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The Global CEO Advisory Firm

AI and Public Opinion

A view from the American public

U.S. Chamber of Commerce

Our Approach

Working closely with C_TEC, Teneo Research conducted a nationally proportional survey of:

1,000 American adults, 18+ years of age, census balanced for age, gender, region, and ethnicity

Data was collected between November 29th and December 3rd, 2021

The survey was fielded online, and available for desktop and mobile devices

This study explored:

Americans' understanding of AI and its potential benefits and impacts on society

The appetite for further regulation of AI across a wide range of use cases

The impact AI use has on company reputation

The desire of Americans for the US to lead on the development of AI technology and ethics

AI Outlook

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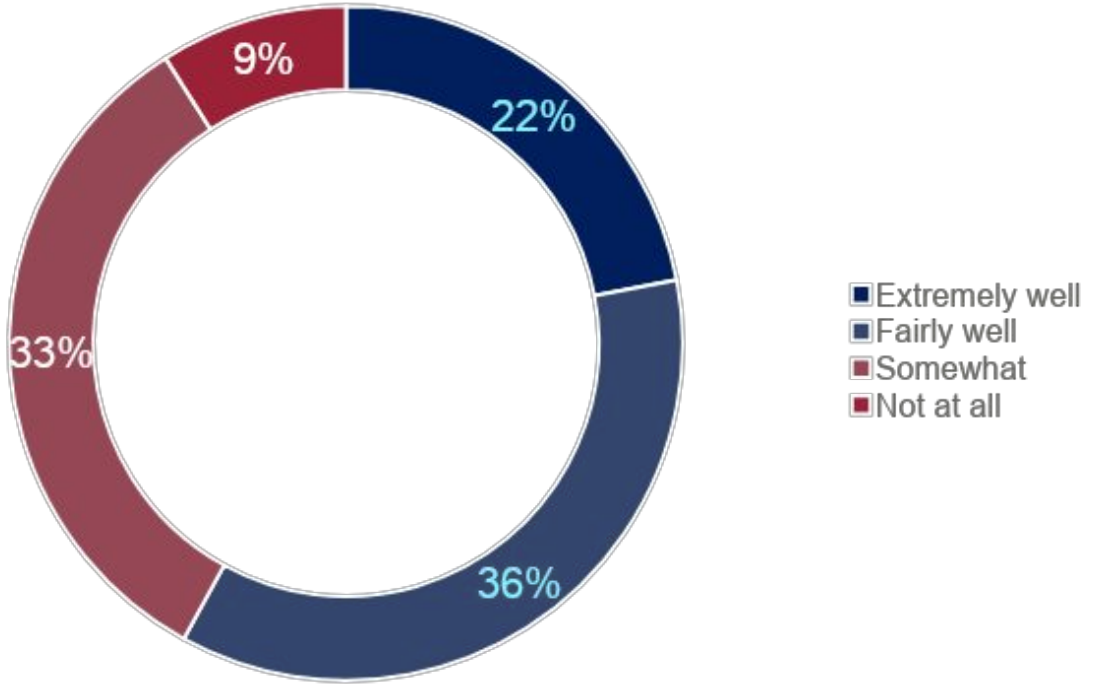
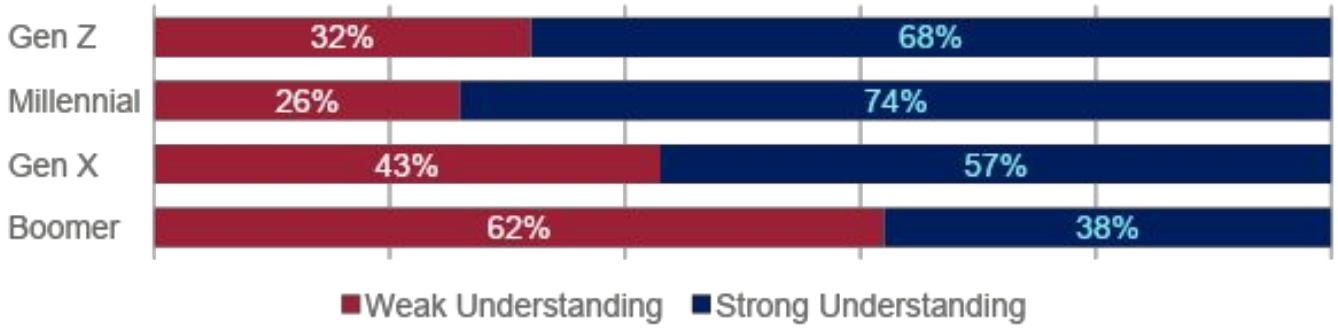
Understanding AI

Just over half of Americans say they understand AI at least fairly well, but there is a strong generational divide

How well do you feel you understand what Artificial Intelligence is and how it works?





