

060223 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(06/02/23 - 06/06/23)

Segment Definitions

Total	(ALL)	n=1009
Adult Gen Z 18-26	(Q4007.check('18-26'))	n=152
Millennials 27-41	(Q4007.check('27-41'))	n=264
Gen X 42-57	(Q4007.check('42-57'))	n=239
Boomers 58-76	(Q4007.check('58-76'))	n=302

Weighting

Total	nweight.q060223_24_hourprop.val	q060223_24_hourprop
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QS1Q1: How interested are you in doing each of the following activities related to new technologies (e.g., generative AI, virtual reality, robotics)?

Learning about new technologies (e.g., how they work, potential uses)

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Interested (Net)	78%	86% dE	88% DE	78% E	69%
Very interested	34%	40% E	52% BDE	32% E	21%
Somewhat interested	44%	47% c	36%	46% c	48% C
Not interested (Net)	22%	14%	12%	22% bC	31% BCD
Not very interested	14%	11%	7%	14% C	19% bC
Not at all interested	8%	2%	5%	9% B	12% BC

Table Base: US RESPONDENTS

QS1Q1: How interested are you in doing each of the following activities related to new technologies (e.g., generative AI, virtual reality, robotics)?

Using new technologies

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Interested (Net)	79%	88% DE	89% DE	78% E	69%
Very interested	37%	52% DE	59% DE	35% E	18%
Somewhat interested	42%	36%	31%	43% C	51% BC
Not interested (Net)	21%	12%	11%	22% BC	31% BCD
Not very interested	14%	9%	7%	14% C	19% BC
Not at all interested	7%	3%	4%	8% b	12% BC

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

Keeping up with new technologies is overwhelming to me.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	51%	45%	57% BE	49%	47%
Strongly agree	19%	15%	29% BDE	18%	13%
Somewhat agree	31%	29%	28%	31%	34%
Disagree (Net)	49%	55% C	43%	51%	53% C
Somewhat disagree	33%	36% C	25%	33%	39% C
Strongly disagree	16%	19%	18%	18%	14%

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

New technologies are more likely to drive people apart than bring them together.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	52%	58% e	58% DE	48%	47%
Strongly agree	15%	16% E	25% bDE	14% e	9%
Somewhat agree	37%	42%	33%	34%	38%
Disagree (Net)	48%	42%	42%	52% C	53% bC
Somewhat disagree	34%	26%	24%	39% BC	42% BC
Strongly disagree	14%	16%	18% E	13%	11%

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

I trust that the companies responsible for creating new technologies do so to improve society.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	68%	68% E	79% BE	74% E	55%
Strongly agree	21%	18% E	39% BDE	18% E	9%
Somewhat agree	47%	50%	41%	56% Ce	47%
Disagree (Net)	32%	32% C	21%	26%	45% BCD
Somewhat disagree	23%	23% C	14%	20%	30% CD
Strongly disagree	9%	8%	7%	6%	14% CD

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

I tend to adopt new technologies before most other people I know.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	49%	58% E	71% BDE	51% E	29%
Strongly agree	18%	19% E	36% BDE	19% E	4%
Somewhat agree	31%	38% E	36% E	32% e	24%
Disagree (Net)	51%	42% C	29%	49% C	71% BCD
Somewhat disagree	27%	30% C	17%	27% C	33% C
Strongly disagree	25%	12%	12%	22% BC	38% BCD

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

I often feel forced to adopt new technologies.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	53%	59%	51%	51%	52%
Strongly agree	16%	23% dE	23% dE	15% e	9%
Somewhat agree	36%	36%	28%	35%	43% Cd
Disagree (Net)	47%	41%	49%	49%	48%
Somewhat disagree	27%	21%	22%	29%	31% BC
Strongly disagree	21%	20%	27% E	21%	16%

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

It's important to keep an open mind about new technologies.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	90%	84%	92% B	90%	89%
Strongly agree	39%	41% E	49% E	43% E	29%
Somewhat agree	51%	43%	43%	47%	60% BCD
Disagree (Net)	10%	16% C	8%	10%	11%
Somewhat disagree	8%	15% CdE	5%	9%	7%
Strongly disagree	2%	0%	3%	1%	4% bd

Table Base: US RESPONDENTS

QS1Q2: How much do you agree or disagree with each of the following statements?

