

# THE CIVIC HEALTH AND INSTITUTIONS PROJECT



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## THE CIVIC HEALTH AND INSTITUTIONS PROJECT: A 50-STATE SURVEY

### REPORT #116: AI ACROSS AMERICA ATTITUDES ON AI USAGE, JOB IMPACT, AND FEDERAL REGULATION

USA, August 2025

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**The Internet Democracy Initiative**



# THE CIVIC HEALTH AND INSTITUTIONS PROJECT

**Report of June 23, 2025, v.1**

***The Civic Health and Institutions Project***

**and**

***The COVID States Project***

***A joint initiative of:***

Northeastern University,

Harvard University,

Rutgers University,

University of Rochester

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# **COVER MEMO**

## ***The Civic Health and Institutions Project***

**and**

## ***The COVID States Project***

### ***Partners:***

Northeastern University, Harvard University/Harvard Medical School, Rutgers University, and University of Rochester

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### **Note on methods:**

Between April 10, 2025, and June 5, 2025, we collected a total of 31,062 responses from individuals age 18 and older across all 50 states plus the District of Columbia. Of those, 20,937 respondents were asked questions about AI. The surveys were conducted by PureSpectrum via an online, nonprobability sample, with state-level representative quotas for race/ethnicity, age, and gender (for more details, see [chip50.org](http://chip50.org) and [covidstates.org](http://covidstates.org)). In addition to balancing on these dimensions, we reweighted our data using demographic characteristics to match the U.S. population with respect to 2020 vote choice and turnout, race/ethnicity, age, gender, education, and living in urban, suburban, or rural areas. This was the latest in a series of surveys we have been conducting since April 2020, examining attitudes and behaviors in the United States.

More information on methodology is available at [www.chip50.org/survey-methodology](http://www.chip50.org/survey-methodology).

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Or visit us at [www.chip50.org](http://www.chip50.org) or [www.covidstates.org](http://www.covidstates.org).

# **AI Across America: 50-State Attitudes on AI Usage, Job Impact, and Federal Regulation**

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## **KEY TAKEAWAYS**

- Artificial intelligence has reached a tipping point in American society: half of U.S. adults (50%) report using at least one major AI tool. State-level adoption is widespread, with every state except West Virginia (33%) reporting usage levels of at least 40%.
- Expectations of workplace disruption are nearly universal, with substantial majorities across all 50 states anticipating AI will impact their jobs within five years, suggesting that Americans recognize AI as a transformative force that will reshape the economy and society. In every single state, the percentage of people who are concerned about too little regulation outweighs those who worry about too much regulation.
- Yet, with more than one-third remaining uncertain about appropriate regulatory approaches, Americans have not formed settled views on AI governance. Regulatory attitudes vary geographically, but they do not follow the nation's usual red-blue divide.
- Geographic patterns reveal coastal knowledge economy hubs like California, New York, and Massachusetts, along with Sun Belt states such as Texas, Georgia, and Florida, leading in anticipated workplace AI impact, while agricultural Corn Belt and Rust Belt regions from Iowa to West Virginia report lower expectations.
- The data expose deep demographic fault lines, with younger, more educated, higher-income Americans driving AI adoption while rural, older, and lower-income populations lag substantially behind.
- ChatGPT dominates the AI landscape with 65% recognition and 37% usage rates, but a consistent pattern emerges across all AI tools: awareness significantly outpaces actual usage of the tools, and everyday frequent usage remains concentrated among a small fraction of users.

# **Introduction**

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Public awareness of AI has grown rapidly, and some generative AI<sup>1</sup> technologies such as ChatGPT have set records for speed of adoption<sup>2</sup> among technology products. Yet adoption remains uneven, and there are many questions about the public's uses and evolving preferences relating to these tools and technologies. Which tools and terms have broken through to the average American? Further, how are people anticipating their uses and effects in the future? Using data from a nationally representative online survey of nearly 21,000 respondents, spanning April 10, 2025 to June 5, 2025, this report examines how the public is encountering AI in daily life and their attitudes toward these new technologies. We explore which tools are widely recognized, how people are using them, and the concerns about AI regulation.

In addition to overall patterns, we include demographic breakdowns of recognition and usage rates of AI terms and tools, as well as a geographic (state-level) breakdown of concerns about AI regulation. While there has been a substantial amount of national polling and survey work related to AI adoption and attitudes in the United States, this CHIP50 report provides some of the first public opinion data about how AI is being adopted and perceived across state and regional geographies. We provide estimates across the 50 states (where possible), allowing for comparison among different geographies and providing new insights about evolving differences.

Overall, this report reveals that artificial intelligence has reached a tipping point in American society: half of U.S. adults (50%) report having used at least one major AI tool, yet adoption remains highly stratified and public attitudes remain unsettled.

## **Awareness**

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Public awareness of commonly used AI products remains uneven, and Americans mostly know only the most famous brands. These include mainstream platforms such as ChatGPT, Gemini, and Copilot, as well as tools that gained media traction such as DeepSeek (due to its impact on the stock market and the US-China AI race). Awareness is lower for more specialized products, such as Midjourney, Copy.ai, and LLaMA.

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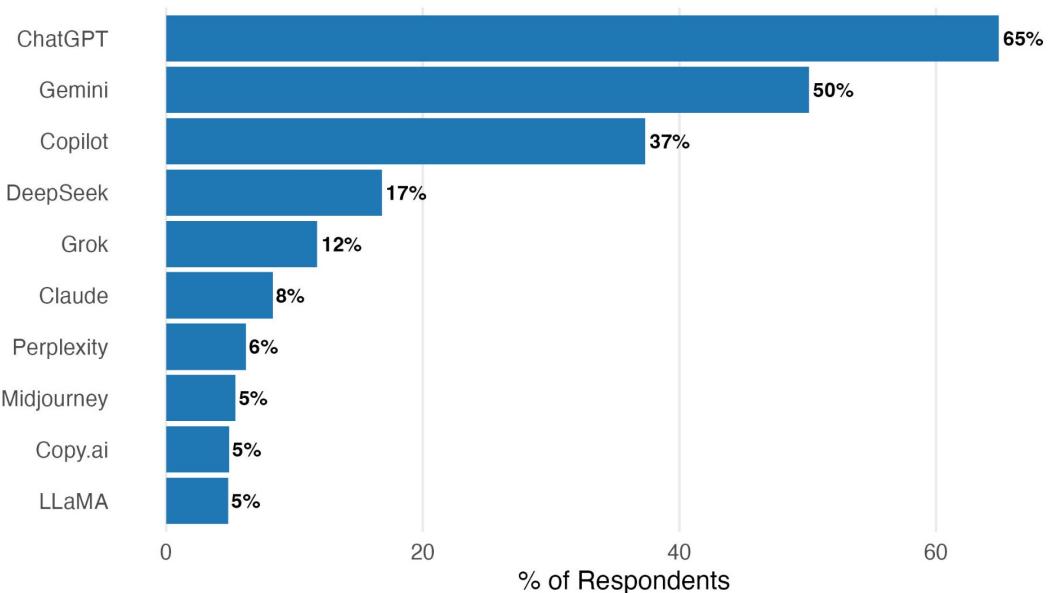
<sup>1</sup> Generative AI refers to artificial intelligence systems capable of creating new content, such as text, images, audio, or code, by learning patterns from existing data and producing outputs that resemble or extend that data.

