20%	0%	0%	0%	15%	3%	15%	0%	0%	16%	12%	6%	21%
AI Dungeon	13%	19% C	6%	21% eg	4%	16%	0%	0%	32% J	5%	21%	0%	0%	7%	0%	8%	0%	0%	30% TV	11%	17%	6%
Midjourney	12%	11%	12%	16%	6%	18%	0%	0%	12%	9%	20%	0%	0%	21%	0%	15%	0%	0%	12%	7%	14%	17%
Stable Diffusion	12%	14%	8%	18%	8%	8%	0%	0%	26% j	4%	14%	0%	0%	9%	18%	0%	0%	0%	15%	12%	7%	12%
Stability.ai	11%	15%	6%	15%	9%	14%	0%	0%	20%	11%	24%	0%	0%	10%	3%	0%	0%	0%	32% TuV	9%	11%	5%
NightCafe	11%	11%	12%	16%	11%	6%	0%	0%	13%	15%	10%	0%	0%	20%	0%	0%	0%	0%	6%	16% U	0%	14% U
Jasper Art	11%	9%	12%	18%	5%	6%	0%	0%	18%	4%	0%	0%	0%	19%	8%	15%	0%	0%	16% U	12% u	0%	14% U
Other	2%	2%	2%	1%	3%	1%	0%	22% Defg	0%	4%	3%	0%	29% I	1%	0%	0%	0%	17% n	3%	1%	3%	2%
Not at all sure	17%	11%	26% B	7%	15%	21% d	41% De	63% DEF	3%	11%	7%	34% I	71% IJK	11%	27%	39% n	56% N	58% N	23%	15%	15%	16%

* Table Base: USED A GENERATIVE AI TOOL

QS2Q4: How much do you agree or disagree with each of the following statements?

Generative AI tools are a fad.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	36%	34%	38%	46% FGH	41% GH	34%	28%	27%	45% KLM	41% Klm	23%	26%	28%	47% QR	40% r	46% qR	31%	26%	39%	38%	34%	34%
Strongly agree	14%	13%	14%	23% EFGH	14% H	13% h	9%	7%	19% kM	21% KlM	7%	10%	6%	27% OQR	7%	18% oqR	8%	7%	12%	15%	12%	15%
Somewhat agree	22%	21%	24%	23%	27%	22%	20%	20%	26%	20%	16%	16%	22%	20%	33% NR	28%	23%	19%	27%	22%	21%	19%
Disagree (Net)	41%	47% C	35%	36%	40%	47% d	43%	44%	43%	41%	61% IJM	57% m	42%	29%	38%	33%	31%	45% NQ	42%	40%	40%	44%
Somewhat disagree	29%	32% c	26%	24%	26%	30%	31%	34% D	26%	26%	41% ij	40% i	32%	22%	27%	20%	22%	35% NPq	30%	26%	30%	30%
Strongly disagree	13%	16% C	10%	12%	14%	17% h	12%	10%	17%	16%	20% m	17%	10%	7%	11%	14%	8%	10%	12%	13%	10%	15%
Not at all sure	23%	18%	27% B	18%	19%	19%	29% Def	29% DEF	12%	17%	16%	18%	30% Ijkl	24%	21%	21%	39% NOP	29%	19%	23%	26%	21%

* Table Base: US RESPONDENTS

Generative AI tools have more commercial uses (e.g., in business, science) than personal uses.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	59%	60%	59%	65% G	62%	57%	52%	58%	64%	66%	51%	54%	60%	65% q	57%	63%	51%	57%	62%	60%	53%	62%
Strongly agree	22%	23%	20%	29% fGH	25% H	20%	19%	13%	29% M	25%	22%	19%	16%	29% R	25% R	19%	19%	11%	25% u	22%	16%	25% u
Somewhat agree	38%	37%	38%	36%	37%	37%	33%	45% dG	36%	41%	30%	35%	44% k	35%	33%	44%	32%	45% q	37%	39%	37%	36%
Disagree (Net)	17%	20% C	14%	19% gH	21% gH	23% GH	12%	9%	21% m	18%	34% iJLM	16%	11%	18% qR	24% pQR	12%	9%	7%	13%	16%	19%	18%
Somewhat disagree	13%	15%	11%	15% H	14% h	19% GH	10%	7%	16%	11%	27% iJlM	13%	9%	13%	18% QR	11%	7%	7%	12%	13%	13%	13%
Strongly disagree	4%	5%	3%	5% h	7% H	4%	3%	2%	6%	7%	6%	3%	3%	4%	6% r	1%	2%	1%	1%	3%	6% S	5% S
Not at all sure	24%	20%	27% B	16%	18%	20%	35% DEF	33% DEF	14%	17%	15%	30% Ijk	29% Ijk	18%	19%	25%	40% NOP	36% NO	25%	23%	28%	20%

* Table Base: US RESPONDENTS

I think things created by generative AI (e.g., a piece of art, writing) are less impressive than things created without using AI tools (i.e., by a person).