Early regulation (e.g., from the government, industry experts) is the best way to make sure new technologies positively impact society.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	71%	66%	79% BDE	69%	67%
Strongly agree	21%	20% E	34% BDE	19% E	12%
Somewhat agree	50%	46%	45%	50%	56% C
Disagree (Net)	29%	34% C	21%	31% C	33% C
Somewhat disagree	20%	23% C	14%	25% C	23% C
Strongly disagree	8%	10%	7%	6%	10%

Table Base: US RESPONDENTS

QS1Q3: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of your life five years from now?

My career

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive Impact (Net)	45%	58% E	66% DE	50% E	21%
Very positive impact	25%	32% E	41% DE	26% E	9%
Somewhat positive impact	20%	26% E	25% E	25% E	12%
No impact	38%	23%	21%	29% c	60% BCD
Negative impact (Net)	11%	15% C	7%	16% Ce	9%
Somewhat negative impact	7%	9% C	3%	12% CE	6% c
Very negative impact	4%	6%	4%	3%	3%
Not at all sure	7%	3%	6%	5%	9% B

Table Base: US RESPONDENTS

QS1Q3: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of your life five years from now?

My social life (e.g., friends, hobbies)

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive Impact (Net)	48%	66% DE	65% DE	49% E	27%
Very positive impact	23%	32% dE	40% DE	23% E	7%
Somewhat positive impact	25%	34% cE	24%	27% e	19%
No impact	34%	17%	21%	32% BC	52% BCD
Negative impact (Net)	13%	14%	11%	15%	14%
Somewhat negative impact	11%	11%	8%	13%	10%
Very negative impact	3%	3%	3%	2%	4%
Not at all sure	5%	2%	4%	4%	8% Bc

Table Base: US RESPONDENTS

QS1Q3: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of your life five years from now?

My mental health

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive Impact (Net)	43%	54% E	61% DE	44% E	26%
Very positive impact	23%	29% E	38% DE	26% E	8%
Somewhat positive impact	20%	24%	23%	17%	18%
No impact	34%	17%	21%	35% BC	47% BCD
Negative impact (Net)	18%	27% CD	14%	17%	19%
Somewhat negative impact	13%	17% C	8%	13% c	14% C
Very negative impact	6%	10% De	6%	3%	5%
Not at all sure	5%	3%	4%	4%	7% b

Table Base: US RESPONDENTS

QS1Q3: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of your life five years from now?

My physical health

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive Impact (Net)	45%	49% E	60% BDE	44% e	35%
Very positive impact	21%	26% E	36% bDE	19% E	10%
Somewhat positive impact	25%	23%	24%	25%	25%
No impact	38%	27%	25%	45% BC	47% BC
Negative impact (Net)	12%	18% cDe	11%	10%	11%
Somewhat negative impact	8%	14% De	8%	6%	8%
Very negative impact	4%	4%	3%	4%	4%
Not at all sure	5%	6% d	4%	2%	6% D

Table Base: US RESPONDENTS

QS1Q3: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of your life five years from now?

My life overall

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive Impact (Net)	56%	58% e	69% BDE	55%	48%
Very positive impact	25%	28% E	40% BDE	26% E	11%
Somewhat positive impact	32%	30%	29%	30%	36% c
No impact	24%	20%	15%	26% C	29% bC
Negative impact (Net)	13%	16%	11%	13%	15%
Somewhat negative impact	10%	9%	8%	11%	12%
Very negative impact	3%	7% cd	2%	2%	3%
Not at all sure	6%	6%	5%	6%	9% c

Table Base: US RESPONDENTS

QS1Q4: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of life in the US five years from now?

The US economy (e.g., job market, production of goods and services)

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive impact (Net)	53%	47%	63% BDE	51%	48%
Very positive impact	22%	27% E	36% bDE	21% E	9%
Somewhat positive impact	31%	20%	27%	30% b	39% BCd
No impact	14%	13%	13%	15%	15%
Negative impact (Net)	26%	34% C	20%	29% c	27% c
Somewhat negative impact	18%	19% c	12%	19% c	20% C
Very negative impact	9%	15% CE	8%	9%	7%
Not at all sure	7%	6%	4%	6%	10% C

Table Base: US RESPONDENTS

QS1Q4: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of life in the US five years from now?

Americans' mental health

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive impact (Net)	41%	45% E	55% bDE	43% E	29%
Very positive impact	17%	20% E	30% bDE	15% E	6%
Somewhat positive impact	25%	24%	25%	28%	23%
No impact	17%	13%	16%	15%	22% Bd
Negative impact (Net)	35%	35% c	27%	35% c	39% C
Somewhat negative impact	26%	24%	17%	28% C	30% C
Very negative impact	9%	11%	9%	7%	9%
Not at all sure	7%	7% C	2%	7% C	10% C

Table Base: US RESPONDENTS

QS1Q4: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of life in the US five years from now?

