



National AI Opinion Monitor

Tracking public attitudes towards artificial intelligence in the United States

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NATIONAL AI OPINION MONITOR: PUBLIC AWARENESS AND USE OF AI TOOLS DECEMBER 2024

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National AI Opinion Monitor

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Note on methods:

Between 10/25/2024, and 11/08/2024, we collected a total of 4,767 responses from participants ages 18 and older living in the US. The surveys were conducted by PureSpectrum via an online, nonprobability sample, with representative interlocked quotas for gender, age, race, ethnicity, and region. In addition to balancing on these dimensions, we reweighted our data to match the U.S. population with respect to gender, age, race, ethnicity, education, region, internet use, and living in urban, suburban, or rural areas. For more information, visit www.naiom.net.

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Public Awareness and Use of AI Tools

Artificial intelligence (AI) has quickly become part of our daily routine. We are increasingly exposed to these technologies, both at work and in our personal lives. The National AI Opinion Monitor (NAIOM) tracks public perceptions about AI, offering a detailed look at attitudes across demographic groups. The insights we offer come at a crucial time: as AI continues to expand into media, healthcare, law enforcement, education, and beyond, understanding public sentiment is essential for policymakers, companies, journalists, educators, and the general public.

This is the first in a series of reports, which also includes upcoming publications on AI trust, AI and the news media, AI jobs and regulation, and AI knowledge.

KEY TAKEAWAYS

- Over 90% of Americans have heard of artificial intelligence (AI), but familiarity drops for specialized terms: 51% recognize "generative AI," and only 12% are aware of "large language models."
- Over half (53%) of Americans have used a generative AI tool. The most popular one is ChatGPT: 63% of Americans have heard of it and 37% have used it. Google Gemini is second, used by 27%, followed by Microsoft Copilot at 19%.
- Younger, male, better-educated, and higher-income Americans are more likely to know and use generative AI tools, as well as to be interested in the topic of AI.
- Over a third of the users of popular generative AI services have accessed those platforms to seek information about health.
- Privacy and safety are key concerns around AI, with 41% of respondents believing AI does more harm than good in protecting personal information.
- Americans are particularly concerned about AI's influence on politics (58%) and news media (53%), likely reflecting fears of misinformation and manipulation during the 2024 election cycle.
- Approval of AI depends on the perceived risks of the tasks it performs. While 48% of Americans support AI performing household chores, majorities disapprove of AI performing surgery on them (57%) or driving them (53%).
- 29% of Americans report encountering AI-generated text and search result summaries at least once a day, while over 25% report seeing AI-generated images or videos daily. Most users (86%) find AI summaries to be helpful.

