U.S. PUBLIC ATTITUDES ON ARTIFICIAL INTELLIGENCE

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INTRODUCTION

As Artificial Intelligence (AI) is increasingly incorporated into more aspects of everyday life, it is essential to understand the public's views on this technology and whether they feel they influence AI's development. This topline report provides an overview of the general public's willingness to engage with science related to AI. We find that US adults have mixed views about the implications of AI. Respondents perceive both risks and benefits of the technology. We find similar trends when compared with our 2022 topline report, showing that while AI is not a polarized issue, partisan differences exist between perceptions of trust in scientists to keep the general public's interests in mind. Beyond these general attitudes, we also examine perceptions of generative artificial intelligence (GenAI) and AI hallucinations.

The following data are from a nationally representative web-based survey of US adults aged 18 and older, collected from Bovitz-Forthright from October 7 to October 16, 2025. The sample size was $N = 2{,}519$.

EXECUTIVE SUMMARY

As AI becomes more ubiquitous, Americans have mixed opinions about the risks and benefits of the technology and about whether they support the technology:

- A sizable number of Americans see AI as very or extremely risky for society (48.6%) and the average American (34.7%), but are less likely to see AI as very or extremely risky for themselves (24.1%).
- Only around a quarter of Americans believe that AI will be very and extremely beneficial for society (25.5%), the average American (22.7%), or for themselves (25.3%).
- While a majority of Americans at least somewhat agree that they support research that involves AI (61.2%), support for federal funding for AI research is mixed (46.5%).
- Additionally, a slim majority (52.1%) agreed that they support industry funding for AI research.

The ambivalence found in Americans' perceptions of AI continues to be seen even when asking more nuanced questions about the potential positive and negative impacts of AI.

- Americans are more likely to at least somewhat agree that using AI in science and technology will "make life better for the average person" (45.4%) rather than "make life worse for the average person" (34.9%)
- However, Americans are also more likely to say that using AI in science and technology will "have unintended outcomes that are harmful" (69.5%) rather than "have unintended outcomes that are valuable" (51.7%)

- A majority of Americans at least somewhat agree that using AI and science and technology will "cross boundaries that should not be crossed" (59.4%), "make it too difficult to say what is human and what is not" (64.4%), and "allow humanity to push beyond its current limits" (65.9%)
- Americans are skeptical that using AI in science and technology will "allow us to control nature in ways that humans shouldn't," with only 39.7% of Americans at least somewhat agreeing with this statement

Americans' uncertainty about AI also shapes their moral assessments of the technology, producing divided views and a slight preference for pursuing AI's potential benefits.

- Almost a majority of Americans disagreed with the notion that, regardless of the potential benefits, it would be wrong to create AI (49.5%).
- Similarly, almost half disagreed with the view that humanity should not have the power to create AI (46.2%).
- A greater percentage of respondents agreed that, given the potential benefits, it would be irresponsible not to create AI (35.6%).

In discussing these differences in opinions, Americans indicate preferences for how to have constructive conversations:

- Americans believe that a slight majority of the focus of public policy debates (57%) should be on science rather than the public's values (42%).
- They also indicated a preference for prioritization of values such as safety, transparency, and accountability when it comes to principles that should guide AI research development.

In addition to the questions regarding AI in general, there is an increased interest in generative artificial intelligence (Gen AI) such as ChatGPT, Midjourney, or DALL-E. Americans expressed similar worries about Gen AI:

- A sizable number of Americans see Gen AI as very or extremely risky for society (40.3%) and the average American (32%), but are less likely to see Gen AI as very or extremely risky for themselves (23%).
- Around one in five Americans believe that AI will be very and extremely beneficial for society (21.7%), the average American (18.6%), or for themselves (21.1%).

Despite some perceived benefits, Americans largely view GenAI as having limited agency and constrained autonomy:

- At the time of the survey, Americans perceive limited AI agency as less than 30% indicated that Gen AI systems can operate in the public's best interest (28.9%), are

transparent about how they produce (24.5%), make the right decisions without human supervision (22.3%), distinguish between what is true and false (25.6%), and distinguish between what is right and wrong (20.2%)

- This is supplemented by a sizable percentage of Americans (41.5%) at least somewhat agreeing that Gen AI systems "can only do what humans tell them to do."
- A little less than half (48.8%) of Americans at least somewhat agree that Gen AI systems "are capable of producing reliable content."

Additionally, a majority of Americans indicated awareness and knowledge of AI hallucinations, referring to when a Gen AI model generates incorrect, misleading, or fabricated information:

- A little less than half (46.6%) indicated they had heard people say that AI can "hallucinate" or make things up
- A majority knew that AI can give a wrong answer even when asked for a fact (65.6%), even when it gives a definitive answer, it might still be wrong (74.4%), and even when connected to the internet, it can still make things up (67.6%)
- They have also indicated having personal experiences encountering hallucinations (53.3%)

SELECTED BREAKDOWN SUMMARY

AI continues to be a relatively nonpartisan issue…

- We see similar perceptions of risks across party lines. Republicans, Democrats, and Independents perceive similar levels of risk of AI for society (84.2%, 85.2%, and 86.8%, respectively, considering that AI is somewhat, mostly, or very risky) as well as benefits for society (84.2%, 74.1%, and 75.8%, respectively, considering that AI is somewhat, mostly, or very beneficial).

…but age stands out as an inflection point.

- Those between the ages of 18-25 are the most likely to say that AI is very risky (57.4%), with each subsequent age group being less likely to view AI as this risky (26-35: 52.7% very or extremely risky; 36-64: 47.3% very or extremely risky; 65+: 44.1% very or extremely risky).
- Those between the ages of 26-35 are the most likely to say that AI is very or extremely beneficial (30.5%), and those aged 65 and up are the least likely (20.0%). Those between the ages of 18-25 (23.6%) and between 36-64 (26.9%) were in between. However, given the high number of respondents selecting the middle option of "somewhat beneficial"

(Ages 18-25: 42.6%; Ages 26-35: 42.9%; Ages 36-64: 51.0%; Ages 65+: 54.3%), there is a large amount of ambivalence around the benefits of this technology.

As for support for AI research and funding, select demographics led to greater support:

- Consistent with our previous report, we found that higher education (4-year college degree or above) is correlated with greater support for AI research (54.5%), federal funding (68.7%), and industry funding (60.7%).
- Attention to media, especially news stories about political or ethical implications of emerging technologies, increased support for federal funding (69.9%), industry funding (60.3%), and research (55.8%).
- Lastly, there was a consistent gender gap in support, with men being more supportive of federal funding (55.4%), industry funding (56.6%), and research (56.9%)[1].

