

## Section A: General

**Q0**

**Base: Total**

**[SINGLE CHOICE]**

Are you currently employed?

Yes

No

**Q1**

**Base: Total**

**[SINGLE CHOICE]**

Which of the following best represents your familiarity with artificial intelligence (AI)?

Very familiar – I know a lot about it and actively follow updates and developments

Somewhat familiar – I know about it and have a general understanding, but don't follow it closely

Not very familiar – I know it exists but have little knowledge beyond that

Never heard of artificial intelligence before **[THANK AND TERMINATE]**

**Q2**

**Base: ALL**

**[SINGLE CHOICE GRID]**

Over the **past 3 months**, how frequently (if at all) have you used an AI platform where you enter a query or prompt and the AI platform provides an output (like ChatGPT)?

**[ROWS, RANDOMIZE]**

**[IF YES AT Q0]** For your job/at work

For personal use outside of work

**[COLUMNS]**

Several times a day

Once a day

Several times a week

About once a week

Several times a month

About once a month

Once every few months

Not at all

**Q2a**

**Base: IF Not at all (code 8) for personal Use**

**[SINGLE CHOICE]**

Over the **next 3 months** are you likely to consider using an AI platform for personal use outside of work?

I will definitely use it

I will consider using it

I'm not interested in using AI platforms

### Q2b

Base: IF <> code 8) for personal Use

[SINGLE CHOICE]

Over the **next 3 months**, do you expect to use AI platforms more or less?

- Much more
- More
- About the same amount
- Less
- Much less

[TEXT]

The rest of the survey will be focusing on AI activities that are **not** related to any job you may have.

### Q3

Base: Those using AI for personal use (i.e. not 'not at all) in Q2b

[MULTI CHOICE]

[SKIP IF 'NOT AT ALL' AT 'PERSONAL USE']

Over the **past 3 months**, which of the following AI platforms have you utilized for **personal** use (not related to your job)?

[RANDOMIZE]

- ChatGPT (OpenAI) [ANCHOR]
- Gemini (Google)
- Meta AI (Facebook, Instagram)
- Copilot (Microsoft, formerly Bing Chat)
- Claude (Anthropic)
- Midjourney (AI image generation)
- DALL·E (OpenAI image generation)
- Grammarly (AI writing assistant)
- Sora
- Notion AI
- Perplexity AI
- Character.AI
- Canva AI tools
- Adobe Firefly (AI image editing)
- Other (specify) [ANCHOR]

### Q4

Base: Those using AI for personal use (i.e. not 'not at all) in Q2b

[MULTI CHOICE]

[SKIP IF 'NOT AT ALL' AT 'PERSONAL USE']

Over the **past 3 months**, which of the following have you used AI platforms for? (again, **not related to your job**) Select all that apply:

[RANDOMIZE]

- Meal planning and recipes
- Personal finances, budgeting or financial planning
- Travel/event planning
- Health and wellness advice
- Relationships and social advice

Parenting support  
Homework help (for parenting)  
Entertainment recommendations  
Explanation of news and current events  
Shopping advice and research/reviews  
Time management  
Hobbies and crafts guides  
Home organization and décor  
Pet care questions  
Fitness planning  
Home troubleshooting  
Fashion advice  
Charitable donation research  
Other, specify [ANCHOR, TEXT BOX]  
None of these [ANCHOR, EXCLUSIVE]

#### Q4b

**Base: Those using AI for personal use (i.e. not 'not at all) in Q2b**

**[MULTI CHOICE]**

And, over the **past 3 months**, have you used any AI platforms to learn about, research or better understand any of the following types of products?

Select all that apply:

#### **RANDOMIZE**

Loans or mortgages  
Banking accounts  
Credit cards  
Investment/wealth products  
Electronics (e.g. cell phones, T.V.s)  
Appliances  
Streaming services  
Vehicles/Automobiles  
Health & Wellness products  
Home goods (i.e., furniture, décor, etc.)  
Clothes & Accessories  
Food & Ingredients  
None of these **[FIXED; EXCLUSIVE]**

#### Q4c

**Base: Any selected in Q4B**

**[MULTI CHOICE]**

And, over the **past 3 months**, have you used any AI platforms to compare these products across different brands or companies?

Select all that apply:

**INSERT ANSWER OPTIONS FROM Q4b**

None of these **[FIXED; EXCLUSIVE]**

#### Q5

**Base: Those using AI for personal use (i.e. not 'not at all) in Q2b**

**[SINGLE SELECT]**

How **trustworthy** do you consider the **information** you receive from AI platforms?

- Very trustworthy
- Somewhat trustworthy
- Not very trustworthy
- Not at all trustworthy

#### Q5

**Base: Those using AI for personal use (i.e. not 'not at all) in Q2b**

**[SINGLE SELECT GRID]**

How **trustworthy** do you consider the **information** you receive from AI platforms in the following categories?

#### **ROWS; RANDOMIZE**

- Products & services information
- News & current events
- Health information
- Travel planning information

#### **COLUMNS**

- Very trustworthy
- Somewhat trustworthy
- Not very trustworthy
- Not at all trustworthy

## Section I: Sentiments on AI

#### H1

**Base: ALL**

**[SINGLE CHOICE GRID]**

To what extent do you agree or disagree with the following statements?

#### **[ROWS, RANDOMIZE, CAROUSEL]**

- AI will make life easier for everyone
- AI will cause more job losses than jobs that are created because of it
- AI will make people too dependent on technology
- AI poses a serious risk to personal privacy
- AI is a force for good in society
- I worry that advanced AI could act against human values in my lifetime.
- AI-generated misinformation will become one of the biggest challenges facing society in the next few years.
- I can usually tell when something online has been generated by AI.
- AI will create a prosperity gap between those who comfortable with using technology and those who are not

- Strongly agree
- Agree
- Disagree
- Strongly disagree

## H2

Base: Yes, working at Q0

[SINGLE CHOICE]

How do you see AI impacting your job **over the next 3 years?**

It will improve my ability to do my job

It will have no real impact on my job

It will threaten my job security

Don't know / not sure

## H3

Base: ALL

[SINGLE CHOICE GRID]

To what extent do you agree or disagree with the following statements?

[ROWS, RANDOMIZE, CAROUSEL]

AI needs to be regulated by the federal government

Trying to regulate AI is unrealistic

Federal regulation of AI will suppress innovation

Strongly agree

Agree

Disagree

Strongly disagree