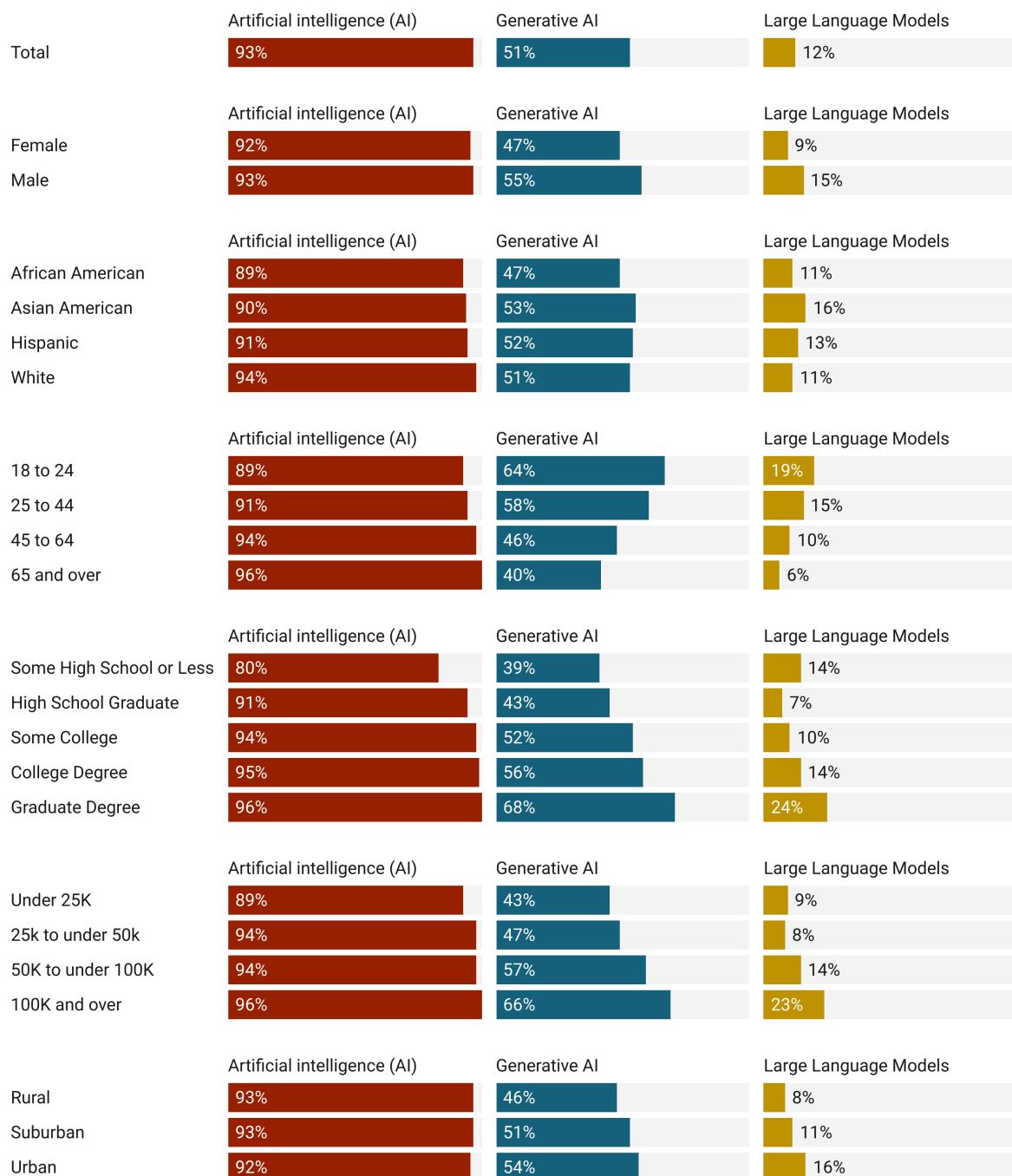
Awareness and use of AI tools

While over 90% of Americans had heard of AI, fewer than half were familiar with more specialized categories like *generative AI* (51%), and only about one in eight (12%) recognized *large language models*.

Awareness of artificial intelligence by demographic group

Have you heard of the following technologies? (Please select all that apply)

■ Artificial intelligence (AI) ■ Generative AI ■ Large Language Models



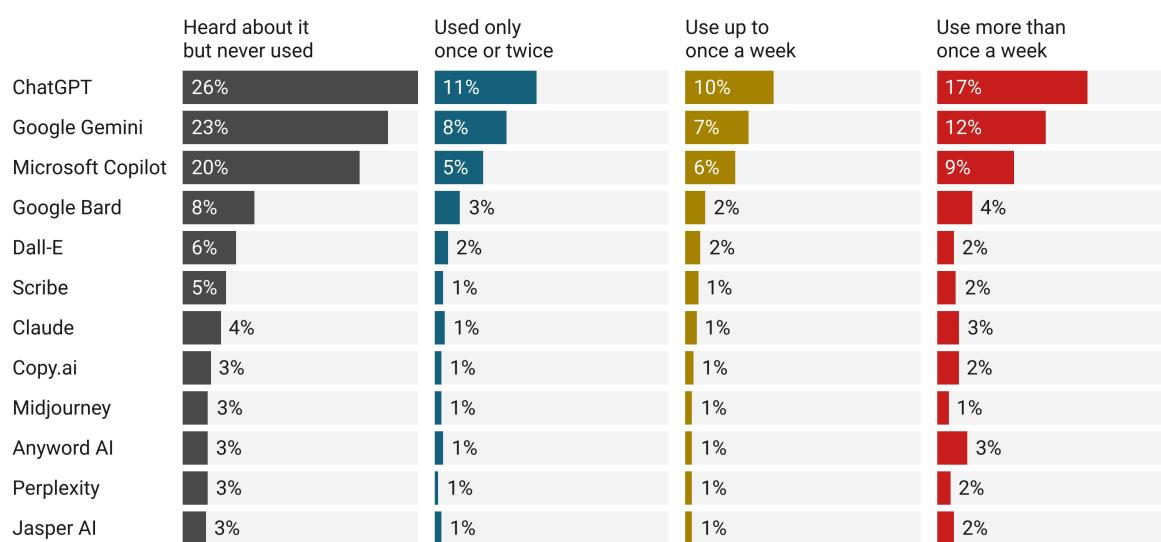
National AI Opinion Monitor (NAIOM). National sample, December 2024, N = 4767. More information at www.naiom.net.