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	58%	58%	57%	64% Gh	56%	64% Gh	49%	54%	63% l	58%	60%	47%	60%	65% qR	55%	67% qR	52%	49%	52%	59%	57%	62% s
Strongly agree	27%	27%	27%	29%	26%	34% G	22%	25%	27%	27%	35%	22%	26%	32%	25%	33%	23%	25%	23%	28%	29%	28%
Somewhat agree	30%	31%	30%	34%	30%	30%	27%	28%	36%	31%	25%	25%	34%	33%	30%	35%	29%	23%	29%	31%	27%	34%
Disagree (Net)	23%	25%	20%	21%	31% DGH	23%	21%	20%	25%	34% M	26%	28% m	16%	17%	29% nQ	20%	14%	23%	24% u	25% U	17%	24%
Somewhat disagree	17%	19%	15%	15%	18%	18%	16%	18%	19%	20%	18%	23%	14%	11%	16%	17%	9%	20% nQ	20% u	16%	12%	19%
Strongly disagree	6%	7%	6%	6% h	13% DFGH	6%	4%	2%	6%	13% M	8% m	5%	2%	6%	13% PqR	3%	4%	3%	4%	9% su	4%	5%
Not at all sure	19%	16%	22% B	15%	12%	13%	30% DEF	26% DEF	12%	8%	13%	25% IJ	24% IJ	18%	17%	12%	35% NOP	28% noP	24% tV	16%	26% TV	14%

* Table Base: US RESPONDENTS

I don't trust generative AI technology.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	52%	48%	55% B	51%	49%	51%	53%	55%	49%	44%	42%	49%	51%	52%	53%	59%	57%	59%	53%	50%	59% tV	47%
Strongly agree	22%	21%	22%	26% f	19%	17%	21%	24%	24%	18%	16%	24%	20%	27%	21%	18%	18%	26%	21%	22%	25%	20%
Somewhat agree	30%	27%	33% b	25%	30%	34% d	32%	32%	25%	27%	26%	24%	31%	25%	33%	42% N	39% N	32%	33%	27%	34%	28%
Disagree (Net)	31%	37% C	25%	33% h	36% H	35% H	27%	24%	37% m	41% M	46% M	36%	25%	28% q	31% q	23%	18%	23%	31% U	32% U	21%	37% U
Somewhat disagree	21%	24% C	18%	23%	19%	26% H	21%	16%	24%	21%	33% m	26%	19%	22%	17%	20%	16%	14%	22% u	23% U	14%	23% U
Strongly disagree	10%	12% C	7%	10%	17% dFGH	8%	6%	8%	13% m	20% M	14% m	10%	6%	7%	13% PQ	3%	2%	10% Q	10%	9%	7%	14% tU
Not at all sure	18%	16%	19%	16%	15%	15%	21%	21%	13%	15%	11%	15%	24% ik	19%	16%	18%	25%	18%	15%	18%	20%	15%

* Table Base: US RESPONDENTS

I want to learn more about generative AI tools.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	62%	67% C	56%	73% GH	71% GH	66% GH	46%	49%	72% LM	77% LM	75% LM	55%	57%	74% PQR	65% QR	58% Qr	37%	42%	60%	62%	61%	63%
Strongly agree	28%	32% C	24%	35% GH	38% GH	35% GH	18%	12%	40% LM	45% LM	38% lM	22%	12%	31% QR	31% QR	32% QR	14%	11%	25%	30% U	19%	34% U
Somewhat agree	34%	36%	32%	38% g	33%	31%	28%	37% g	32%	32%	37%	32%	45% i	43% PQr	34%	25%	23%	31%	35%	33%	41% tV	30%
Disagree (Net)	26%	25%	27%	15%	20%	22%	37% DEF	39% DEF	19%	17%	19%	36% IJK	33% IJk	10%	23% N	24% N	38% Nop	43% NOP	28%	24%	26%	27%
Somewhat disagree	15%	15%	14%	12%	12%	15%	19% d	16%	15%	8%	15%	23% J	15%	8%	17% n	14%	15%	18% N	14%	14%	15%	15%
Strongly disagree	11%	9%	13% b	3%	8% D	7% d	18% DEF	22% DEF	4%	10%	3%	13% ik	19% IK	2%	7% n	10% N	23% NOP	25% NOP	14%	10%	11%	12%
Not at all sure	13%	8%	17% B	12%	9%	12%	17% E	12%	8%	6%	6%	9%	10%	16%	12%	18%	25% Or	15%	12%	14%	13%	10%

* Table Base: US RESPONDENTS

In general, it's easy to tell the difference between something created by generative AI and something created by a person.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	44%	47%	41%	59% FGH	50% GH	45% GH	33%	27%	64% KLM	54% LM	43%	32%	31%	55% QR	46% R	48% qR	34%	24%	37%	48% S	41%	46%
Strongly agree	16%	16%	15%	24% GH	19% GH	17% GH	8%	7%	25% LM	20% LM	22% LM	4%	5%	24% PQR	19% R	12%	11%	8%	9%	15% s	14%	23% STU
Somewhat agree	28%	31%	26%	35% gH	31% H	28%	26%	21%	39% Km	34% k	21%	28%	26%	31% R	27% r	36% qR	23%	16%	28%	33% V	26%	23%
Disagree (Net)	33%	34%	31%	26%	34%	35% d	30%	41% Dg	22%	35% i	35% i	40% I	45% I	30%	33%	34% q	22%	38% Q	39% T	27%	31%	39% T
Somewhat disagree	24%	25%	23%	19%	26%	28% d	21%	28% D	13%	28% I	28% I	24% i	38% II	26%	23%	28%	18%	20%	26%	19%	26%	29% T
Strongly disagree	9%	9%	8%	6%	8%	7%	9%	13% Df	9%	7%	7%	15%	7%	3%	9%	6%	4%	18% NPQ	13% tU	8%	5%	10%
Not at all sure	23%	19%	27% B	15%	16%	20%	37% DEF	32% DEF	14%	11%	22% j	28% IJ	24% iJ	16%	21%	18%	44% NOP	38% NOP	24% v	25% V	28% V	15%

