



# Stevens Institute of Technology

## *TechPulse 2024*

Nationally representative survey of 2,000+ U.S. adults

 **MARCH 2024**

## A HOLISTIC APPROACH TO DECISION-MAKING

[Morning Consult](#) is a global decision intelligence company changing how modern leaders make smarter, faster, better decisions. We help organizational leaders responsible for communications, marketing, thought leadership, insights, advancement and member/alumni engagement, programs, and government affairs to make informed decisions grounded in survey data.



## METHODOLOGY AND RESPONDENT PROFILE

The research conducted by Morning Consult on behalf of Stevens Institute of Technology seeks to understand Americans' attitudes, beliefs, and behaviors toward AI as an extension of the Sept 2021 and April 2023 TechPulse study.

This poll was conducted between February 28-February 29, 2024 among a sample of 2,132 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

<i>Demographic</i>	<i>N</i>	<i>%</i>
<b>Adults</b>	<b>2,132</b>	<b>100</b>
<b>Employed Adults</b>	<b>962</b>	<b>45%</b>
<b>Employed with College+ (Bachelor's or higher)</b>	<b>442</b>	<b>21%</b>
<b>Gender: Male</b>	<b>1,038</b>	<b>49%</b>
<b>Gender: Female</b>	<b>1,083</b>	<b>51%</b>
<b>Ethnicity: White</b>	<b>1,308</b>	<b>61%</b>
<b>Ethnicity: Non-White</b>	<b>824</b>	<b>39%</b>

## KEY FINDINGS

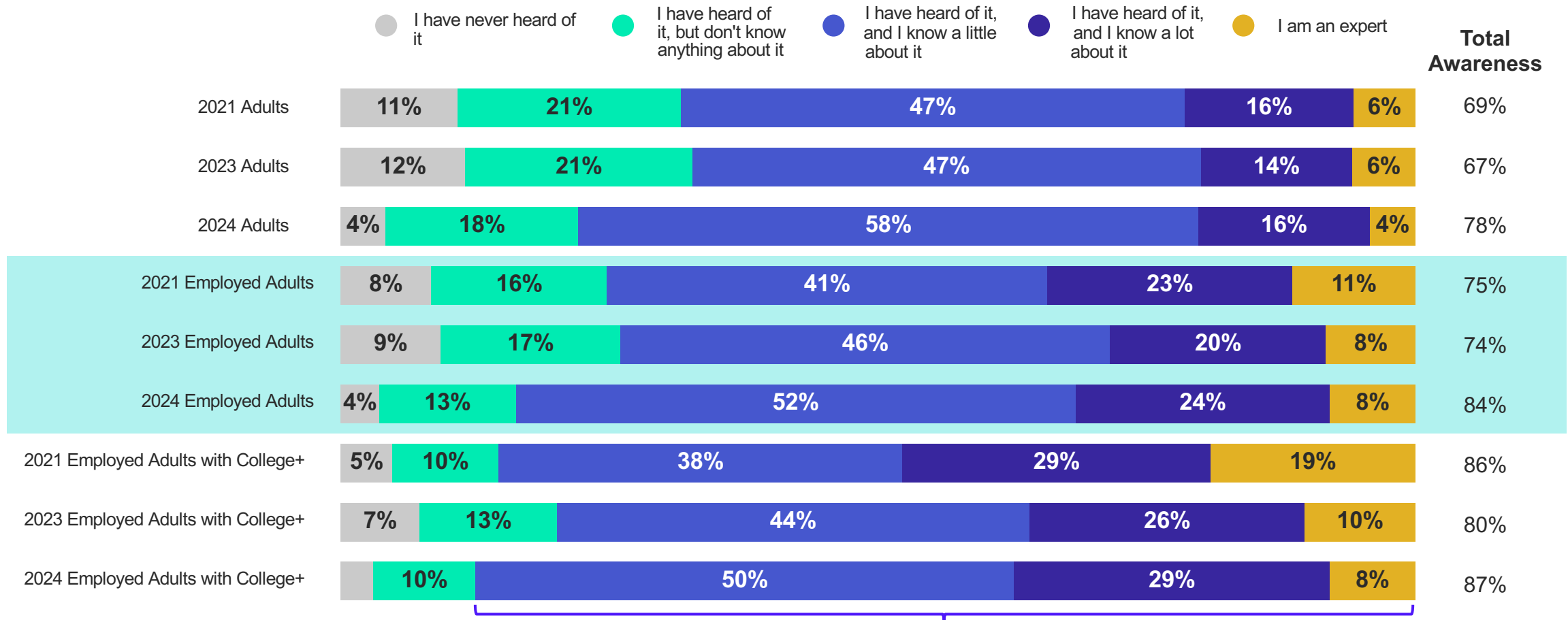
# Summary of Key Findings

- **Awareness of Generative AI has increased since 2021 across U.S. adults and relevant demographics, with a bigger bump among employed adults.**
  - Awareness increased by 9 points among all adults and among employed in 2024 as compared to 2021.
- **Individuals, governments, and businesses are perceived as mostly likely to misuse AI.**
  - In 2024, 3 in 4 adults say that it is *somewhat* or *very likely* that individuals, businesses, or the government will misuse AI. This viewpoint has increased noticeably since last year.
- **Adults increasingly believe that AI is not well-regulated.**
  - The share of employed adults with at least a bachelor's degree who say that AI is not well-regulated is up by 25 points since 2021.
- **Public trust in using AI is highest for the U.S. military, healthcare organizations, and higher education institutions.**
  - The share of employed adults who trust (52%) higher education institutions is 20 points higher than those who distrust (32%) them for using AI responsibly.
- **Despite strong feelings of concern, U.S. adults in 2024 still seem to find value in using Generative AI tools.**
  - Half of employed adults (52%) with at least a bachelor's degree in 2024 agree that Generative AI tools are still worth using despite not having full trust in these tools.

## KEY FINDINGS

# Awareness of AI has increased among adults in 2024 having at least *heard of and knowing a little about it* since 2021, particularly among employed adults (+9 points).

How much would you say you know about artificial intelligence, sometimes abbreviated as AI?