Young adults ages 18 to 25 and graduate degree holders showed higher awareness of these advanced concepts, with over two-thirds knowing about generative AI and up to a quarter familiar with large language models. Older Americans were least aware of those technologies, with only 40% of those over 65 knowing about generative AI and 6% about large language models.

Use of popular generative AI services among Americans

Have you heard of the following tools or services? (Please select all that apply)

How often do you use the following tools or services? [only respondents who have heard of the platform]



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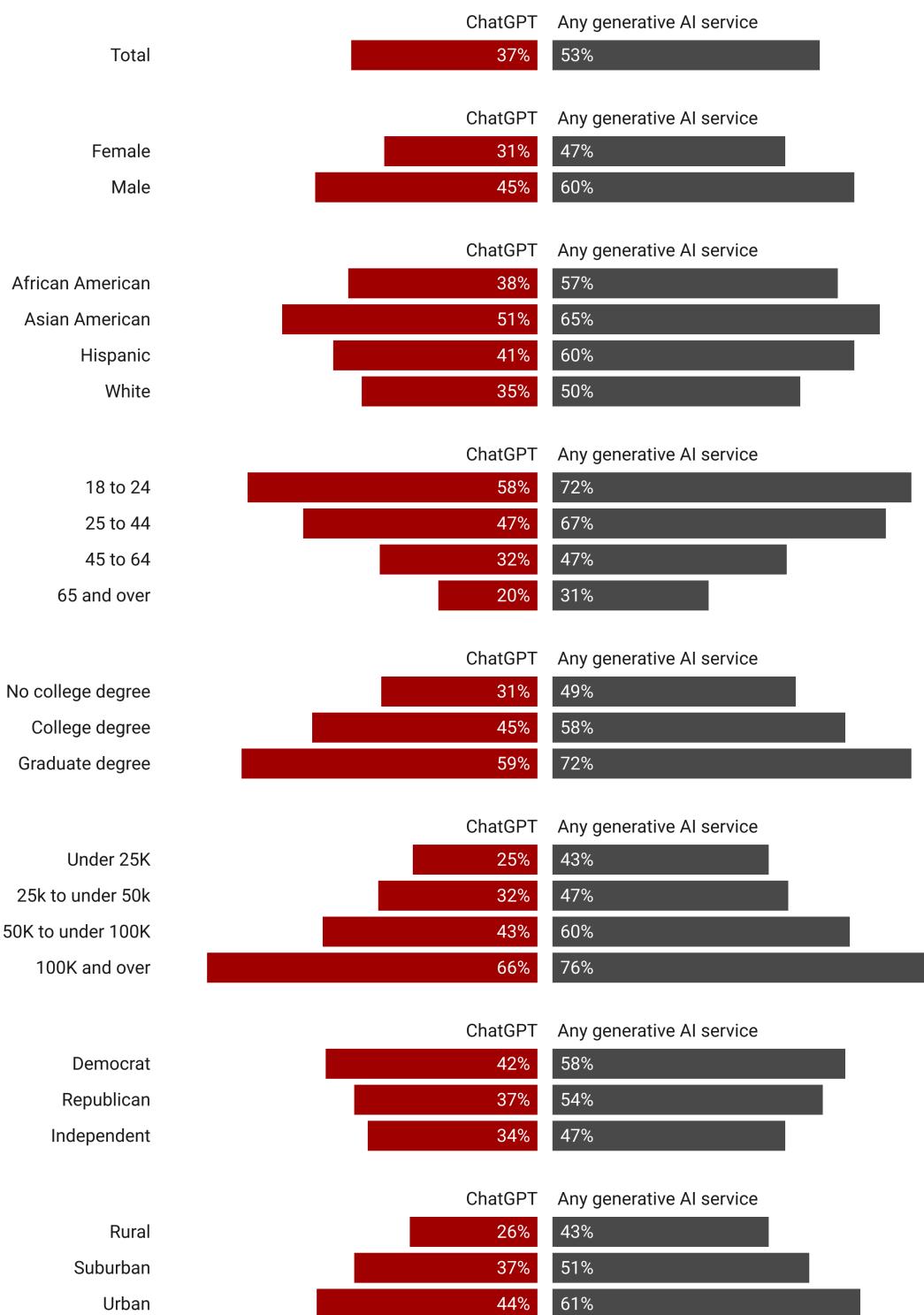
* Note: The chart above shows only services that were familiar to over 5% of the population.