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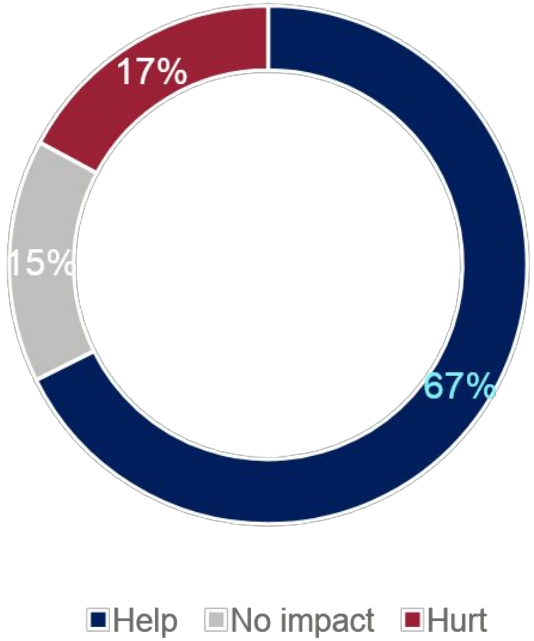
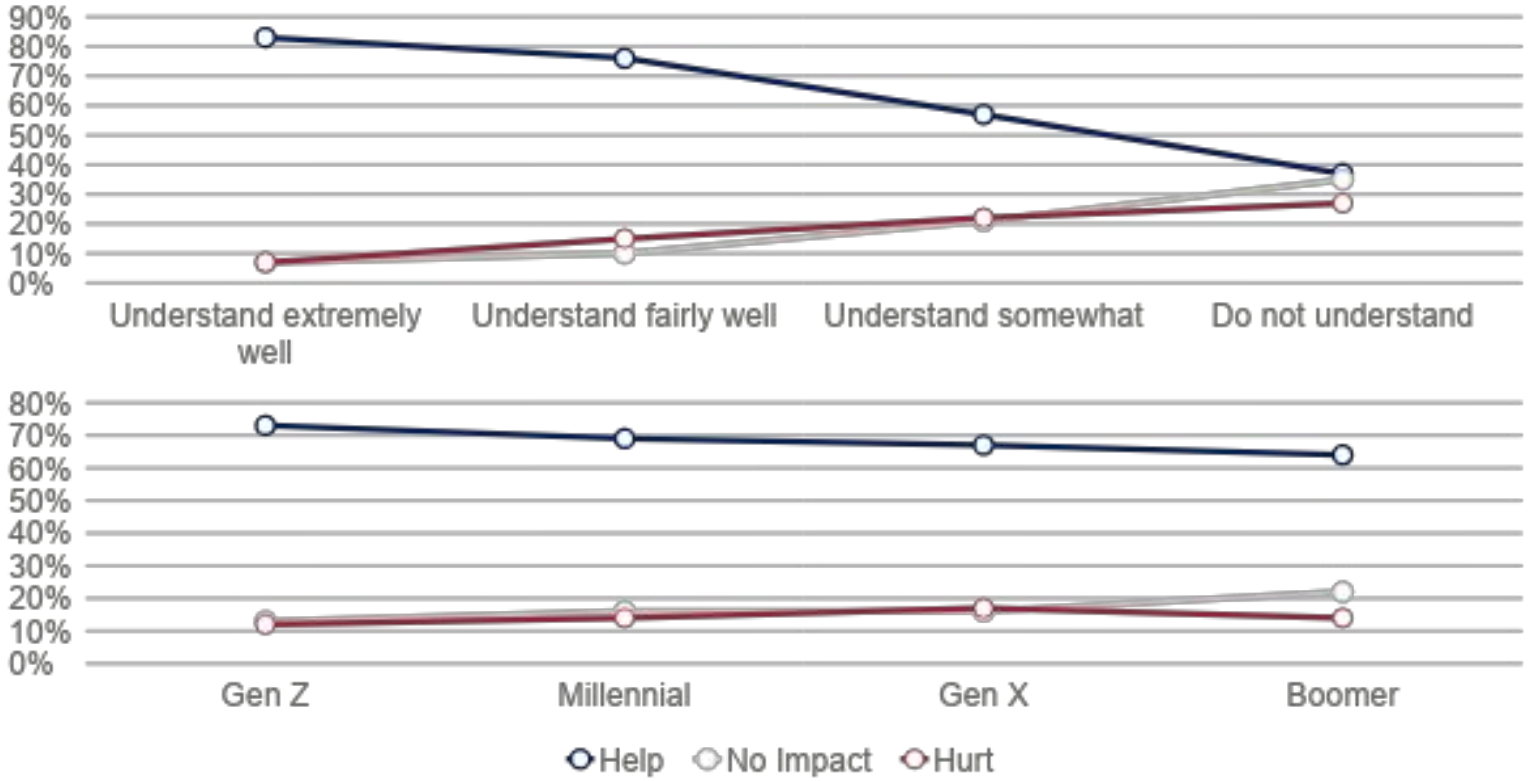
Impact on Society