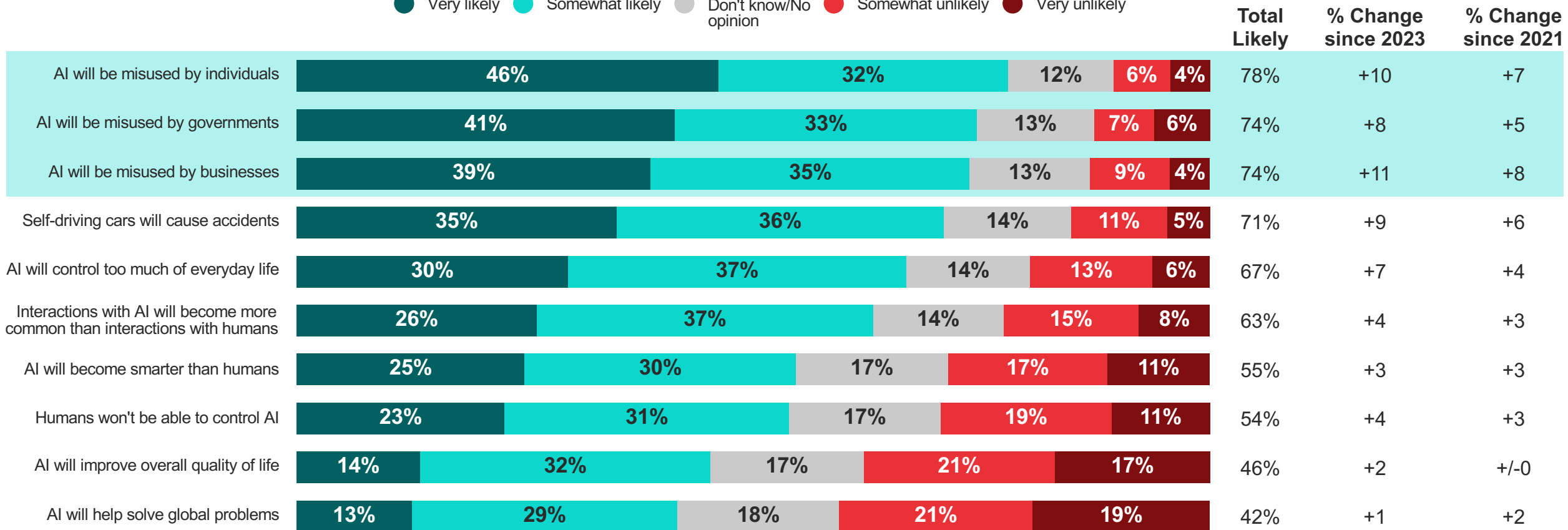
Note: Total Awareness = I am an expert + I have heard of it, and I know a lot about it + I have heard of it, and I know a little about it

## KEY FINDINGS

In 2024, adults say that AI being misused by individuals, businesses, and the government are the most likely events to happen this year related to this topic. The belief in the likelihood of this misuse has increased noticeably since last year.

In your opinion, how likely or unlikely is it that each of the following will happen with AI?

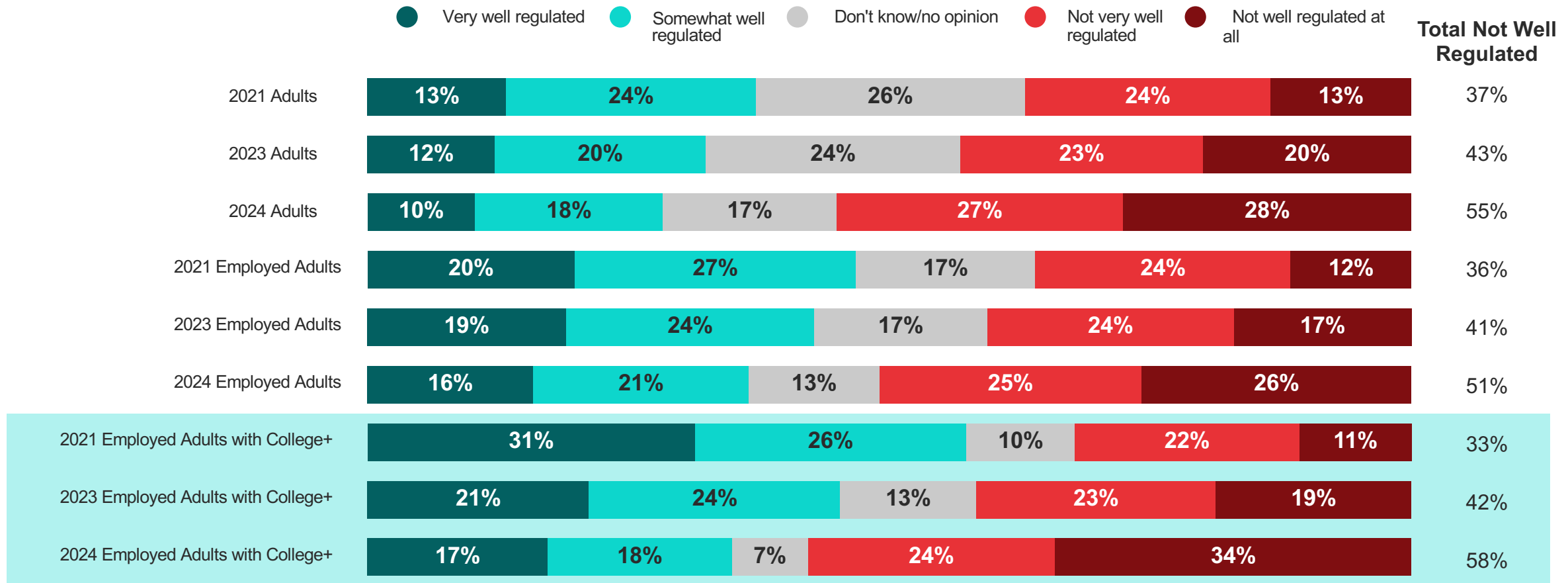
● Very likely 
 ● Somewhat likely 
 ● Don't know/No opinion 
 ● Somewhat unlikely 
 ● Very unlikely



## KEY FINDINGS

Adults increasingly believe that AI is not well regulated at the moment, with the highest increase occurring among employed adults with at least a bachelor's degree (+25 points since 2021).