<sup>2</sup> Reuters, "ChatGPT Sets Record for Fastest-Growing User Base - Analyst Note," Reuters, February 1, 2023, <https://www.reuters.com/technology/chatgpt-sets-record-fastest-growing-user-base-analyst-note-2023-02-01/>

ChatGPT is the clear leader, recognized by 65% of Americans. Its closest competitor, Gemini, follows with 50%, and Microsoft's Copilot trails in third at 37%. After these three, awareness declines sharply: DeepSeek, despite its momentary media buzz, was only recognized by 17% of respondents. Of course, it is important to emphasize here that these numbers reflect name recognition only, not actual usage.

### Awareness of AI Tools

Have you heard of any of the following tools or technologies? (Please select all that apply)  
 % who say they have heard of each tool



**FIGURE 1: Recognition of AI tools in the United States.**

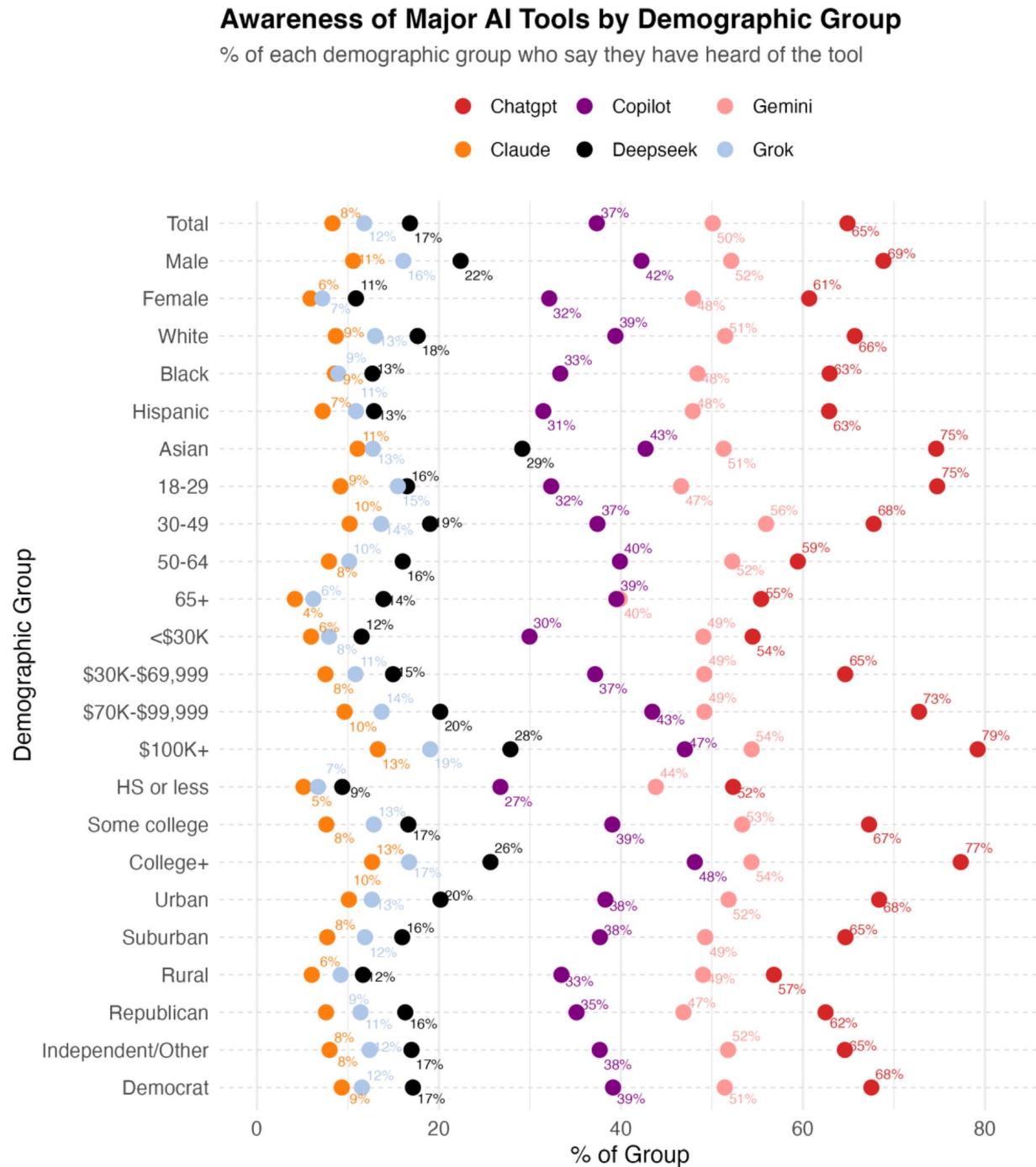
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

Notably, Grok, the AI tool associated with X (formerly Twitter), was recognized by just 12% of respondents, despite CHIP50's broader [survey data](#) showing substantial usage of the X platform with 29%. This suggests a gap between platform activity and awareness of its embedded AI features (see CHIP50 social media activity tracker tool [here](#)). Similarly, Claude, developed by Anthropic, is recognized by a relatively small fraction of the public (8%), despite growing attention within tech and research circles. For clarity, we now focus on the six AI tools most widely recognized in the United States: ChatGPT, Claude, Copilot, DeepSeek, Gemini, and Grok.

## Demographics of AI Awareness

We observe substantial differences across demographic groups such as race, age, and socioeconomic status. Asian-Americans demonstrate the highest awareness, reaching as high as 75% for ChatGPT, followed by White (66%), Black, and Hispanic Americans (each at 63%).

A parallel gradient appears for age: younger adults (18-29 year-olds) far outpace older ones, with higher recognition rates for ChatGPT (75%), Gemini (47%), and Grok (15%), compared to 55% (ChatGPT), 40% (Gemini), and 6% (Grok) among those 65 and older.



**FIGURE 2: Awareness of six major AI tools in the United States by demographic group.**

(N=20,937; fielded from April 10, 2025 to June 5, 2025)

Income and education are also strongly associated with awareness. Recognition of ChatGPT peaks at 79% among respondents with household incomes over \$100,000 and falls to 54% among respondents in households making less than \$30,000. The pattern is mirrored in education: those with at least a college degree report awareness rates of 77% for ChatGPT, versus 52% among those with a high school diploma or less.

Differences in recognition are not as sharp across other demographic dimensions, but still significant for gender and urbanicity. 69% of men report having heard of ChatGPT versus 61% of women. A similar divide is observed among those in urban areas: 68% of urban residents recognize ChatGPT, whereas the number drops to 57% for those living in rural areas. Finally, the partisanship divide is moderate: 68% of Democrats report recognition, versus Republicans at 62%.