ABOUT THE SURVEY

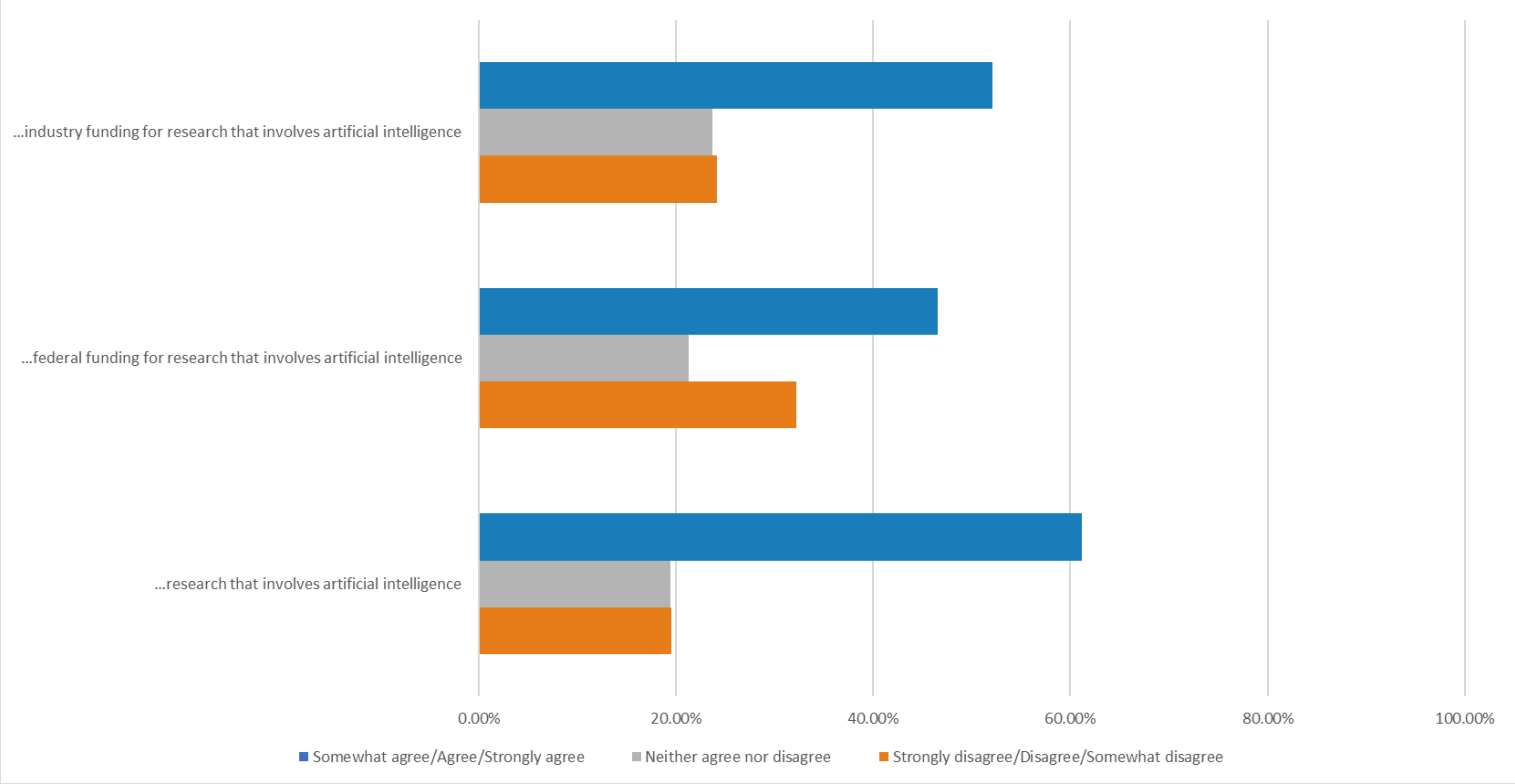
Respondents were provided with the following description of artificial intelligence (AI): "Artificial intelligence or 'AI' typically refers to the ability of computers and machines to perform certain tasks that normally require human intelligence. Artificial intelligence technologies make it possible for machines to 'learn' and change. Because of this, some technologies that use AI can do what they need to do without human supervision and can replace humans for many tasks. Examples of technologies that use AI are self-driving cars, photo applications that automatically recognize people's faces, and entertainment applications that recommend music and movies to people after learning what they like. AI can also be used in medical research, in military and national security programs, and in law enforcement."

Additionally, respondents were provided with a description of generative artificial intelligence (Gen AI) before responding to questions related to Gen AI: "Generative AI is a particular type of AI that creates new content, such as images, text, or music, by learning patterns and structures from existing data. It is a tool that can produce unique and original creations based on what it has learned."

[1] We had 1206 men, 1256 women, and 47 non-binary respondents (2%). Because the non-binary group was very small, percentage estimates are not reported.

TOPLINE: APPENDIX[2]

Support for AI research and research funding



Overall, I support…

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
…**research** that involves artificial intelligence	6.5%	6.5%	6.5%	19.4%	28.2%	22.6%	10.4%
…**federal funding** for research that involves artificial intelligence	10.8%	10.9%	10.5%	21.3%	23.9%	15.8%	6.8%
…**industry funding** for research that involves artificial intelligence	7.9%	8.6%	7.7%	23.7%	25.7%	17.9%	8.5%

[2] Percentages may not total 100% due to rounding.

		Party ID			Age Group				Gender	
…**research** that involves artificial intelligence	Total	Democrats	Independents	Republicans	18-25	26-35	36-64	65+	Male	Female
Strongly disagree/disagree/somewhat disagree	32.2%	28.3%	32.5%	36.0%	37.0%	30.0%	30.8%	34.8%	27.7%	36.4%
Neither agree nor disagree	21.3%	17.4%	28.3%	19.4%	25.9%	22.4%	20.9%	18.4%	18.6%	23.6%
Strongly agree/agree/somewhat agree	46.5%	54.2%	39.2%	44.6%	37.0%	47.6%	48.3%	46.8%	53.7%	40.0%

		Education			Income				
…**research** that involves artificial intelligence	Total	High school or less	Some college	4-year college +	<$35k	$35-74k	$75-124k	$125-199k	$200k
Strongly disagree/disagree/somewhat disagree	32.2%	38.8%	33.1%	27.2%	33.3%	34.1%	31.5%	27.6%	18.8%
Neither agree nor disagree	21.3%	26.0%	21.3%	18.3%	25.3%	18.3%	20.4%	16.2%	22.3%
Strongly agree/agree/somewhat agree	46.5%	35.2%	45.6%	54.5%	41.4%	47.5%	48.1%	56.2%	58.8%

		Cultural Authority of Science[3]		
…**research** that involves artificial intelligence	Total	Low	Moderate	High

[3] Cultural Authority of Science (CAS) captures how individuals orient toward science as an institution. As operationalized here, CAS is a broad institution-level orientation toward science as a legitimate source of knowledge and social guidance. It brings together three related dimensions: epistemic trust in science as a way of producing reliable knowledge, deference to scientists as appropriate participants in public decision-making, and broader confidence in science and technology as socially beneficial.