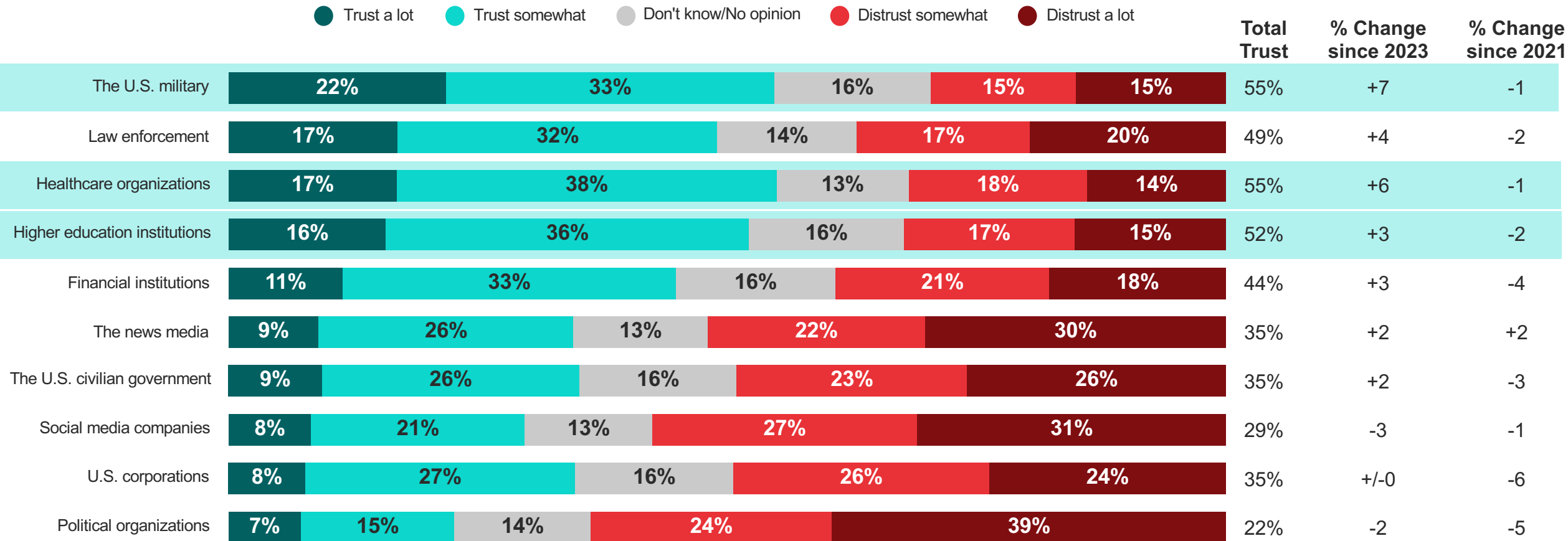
In your opinion, how well regulated is artificial intelligence at the moment?



## KEY FINDINGS

Public trust in using AI is highest for the U.S. military (55%), healthcare organizations (55%), and higher education institutions (52%).

How much do you trust or distrust each of the following to use AI responsibly?



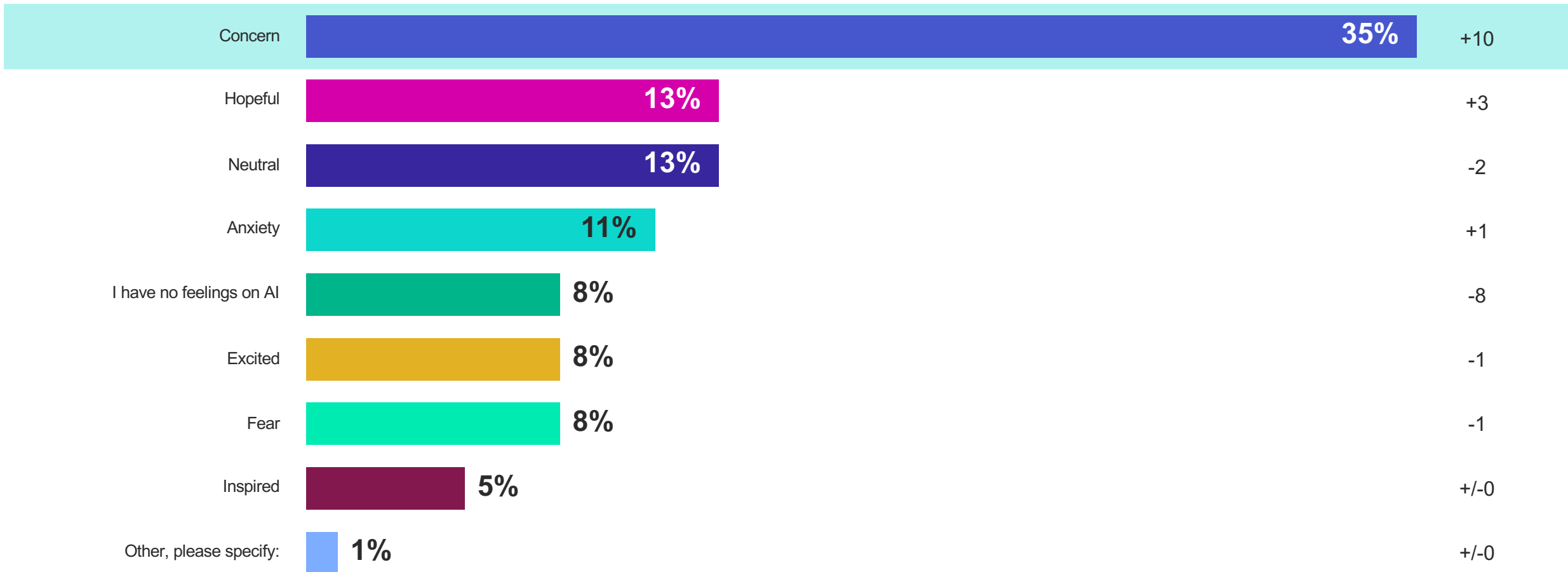


## KEY FINDINGS

**Adults feel *concern* (35%, +10 since 2023) most strongly about AI these days with *hopeful* and *neutral* feelings as the next strongest feelings (13%).**

When you think about AI these days, what emotion do you most strongly feel? [Question not asked in 2021]