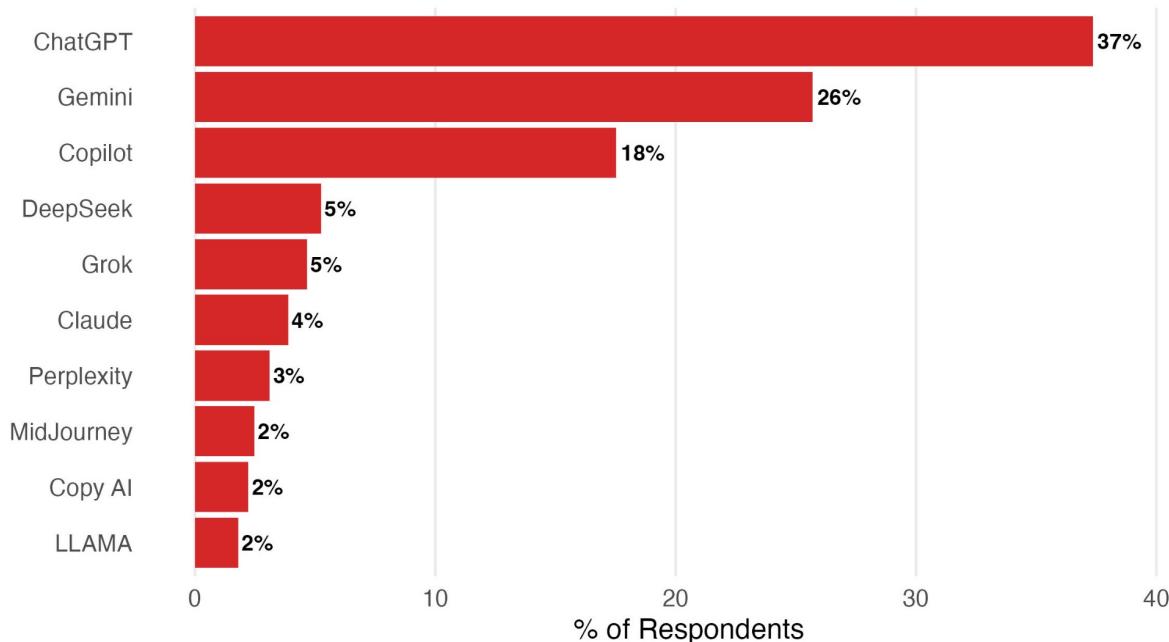
## AI Usage

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We also examined which Americans use each AI product. Figure 3 presents the percentage of respondents who report using each tool at least occasionally (that is, more than "Never").

### Market Penetration of AI Tools

How often do you use the following technologies or products?  
% who report using each tool more than "Never"



**FIGURE 3: Market penetration of each AI tool by self-reported usage.**

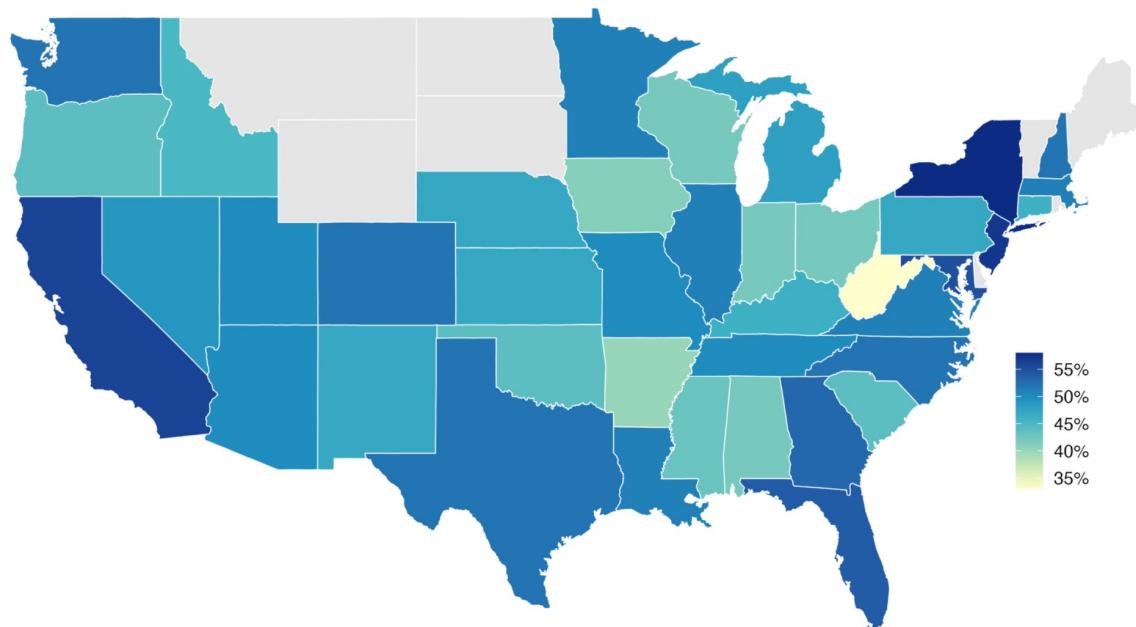
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

There is a notable gap between name recognition and actual usage for every tool. For example, ChatGPT, Gemini, and Microsoft Copilot have name recognition rates of 65%, 50%, and 37%, respectively, where reported usage rates are about half those levels: 37% for ChatGPT, 26% for Gemini, and 18% for Copilot. That is, 37% of Americans report using ChatGPT at least occasionally (i.e., more than never). For other products, usage falls off even more steeply, into single digits. For example, although its name recognition is fairly high at 17%, DeepSeek is used by only 5% of respondents – suggesting that the shorter-term media coverage of its impact on the stock market and the US-China AI race earlier in 2025 did not translate to durable usage in the United States.

Taken together, half of U.S. adults (50%) report having used at least one of the 6 major AI tools: ChatGPT, Claude, Copilot, DeepSeek, Gemini, or Grok. For brevity, the demographic breakdowns of AI tool usage are provided in Appendix A, as they closely mirror the patterns observed in the Demographics of AI Awareness section.

### **Share of Adults Using Major AI Tools**

% who report having used any of ChatGPT, Claude, Copilot, DeepSeek, Gemini, or Grok



**FIGURE 4: Combined market penetration of six major AI tools in each U.S. state.\***

(N=20,937; fielded from April 10, 2025 to June 5, 2025)

When examining state-level adoption of major AI tools, we see clear regional patterns. New York (58%), New Jersey (57%), and California (56%) lead the nation, closely followed by Florida, Maryland, and Georgia (all around 53-55%). Usage is also high across other large, economically diverse states, including Texas (52%), Washington (52%), and Illinois (51%). Adoption drops toward the interior South and parts of the Midwest, with most states reporting usage closer to 40-45% of adults. West Virginia (33%) remains the lowest,

\*States with insufficient sample size were omitted.

though even there, roughly one in three adults report having used ChatGPT, Claude, Copilot, DeepSeek, Gemini, or Grok. These results illustrate that while AI usage is most concentrated in populous, urbanized, and economically dynamic states, adoption has already achieved meaningful national reach.

## Power Users

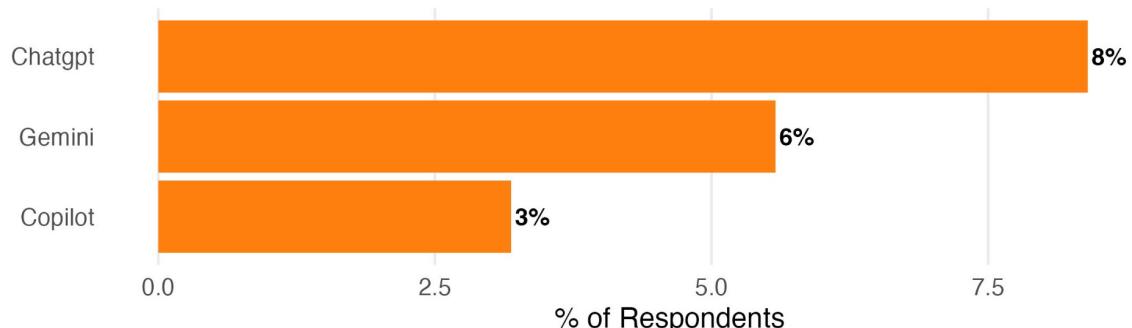
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Most usage of any new product is going to come disproportionately from a few people, and many of the early adopters and their behavior will cascade and shape broad usage patterns as the technologies become more mainstream. Here, we define “power user” as someone who reported using AI products “Every day” (i.e., combining responses “At least once a day” and “Multiple times a day”). We adopt this definition from the technology industry’s “DAU” metric (“Daily Active Users” – people who log in and use a product at least once every day), which is widely applied by business enterprises running digital platforms.