* Table Base: US RESPONDENTS

I'm concerned about the safety of generative AI technology.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Agree (Net)	67%	65%	68%	59%	65%	75% De	66%	71% D	56%	66%	71% i	68%	69% i	63%	65%	78% Noq	65%	73%	67%	66%	64%	70%
Strongly agree	29%	29%	28%	28%	25%	29%	31%	31%	30%	25%	30%	35%	26%	26%	25%	28%	27%	35%	29%	27%	33%	28%
Somewhat agree	38%	35%	40%	31%	40% d	46% Dg	35%	40% d	26%	41% I	41% i	32%	43% I	37%	40%	50% n	38%	38%	38%	39% u	31%	41% u
Disagree (Net)	19%	24% C	15%	26% GH	22% H	19% h	16%	12%	31% M	26%	24%	21%	16%	20% R	18% R	15%	12%	8%	19%	20%	17%	21%
Somewhat disagree	13%	16% C	10%	16% h	10%	14%	14%	10%	20%	12%	15%	17%	15%	12%	8%	13% r	11%	5%	15%	13%	11%	13%
Strongly disagree	7%	8% c	5%	10% GH	12% fGH	6% h	2%	2%	11% M	14% lM	9% M	4%	2%	8% Qr	10% PQR	2%	1%	2%	4%	7%	6%	8%
Not at all sure	14%	11%	17% B	15% F	12% f	6%	17% F	17% F	13%	7%	5%	12%	15% k	17% P	17% P	6%	23% P	19% P	14%	14%	19% V	10%

* Table Base: US RESPONDENTS

QS2Q5: How much do you support or oppose each of the following uses of generative AI tools?

Brands use generative AI tools to make ads

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Support (Net)	39%	43% C	35%	47% fGH	51% FGH	37% H	31%	26%	45%	65% IKLM	38%	32%	35%	48% QR	37% R	36% R	30%	19%	37%	40%	37%	38%
Strongly support	11%	14% C	9%	15% H	19% FGH	9% H	10% H	3%	17% M	25% lM	16% M	12% M	3%	13% PR	14% PR	2%	9% p	3%	14%	11%	10%	12%
Somewhat support	27%	29%	26%	32% Gh	32% G	28%	20%	23%	28%	40% KL	22%	20%	31%	35% QR	23%	34% qR	21%	16%	24%	30%	27%	27%
Neutral	49%	46%	53% b	40%	41%	51% de	54% DE	63% DEF	44%	30%	51% J	49% J	57% iJ	37%	51% n	51% n	60% N	68% NOP	50%	46%	50%	54%
Oppose (Net)	12%	11%	13%	13%	9%	12%	15%	11%	11%	5%	11%	19% Jm	9%	16%	12%	13%	10%	12%	12%	14% v	12%	8%
Somewhat oppose	8%	7%	9%	8%	7%	10%	10%	6%	6%	4%	9%	14% iJ	7%	11%	10%	10%	6%	6%	8%	10% v	8%	5%
Strongly oppose	4%	3%	4%	5%	2%	2%	5%	4%	5%	2%	2%	5%	2%	4%	2%	2%	4%	6%	4%	4%	4%	3%

* Table Base: US RESPONDENTS

Creators use generative AI tools to create mainstream content (e.g., movies, music)

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1050	N=510	N=530	N=301	N=178	N=165	N=174	N=232	N=151	N=89 *	N=82 *	N=84 *	N=106	N=150	N=89 *	N=83 *	N=89 *	N=126	N=183	N=403	N=216	N=249
Total (Unweighted)	N=1050	N=475	N=566	N=273	N=182	N=171	N=183	N=241	N=129	N=85 *	N=76 *	N=73 *	N=115	N=144	N=97 *	N=95 *	N=110	N=126	N=223	N=418	N=236	N=173
Support (Net)	36%	42% C	31%	43% FGH	45% FGH	31%	30%	30%	45% lm	63% IKLM	35%	31%	32%	40% o	26%	28%	28%	29%	38%	38%	33%	36%
Strongly support	11%	14% C	8%	16% fGH	16% fGH	9% H	8%	4%	16% M	24% IM	15% M	11% m	4%	16% PQR	9%	4%	5%	4%	11%	11%	11%	11%
Somewhat support	26%	28%	23%	27%	29%	22%	22%	27%	30%	40% KL	20%	20%	28%	24%	18%	24%	23%	26%	27%	27%	22%	25%
Neutral	49%	44%	53% B	37%	45%	58% DE	53% D	58% DE	34%	28%	54% IJ	51% iJ	56% IJ	39%	61% N	61% N	55% N	59% N	44%	47%	55% St	49%
Oppose (Net)	15%	15%	16%	21% EFH	11%	11%	18% e	12%	20% J	8%	11%	18%	12%	21% pr	13%	11%	17%	12%	18%	15%	12%	15%
Somewhat oppose	10%	10%	10%	15% EfH	7%	8%	10%	7%	15% j	5%	9%	10%	7%	15% r	8%	7%	11%	7%	11%	9%	8%	12%
Strongly oppose	5%	5%	5%	6%	4%	3%	8% f	5%	6%	3%	2%	9%	5%	6%	4%	4%	7%	5%	7%	6%	4%	4%

* Table Base: US RESPONDENTS

011323 - HOD FLASH A (24 HOUR) SURVEY

Q5Q1: [=es transfer_1]Before taking this survey, how familiar were you with generative AI (artificial intelligence) technology?