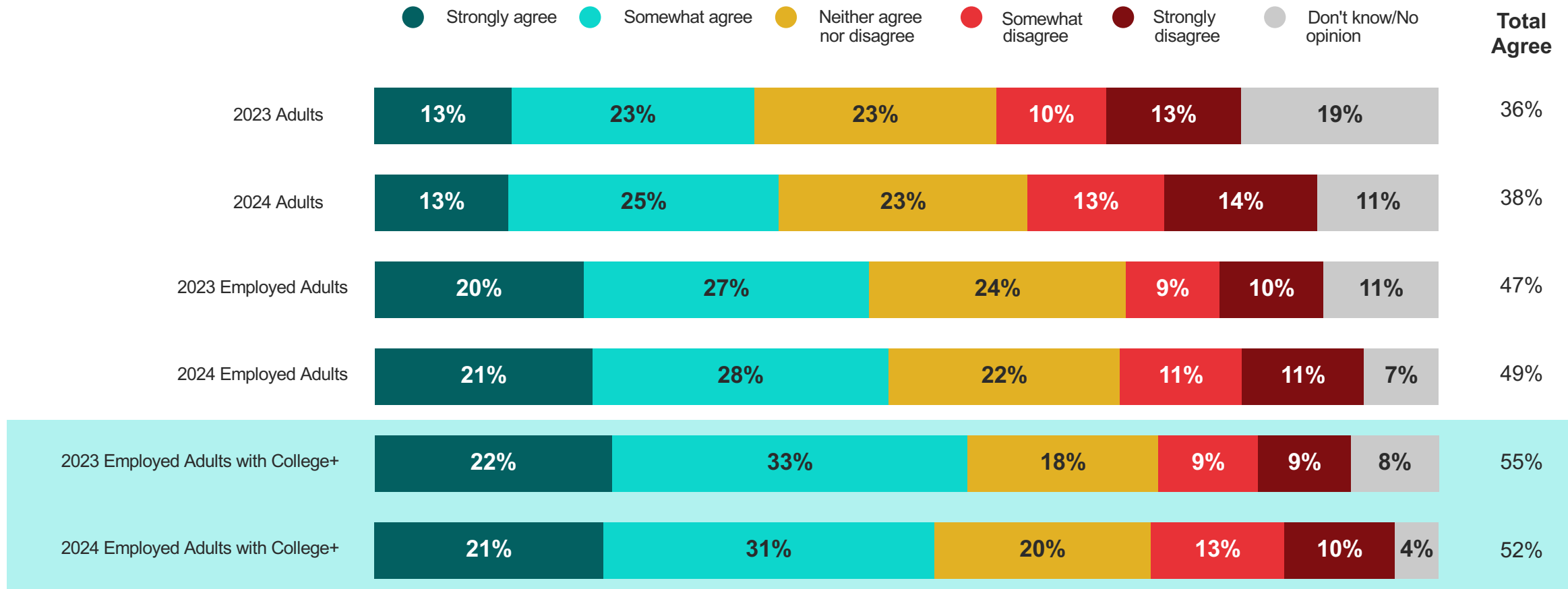
% Change  
since 2023



## KEY FINDINGS

**Half of employed adults (52%) with at least a bachelor's degree in 2024 agree that Generative AI tools are still worth using despite not having full trust in these tools, a 3-point decrease since 2023.**

Do you agree or disagree with the following statement? Generative AI tools are still worth using, even if we cannot fully trust their recommendations. *[Question not asked in 2021]*



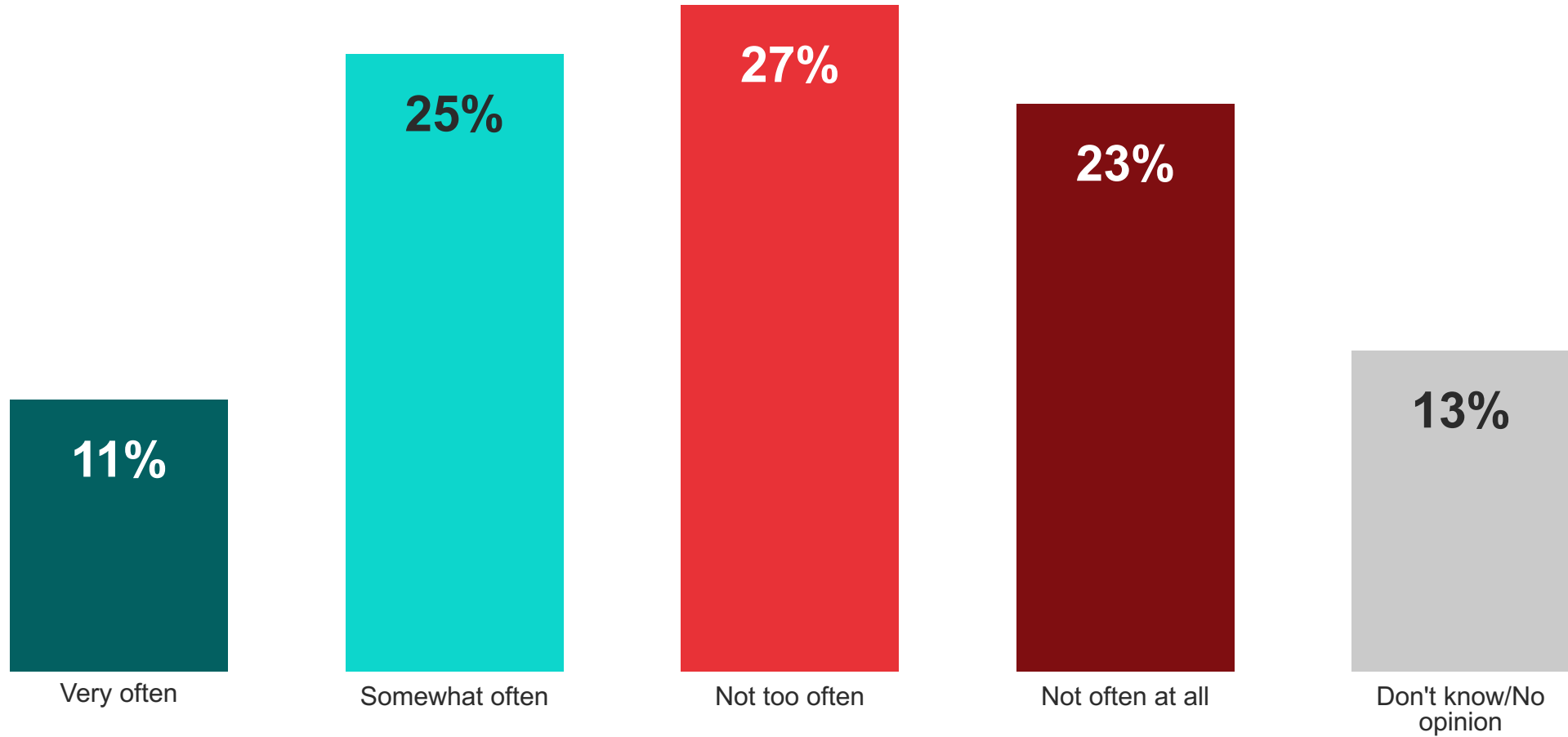
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# Appendix



