

What does the public think about AI?

US, 2025

Attitudes

AI is continuing to develop faster than Americans expect.

Based on what you know, which of the following comes closest to your view?



With mixed feelings about what that means.



On balance, more people expect AI to make things better than worse.



Either way, they think their will be a significant impact for the US - if less sure about for themselves.



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Already, Americans are torn over whether AI or climate change is having a bigger impact.



Don't Know At the moment, climate change is having a larger impact on my country than Al At the moment, AI is having a larger impact on my country than climate change is

And in the next four years, they clearly expect AI to play a bigger role.



Just over 21% of Americans expect AGI to be built before the end of the decade.

And what period, if any, do you expect the first AGI to be built?



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At Work

For many users, AI is starting to compete with search as way to find information.



Americans under 35 are interested in exploring a wider variety of AI agent use cases.



Americans don't believe it is cheating or inappropriate to use AI at work.



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A majority of Americans believe learning AI tools will be important to doing their job in the next five years.

How important or unimportant do you think learning AI tools will be to doing your job well in the next five years?



Older generations are less confident that they will be able to adapt and learn these new tools.

How confident are you that you will be able to adapt and learn new Al tools for your job?



While others worry about the impact on entry level jobs.

How likely or unlikely do you think it is that AI will make it harder for people to find entry level jobs in your area in the next five years?



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Under 35s, men, graduates and existing AI users were more likely to think an AI would be able to do their job.

On a scale from 0-10, how likely or unlikely do you think it is that an AI or robot will be able to do your job as well in the next twenty years?



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A majority of Americans believe AI is likely to increase unemployment.

Overall, what impact do you think AI is likely to have on unemployment, if any?



And across the political divide, they think the Government should try and prevent this.

Thinking broadly about the possibility of AI doing more jobs across the economy and our society, which of the following comes closest to your view?



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Robots

Across most demographics, a majority thought the would be unlikely to take a ride in a self-driving car.



The most significant reason for this was that they still thought it more dangerous.

In your opinion, is taking a ride in a self-driving car today likely to be safer or more dangerous than the same trip with a human driver?



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Despite these concerns, they expect to be able to use a robotaxi soon.

When, if ever, do you expect to be able to order trips from a self-driving where you live?



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And familiarity seems to reduce worries - we saw a much smaller perception gap in areas where self-driving cars were already available.



In theory, Americans are open to the idea of a household robot to help with their chores.

Assuming it could safely complete most household chores for you, once the technology is mature, would you be interested in buying a household robot?



In practice, though, they are not prepared to pay much for this.

And how much would you be prepared to pay for this robot?



Drones are seen as the technology likely to have the biggest impact on miliary conflicts in the future.

Which, if any, of the following types of weapons do you expect to have the biggest impact in military conflicts in the next few decades?



American overwhelmingly expect drones to radically change how warfare works.



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And across party lines, believe the US needs to stay at the forefront.





Nationalism

Americans are reluctant to use models from foreign rivals.



But just over a quarter of Americans believe that China has already taken the lead in AI development.

In terms of technical capability and innovation, which country do you believe is currently leading in AI development?



Internationally, we see less clear of a pattern.

And which of the following countries, if any, would you NOT be comfortable using an AI model built by people from that country? Please select all that apply.



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And much more of a split view over whether the US or China is ahead.

In terms of technical capability and innovation, which country do you believe is currently leading in AI development?

80%



Policy

Accelerating science was seen as one of the biggest potential benefits from AI - but few people thought it would increase wages for workers.

Which, if any, of the following do you think could be important benefits from AI?



Americans support the use of AI in a variety of roles, as long as there is human oversight.

In which of the following areas would you generally support or oppose the greater use of AI tools and systems?



Support the greater use of AI, with human oversight Support the greater use of AI, acting independently

Misinformation was seen as the biggest risk from AI - although most other risks weren't far behind.



In the abstract, Americans support a wide range of AI policies.

Requiring AI generated content to be clearly marked Banning the use of AI generated content for political campaigns Banning the export of advanced AI technology to hostile Governments Create an intergovernmental organization to monitor AI safety and security Require AI companies to disclose details about their AI models, such as the dataset used to train their Making AI companies legally liable for any negative outcomes from the use of their technology Move cautiously before creating new laws and regulations to avoid creating unintended consequences Holding regular global conferences with international governments and technologies companies to Provide stronger social safety net policies, such as unemployment insurance, job transition assistance, Offering government sponsored retraining to people who are at risk of losing their job to Al Provide funding for a Government run Al Safety Institute to test the safety of new advanced Al models Requiring government approval to release an advanced AI model Keeping track of any data centres or advanced microchips that could be used to develop advanced AI Offering Government sponsored skills training in how to take best advantage of Al Provide income support, such as universal basic income, negative income tax, or other forms of social Pausing or slowing down new research into AI Establish a national AI plan to promote AI adoption through the economy Introducing a new tax on the use of AI models Increasing government funding of AI research. Banning new research into AI



Trump voters were more likely to support slowing Al research, where Democrats wanted greater Government safety nets.

-20%

Provide stronger social safety net policies, such as unemployment insurance, job Offering government sponsored retraining to people who are at risk of losing Require AI companies to disclose details about their AI models, such as the Provide funding for a Government run Al Safety Institute to test the safety of new Provide income support, such as universal basic income, negative income tax, or Holding regular global conferences with international governments and Requiring AI generated content to be clearly marked Create an intergovernmental organization to monitor AI safety and security Move cautiously before creating new laws and regulations to avoid creating Establish a national AI plan to promote AI adoption through the economy Banning the use of AI generated content for political campaigns Requiring government approval to release an advanced AI model Keeping track of any data centres or advanced microchips that could be used to Introducing a new tax on the use of AI models Making AI companies legally liable for any negative outcomes from the use of Offering Government sponsored skills training in how to take best advantage of Pausing or slowing down new research into Al Increasing government funding of AI research. Banning the export of advanced AI technology to hostile Governments Banning new research into Al



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Difference in partisan support

But across the board, we saw lessening enthusiasm for implementing specific policy options now.



2024 📃 2025

And more people outright seeing policy options as just bad ideas.



Across party lines, Americans were torn over whether it was even possible to slow AI development...



ow We could slow down technological development if we thought the potential risks were greater than the benefits Even if creating advanced AI has risks, in practice we are not going to slow down technological development

... or whether it would be worth doing, if it would let China take the lead.



The United States should develop new AI systems responsibly, even if this means slowing down and letting other countries like China take the lead The United States should seek to stay at the technological frontier, developing new AI systems rapidly to ensure it has the world's most powerful systems