Americans' physical health

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive impact (Net)	46%	45% e	55% E	51% E	36%
Very positive impact	18%	22% E	31% bDE	16% e	10%
Somewhat positive impact	27%	23%	24%	35% BCE	25%
No impact	21%	21%	20%	15%	25% D
Negative impact (Net)	28%	28%	22%	28%	31% C
Somewhat negative impact	20%	17%	14%	22% C	26% bC
Very negative impact	7%	11% e	8%	6%	6%
Not at all sure	6%	6%	3%	6%	8% C

Table Base: US RESPONDENTS

QS1Q4: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of life in the US five years from now?

Americans' social habits (e.g., feelings of loneliness or connectedness, communication skills)

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive impact (Net)	42%	48% E	57% DE	44% E	28%
Very positive impact	17%	21% E	30% bDE	17% E	5%
Somewhat positive impact	25%	27%	27%	27%	23%
No impact	16%	14%	16%	14%	18%
Negative impact (Net)	37%	33%	25%	36% C	46% BCD
Somewhat negative impact	26%	16%	17%	26% BC	35% BCd
Very negative impact	11%	16% C	8%	10%	11%
Not at all sure	6%	6%	3%	6%	7% C

Table Base: US RESPONDENTS

QS1Q4: In general, what type of impact do you think new technologies (e.g., generative AI, virtual reality, robotics) will have on each of the following aspects of life in the US five years from now?

Americans overall

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Positive impact (Net)	49%	53% E	62% DE	46%	41%
Very positive impact	21%	28% DE	33% DE	18% E	10%
Somewhat positive impact	29%	25%	28%	28%	31%
No impact	11%	9%	10%	14%	13%
Negative impact (Net)	31%	29%	24%	31%	35% C
Somewhat negative impact	23%	20%	17%	24% c	27% C
Very negative impact	8%	9%	7%	7%	8%
Not at all sure	8%	9%	4%	9% c	11% C

Table Base: US RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

I feel optimistic about my future.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	80%	78%	84%	77%	80%
Strongly agree	30%	33% E	40% DE	27%	22%
Somewhat agree	50%	45%	44%	51%	58% BC
Disagree (Net)	20%	22%	16%	23%	20%
Somewhat disagree	15%	17%	12%	18% C	15%
Strongly disagree	4%	5%	4%	4%	5%

Table Base: US RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

I feel optimistic about the future of society overall.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	62%	64% e	73% DE	61%	55%
Strongly agree	20%	23% dE	38% BDE	14% e	9%
Somewhat agree	42%	42%	34%	47% C	46% C
Disagree (Net)	38%	36%	27%	39% C	45% bC
Somewhat disagree	28%	21%	20%	28% c	36% BCd
Strongly disagree	10%	15% Ce	7%	11%	9%

Table Base: US RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

Young people today are too dependent on technology.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	85%	80%	82%	89% bc	87% b
Strongly agree	48%	36%	48% b	53% B	51% B
Somewhat agree	37%	44% c	35%	36%	37%
Disagree (Net)	15%	20% de	18% d	11%	13%
Somewhat disagree	10%	13%	11%	9%	9%
Strongly disagree	5%	7% D	7% De	2%	3%

Table Base: US RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

I worry about the effect social media has on the mental health of today's young people.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	81%	74%	73%	86% BC	85% BC
Strongly agree	42%	44%	37%	43%	45%
Somewhat agree	39%	30%	36%	43% B	40% b
Disagree (Net)	19%	26% DE	27% DE	14%	15%
Somewhat disagree	12%	20% DE	14%	10%	11%
Strongly disagree	7%	7%	13% bDE	4%	5%

Table Base: US RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

I wish I could go back to a time before everyone was "plugged in" (i.e., widespread access to social media, smartphones, and other technologies).

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Agree (Net)	67%	60%	74% BE	73% BE	61%
Strongly agree	26%	22%	35% BdE	27%	21%
Somewhat agree	40%	38%	39%	47%	41%
Disagree (Net)	33%	40% CD	26%	27%	39% CD
Somewhat disagree	22%	23% c	15%	19%	27% Cd
Strongly disagree	12%	17% D	11%	8%	12%

Table Base: US RESPONDENTS