The more Americans learn about AI, the more comfortable they become with its potential role in society

Do you believe that Artificial Intelligence will generally help or hurt society?

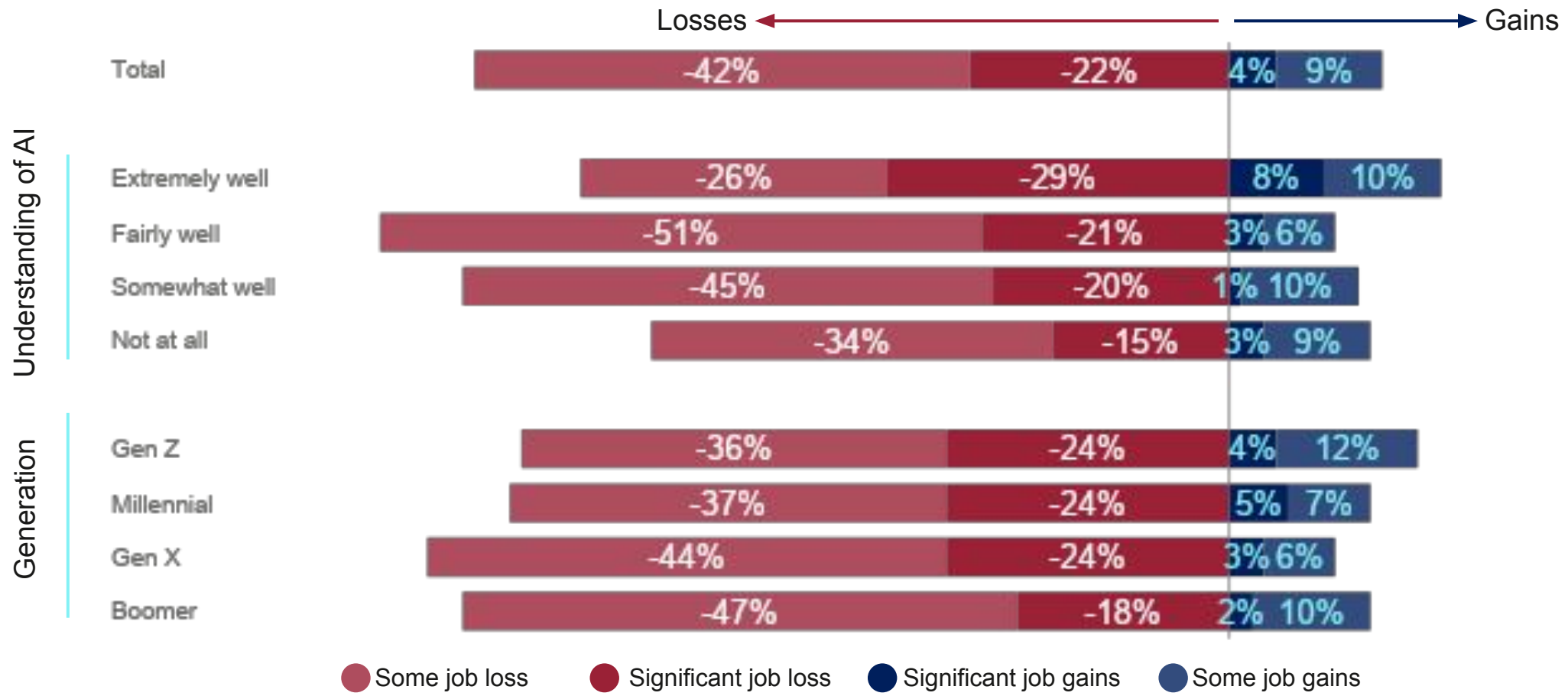




Impact on Jobs

Americans hold this optimistic view despite anticipating minor job loss due to AI

