

Consumers look to AI for help with automating tasks

Article

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Nearly half (49%) of US adults are interested in AI-powered online search capabilities, per Morning Consult. Other popular applications of AI technology include recipes, roadside assistance, smart assistants, and product design based on consumer trends.

Top 5 AI-Driven Products and Services US Adults Are Interested in, Feb 2023

% of respondents

1. AI-powered online search	49%
2. AI-generated recipes	48%
3. AI-powered roadside assistance	48%
4. AI-powered smart assistants	46%
5. AI-designed products based on consumer trends	44%

Note: among those responding "very interested" or "somewhat interested"
Source: Morning Consult as cited in company blog, Feb 22, 2023

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Beyond the chart: Right now, consumer interest is concentrated on using AI to simplify or automate tasks. Companies looking to incorporate AI in a customer-facing capacity must keep in mind that many **consumers don't quite trust the accuracy and effectiveness of AI-generated content**, and the best way to increase adoption and trust is to show how the technology can make their lives easier.

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Methodology: Data is from a February 2023 Morning Consult survey as cited in company blog. 2,205 US adults ages 18+ were surveyed online during February 17-19, 2023. The survey was conducted among a representative sample. Results from the full survey have a margin of error of +/-2 percentage points.