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Very familiar	14%	13%	17%	15%	14%	14%	13%	13%	20%	6%	22%	10%	26%	9%	16%	9%	14%	14%	11%	24%	5%
Somewhat familiar	40%	45%	40%	36%	38%	37%	41%	46%	43%	36%	44%	38%	45%	38%	39%	43%	38%	41%	37%	35%	46%
Not very familiar—only heard the term	35%	31%	34%	34%	37%	35%	35%	33%	27%	45%	23%	40%	21%	41%	34%	34%	39%	31%	40%	27%	28%
Never heard the term	11%	11%	9%	15%	10%	14%	11%	8%	10%	13%	11%	11%	8%	13%	10%	14%	9%	13%	12%	15%	4%

* Table Base: US RESPONDENTS

Q5Q2: How would you describe your usage of generative AI tools?

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
I have used a generative AI tool.	19%	20%	17%	22%	17%	23% G	15%	18%	24% J	11%	25% L	15%	27% N	15%	20% P	14%	15%	21% Q	15%	29% S	24% S
I have not used a generative AI tool, but I am interested in it.	33%	34%	33%	27%	35%	32%	35%	32%	38%	27% J	27%	39% L	29%	42% N	39%	41% O	35%	31%	30%	26%	37% ST
I have not used a generative AI tool and I am not interested in it.	29%	26%	33%	29%	30%	24%	31%	33% F	24%	37% I	16%	36% K	16%	35% M	30%	26%	31%	27%	36% TU	25% U	10%
I am not sure if I have used agenerative AI tool.	19%	20%	18%	21%	18%	21%	20%	17%	15%	25% I	18%	20%	15%	21% m	20%	18%	19%	20%	20%	19%	18%

* Table Base: US RESPONDENTS

Q5Q3: Which of the following generative AI tools have you used? Please select all that apply.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=194	N=60	N=27 **	N=19 **	N=71 *	N=59 *	N=49 *	N=46 *	N=147	N=47	N=92 *	N=103	N=47 *	N=107	N=155	N=39 *	N=72 *	N=122	N=94 *	N=27 *	N=46 *
Total [Unweighted]	N=178	N=55 *	N=27 **	N=27 **	N=66 *	N=54 *	N=43 *	N=55 *	N=138	N=40 *	N=82 *	N=96 *	N=80 *	N=98 *	N=139	N=39 *	N=81 *	N=97 *	N=97 *	N=30 *	N=31 *
Google AI (e.g., Images, Parti)	41%	28%	40%	60% B	44%	30%	41%	47%	45%	30%	49% I	34%	51% n	34%	44%	31%	49%	36%	36%	54%	42%
ChatGPT	21%	23%	24%	16%	21%	17%	31%	19%	24%	12%	27%	17%	22%	21%	23%	15%	25%	19%	22%	24%	22%
DALL-E	19%	28%	23%	17%	12%	24% H	24% H	6%	19%	18%	13%	21% k	21%	18%	18%	24%	11%	24% Q	12%	18%	25%
DeepAI	15%	10%	12%	20%	18%	6%	19% F	21% F	19% J	1%	20%	11%	21% n	10%	17%	6%	20%	12%	15%	11%	17%
Make-A-Studio (Meta)	14%	12%	15%	20%	13%	23% Gh	3%	8%	18% J	1%	19%	9%	19%	10%	17% p	3%	12%	15%	14%	9%	24%
AI Dungeon	13%	13%	18%	20%	10%	16%	12%	15%	17% J	1%	9%	17%	14%	12%	15%	6%	8%	16%	10%	17%	23%
MidJourney	12%	13%	25%	6%	9%	18% gh	5%	5%	14% J	5%	17%	8%	19% N	7%	14% p	2%	13%	11%	7%	11%	29% S
Stable Diffusion	12%	10%	30% bE	9%	7%	15%	7%	7%	15% J	1%	16%	7%	20% N	5%	13%	7%	13%	11%	6%	13%	25% S
Stability.ai	11%	15%	1%	20% c	9%	13%	16% h	4%	15% J	0%	12%	11%	18% N	6%	13%	5%	10%	12%	6%	14%	24% S
NightCafe	11%	14%	17%	8%	9%	10%	8%	12%	14%	3%	16%	7%	17% n	7%	13%	6%	18% r	7%	9%	13%	17%
Looper Art	11%	17%	10%	6%	9%	20% Gh	2%	7%	13%	4%	11%	11%	16% n	7%	11%	12%	8%	13%	4%	10%	30% St
Other	2%	1%	4%	0%	1%	1%	2%	1%	0%	8% I	0%	4%	0%	4%	2%	3%	1%	3%	4%	0%	0%
Not at all sure	17%	12%	10%	11%	26%	14%	15%	28%	11%	31% I	9%	24% K	9%	23% M	16%	20%	21%	14%	28% TU	6%	2%

* Table Base: USED A GENERATIVE AI TOOL

Q5Q4: How much do you agree or disagree with each of the following statements?