Strongly disagree/disagree/somewhat disagree	19.4%	26.4%	17.3%	14.5%
Neither agree nor disagree	19.4%	23.3%	24.2%	10.6%
Strongly agree/agree/somewhat agree	61.2%	50.2%	58.6%	74.9%

		Party ID			Age Group				Gender	
…**federal funding** for research that involves artificial intelligence	Total	Democrats	Independents	Republicans	18-25	26-35	36-64	65+	Male	Female
Strongly disagree/disagree/somewhat disagree	32.2%	28.3%	32.5%	36.0%	37.0%	30.0%	30.8%	34.5%	27.7%	36.4%
Neither agree nor disagree	21.3%	17.4%	28.3%	19.4%	25.9%	22.4%	20.9%	18.4%	18.6%	23.6%
Strongly agree/agree/somewhat agree	46.5%	54.3%	39.2%	44.6%	37.0%	47.6%	48.3%	46.8%	53.7%	40.0%

		Education			Income				
…**federal funding** for research that involves artificial intelligence	Total	High school or less	Some college	4-year college +	<$35k	$35-74k	$75-124k	$125-199k	$200k+
Strongly disagree/disagree/somewhat disagree	32.2%	38.8%	33.1%	27.2%	33.3%	34.1%	31.5%	27.6%	18.8%
Neither agree nor disagree	21.3%	26.0%	21.3%	18.3%	25.3%	18.3%	20.4%	16.2%	22.3%
Strongly agree/agree/somewhat agree	46.5%	35.2%	45.6%	54.5%	41.4%	47.5%	48.1%	56.2%	58.8%

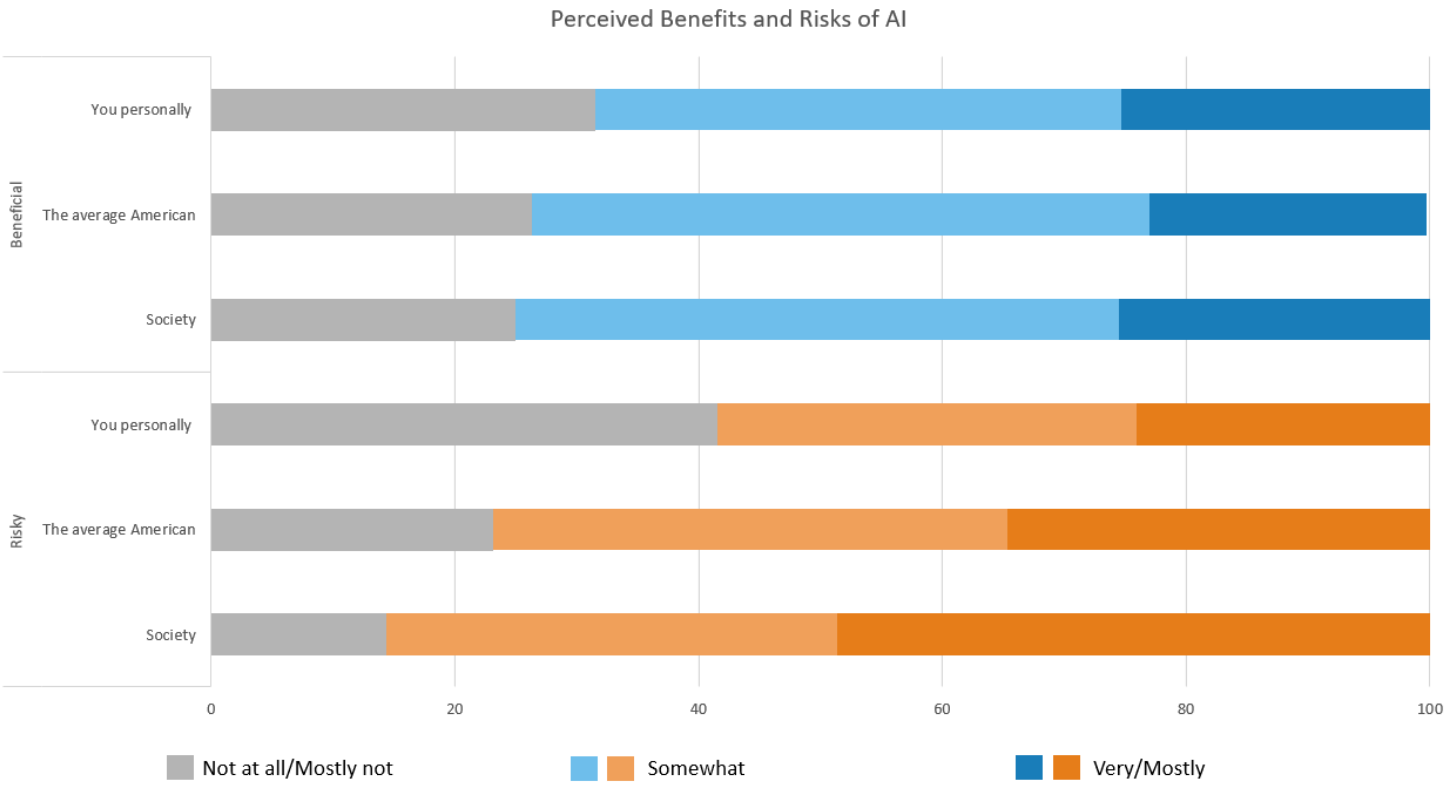
	Cultural Authority of Science			
…**federal funding** that involves artificial intelligence	Total	Low	Moderate	High
Strongly disagree/disagree/somewhat disagree	21.3%	43.7%	28.3%	24.6%
Neither agree nor disagree	32.2%	24.3%	26.4%	13.2%
Strongly agree/agree/somewhat agree	46.5%	32.0%	45.2%	62.2%

		Party ID			Age Group				Gender	
…**industry funding** for research that involves artificial intelligence	Total	Democrats	Independents	Republicans	18-25	26-35	36-64	65+	Male	Female
Strongly disagree/disagree /somewhat disagree	24.2%	23.2%	24.4%	24.7%	31.1%	23.4%	22.7%	24.5%	19.5%	28.4%
Neither agree nor disagree	23.7%	20.1%	28.5%	22.3%	27.2%	23.9%	24.2%	20.8%	20.6%	26.5%
Strongly agree/agree/some what agree	52.0%	56.7%	47.1%	52.7%	41.6%	52.7%	53.1%	54.7%	60.0%	45.1%

		Education			Income				
…**industry funding** for research that involves artificial intelligence	Total	High school or less	Some college	4-year college +	<$35k	$35-74k	$75-124k	$125-199k	$200k+
Strongly disagree/disagree/som ewhat disagree	24.2%	29.9%	25.2%	19.7%	25.9%	25.5%	23.0%	19.5%	16.5%
Neither agree nor disagree	23.7%	30.8%	23.5%	19.6%	27.9%	22.2%	21.9%	18.6%	15.3%
Strongly agree/agree/somewhat agree	52.0%	39.3%	51.3%	60.7%	46.2%	52.2%	55.1%	62.0%	68.2%