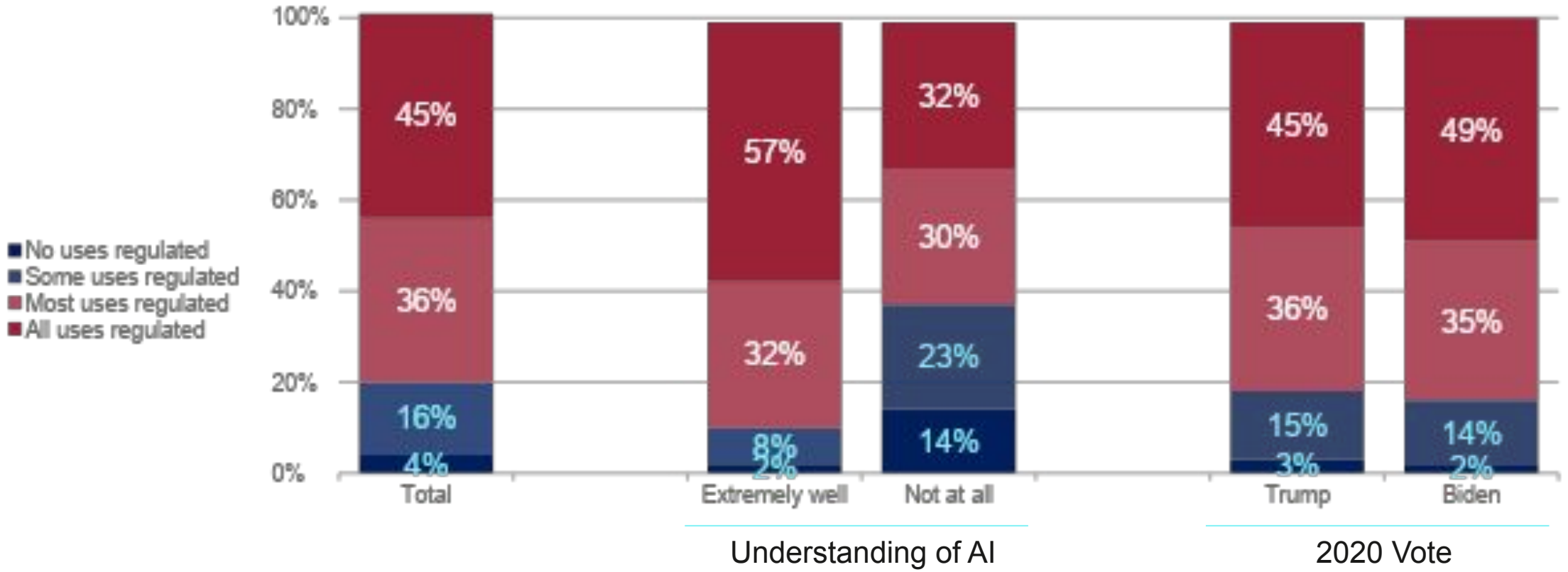
What impact, if any, do you believe AI will have on jobs in the US?



Regulating AI

With this optimism and concern, Americans strongly favor greater regulation of AI

When it comes to the regulation of Artificial Intelligence, which of the following is closest to your own opinion?

