Survey question wording and topline

2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 119 – SCIENCE TOPLINE
December 12-18, 2022
N=11,004

OTHER QUESTIONS HELD FOR FUTURE RELEASE

ASK ALL: Artificial intelligence (AI) is designed to learn tasks that humans typically do, for instance recognizing speech or pictures.

AI_HEARD How much have you heard or read about AI?

Dec 12-18, 2022	
26	A lot
59	A little
15	Nothing at all
<1	No answer

ASK ALL:
CNCEXC Overall, would you say the increased use of artificial intelligence (AI) in daily life makes you feel… **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

	More excited than concerned	More concerned than excited	Equally concerned and excited	No answer
Dec 12-18, 2022	15	38	46	1
Nov 1-7, 2021[2]	18	37	45	<1

ASK ALL:
USEAI Just your impression, how often do you interact with artificial intelligence (AI)?

Dec 12-18, 2022	
5	Almost constantly
23	Several times a day
13	About once a day
15	Several times a week
44	Less often
1	No answer

---

[2] For the Nov. 1-7, 2021, survey, the question wording was "Artificial intelligence computer programs are designed to learn tasks that humans typically do, for instance recognizing speech or pictures. Overall, would you say the increased use of artificial intelligence computer programs in daily life makes you feel…"

DISPLAY TO ALL:

We are interested in what people know off the top of their head about artificial intelligence (AI). You may find some of these questions easy and others difficult. (If you don't know the answer, select "Not sure.")

AIKNOW1   Thinking about customer service, which of the following uses artificial intelligence (AI)?
[RANDOMIZE RESPONSE OPTIONS 1-4]

Dec 12-18,
  2022
65	A chatbot that immediately answers customer questions (CORRECT)
8	An online survey sent to customers that allows them to provide feedback
2	A contact page with a form available to customers to provide feedback
4	A detailed Frequently Asked Questions webpage
20	Not sure
<1	No answer

RANDOMIZE AIKNOW2-AIKNOW7

ASK ALL:
AIKNOW2   When playing music, which of the following uses artificial intelligence (AI)?
[RANDOMIZE RESPONSE OPTIONS 1-4]

Dec 12-18,
  2022
9	Using Bluetooth to connect to wireless speakers
57	A playlist recommendation (CORRECT)
8	A wireless internet connection to stream the music
5	Shuffle play from a chosen playlist
21	Not sure
<1	No answer

ASK ALL:
AIKNOW3   When using email, which of the following uses artificial intelligence (AI)? **[RANDOMIZE RESPONSE OPTIONS 1-4]**

Dec 12-18,
  2022
5	The email service marking an email as read after the user opens it
13	The email service allowing the user to schedule an email to send at a specific time in the future
51	The email service categorizing an email as spam (CORRECT)
4	The email service sorting emails by time and date
27	Not sure
1	No answer

NO AIKNOW4

ASK ALL:
AIKNOW5   Thinking about health products, which of the following uses artificial intelligence (AI)? **[RANDOMIZE RESPONSE OPTIONS 1-4]**

Dec 12-18,
<u>2022</u>

68	Wearable fitness trackers that analyze exercise and sleeping patterns (CORRECT)
3	Thermometers that are placed under someone's tongue to detect a fever
3	At-home COVID-19 tests
4	Pulse oximeters that measure a person's oxygen level of the blood
22	Not sure
1	No answer

ASK ALL:
AIKNOW6   Thinking about online shopping, which of the following uses artificial intelligence (AI)? **[RANDOMIZE RESPONSE OPTIONS 1-4]**

Dec 12-18,
<u>2022</u>

7	Storage of account information, such as shipping addresses
5	Records of previous purchases
64	Product recommendations based on previous purchases (CORRECT)
3	Product reviews from other customers
20	Not sure
1	No answer

ASK ALL:
AIKNOW7   Thinking about devices in the home, which of the following uses artificial intelligence (AI)? **[RANDOMIZE RESPONSE OPTIONS 1-4]**

Dec 12-18,
<u>2022</u>

8	Programming a home thermostat to change temperatures at certain times
62	A security camera that sends an alert when there is an unrecognized person at the door (CORRECT)
5	Programming a timer to control when lights in a home turn on and off
3	An indicator light that turns red when a water filter needs to be replaced
21	Not sure
1	No answer

OTHER QUESTIONS HELD FOR FUTURE RELEASE