## APPENDIX

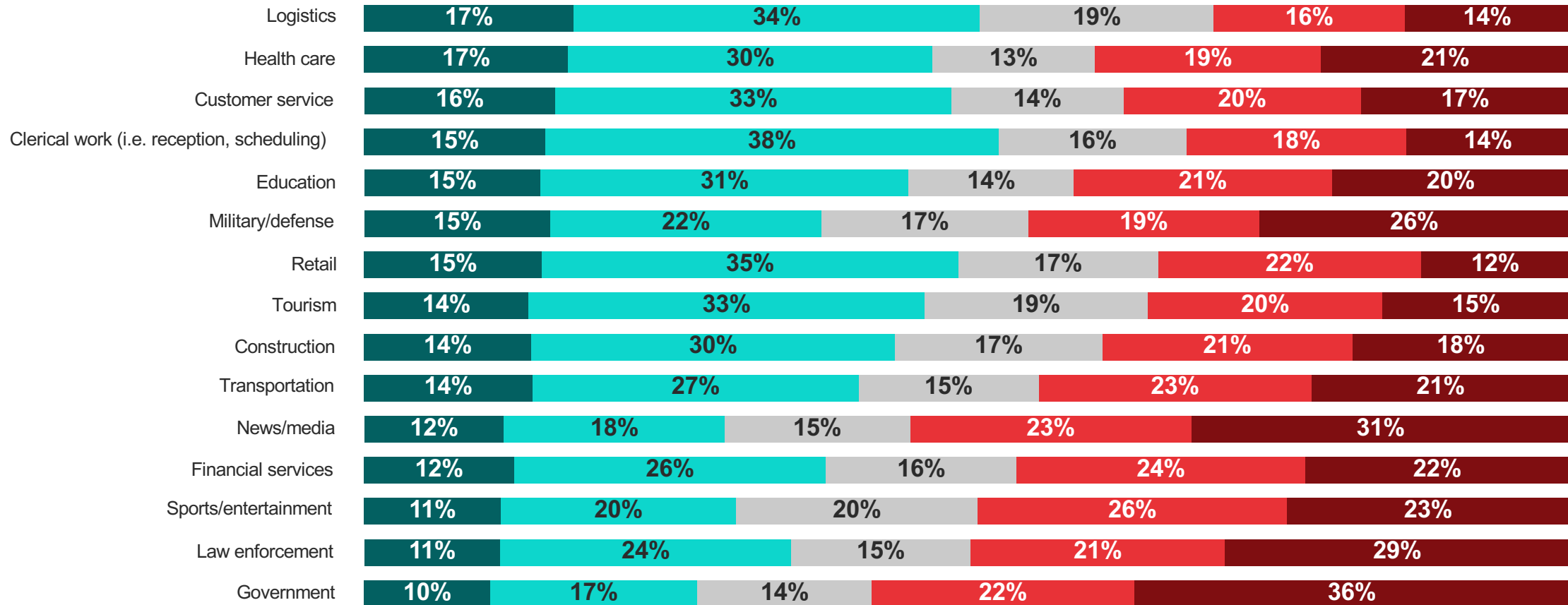
Generally speaking, how often would you say you interact with artificial intelligence in your everyday life?



## APPENDIX

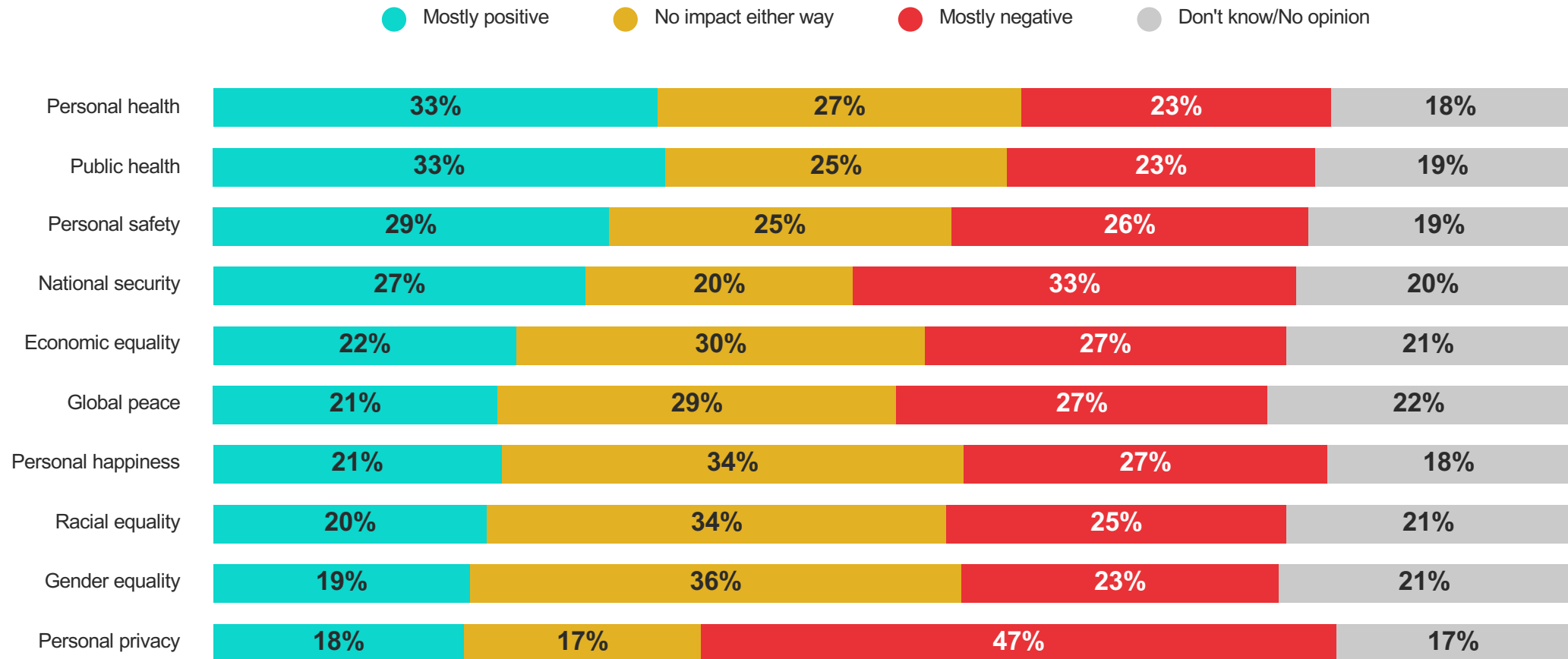
In the future, do you think artificial intelligence should or should not play a larger role in each of the following fields or industries?