		Cultural Authority of Science		
…**industry funding** that involves artificial intelligence	Total	Low	Moderate	High
Strongly disagree/disagree/somewhat disagree	24.2%	32.1%	20.8%	19.7%
Neither agree nor disagree	23.7%	25.8%	29.5%	15.9%
Strongly agree/agree/somewhat agree	52.0%	42.0%	49.6%	64.5%

Risks and benefits of AI



How **risky** do you think artificial intelligence will be for…

	Not at all risky	Mostly not risky	Somewhat risky	Mostly risky	Very risky
…society?	2.9%	11.5%	37.0%	28.7%	19.9%
…the average American?	4.4%	18.7%	42.2%	21.0%	13.7%
…you personally?	11.9%	29.6%	34.4%	13.9%	10.2%

How **beneficial** do you think artificial intelligence will be for…

	Not at all beneficial	Mostly not beneficial	Somewhat beneficial	Mostly beneficial	Very beneficial
…society?	7.6%	17.4%	49.5%	18.3%	7.2%
…the average American?	6.8%	19.5%	50.7%	17.3%	5.4%
…you personally?	11.6%	19.9%	43.2%	17.0%	8.3%

		Party ID			Education		
Risks for society	Total	Democrats	Independents	Republicans	HS or less	Some college	4-year college+
Not at all/Mostly not risky	14.4%	14.7%	13.3%	15.7%	13.1%	14.0%	15.8%
Somewhat risky	37.0%	36.5%	37.3%	37.2%	38.6%	36.8%	36.1%
Very/Extremely risky	48.6%	48.7%	49.5%	47.0%	48.3%	49.2%	48.1%

		Age Group				Gender	
Risks for society	Total	18-25	26-35	36-64	65+	Male	Female
Not at all/Mostly not risky	14.4%	10.8%	12.0%	16.1%	14.3%	17.4%	11.9%
Somewhat risky	37.0%	31.8%	35.4%	36.2%	41.7%	37.5%	36.9%
Very/Extremely risky	48.6%	57.4%	52.7%	47.3%	44.1%	45.1%	51.0%

		Cultural Authority of Science		
Risks for society	Total	Low	Moderate	High
Not at all risky/mostly not risky	14.4%	11.3%	14.4%	17.5%
Somewhat risky	37.0%	35.8%	41.2%	34.1%
Very/extremely risky	48.6%	52.9%	44.4%	48.4%

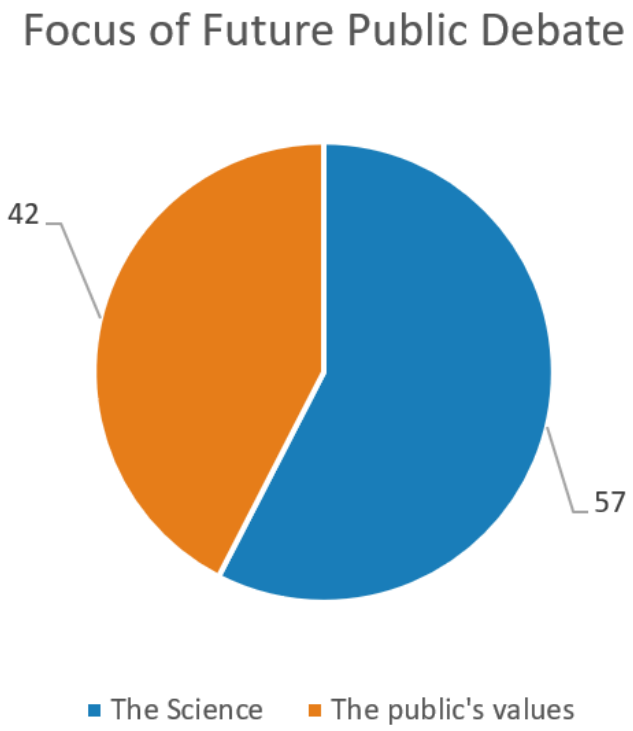
		Party ID			Education		
Benefits for society	Total	Democrats	Independents	Republicans	HS or less	Some college	4-year college+
Not at all/Mostly not beneficial	25.0%	24.6%	26.0%	24.4%	30.6%	24.0%	22.7%
Somewhat beneficial	49.5%	48.4%	54.1%	46.6%	48.6%	49.9%	49.4%
Very/Extremely beneficial	25.5%	27.1%	20.0%	29.0%	20.8%	26.2%	27.8%

		Age Group				Gender	
Benefits for society	Total	18-25	26-35	36-64	65+	Male	Female
Not at all/Mostly not beneficial	25.0%	33.8%	26.6%	22.1%	25.7%	24.0%	25.1%
Somewhat beneficial	49.5%	42.6%	42.9%	51.0%	54.3%	46.3%	52.7%
Very/Extremely beneficial	25.5%	23.6%	30.5%	26.9%	20.0%	29.8%	22.2%