The AI product with the largest number of power users is ChatGPT: 8% of Americans report that they use ChatGPT at least daily. It is followed by Gemini (6%) and MS Copilot (3%). At the time the survey was fielded, only 1% of Americans reported using other AI products such as Perplexity, Grok, Deepseek, or Claude every day. For brevity, the demographic breakdowns of these power users are provided in Appendix B.

### Daily Use of AI Tools

How often do you use the following technologies or products?  
% who use each tool every day or multiple times a day



**FIGURE 5: Power users of AI products: People who say they use these products every day.**

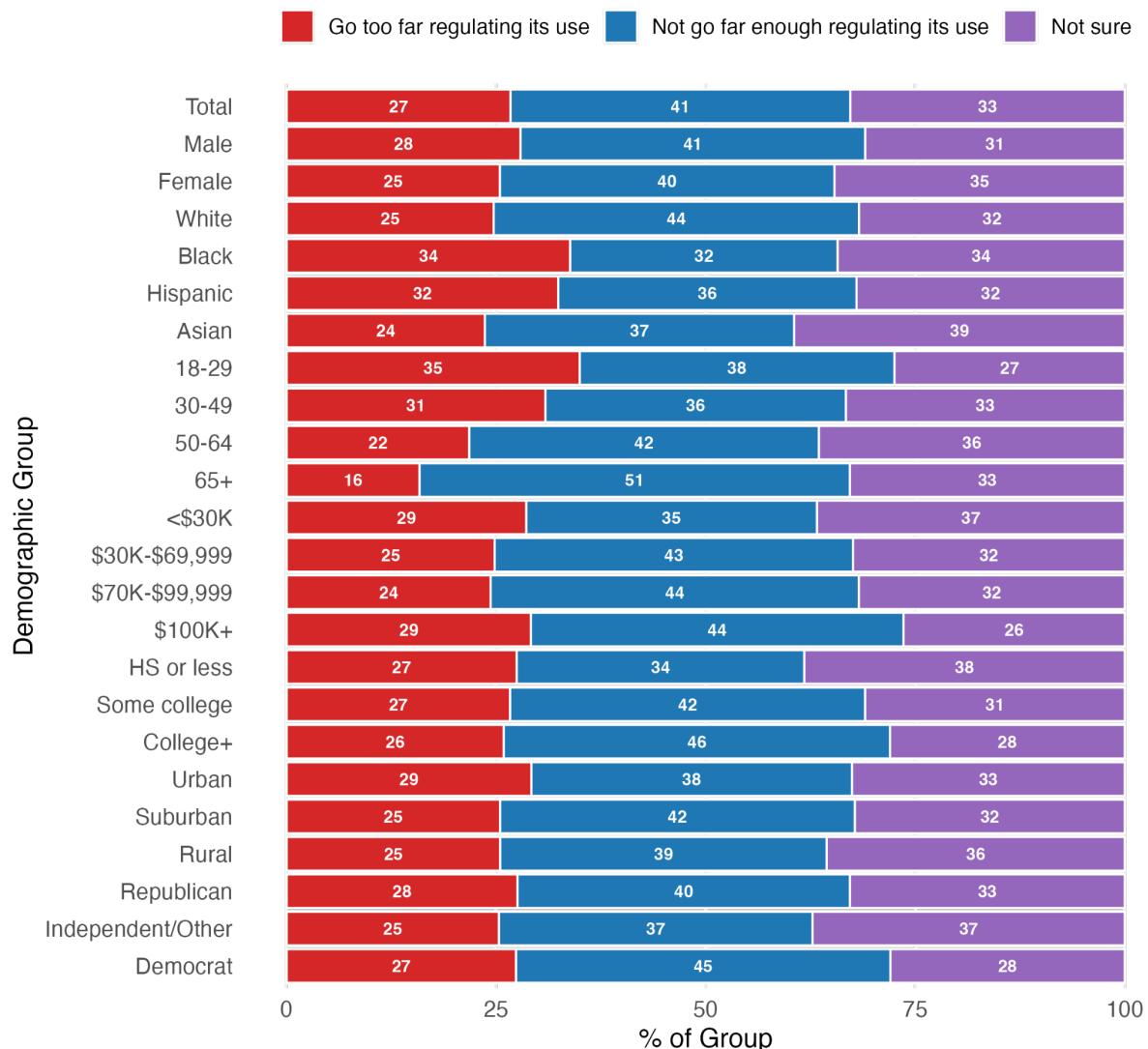
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

## Concerns about AI Regulation

Our survey also examined people's concerns about AI regulation, asking respondents if the U.S. government might go "too far" or "not far enough," or whether they were "not sure." Overall, people are mostly concerned that the U.S. government will not go far enough in regulating AI's use (41%). However, across almost all groups, Americans have not made up their mind yet, with "not sure" responses exceeding one-third of respondents, more than people who say they are concerned that the federal government will go too far in regulating AI's use.

### Attitudes Toward AI Regulation by Demographic Group

Thinking about the use of artificial intelligence (AI) in the United States, are you more concerned that the U.S. government will...