Among the generative AI platforms we asked about, respondents were most likely to be aware of ChatGPT, with 63% of Americans reporting having heard of the platform. The name "ChatGPT" was thus more recognizable compared to terms like "Generative AI" or "large language model". The second most popular service was Google Gemini at 50%, followed by Microsoft Copilot with 39%. Just over 37% of respondents had used ChatGPT: 5% did so multiple times a day, 4% daily, 8% multiple times a week, 5% weekly, 5% monthly, and 11% only once or twice ever.

Overall, more than half of Americans (53%) had used one or more of the generative AI services we asked about. Use was more prevalent among young respondents, men, and people with higher socioeconomic status. Generative AI platforms were used by 60% of men compared to 47% of women; 72% of people ages 18-24 compared to 31% of those over 65; 72% of graduate degree holders compared to 49% of those with no college degree; and 76% of people with household income over \$100K compared to 43% of those earning under \$25K. Non-Hispanic Whites were less likely to use generative AI services: only 50% did so compared to 57% of African Americans, 60% of Hispanic respondents, and 65% of Asian Americans. Similar patterns held for the use of the popular tool ChatGPT.

Generative AI service use across demographic groups

[Percent respondents who reported using ChatGPT/any of the other listed generative AI services]



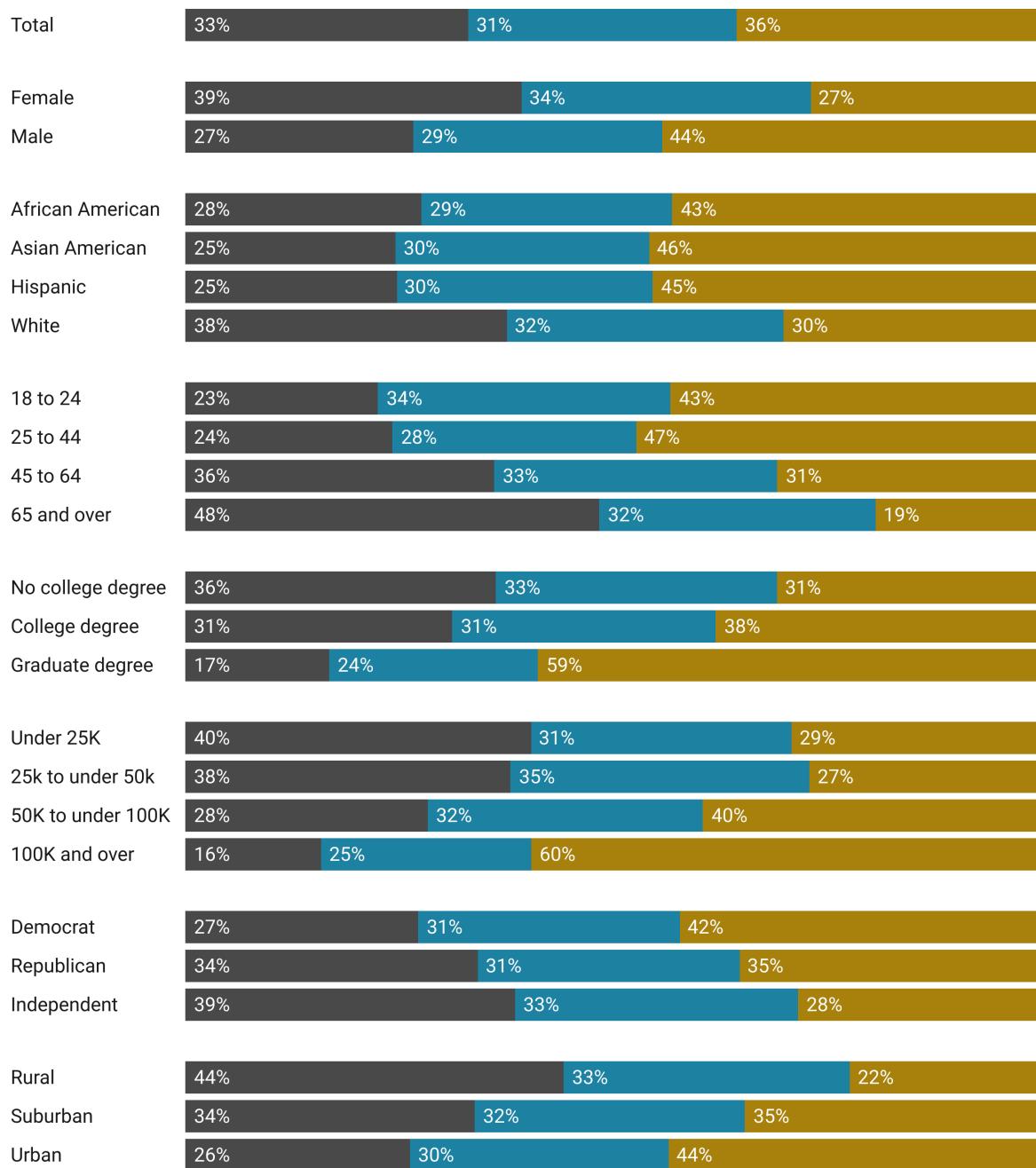
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Interest in AI among Americans varied as well. Overall, 36% of respondents were very or extremely interested in the topic. Men were more likely to be highly engaged, with 44% very or extremely interested, compared to 27% of women. Higher education and income were strongly linked to interest: 59% of those with a graduate degree were very or extremely interested, while that number was 31% for those without a college degree.