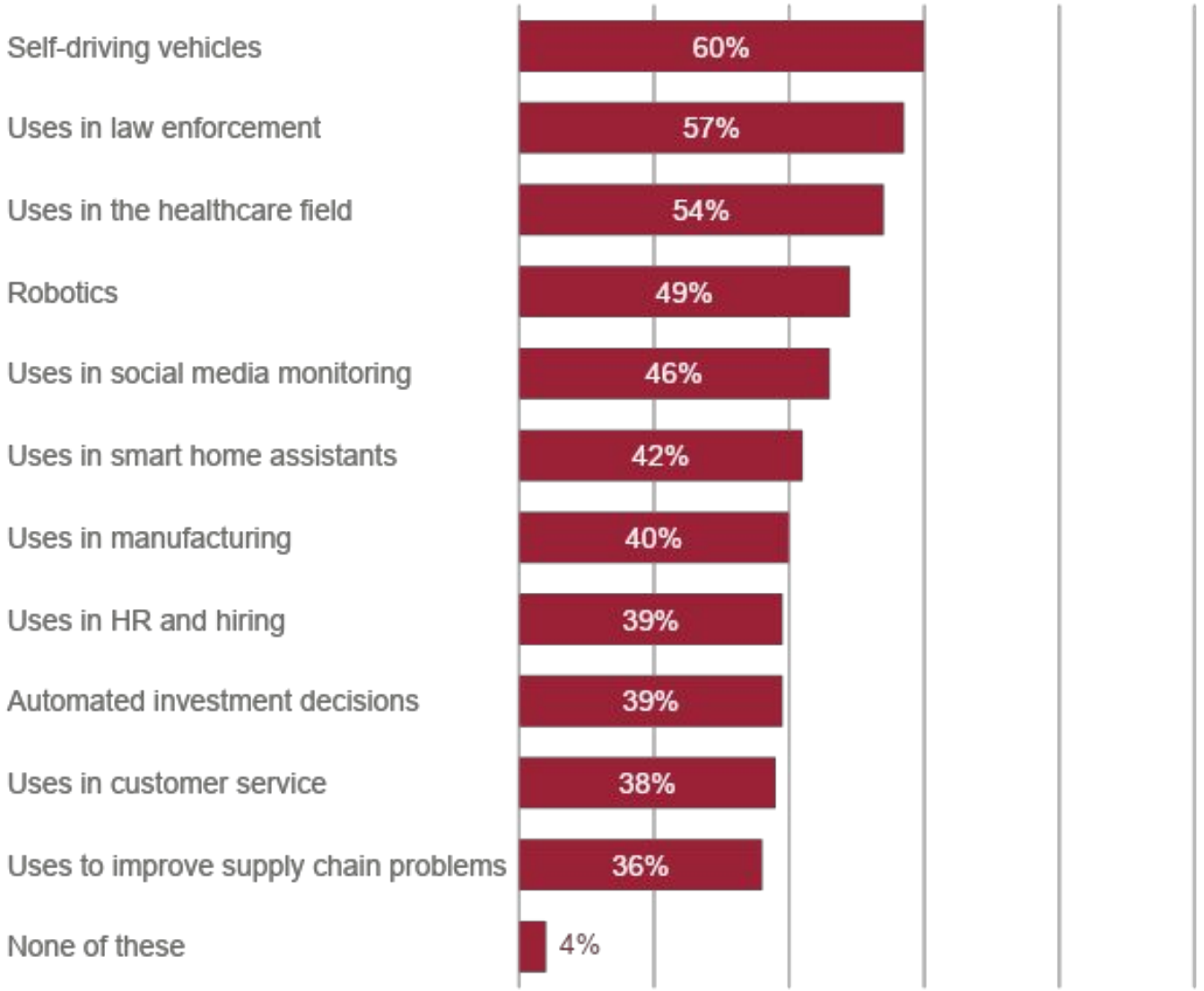


Regulating AI

Self-driving vehicles and AI uses in law enforcement and health are seen as the top regulatory priorities for Americans

96% of those surveyed wanted to see regulation on at least one of these uses

Which uses of AI do you believe should be regulated? (please select all that apply)