Generative AI tools are a fad.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	36%	41% d	38%	30%	35%	40%	34%	38%	38%	34%	41% L	34%	42% N	34%	36%	38%	35%	37%	33%	42%	41%
Strongly agree	14%	16%	19% e	11%	14%	17%	12%	13%	15%	12%	17%	12%	18% N	6%	13%	15%	11%	16% q	11%	25% S	17% s
Somewhat agree	22%	25%	19%	19%	24%	23%	22%	25%	23%	22%	24%	22%	24%	21%	22%	23%	24%	21%	22%	17%	23%
Disagree (Net):	41%	32%	42% b	47% B	36% B	34%	42% f	42%	40%	38%	43%	39%	42%	41%	39%	44%	40%	44% T	30%	40%	40%
Somewhat disagree	29%	22%	26%	30%	34% B	25%	28%	30%	28%	29%	26%	30%	26%	30%	29%	25%	31%	27%	31% T	27%	17% t
Strongly disagree	13%	10%	16%	17% b	12%	9%	14%	13%	14%	11%	17%	13%	13%	13%	13%	12%	14%	12%	13%	13%	13%
Not at all sure	23%	27% E	20%	23%	19%	26%	24%	20%	20%	26% I	21%	23%	19%	24%	23%	23%	21%	24%	23%	28%	20%

* Table Base: US RESPONDENTS

Generative AI tools have more commercial uses (e.g., in business, science) than personal uses.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	59%	58%	60%	60%	60%	54%	57%	68% FG	61%	57%	65% L	57%	66% N	56%	61%	56%	64% R	56%	58%	61%	61%
Strongly agree	22%	23%	26%	19%	21%	21%	18%	24% g	25% J	17%	26% I	20%	28% N	19%	23%	20%	23%	21%	20%	22%	24%
Somewhat agree	38%	35%	39%	41%	39%	33%	40%	44% F	36%	40%	39%	37%	38%	37%	39%	36%	40%	35%	38%	39%	37%
Disagree (Net):	17%	14%	17%	22%	17%	18%	18%	15%	19% J	13%	16%	17%	15%	17%	15%	20% o	14%	19% Q	15%	16%	19%
Somewhat disagree	13%	10%	10%	15%	14%	13%	15%	12%	15% J	10%	11%	14%	11%	14%	11%	17% O	11%	14%	12%	10%	13%
Strongly disagree	4%	4%	5%	6% e	2%	6% h	3%	3%	4%	3%	5%	3%	6%	4%	4%	4%	3%	5% q	3%	6%	5%
Not at all sure	24%	28% Cd	18%	18%	23%	28% H	25% H	17%	19%	30% I	19%	26% K	19%	26% M	24%	24%	23%	25%	26%	23%	21%

* Table Base: US RESPONDENTS

I think things created by generative AI (e.g., a piece of art, writing) are less impressive than things created without using AI tools (i.e., by a person).

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	58%	59%	54%	49%	62% D	57%	51%	64% G	58%	57%	62% I	56%	64% N	55%	58%	58%	60%	56%	57%	51%	63% t
Strongly agree	27%	26%	30%	21%	30%	26%	24%	29%	28%	27%	31%	26%	32% n	26%	28%	24%	28%	27%	27%	30%	23%
Somewhat agree	30%	33% c	24%	28%	32%	31%	29%	34%	30%	31%	32%	30%	32%	30%	30%	33%	32%	29%	30%	21%	40% ST
Disagree (Net):	23%	23%	27% e	35% BE	18%	22% h	27% H	16%	25%	20%	24%	22%	23%	23%	22%	25%	20%	25%	22%	26%	24%
Somewhat disagree	17%	15%	19%	29% BE	14%	15%	21% H	13%	17%	16%	15%	18%	14%	18%	16%	19%	15%	18%	17% t	10%	18%
Strongly disagree	6%	9% E	7%	6%	4%	8% H	6%	3%	8% J	4%	9% L	5%	8%	5%	6%	6%	5%	7%	4%	16% SU	6%
Not at all sure	19%	18%	19%	16%	20%	20%	20%	20%	17%	23% I	14%	22% K	14%	22% M	20%	18%	19%	19%	21% U	23% u	12%

* Table Base: US RESPONDENTS

I don't trust generative AI technology.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	52%	49%	56%	45%	55%	54%	48%	52%	50%	54%	45%	55% K	49%	53%	53%	48%	51%	53%	49%	50%	50%
Strongly agree	22%	21%	26%	21%	23%	24%	21%	23%	22%	22%	21%	23%	23%	21%	25% P	14%	22%	22%	22%	26%	23%
Somewhat agree	30%	28%	31%	24%	32%	31%	28%	29%	28%	32%	25%	33% K	26%	32% m	28%	34%	30%	30%	31%	23%	28%
Disagree (Net):	31%	32%	28%	36%	30%	27%	31%	33%	35% J	25%	38% L	27%	35% n	29%	30%	33%	31%	31%	29%	31%	34%
Somewhat disagree	21%	20%	19%	26%	20%	18%	20%	26% J	24% J	17%	26% L	19%	23%	20%	20%	24%	22%	20%	20% T	11%	25% T
Strongly disagree	10%	11%	10%	8%	9%	9%	10% h	6%	11%	8%	12%	8%	12%	9%	10%	9%	9%	11%	9%	20% SU	9%
Not at all sure	18%	19%	15%	18%	15%	19%	21%	15%	15%	21% I	17%	18%	16%	18%	17%	19%	17%	18%	17%	20%	16%