Interest in the topic of Artificial Intelligence

How interested are you in the topic of AI (artificial intelligence)?

■ Not at all/Not very interested ■ Somewhat interested ■ Very/Extremely interested

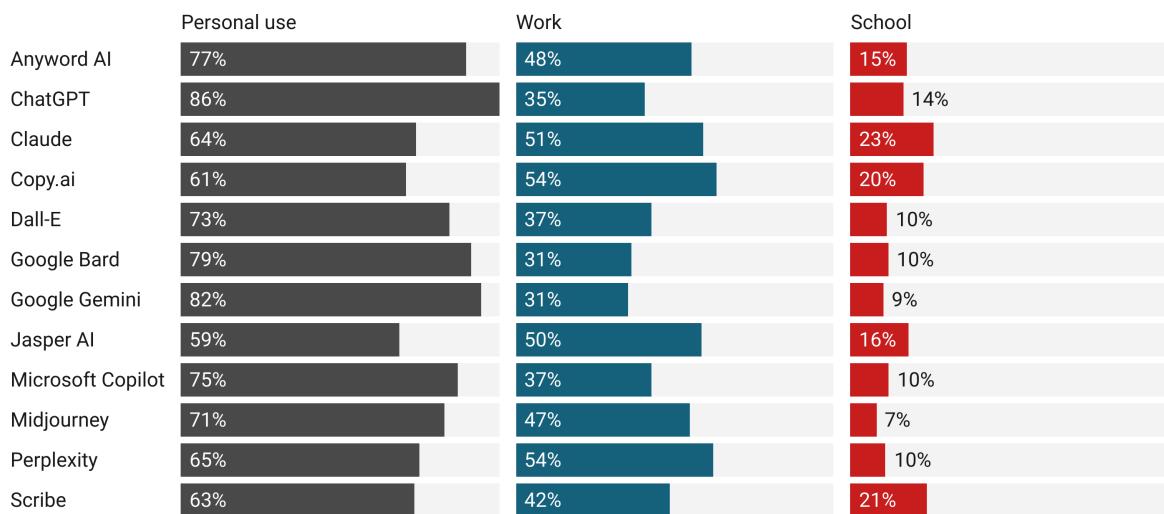


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Across all services, personal use was considerably higher compared to professional or academic use. Among respondents who used ChatGPT, for instance, 86% accessed it at home, 35% at work, and 14% at school. Among students using ChatGPT, 87% did so at home, 37% at work, and 41% at school.

Use of generative AI services at home, work, and school

For what purposes do you use the following tools or services? (Please select all that apply)
[Percent among respondents who reported using the service]



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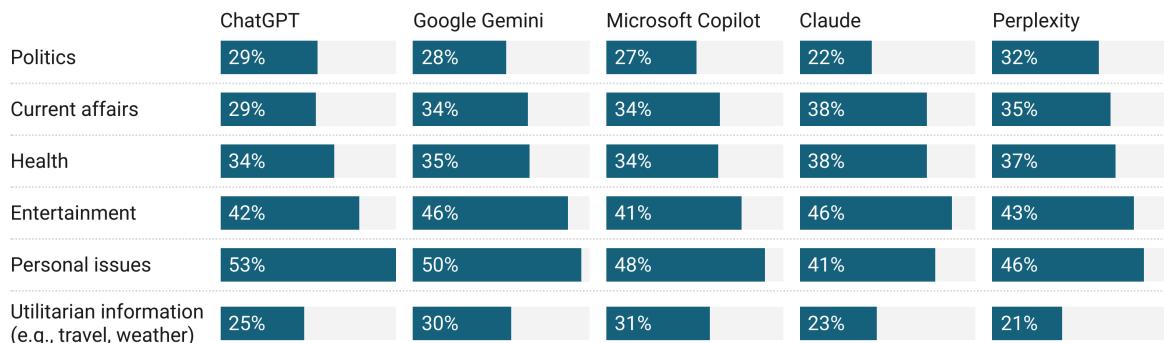
Taken together, these numbers suggest that while basic awareness of AI is nearly universal, use and interest are more prevalent among younger, better-educated, and higher-income Americans. Moreover, awareness does not always translate into regular usage. Most people who know about these tools have either not used them at all or have only tried them a few times.