● Definitely should   
 ● Probably should   
 ● Don't know/No opinion   
 ● Probably should not   
 ● Definitely should not



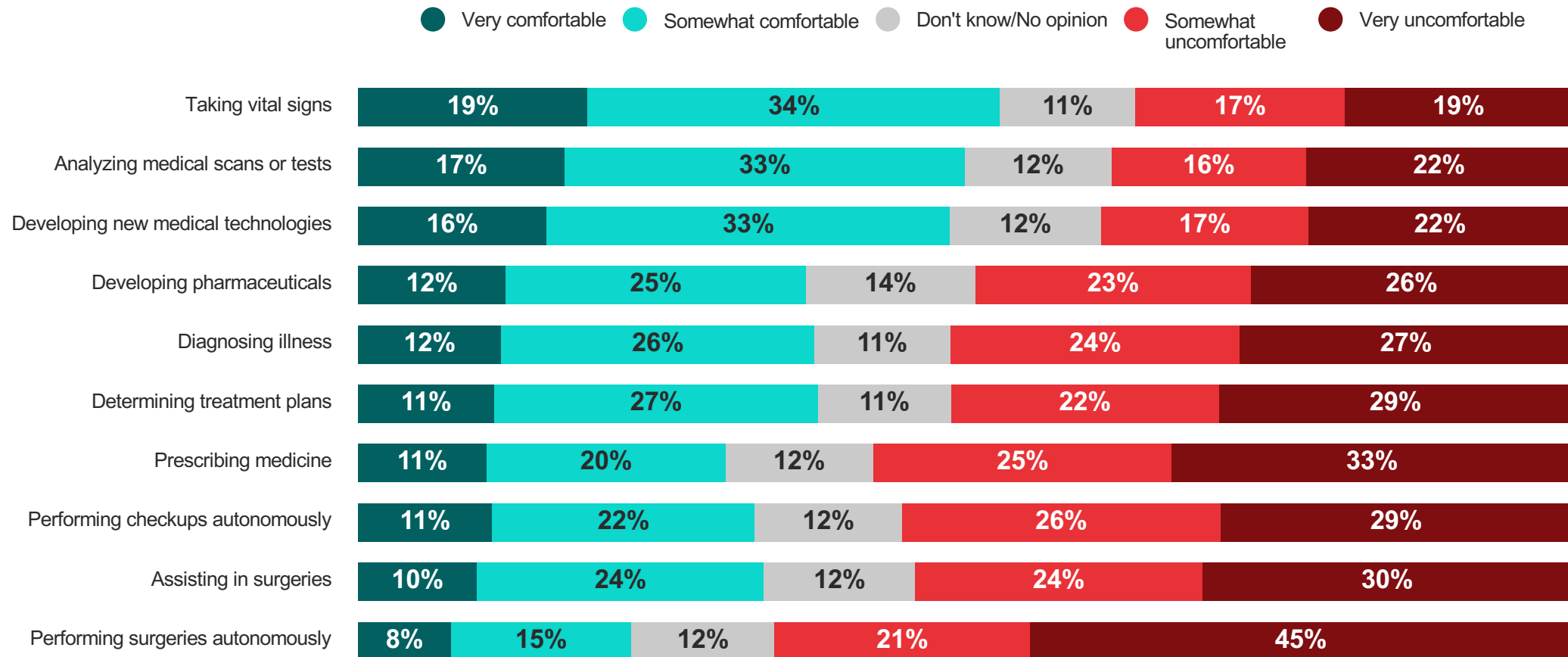
## APPENDIX

If artificial intelligence were to play a larger role in everyday life in the future, do you think it would have a mostly positive or mostly negative impact on each of the following, or would it not have much impact either way?