* Table Base: US RESPONDENTS

I want to learn more about generative AI tools.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	62%	57%	67% b	60%	65% b	58%	61%	64%	67% J	54%	71% L	57%	74% N	56%	61%	64%	62%	61%	57%	68% t	71% S
Strongly agree	28%	26%	27%	34%	27%	24%	26%	30%	34% J	18%	38% L	22%	42% N	21%	27%	29%	29%	27%	23%	39% S	37% S
Somewhat agree	34%	31%	40%	26%	37% d	34%	35%	33%	33%	36%	33%	35%	32%	35%	34%	32%	34%	35%	35%	29%	35%
Disagree (Net):	26%	25%	25%	29%	25%	25%	25%	29%	22%	31% I	18%	30% K	16%	30% M	26%	24%	27%	25%	30% TU	20%	17%
Somewhat disagree	15%	15%	12%	15%	15%	15%	15%	13%	14%	16% I	12%	16%	12%	15%	15%	13%	14%	16%	14%	11%	12%
Strongly disagree	11%	10%	13%	14%	10%	10%	12%	13%	9%	15% I	6%	14% K	4%	14% M	11%	10%	11%	11%	15% U	8%	4%
Not at all sure	13%	18% CdE	8%	11%	10%	17% H	14% H	8%	11%	15% I	11%	13%	10%	14%	13%	11%	11%	14%	13%	12%	11%

* Table Base: US RESPONDENTS

In general, it's easy to tell the difference between something created by generative AI and something created by a person.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	44%	49% de	47%	39%	42%	50% H	43%	38%	49% J	38%	53% L	39%	56% N	39%	44%	44%	41%	47%	39%	51% S	60% S
Strongly agree	16%	17%	22% D	10%	15%	15%	16%	14%	19% J	10%	22% L	13%	24% N	12%	17% P	12%	15%	16%	12%	22% S	27% S
Somewhat agree	28%	33%	25%	29%	27%	35% gH	27%	24%	29%	27%	31%	32%	27%	27%	27%	32%	26%	31%	27%	29%	32%
Disagree (Net):	33%	25%	34% b	37% B	25%	29%	42% FG	33%	32%	39%	34%	39%	35%	33%	33%	31%	36% R	30%	36% TU	24%	25%
Somewhat disagree	24%	15%	26% B	24% b	19% B	16%	22%	25% FG	15%	32% I	24%	24%	24%	24%	25%	23%	27% R	21%	27% T	14%	19%
Strongly disagree	9%	10%	8%	12%	7%	8%	8%	8%	8%	10%	4%	11% K	4%	11% M	8%	10%	9%	8%	9%	10%	6%
Not at all sure	23%	25%	19%	24%	21%	21%	25%	27% h	20%	18%	10% I	17%	26% K	15%	27% M	13%	21%	22%	24%	15% U	14%

* Table Base: US RESPONDENTS

I'm concerned about the safety of generative AI technology.

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Agree (Net):	67%	63%	74% B	64%	68%	59%	70% F	71% F	67%	67%	68%	66%	69%	65%	69% P	60%	71% R	62%	67%	66%	62%
Strongly agree	29%	28%	36%	30%	28%	28%	29%	28%	28%	30%	26%	30%	28%	29%	32% P	21%	31%	27%	28%	33%	26%
Somewhat agree	38%	35%	39%	35%	40%	31%	41% F	43% F	38%	37%	42% I	35%	41%	36%	37%	39%	41%	35%	38%	33%	36%
Disagree (Net):	19%	19%	18%	16%	21%	24% G	15%	18%	22% J	16%	18%	20%	18%	20%	17%	25% O	17%	22% q	19%	19%	24%
Somewhat disagree	13%	12%	12%	10%	15%	14%	11%	14%	15%	10%	11%	14%	11%	13%	11%	17% O	12%	14%	12%	10%	15%
Strongly disagree	7%	7%	5%	6%	7%	10% GH	4%	3%	7%	5%	7%	6%	7%	6%	6%	8%	5%	8%	7%	9%	9%
Not at all sure	14%	17% CE	8%	20% CE	11%	17% h	15%	12%	11%	18% I	14%	14%	12%	15%	14%	15%	12%	16%	15%	15%	14%

* Table Base: US RESPONDENTS

Q5Q5: How much do you support or oppose each of the following uses of generative AI tools?

Brands use generative AI tools to make ads

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Support (Net):	39%	39%	39%	40%	38%	33%	44% G	44% G	44% J	31%	45% L	35%	45% N	36%	38%	39%	37%	40%	38%	44%	42%
Strongly support	11%	11%	9%	12%	13%	10%	10%	10%	16% J	4%	15% L	10%	16% N	9%	11%	12%	12%	11%	11%	14%	13%
Somewhat support	27%	28%	30%	28%	27%	28%	33%	34% G	28%	26%	30%	26%	28%	27%	27%	28%	25%	29%	27%	30%	28%
Neutral	49%	48%	46%	51%	50%	53% H	53% H	43%	45%	55% I	44%	52% K	43%	52% M	50%	49%	51%	48%	50%	45%	49%
Oppose (Net):	12%	14%	14%	8%	10%	14%	14%	13%	10%	14% I	11%	12%	13%	12%	12%	12%	12%	12%	13%	11%	10%
Somewhat oppose	8%	10%	6%	7%	8%	6%	8%	10%	8%	8%	9%	8%	10%	7%	8%	8%	10%	7%	9%	8%	5%
Strongly oppose	4%	4%	8% bDE	2%	2%	3%	6%	3%	2%	6% I	2%	5% k	3%	4%	4%	3%	2%	5% q	4%	3%	4%