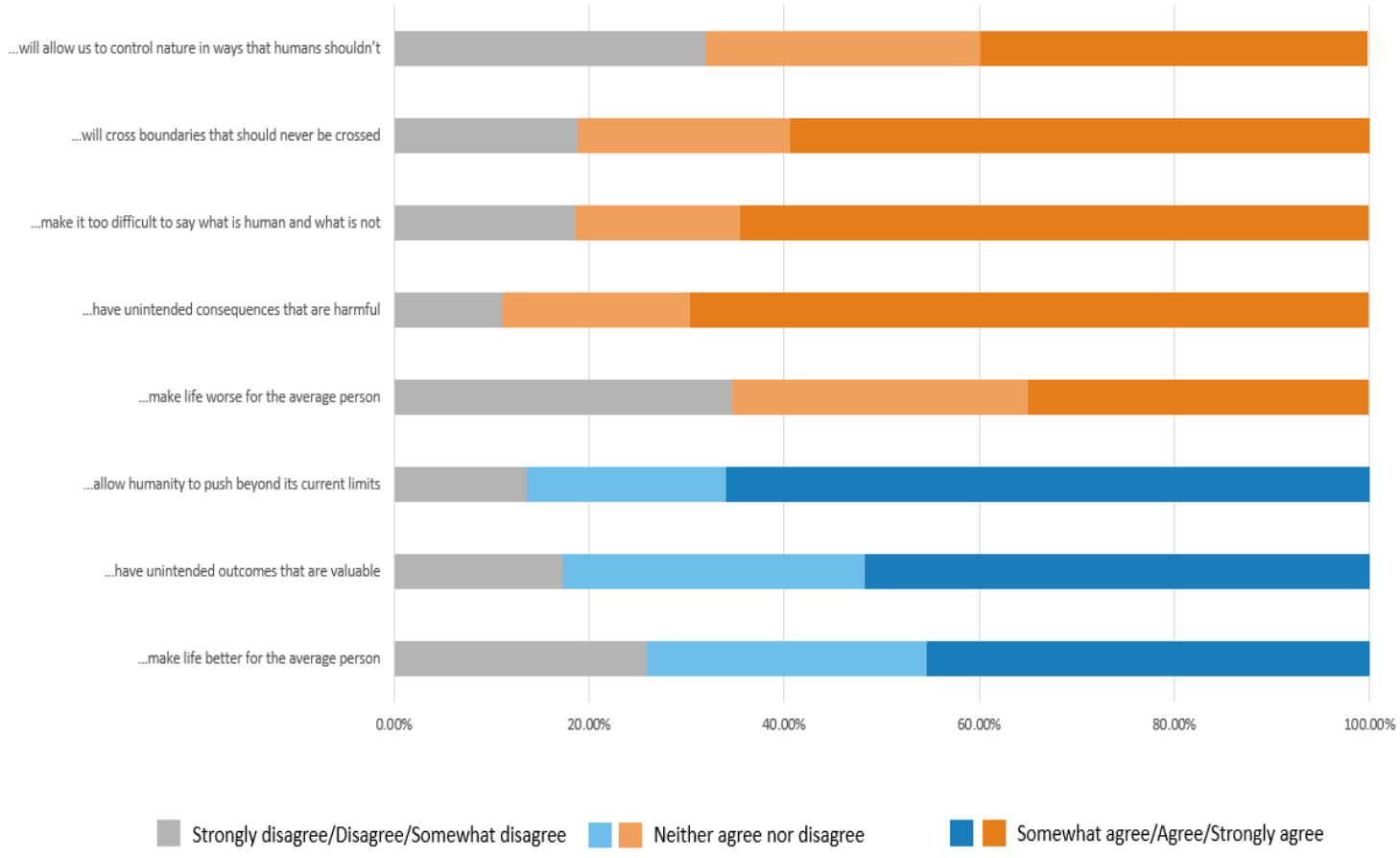
		Cultural Authority of Science		
Benefits for society	Total	Low	Moderate	High
Not at all beneficial/mostly not beneficial	25.0%	31.2%	22.6%	21.1%
Somewhat beneficial	49.5%	50.8%	55.3%	42.3%
Mostly/extremely beneficial	25.5%	18.0%	22.1%	36.6%

Focus of future public debate about AI

What percentage of future public debate about artificial intelligence policy should focus on each of the following areas?

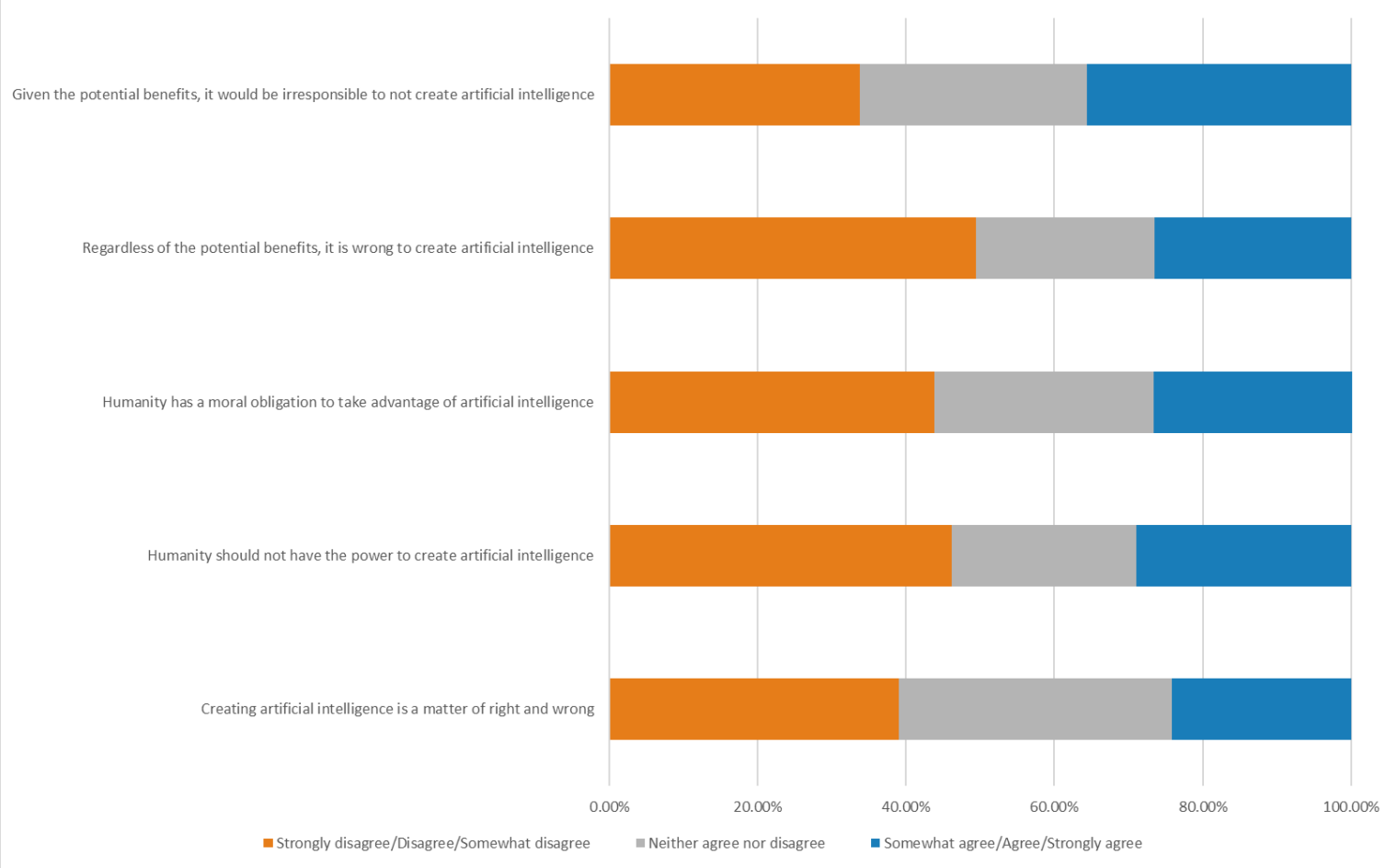


Optimism and anxiety about AI



Using artificial intelligence in science and technology will…							
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
…make life better for the average person	6.2%	8.6%	11.1%	28.7%	27.2%	12.9%	5.3%
…make life worse for the average person	6.7%	11.5%	16.4%	30.4%	17.2%	9.8%	7.9%
…have unintended consequences that are harmful	2.8%	3.1%	5.2%	19.3%	27.9%	21.5%	20.1%
…make it too difficult to say what is human and what is not	4.1%	5.9%	8.6%	16.9%	25.2%	18.4%	20.8%
…have unintended outcomes that are valuable	4.0%	4.9%	8.4%	31.0%	30.5%	15.0%	6.2%
…will cross boundaries that should never be crossed	4.3%	6.3%	8.3%	21.7%	26.4%	17.0%	16.0%
…allow humanity to push beyond its current limits	3.3%	4.1%	6.2%	20.5%	30.3%	23.2%	12.4%
...will allow us to control nature in ways that humans shouldn't	7.9%	11.4%	12.7%	28.1%	17.5%	12.7%	9.5%