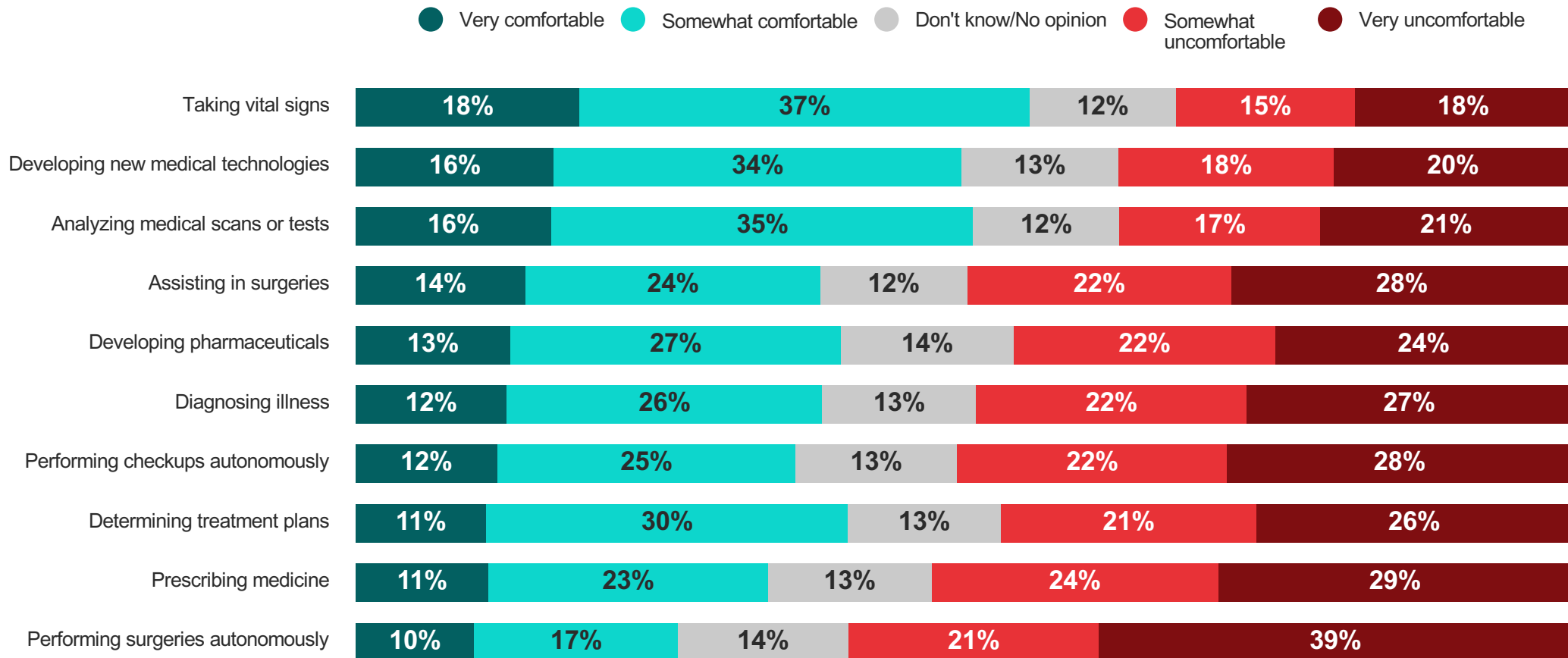
## APPENDIX

Thinking specifically about the following uses of AI in the health care and medical fields, how comfortable or uncomfortable are you *now* with artificial intelligence doing each of the following with present day technology?



## APPENDIX

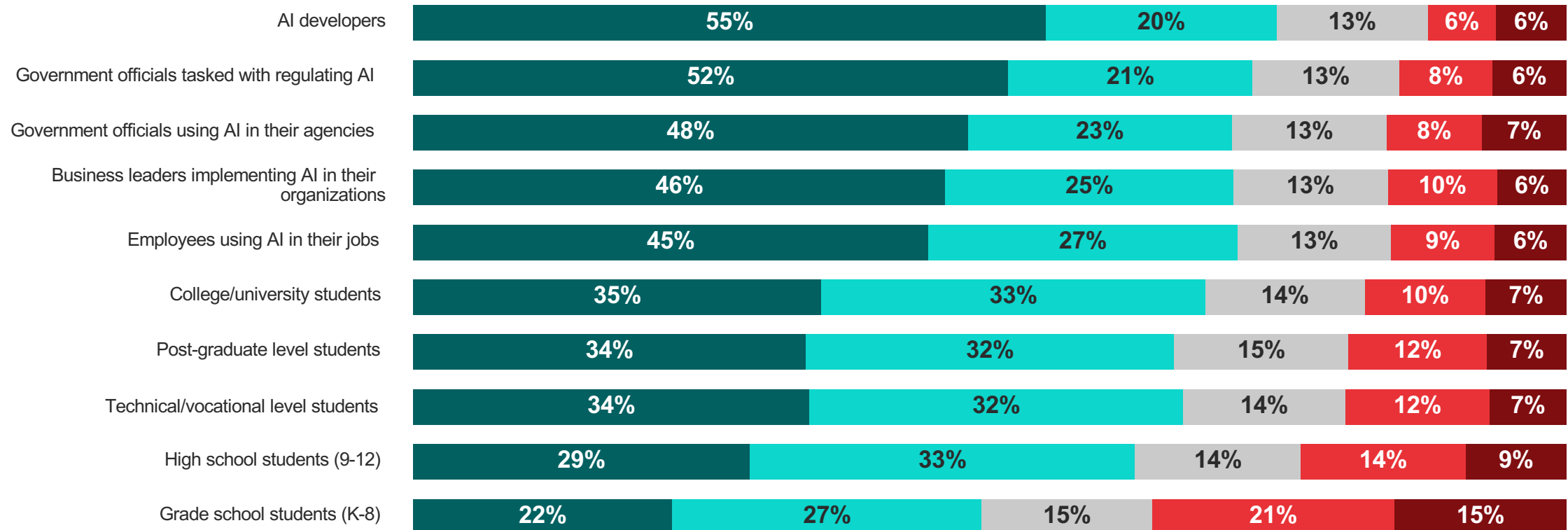
Thinking specifically about the following uses of AI in the health care and medical fields, how comfortable or uncomfortable do you think you'll be in the **future** with artificial intelligence doing each of the following?





## APPENDIX

In your opinion, how important is it that people at each of the following levels learn about aspects of AI, such as its uses, limitations, and ethical considerations?