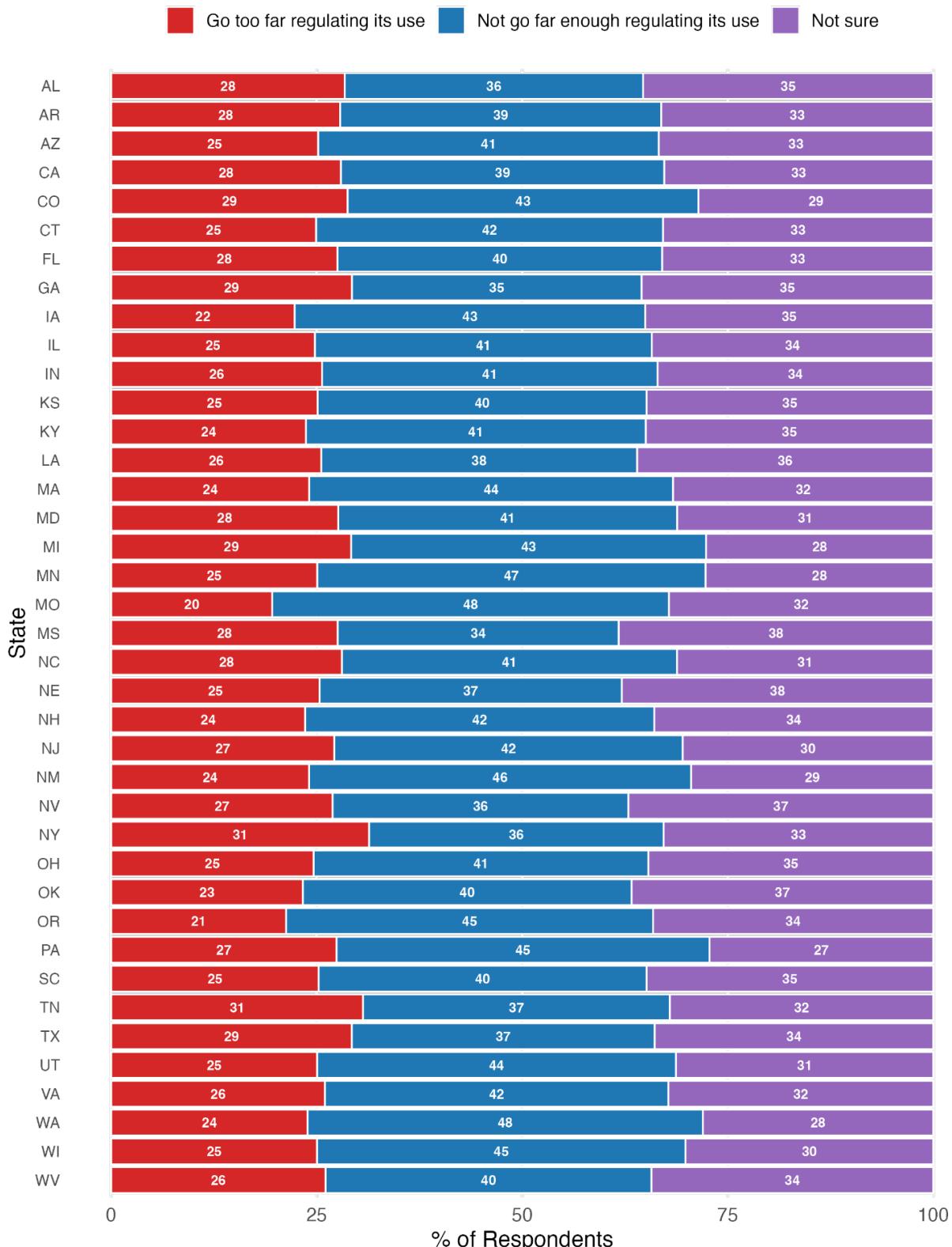


**FIGURE 6: Concerns about federal AI regulations per demographic group.**

(N=20,937; fielded from April 10, 2025, to June 5, 2025)

## Support for AI Regulation by State

Thinking about the use of artificial intelligence (AI) in the United States, are you more concerned that the U.S. government will...



**FIGURE 7: Concerns about federal AI regulations per state.\***

(*N*=20,937; fielded from April 10, 2025 to June 5, 2025)

\*States with insufficient sample size were omitted.

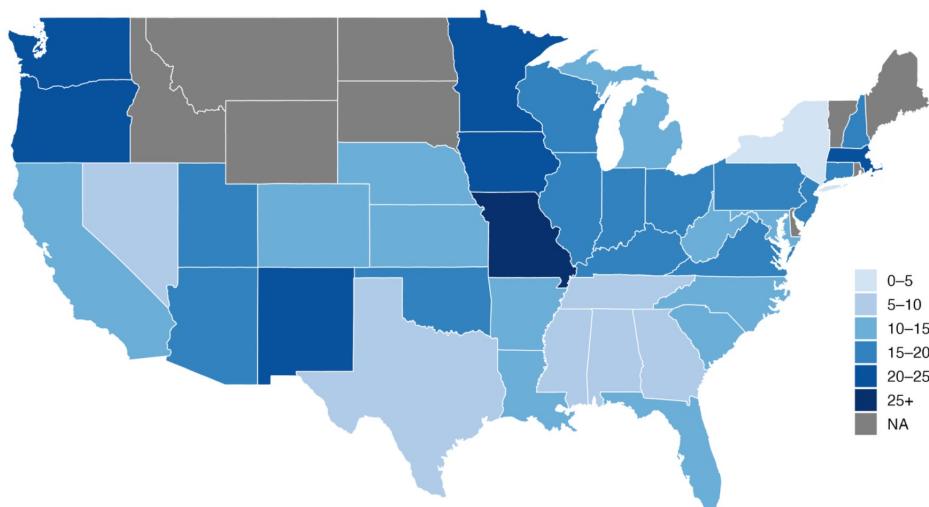
Notably, age is what demonstrates the most significant gradient regarding concern for regulation. Across all demographic breakdowns, the group that has the highest concern (51%) that the government will not go far enough to regulate AI is those who are 65 years old or older. And the group with the highest concern that the U.S. government will go too far in AI regulation is the youngest cohort (18-29), with 35%.

Next, we provide a state-level breakdown of regulation concerns, as the matter is currently a heated subject, discussed in terms of the potential 10-year freeze for all state-level AI legislation, proposed (but eventually dropped) in the recent tax and budget reconciliation bill ("The Big Beautiful Bill"), backed by President Trump. The federal AI moratorium led to bipartisan [opposition](#) in Congress, noted in a letter to all Representatives and Senators.

The data also allow for important state-level comparisons. We observe that in every single state, the percentage of people who are concerned about too little regulation outnumber those who worry about too much regulation. There is also quite a lot of uncertainty as to the best path forward, with about a third of respondents in every state expressing "Not sure" regarding regulation. With 31% each, New York and Tennessee are the leading states that are most concerned that the government will go too far in AI regulation. Washington and Missouri are the ones most concerned that the government will not go far enough to regulate AI usage, with 48%. Overall, these numbers show that Americans are still deciding on what would make more sense in AI regulation. While more surveys and time are necessary to understand these emerging patterns of public opinion, it is notable that views are not falling along traditional red-blue state lines.

#### **Geographic Patterns of Concern About AI Regulation**

Net concern intensity is calculated as the share of respondents who believe the U.S. government will not regulate AI enough minus the share who believe it will go too far. Darker shades indicate higher net support for stronger AI regulation.