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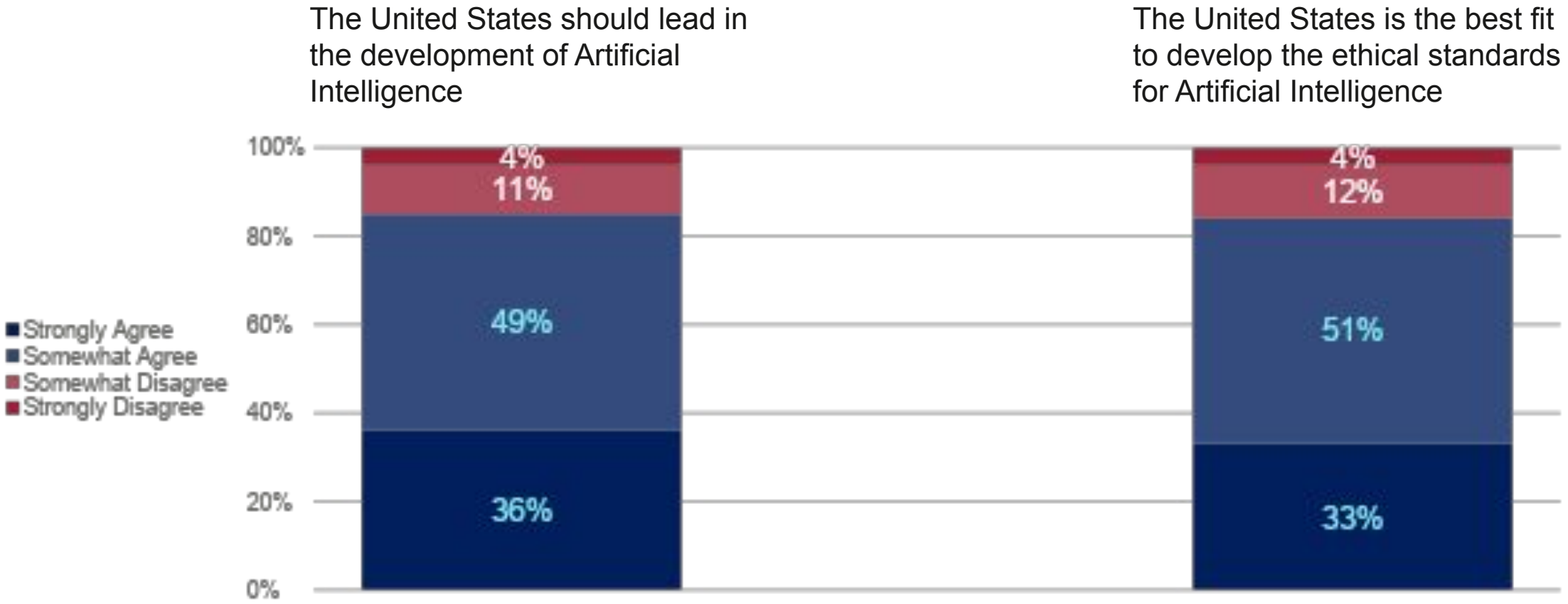
AI Leadership

The public is overwhelmingly looking for America to lead on the development of AI technology and ethics

Do you agree or disagree with the following statement?

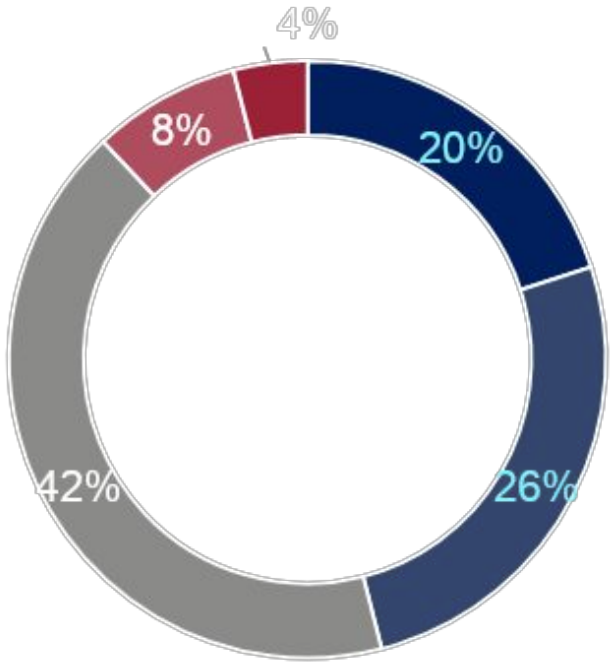


AI Leadership

The reputation impact on companies using AI is largely positive or neutral

If you learned that a company was using AI, would you feel more positively or more negatively towards that company?

Most negative (% very negative)	
3rd Party Ideology	10%
No understanding of AI	6%
Trump Voters	5%
Moderate Republicans	5%



Most positive (% very positive)	
Understands AI extremely well	50%
Strong Democrats	33%
Gen Z	29%
Biden voters	23%

What it Means

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Education is key to bolstering AI acceptance and enthusiasm

In an otherwise bullish landscape, a lack of understanding of AI is the leading indicator for push-back against AI adoption

AI regulation is broadly supported

Regardless of understanding, party, or age, Americans are looking for greater US-led regulation and standard-setting on AI

Companies stand to bolster their reputations with AI

However, companies will need to assure consumers that their use of AI is following best practice – especially in sensitive industries – while avoiding job replacement