Moral opposition to AI

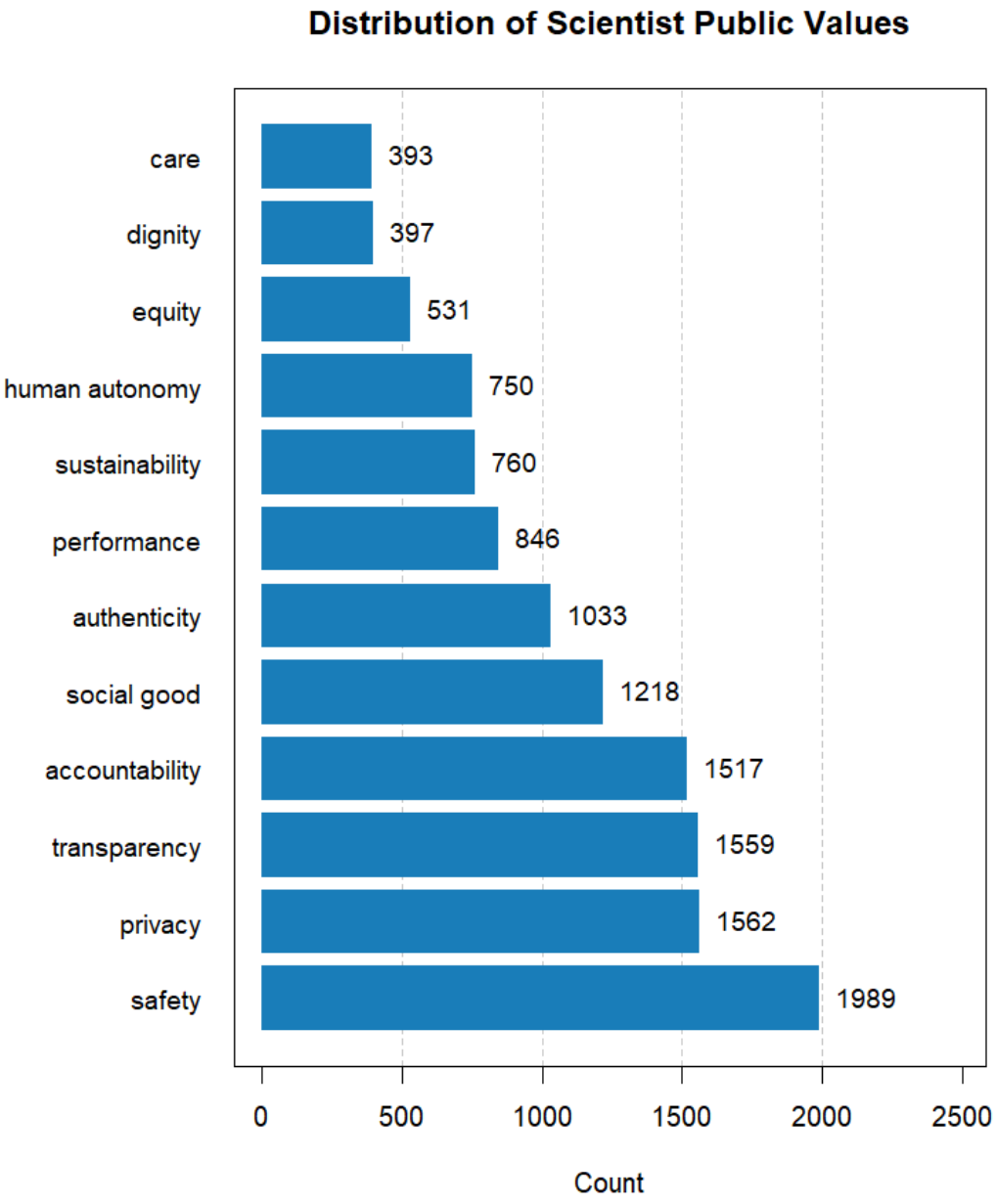


Below are some statements people have made about artificial intelligence. Please rate how much you agree or disagree with each statement.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Creating artificial intelligence is a matter of right and wrong	9.6%	16.6%	12.8%	36.8%	12.2%	6.7%	5.3%
Humanity should not have the power to create artificial intelligence	12.8%	18.6%	14.8%	24.9%	13.1%	8.0%	7.8%
Humanity has a moral obligation to take advantage of artificial intelligence	12.6%	15.6%	15.6%	29.6%	14.2%	8.6%	3.9%
Regardless of the potential benefits, it is wrong to create artificial intelligence	13.6%	18.6%	17.3%	24.0%	13.1%	6.3%	7.1%
Given the potential benefits, it would be irresponsible to not create artificial intelligence	9.6%	12.1%	12.1%	30.6%	20.2%	10.5%	4.9%

AI research and development value prioritization

Which principles do you think are most important for guiding AI research and development? Please select five from the list below that you think are the most important.