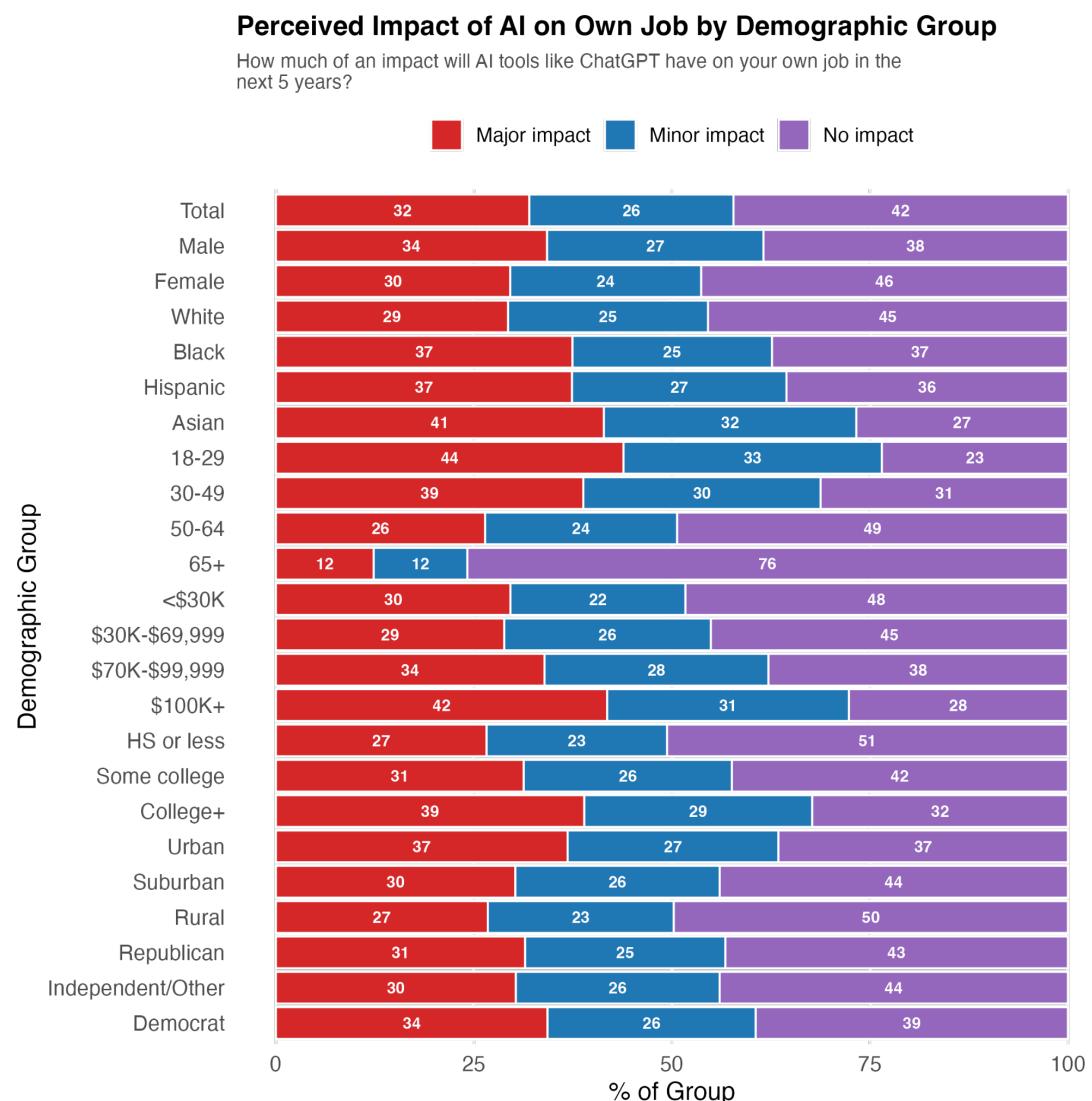
**FIGURE 8: Severity of concerns for not enough versus too much AI regulation, per state\* (N=20,937; fielded from April 10, 2025, to June 5, 2025)**

\*States with insufficient sample size were omitted.

Although around one-third of each state is still not sure about how much AI should be regulated, as an approximate measure of how decided a U.S. state is on AI regulation, we provide a heatmap of US states that shows the percent difference between groups that are concerned about not enough regulation and too much regulation. Again, we observe that in every state, people who are concerned about too little regulation outnumber those with a concern about too much regulation. On the lower end, New York has the closest numbers of people who are concerned about not enough and too much AI regulation (only 5 percentage points difference), whereas Missouri, a deeply “red” or Republican state, is where “**not enough regulation**” concern is the most dominant (28 percentage points difference).

## Perceived Potential Impact of AI on Own Job

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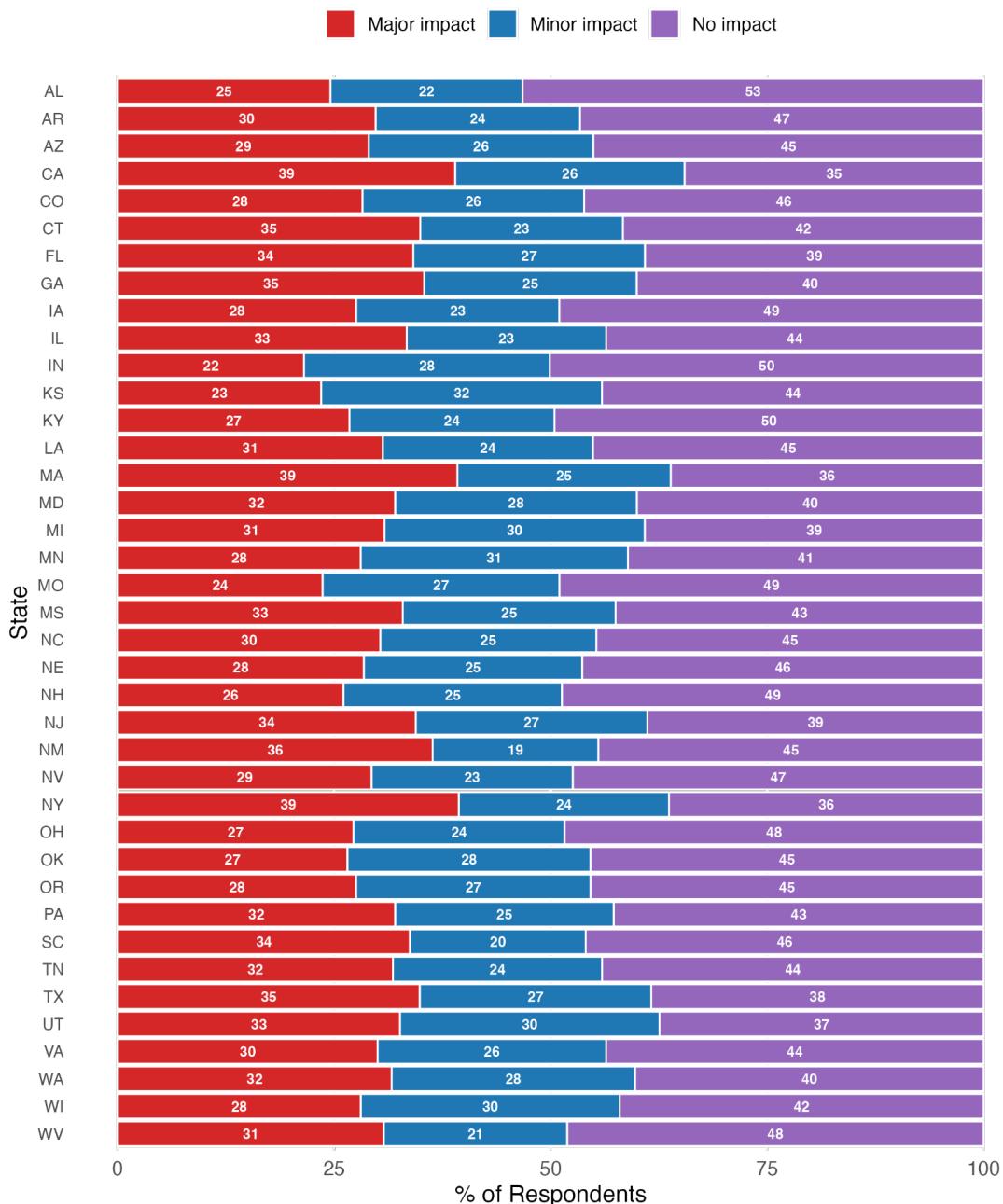


**FIGURE 9: Perceived impact of AI on own job in the next 5 years by demographic group.** (N=20,937; fielded from April 10, 2025, to June 5, 2025)

Finally, we asked respondents how much of an impact they believe AI tools like ChatGPT will have on their own jobs in the next 5 years. Responses are divided into three categories: major impact, minor impact, or no impact – to capture the perceived intensity of AI's influence on work. Younger, more educated, and higher-income individuals expect a greater impact on their professional work. In contrast, older and less-advantaged groups tend to expect little or no impact, revealing how expectations of technological disruption are distributed across the workforce.

### Perceived Impact of AI on Own Job by State

How much of an impact will AI tools like ChatGPT have on your own job in the next 5 years?