AI-generated content: Topics and uses

Americans use generative AI tools to explore a wide range of topics, with "personal issues" and "entertainment" being the most common areas of interest.

Key topics Americans explore using generative AI services

Have you used these tools or services to ask questions or get information on the following topics?
(Please select all that apply) [Percent among respondents who reported using each service]

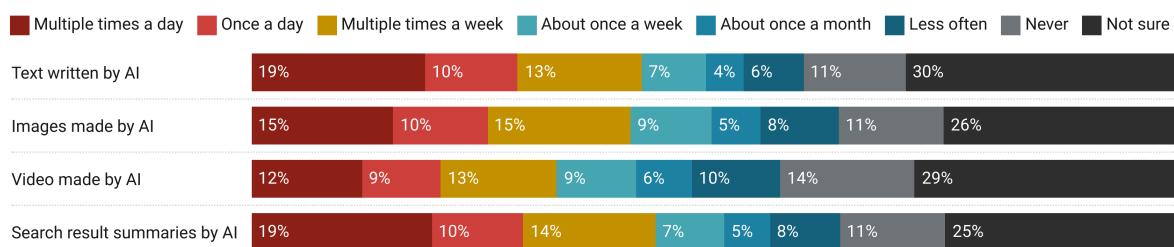


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ChatGPT, the most widely used platform, leads in providing information about personal topics (53%), followed by entertainment (42%), health (34%), and both current affairs and politics (29%). Additionally, 25% of ChatGPT users reported using it for utilitarian information, such as travel or weather. Other tools like Google Gemini and Claude saw higher usage for entertainment, with 46% of respondents going to them for that purpose. Notably, over a third of the users of each platform had accessed it to seek information about health.

Perceived frequency of encounters with AI-generated content online

How often do you see each of the following online? (If you are not sure, you can say so).



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AI-generated content is increasingly prevalent across the internet, and Americans are becoming more aware of their encounters with it. Our survey asked respondents how often they saw AI-produced text, images, video, and search summaries. Participants were most aware of encountering AI text and search summaries – 29% of the sample reported seeing each at least once a day. About 25% reported seeing images made by AI at least daily, and 21% said the same about video. For each of the content formats, slightly over a tenth of the respondents reported that they never encountered it. Also revealing, over a quarter of the respondents were not sure whether they had seen each type of AI content or not.

Given that AI search summaries are one of the most widely consumed types of AI content, we also examined public satisfaction with them. A majority of the respondents who reported seeing these summaries found them to be useful. Close to a third (31%) described them as “extremely useful”, while 55% said they were “somewhat useful.” A smaller proportion of the respondents reported that the summaries were “not very useful” (11%) or “not useful at all” (3%).

Perceived usefulness of AI search result summaries

When you see search result summaries written by AI, do you find them to be...
[Percent among respondents who reported seeing AI search summaries]



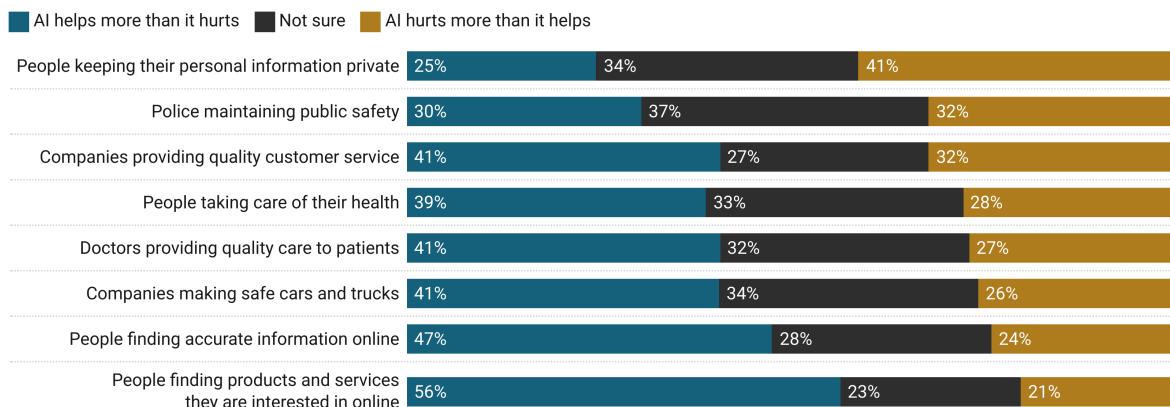
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Concerns and optimism about AI