Co-occurrence of AI Research and Development Value Prioritizatic

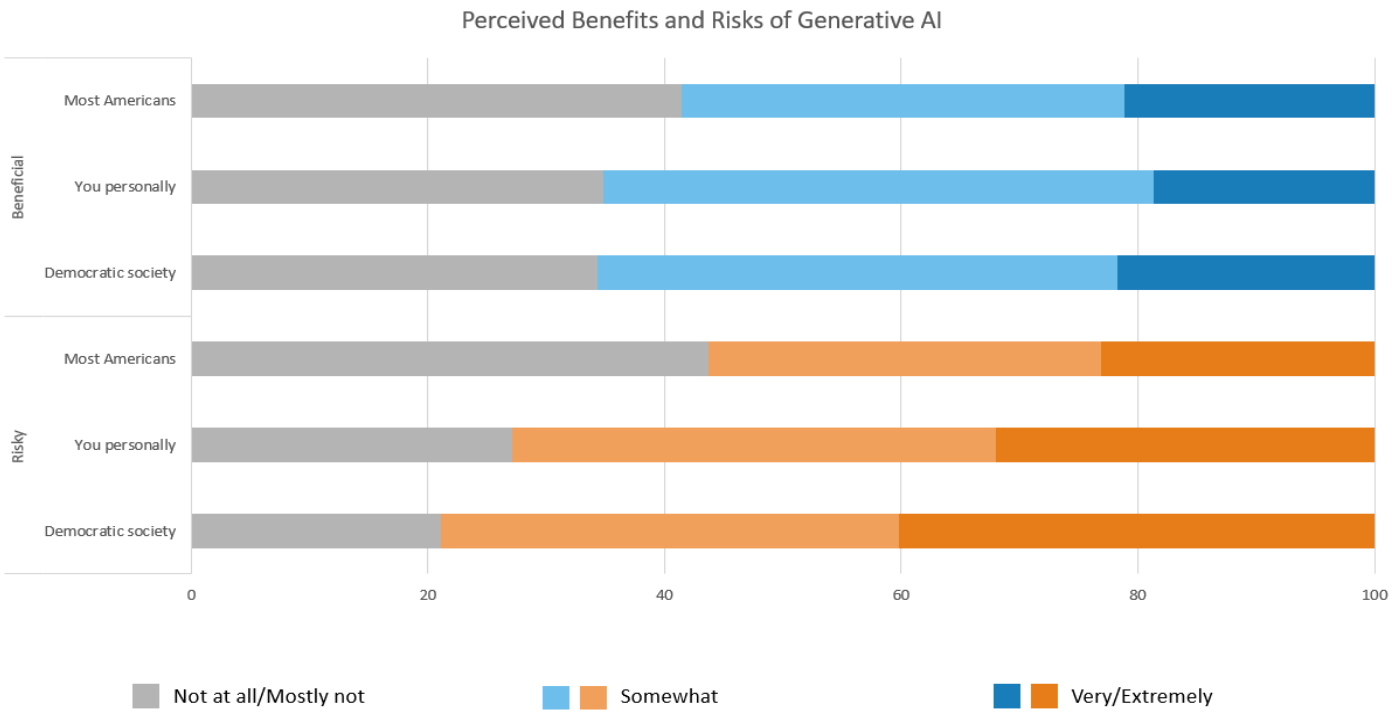
Cells show raw co-selection counts

	safety	privacy	transparency	accountability	social good	authenticity	performance	sustainability	human autonomy	equity	dignity	care
care	305	191	170	196	171	136	127	64	93	63	56	
dignity	279	200	172	204	147	132	115	99	103	81		56
equity	356	286	260	239	264	133	118	178	146		81	63
human autonomy	546	406	401	369	343	234	161	198		146	103	93
sustainability	513	392	390	374	371	229	232		198	178	99	64
performance	623	446	456	433	332	341		232	161	118	115	127
authenticity	767	599	611	584	366		341	229	234	133	132	136
social good	913	640	690	635		366	332	371	343	264	147	171
accountability	1,196	901	937		635	584	433	374	369	239	204	196
transparency	1,210	939		937	690	611	456	390	401	260	172	170
privacy	1,248		939	901	640	599	446	392	406	286	200	191
safety		1,248	1,210	1,196	913	767	623	513	546	356	279	305

Co-selections

1000
750
500
250

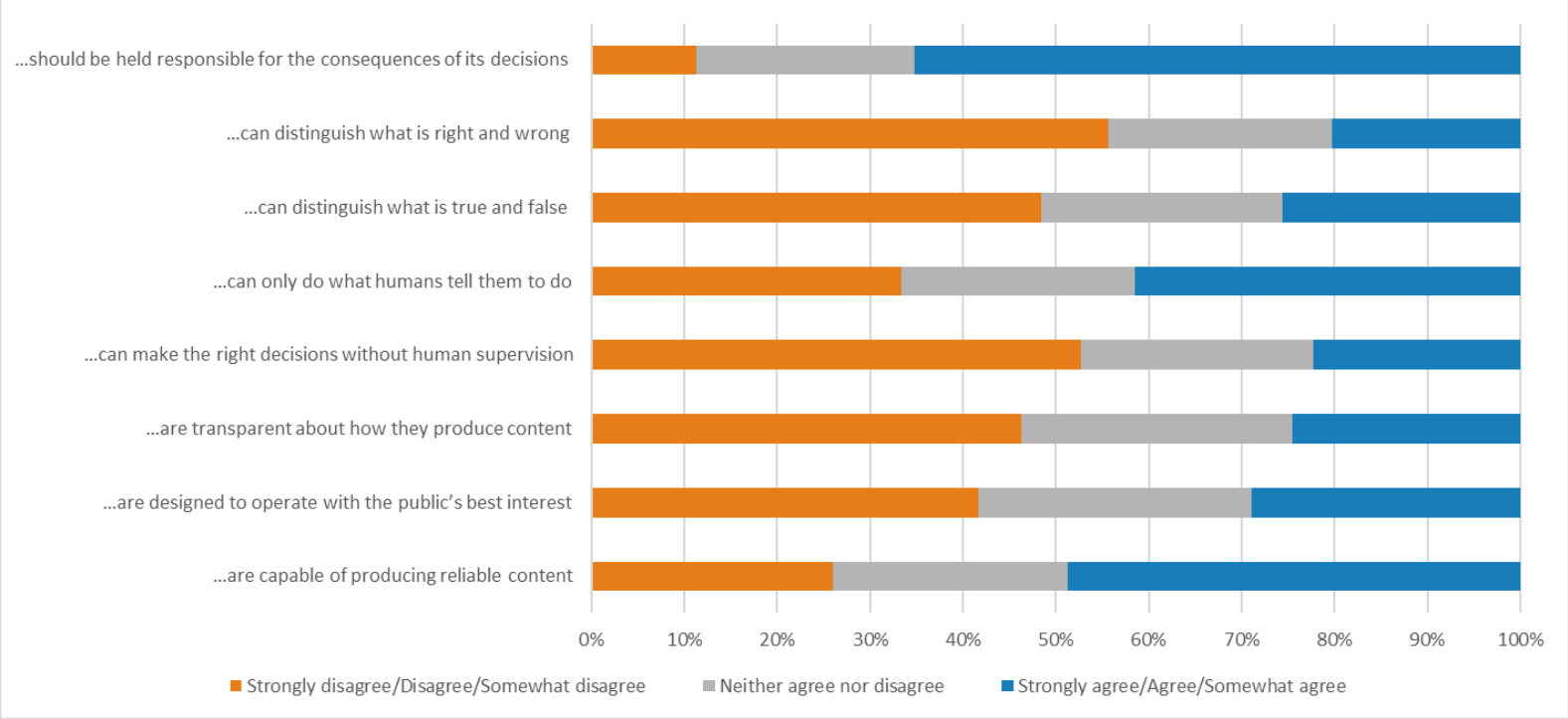
GenAI perceived benefits and risks



How **risky** do you think GenAI will be for…	Not at all risky	Mostly not risky	Somewhat risky	Very risky	Extremely risky
…society?	4.3%	16.8%	38.7%	22.7%	17.6%
…the average American?	5.5%	21.6%	40.9%	18.0%	14.0%
…you personally?	13.1%	30.6%	33.4%	11.4%	11.7%