**FIGURE 10: Perceived impact of AI on own job in the next 5 years per state.**

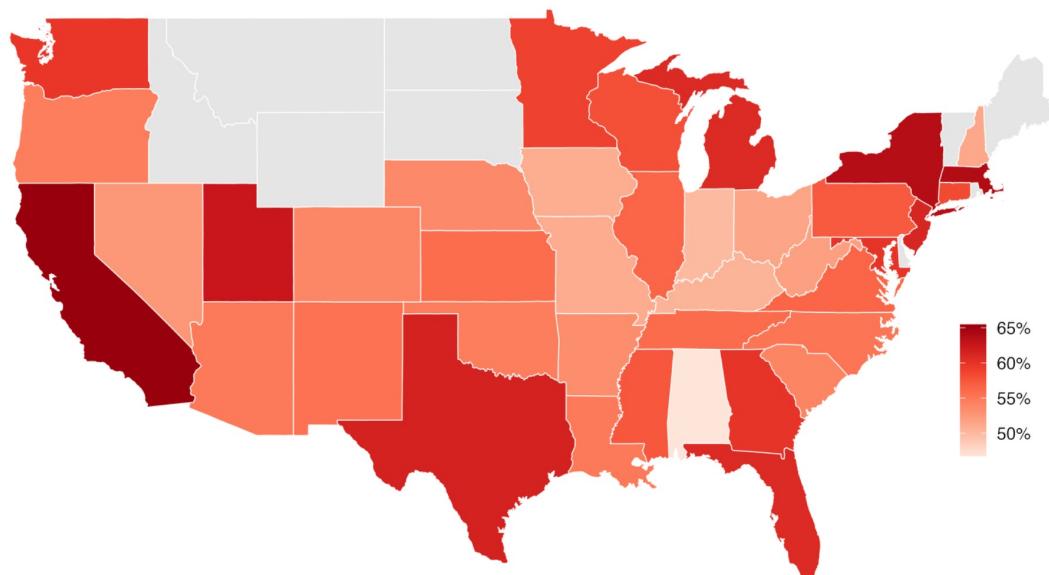
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

Our data also show notable variation by state, with states that have more high-tech sectors in particular expecting greater job-related effects. Such states include California, Massachusetts, New Jersey, and New York. Figure 10 illustrates how the share of workers anticipating major or minor AI impacts differs across the country, highlighting regions where technological disruption is expected to be more salient. At the same time, many states with less tech-intensive economies exhibit a larger share of respondents who foresee little to no impact on their jobs, underscoring the uneven geographic distribution of AI impact expectations.

Visualized geographically, we can see expectations for AI-related job impact clustering in certain regions. The highest rates of workers expecting AI to impact their jobs are concentrated in the coastal “knowledge economy” states and several Sun Belt hubs. California, New York, and Massachusetts, states that are major technology, finance, and education centers, stand out with the darkest shades on the map, representing the top tier of perceived AI job impact. In addition, the Sun Belt states with fast-growing and diversified economies, Texas, Georgia, and Florida, also report a higher perceived likelihood of AI impact on their jobs.

### **Share of Workers Expecting AI to Impact Their Job, by State**

Map shows the share of workers in each state who expect AI to affect their own job in the next five years. Darker shades indicate a higher share of workers anticipating job-related impact from AI tools like ChatGPT.



**FIGURE 11: Severity of perceived AI impact on own job in the next 5 years per state.\***  
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

In addition to Alabama, the region of lowest perceived AI job impact aligns with the Corn Belt, America’s agricultural heartland, as well as the western edge of the Rust Belt, stretching from Iowa through Indiana, Ohio, and West Virginia.

\*States with insufficient sample size were omitted.

Although respondents in these states report the lowest expectations of AI-driven job change, it is noteworthy that even in Alabama, the state with the lowest expected impact, nearly half (47%) of respondents still expect AI to affect their work.

## Conclusion

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Our comprehensive survey of nearly 21,000 Americans reveals a complex and uneven landscape of AI adoption across the United States. While ChatGPT has achieved remarkable penetration with 65% name recognition and 37% reported usage, a significant gap persists between awareness and actual adoption across all AI tools. The data exposes stark demographic divides: younger, more educated, higher-income, and urban Americans consistently demonstrate greater AI awareness and usage, with Asian-Americans leading in recognition rates. Despite widespread recognition of leading AI brands, daily "power users" remain a small minority – only 8% of Americans use ChatGPT daily, with other platforms showing even lower engagement rates.

Perhaps most striking is the nation's continued uncertainty about AI's role in society and governance. While 41% of Americans worry the federal government won't regulate AI enough, over one-third remain undecided about appropriate regulatory approaches, suggesting the public is still forming opinions about these rapidly evolving technologies. This uncertainty contrasts sharply with widespread expectations of workplace disruption: even in Alabama, the state with the lowest perceived AI job impact, nearly half of respondents expect AI to affect their work within five years. Strikingly, however, 35% of Alabamians still have not formed an opinion on federal AI regulation.

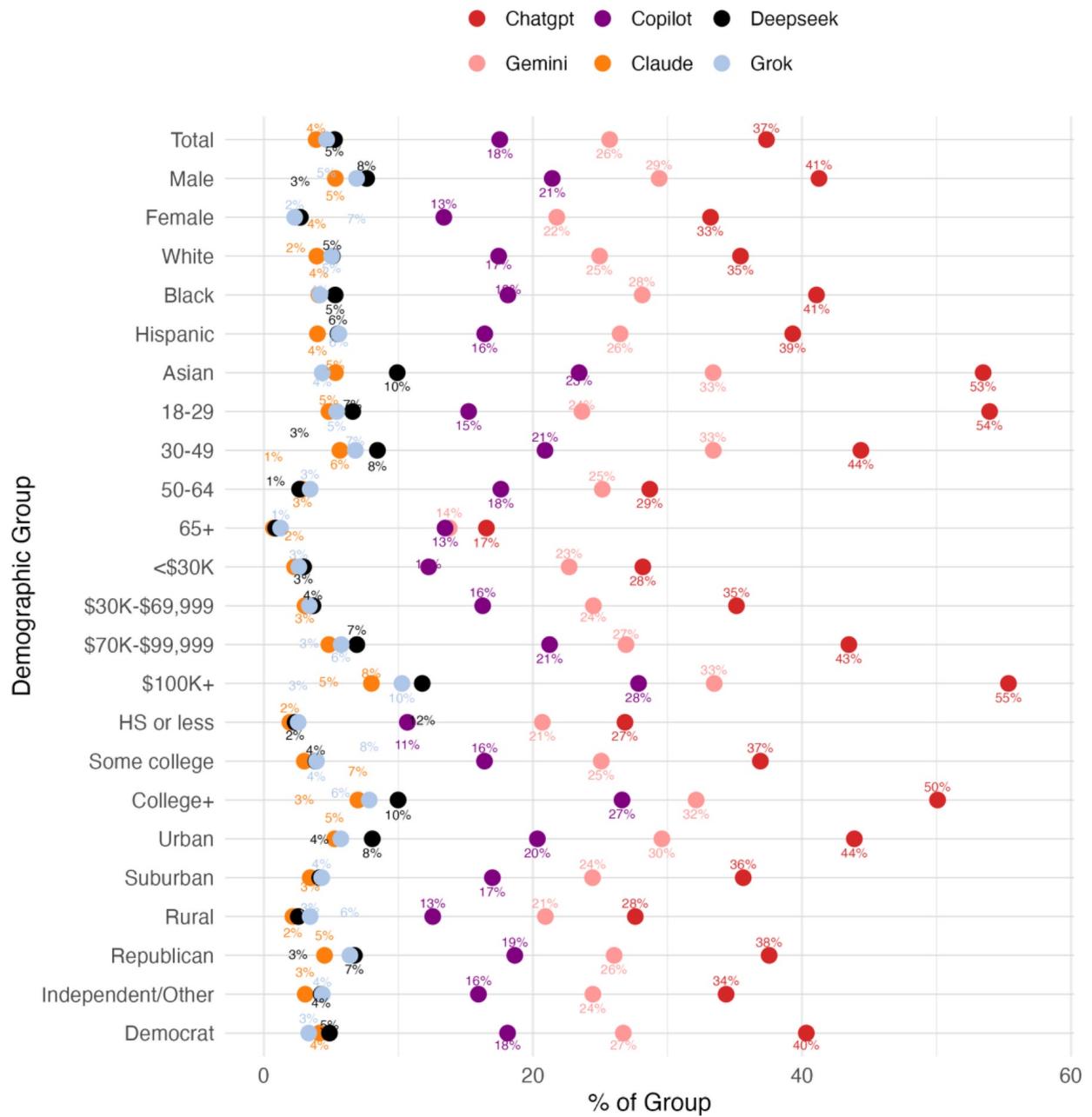
Taken together, our findings offer critical insight into how Americans are experiencing, adopting, and evaluating AI technologies – nationally and at the state level. They illuminate the demographic and geographic contours of AI's integration into U.S. society, highlighting where awareness is high but adoption lags, where workforce disruption is anticipated, and where regulatory uncertainty persists. The findings suggest that while AI tools are gaining mainstream recognition, Americans are still navigating fundamental questions about how these technologies should be integrated into daily life, regulated by government, and managed in the workplace – creating both opportunities and challenges for policymakers as they craft responses to this technological transformation.