Americans view artificial intelligence with a mix of optimism and concern. While AI is seen as beneficial in many aspects of everyday life, people also report significant apprehension, particularly in situations where the stakes and risks are high.

Will AI do more to help or hurt in different areas of life?

Do you think AI (artificial intelligence) is doing more to help or hurt each of the following?



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Privacy emerged as a key area of concern, with 41% of respondents believing AI hurts more than it helps when it comes to keeping personal information private, compared to 25% who thought it helps more than it hurts. In the area of public safety, respondents were almost evenly split, with 32% saying AI does more harm and 30% saying it does more good. In contrast, AI was viewed more favorably in domains like customer service, healthcare, and information seeking. For instance, 41% of Americans thought AI did more to help than hurt in consumer services, providing quality medical care, and manufacturing safe cars. A plurality of people (47%) reported that AI helped in searching for accurate information online, and more than half (56%) suggested the same was true about finding products and services.

We also asked whether respondents were more excited or more concerned about the use of AI in different social arenas. In their response, 58% of Americans expressed concern about AI's role in politics, and 53% felt the same about its influence on news media. As our survey was fielded close to the 2024 election, these numbers likely reflect public fears about misinformation and manipulation.

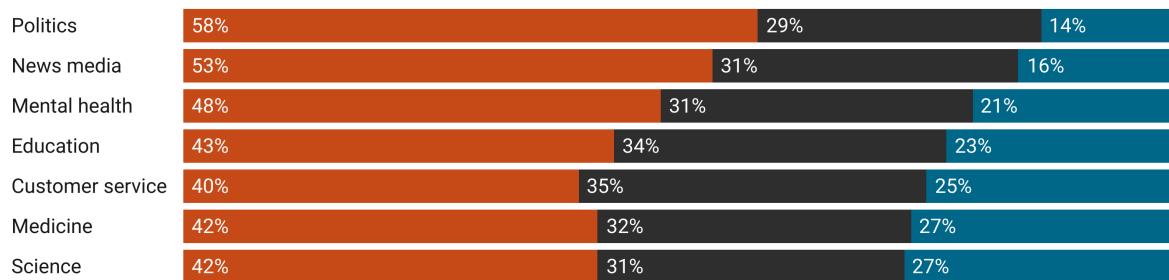
Mental health and education were also viewed with caution, with 48% and 43% of people, respectively, reporting they were more concerned than excited about AI's impact there. Americans were more optimistic about science and medicine, with 27% of respondents

saying they were more excited about AI's contributions in those fields, and 42% reporting they were more concerned.

Excitement and concerns about generative AI across areas

Are you more excited or more concerned about the use of AI (artificial intelligence) in the following areas?

■ More concerned ■ Equally concerned and excited ■ More excited



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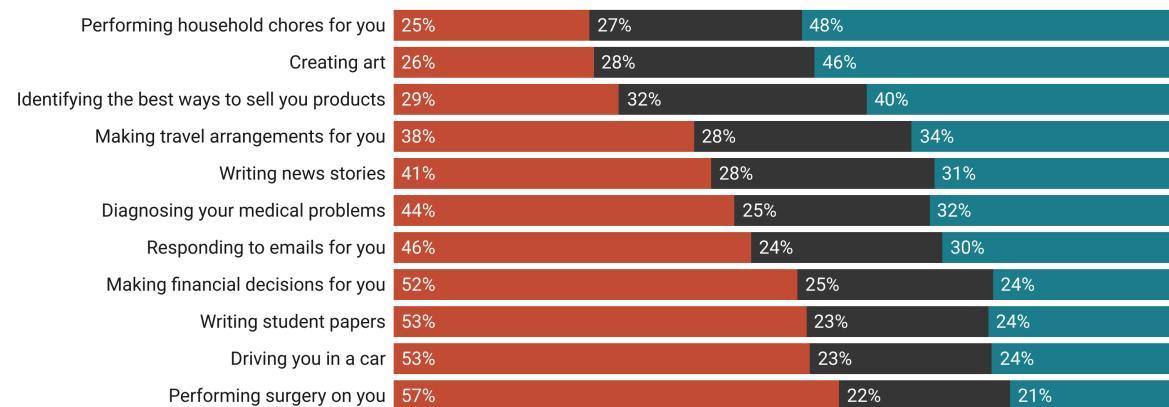
Public approval of AI use largely depends on the nature of the tasks it performs. We asked people how much they would approve of different activities that AI could carry out. Support was highest for low-risk and convenience-oriented tasks. For instance, a plurality of respondents said they would somewhat or strongly approve of AI performing household chores (48%) and creating art (46%). Approval was also relatively high for the use of AI in persuading people to buy products (40%).