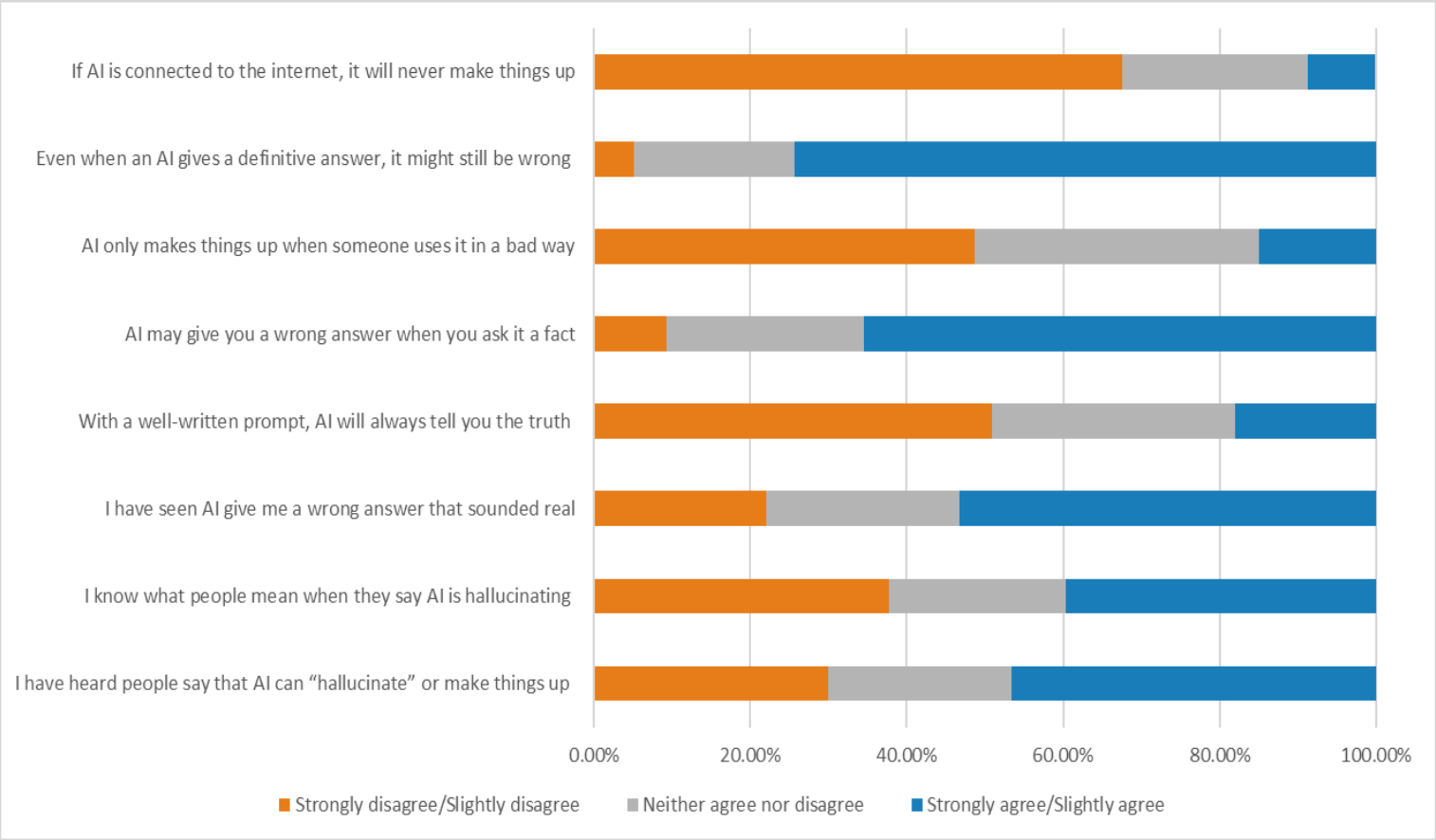
How **beneficial** do you think GenAI will be for…	Not at all beneficial	Mostly not beneficial	Somewhat beneficial	Very beneficial	Extremely beneficial
…society?	12.3%	22.0%	44.1%	15.3%	6.4%
…the average American?	11.5%	23.3%	46.6%	13.8%	4.9%
…you personally?	18.4%	23.0%	37.6%	14.1%	7.0%

Trust in GenAI agency



GenAI systems…							
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
…are capable of producing reliable content	6.7%	8.7%	10.6%	25.3%	26.9%	16.0%	5.9%
…are designed to operate with the public's best interest	14.5%	13.5%	13.6%	29.5%	16.4%	8.8%	3.7%
…are transparent about how they produce content	14.8%	15.1%	16.4%	29.2%	13.6%	7.2%	3.7%
…can make the right decisions without human supervision	18.9%	16.7%	17.2%	25.0%	13.1%	6.6%	2.6%
…can only do what humans tell them to do	7.8%	11.5%	14.0%	25.2%	20.7%	13.4%	7.4%
…can distinguish what is true and false	16.4%	15.9%	16.1%	25.9%	15.6%	6.8%	3.2%
…can distinguish what is right and wrong	22.4%	17.2%	16.0%	24.1%	11.7%	5.4%	3.1%
…should be held responsible for the consequences of its decisions	3.7%	3.3%	4.3%	23.5%	20.2%	20.3%	24.8%

Knowledge about AI hallucinations



Please indicate how much you agree or disagree with the following statements.

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree
I have heard people say that AI can "hallucinate" or make things up	17.2%	12.7%	23.5%	22.5%	24.1%
I know what people mean when they say AI is hallucinating	22.5%	15.2%	22.6%	20.0%	19.7%
I have seen AI give me a wrong answer that sounded real	11.5%	10.5%	24.7%	24.8%	28.5%
With a well-written prompt, AI will always tell you the truth	27.3%	23.6%	31.1%	12.8%	5.2%
AI may give you a wrong answer when you ask it a fact	3.1%	6.2%	25.2%	32.4%	33.2%
AI only makes things up when someone uses it in a bad way	28.2%	20.5%	36.4%	9.2%	5.7%
Even when an AI gives a definitive answer, it might still be wrong	1.55%	3.54%	20.49%	36.6%	37.8%
If AI is connected to the internet, it will never make things up	45.4%	22.2%	23.7%	5.8%	2.8%

Sample Demographic Characteristics (*N* = 2,519)

		n	Percentage (%)
Gender	Male	1206	48.1
	Female	1256	50.1
	Non-binary	47	1.9
Age	18-25	305	12.1
	26-35	410	16.3
	36-45	445	17.7
	46-55	424	16.8
	56-64	379	15
	65+	506	20.1
Political Party	Democrat	1112	44.1
	Independent	467	18.5
	Republican	717	28.5
Race	White/Caucasian	1520	60.3
	Black/African American	310	12.3
	Hispanic American	418	16.6
	Asian American	92	3.6
	Two or more races	139	5.5
	Other	19	0.8
Education	High school or less	892	35.4
	Some college	459	21.8
	4-year college+	1068	42.4
Income	<$35k	811	32.2
	$35-74k	779	30.9
	$75-124k	534	21.2
	$125-199k	210	8.4
	$200k+	85	3.4

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