* Table Base: US RESPONDENTS

Creators use generative AI tools to create mainstream content (e.g., movies, music)

		Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than $60K (B)	$60K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1050	N=294	N=163	N=131	N=440	N=347	N=337	N=222	N=619	N=431	N=361	N=689	N=223	N=727	N=767	N=269	N=482	N=568	N=645	N=126	N=181
Total [Unweighted]	N=1050	N=314	N=177	N=132	N=405	N=282	N=301	N=294	N=635	N=415	N=339	N=711	N=311	N=739	N=770	N=270	N=535	N=515	N=716	N=107	N=130
Support (Net):	36%	35%	36%	45%	36%	35%	34%	38%	41% J	29%	43% L	33%	44% N	33%	36%	39%	35%	37%	36%	42%	41%
Strongly support	11%	9%	12%	10%	13%	11%	8%	11%	14% J	6%	12%	10%	15% N	9%	12%	8%	11%	11%	11%	14%	11%
Somewhat support	26%	26%	24%	35% cE	23%	24%	26%	28%	27%	23%	30% L	23%	29%	24%	24%	30% o	25%	26%	25%	28%	30%
Neutral	49%	50%	47%	40%	50% d	49%	51%	46%	44%	55% I	44%	51% k	42%	52% M	50%	45%	51%	46%	50%	48%	45%
Oppose (Net):	15%	15%	17%	15%	14%	17%	15%	16%	15%	16%	13%	16%	14%	16%	14%	17%	13%	17%	14%	10%	15%
Somewhat oppose	10%	9%	7%	12%	10%	12%	8%	10%	11%	8%	9%	10%	11%	10%	9%	11%	10%	10%	9%	4%	11% t
Strongly oppose	5%	6%	9% dE	3%	4%	5%	7%	5%	4%	7% I	3%	6%	3%	6%	5%	6%	4%	6% q	5%	6%	4%

* Table Base: US RESPONDENTS

011323 - HOD FLASH A (24 HOURS) SURVEY

Q5Q1: [res transfer_1]Before taking this survey, how familiar were you with generative AI (artificial intelligence) technology?

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Very familiar	14%		21%	EF	23%	ADEF	15%	EF	4%		0%	
Somewhat familiar	40%	E	54%	AcEF	41%	E	45%	EF	30%		29%	
Not very familiar – only heard the term	35%	BC	18%		24%		32%	Bc	51%	ABCD	51%	ABCD
Never heard the term	11%		7%		11%		8%		15%	bD	20%	abD

* Table Base: US RESPONDENTS

Q5Q2: How would you describe your usage of generative AI tools?

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
I have used a generative AI tool.	19%	EF	37%	ACDEF	24%	aEF	18%	EF	7%		3%	
I have not used a generative AI tool, but I am interested in	33%	EF	37%	EF	43%	AEF	40%	aEF	18%		19%	
I have not used a generative AI tool and I am not interested	29%	BC	16%		13%		24%	C	49%	ABCD	66%	ABCDe
I am not sure if I have used agenerative AI tool.	19%	B	10%		20%	B	18%	b	26%	ABDF	13%	

* Table Base: US RESPONDENTS

Q5Q3: Which of the following generative AI tools have you used? Please select all that apply.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=194		N=56	*	N=69	*	N=47	*	N=21	**	N=2	**
Total (Unweighted)	N=178		N=45	*	N=69	*	N=40	*	N=22	**	N=2	**
Google AI (e.g., Images, Parti)	41%	e	35%		48%	E	51%	E	18%		0%	
ChatGPT	21%		20%		24%		24%		8%		42%	
DALL-E	19%		24%		25%		11%		8%		0%	
DeepAI	15%		20%	d	21%	D	4%		5%		0%	
Make-A-Studio (Meta)	14%		21%	dE	18%	e	6%		0%		0%	
AI Dungeon	13%		27%	aCE	8%		11%		0%		0%	
Midjourney	12%		12%		15%	e	12%		0%		0%	
Stable Diffusion	12%		13%		18%	e	5%		0%		0%	
Stability.ai	11%		18%	e	10%		11%		0%		0%	
NightCafe	11%		15%		15%	e	7%		0%		0%	
Jasper Art	11%		21%	dE	11%		4%		0%		0%	
Other	2%		1%		2%		1%		5%		58%	ABCDe
Not at all sure	17%	c	11%		5%		23%	C	56%	ABCD	0%	

* Table Base: USED A GENERATIVE AI TOOL

Q5Q4: How much do you agree or disagree with each of the following statements?

Generative AI tools are a fad.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	36%	E	51%	ADEF	42%	E	35%	E	25%		34%	
Strongly agree	14%	E	26%	ADEF	18%	DEF	10%		8%		6%	
Somewhat agree	22%	e	24%		24%	e	25%	E	16%		29%	e
Disagree (Net):	41%	B	29%		40%	b	45%	B	45%	B	38%	
Somewhat disagree	29%		23%		25%		28%		35%	abC	32%	
Strongly disagree	13%		6%		15%	B	17%	BeF	11%		6%	
Not at all sure	23%		20%		18%		20%		30%	ABCD	27%	

* Table Base: US RESPONDENTS

Generative AI tools have more commercial uses (e.g., in business, science) than personal uses.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	59%		66%	e	62%		59%		51%		53%	
Strongly agree	22%	aF	26%	eF	29%	AdEF	21%	F	17%		8%	
Somewhat agree	38%		40%		33%		38%		34%		46%	
Disagree (Net):	17%	aF	19%	F	21%	EF	19%	EF	12%		4%	
Somewhat disagree	13%		15%	f	15%	f	15%	eF	10%		4%	
Strongly disagree	4%		4%		6%	E	4%		2%		0%	
Not at all sure	24%	bc	15%		17%		22%		33%	ABCD	43%	ABCD

* Table Base: US RESPONDENTS

I think things created by generative AI (e.g., a piece of art, writing) are less impressive than things created without using AI tools (i.e., by a person).