Disapproval was strongest for tasks where mistakes could have serious consequences. A majority of respondents would somewhat or strongly disapprove of an AI performing surgery on them (57%), driving them in a car (53%), or making financial decisions for them (52%). People were also critical of the use of AI to write student papers (53% somewhat or strongly disapproved).

Approval of using AI in different settings or occupations

How much do you approve or disapprove of using AI (artificial intelligence) for the following tasks?

■ Strongly/somewhat disapprove ■ Neither approve nor disapprove ■ Somewhat/strongly approve



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Overall, public attitudes toward AI reflect a somewhat cautious assessment of its capabilities and limitations. While AI is welcomed for its ability to improve convenience, creativity, and access to information, skepticism remains higher in areas requiring trust, safety, and ethical considerations.

Appendix A: Survey Questions

Have you heard of the following technologies? (Please select all that apply)

- Artificial intelligence (AI)
- Generative AI
- Large Language Models

Have you heard of the following tools or services? (Please select all that apply)

- Anyword AI
- Calcyron AI
- Claude
- ChatGPT
- Cohere AI
- Copy.ai
- Dall-E
- Google Bard
- Google Gemini
- Jasper AI
- Microsoft Copilot
- Midjourney
- Perplexity
- Runway
- Scribe
- Suno
- Synthesia
- Writesonic

[For any AI tools selected] How often have you used the following tools or services?

- Never
- Only once or twice
- About once a month
- About once a week
- Multiple times a week
- Every day
- Multiple times a day

[For any AI tools used] For what purposes do you use the following tools or services?
(Please select all that apply)

- Personal use
- For work
- For school

[For any AI tools used] Have you used these tools or services to ask questions or get information on the following topics? (Please select all that apply)

- Politics
- Current affairs
- Health
- Entertainment
- Personal issues
- Utilitarian information (e.g., travel, weather)

How interested are you in the topic of AI (artificial intelligence)?

-
- Extremely interested
-
- Very interested
-
- Somewhat interested
-
- Not very interested
-
- Not at all interested

How often would you say you interact with AI (artificial intelligence)?

-
- Multiple times a day
-
- Once a day
-
- Multiple times a week
-
- About once a week
-
- About once a month
-
- Less often

How often do you see each of the following online? (If you are not sure, you can say so)

- Text written by AI
- Images made by AI
- Video made by AI
- Search result summaries by AI
 - Multiple times a day
 - Once a day
 - Multiple times a week
 - About once a week
 - About once a month
 - Less often
 - Never
 - Not sure

When you see search result summaries written by AI, do you find them to be...

- Extremely useful
- Somewhat useful
- Not very useful
- Not useful at all

Are you more excited or more concerned about the use of AI (artificial intelligence) in the following areas?

- Education
 - News media
 - Science
 - Medicine
 - Mental health
 - Politics
 - Customer service
-
- More excited than concerned
 - More concerned than excited
 - Equally concerned and excited

Do you think AI (artificial intelligence) is doing more to help or hurt each of the following?

- People finding accurate information online
 - People taking care of their health
 - Companies making safe cars and trucks
 - Companies providing quality customer service
 - People finding products and services they are interested in online
 - People keeping their personal information private
 - Police maintaining public safety
 - Doctors providing quality care to patients
-
- AI helps more than it hurts
 - AI hurts more than it helps
 - Not sure

How much do you approve or disapprove of using AI (artificial intelligence) for the following tasks:

- Creating art
 - Writing news stories
 - Writing student papers
 - Driving you in a car
 - Diagnosing your medical problems
 - Performing surgery on you
 - Making financial decisions for you
 - Identifying the best ways to sell you products
 - Performing household chores for you
 - Responding to emails for you
 - Making travel arrangements for you
-
- Strongly approve
 - Somewhat approve
 - Neither approve nor disapprove
 - Somewhat disapprove
 - Strongly disapprove