# Appendix

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## Usage of Major AI Tools by Demographic Group

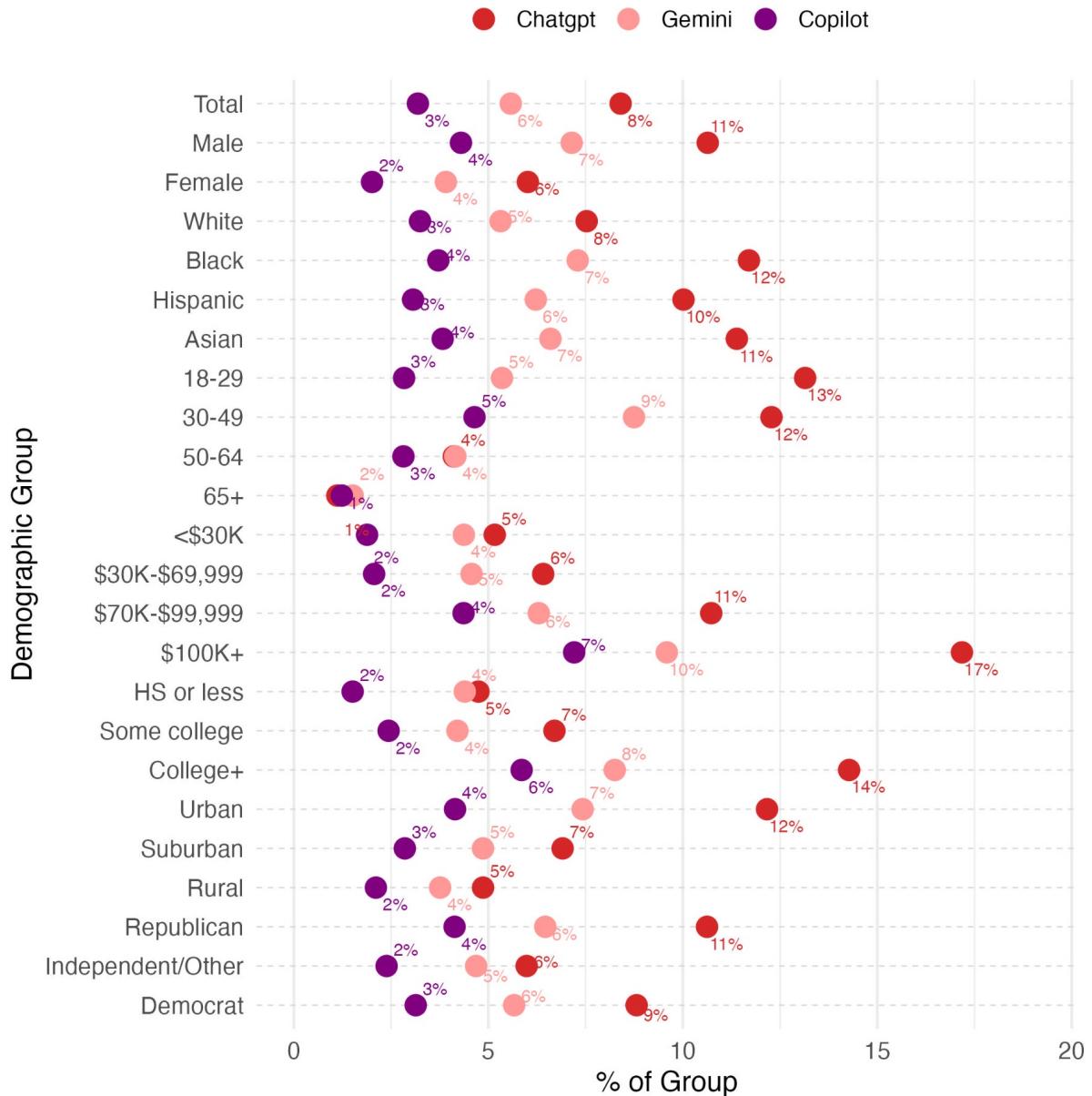
% of each demographic group who report using the tool more than 'Never'



**FIGURE A1: Usage of six major AI tools in the United States by demographic group.**  
(N=20,937; fielded from April 10, 2025 to June 5, 2025)

## Daily (Power) Use of AI Tools by Demographic Group

% of each demographic group who use ChatGPT, Gemini, or Copilot every day or multiple times a day



**FIGURE A2: People who use ChatGPT, Gemini, and Copilot every day, by demographic group.**

(N=20,937; fielded from April 10, 2025 to June 5, 2025)

**Table A1. AI module sample size in each state. Fielded from April 10, 2025, to June 5, 2025. States with insufficient sample size were omitted.**

<b>State</b>	<b>State Code</b>	<b>Sample Size</b>
Alabama	AL	413
Arizona	AZ	447
Arkansas	AR	356
California	CA	1368
Colorado	CO	407
Connecticut	CT	384
Florida	FL	1034
Georgia	GA	657
Illinois	IL	711
Indiana	IN	455
Iowa	IA	369
Kansas	KS	368
Kentucky	KY	450
Louisiana	LA	447
Maryland	MD	515
Massachusetts	MA	421
Michigan	MI	579
Minnesota	MN	390
Mississippi	MS	383
Missouri	MO	468
Nebraska	NE	397
Nevada	NV	421
New Hampshire	NH	341
New Jersey	NJ	537
New Mexico	NM	425
New York	NY	1097

North Carolina	NC	621
Ohio	OH	666
Oklahoma	OK	401
Oregon	OR	379
Pennsylvania	PA	678
South Carolina	SC	419
Tennessee	TN	464
Texas	TX	1326
Utah	UT	379
Virginia	VA	497
Washington	WA	478
West Virginia	WV	386
Wisconsin	WI	403
<b>Total</b>		<b>20937</b>