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	58%		64%	e	60%	e	59%		52%		54%	
Strongly agree	27%		28%		28%		30%		24%		29%	
Somewhat agree	30%		36%		32%		29%		28%		24%	
Disagree (Net):	23%		21%		24%		26%		20%		16%	
Somewhat disagree	17%		14%		16%		18%		17%		16%	
Strongly disagree	6%	e	7%	f	8%	EF	8%	EF	3%		0%	
Not at all sure	19%		15%		15%		14%		28%	ABCD	30%	abCD

* Table Base: US RESPONDENTS

I don't trust generative AI technology.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	52%	c	62%	aCD	45%		49%		56%	C	52%	
Strongly agree	22%		31%	aCD	20%		17%		24%	d	23%	
Somewhat agree	30%		31%		25%		32%		32%	c	29%	
Disagree (Net):	31%	be	21%		29%	AdEF	36%	BEF	25%		22%	
Somewhat disagree	21%	b	12%		26%	BE	24%	B	18%		18%	
Strongly disagree	10%		9%		13%	EF	11%		7%		4%	
Not at all sure	18%		16%		16%		15%		19%		26%	d

* Table Base: US RESPONDENTS

I want to learn more about generative AI tools.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	62%	EF	75%	AdEF	70%	AEF	61%	EF	48%		43%	
Strongly agree	28%	EF	35%	EF	27%	AEF	32%	EF	15%		8%	
Somewhat agree	34%		40%		34%		33%		32%		35%	
Disagree (Net):	26%	BC	15%		17%		23%	c	40%	ABCD	36%	BC
Somewhat disagree	15%		13%		10%		15%		18%	C	16%	
Strongly disagree	11%	BC	2%		6%		8%	b	22%	ABCD	20%	aBCD
Not at all sure	13%		10%		13%		12%		12%		21%	b

* Table Base: US RESPONDENTS

In general, it's easy to tell the difference between something created by generative AI and something created by a person.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	44%	EF	58%	ADEF	56%	ADEF	43%	EF	32%		19%	
Strongly agree	16%	EF	22%	EF	23%	ADEF	15%	EF	8%		2%	
Somewhat agree	28%		36%	EF	33%	EF	27%		23%		18%	
Disagree (Net):	32%		29%		28%		35%		37%	C	37%	
Somewhat disagree	24%		23%		20%		26%		27%	c	25%	
Strongly disagree	9%		6%		8%		8%		10%		12%	
Not at all sure	23%	BC	14%		16%		23%	b	31%	ABCd	44%	ABCD

* Table Base: US RESPONDENTS

I'm concerned about the safety of generative AI technology.

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Agree (Net):	67%		63%		62%		72%	C	70%	c	59%	
Strongly agree	29%		31%		25%		30%		31%		24%	
Somewhat agree	38%		32%		36%		42%		39%		36%	
Disagree (Net):	19%	E	22%	e	24%	E	20%	E	13%		17%	
Somewhat disagree	13%		16%		12%		13%		12%		16%	
Strongly disagree	7%	E	6%	e	12%	AbEF	8%	E	2%		1%	
Not at all sure	14%	D	15%	d	14%	D	8%		17%	D	24%	aD

* Table Base: US RESPONDENTS

Q5Q5: How much do you support or oppose each of the following uses of generative AI tools?

Brands use generative AI tools to make ads

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Support (Net):	39%	EF	44%	EF	49%	AEF	41%	EF	27%		24%	
Strongly support	11%	E	9%		20%	AbEEF	12%	E	5%		6%	
Somewhat support	27%		35%	EF	29%	e	29%		22%		18%	
Neutral	49%	C	43%		40%		47%		61%	ABCD	65%	abCD
Oppose (Net):	12%		12%		11%		12%		12%		12%	
Somewhat oppose	8%		7%		8%		9%		9%		6%	
Strongly oppose	4%		6%		3%		3%		4%		6%	

* Table Base: US RESPONDENTS

Creators use generative AI tools to create mainstream content (e.g., movies, music)

	Total (A)		Gen Z 18-26 (B)		Millennials 27-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1050		N=150		N=287		N=262		N=295		N=57	*
Total (Unweighted)	N=1050		N=119		N=293		N=272		N=314		N=52	*
Support (Net):	36%		42%	E	43%	aE	36%	e	28%		30%	
Strongly support	11%	E	14%	EF	16%	aEF	12%	EF	4%		3%	
Somewhat support	26%		28%		28%		23%		24%		28%	
Neutral	49%	Bc	35%		41%		53%	BC	56%	ABC	61%	BC
Oppose (Net):	15%		22%	aDF	15%		11%		16%		8%	
Somewhat oppose	10%		13%	dF	12%	dF	7%		10%		2%	
Strongly oppose	5%		9%	C	3%		4%		6%		6%	

* Table Base: US RESPONDENTS