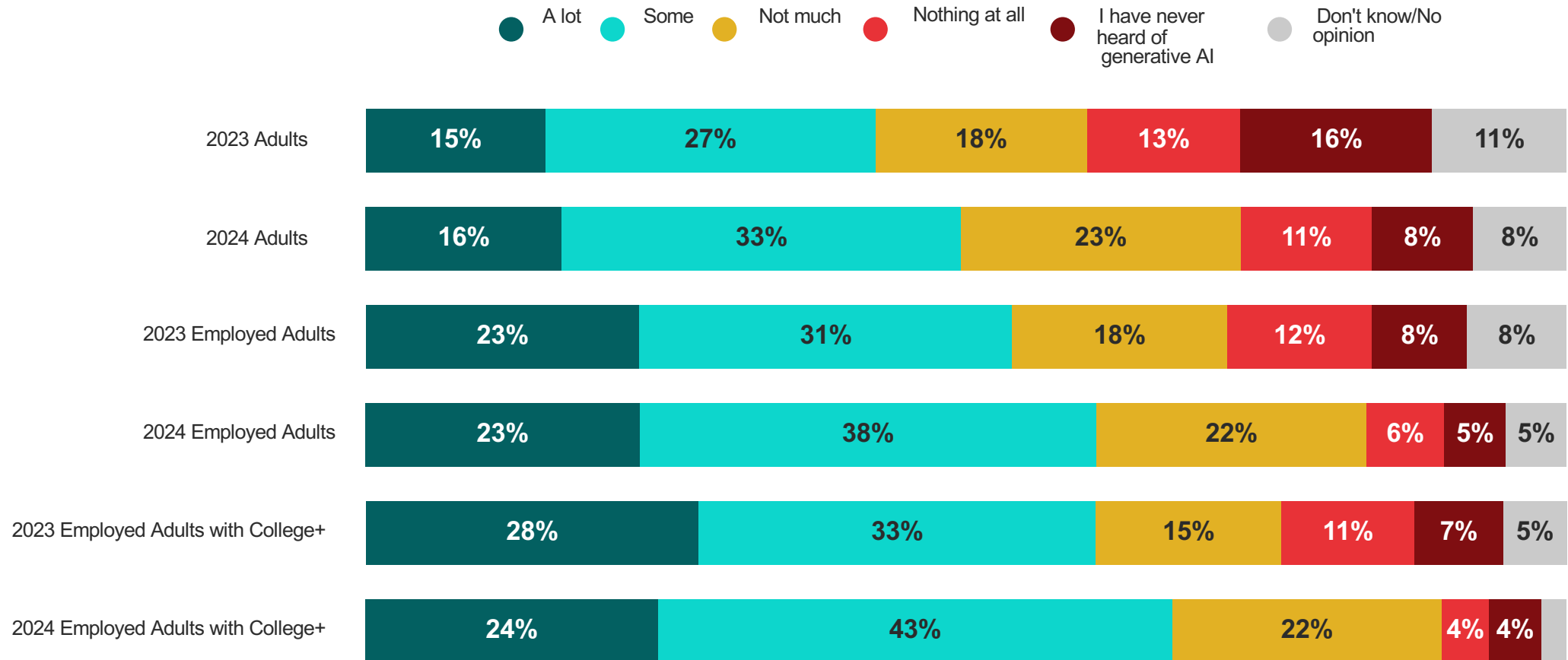
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How much of a role, if at all, has AI played in each of the following in the U.S.?



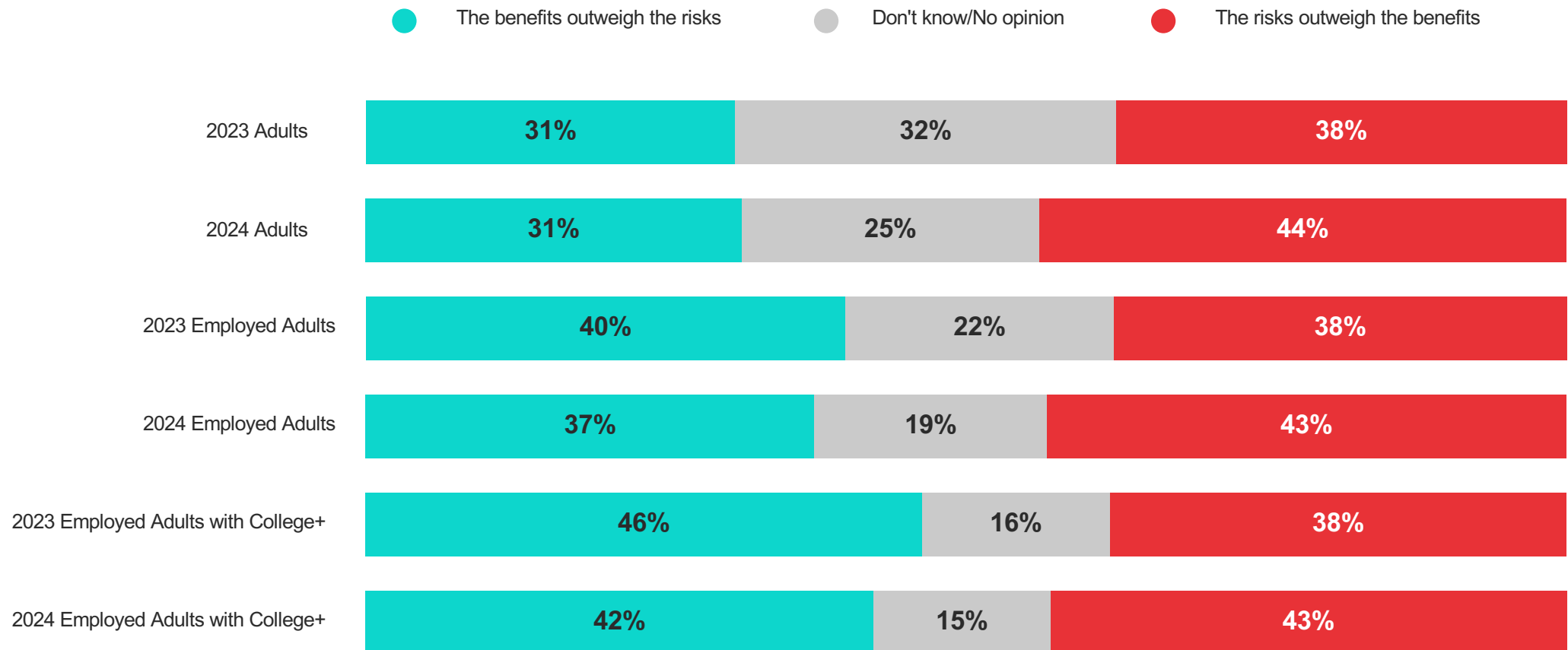
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In the last month, how much have you seen, read, or heard about generative AI? *[Question not asked in 2021]*



## APPENDIX

Thinking about the impact of generative AI tools on the workforce, do you think the benefits outweigh the risks, or do the risks outweigh the benefits? *[Question not asked in 2021]*



## APPENDIX

Thinking about the impact of generative AI on the future of education, which of the following comes closest to your view, even if neither is exactly right? *[Question not asked in 2021]*

