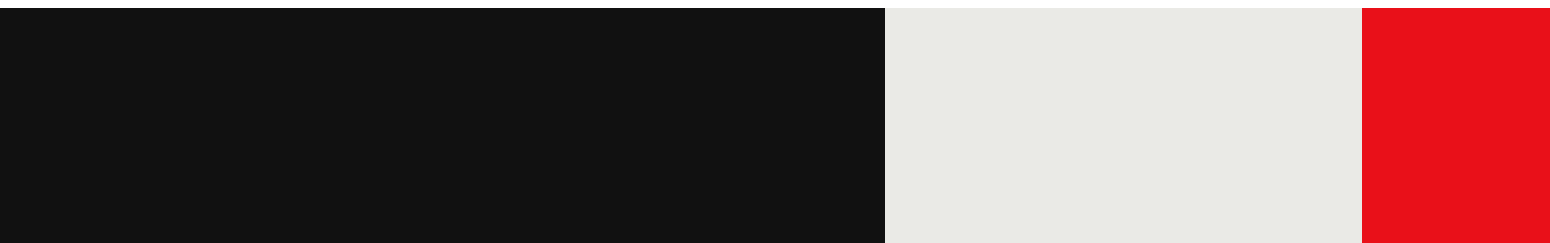



Men more likely than women to trust generative AI

Article



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Demographic Profile of US Adults Who Trust vs. Do Not Trust Generative AI, Feb 2023

% of respondents in each group

	Very trustworthy	Not at all trustworthy	In-between/ undecided
Gender			
Female	40%	53%	53%
Male	60%	47%	47%
Age			
Gen Z adults (18-26)	16%	11%	13%
Millennials (27-42)	47%	29%	29%
Gen X (43-58)	24%	23%	25%
Baby boomers (59-77)	13%	37%	33%
Education level			
Less than college	64%	63%	66%
Bachelor's degree	19%	22%	22%
Postgraduate degree	17%	14%	12%
Residence			
Urban	48%	22%	27%
Suburban	33%	48%	48%
Rural	19%	30%	25%

Source: Morning Consult as cited in company blog, Feb 22, 2023

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InsiderIntelligence.com

Key stat: Among US adults who are very trusting of generative AI, 60% are men and 40% are women, according to Morning Consult. People who trust AI also tend to be millennials and have less than a college education.

Beyond the chart:

- The rise of generative AI comes with a slew of issues, from a surge in spam to—as the OpenAI CEO and other tech leaders warned last week—**potential human extinction**.
- Brands leveraging generative AI need to make sure they're not alienating consumers in the process.

Put it to work:

- Evaluate how consumers will respond to generative AI use.
- Determine who will be most comfortable with AI chatbots.

More like this:

- **May ad updates from Google, YouTube, Meta highlight AI, social media, and retail media opportunities**
- **Over 350 AI executives warn of AI's 'risk of extinction'**

- Adobe, Google, and more add AI features as martech landscape prepares to be upended
- Google's latest step into AI-powered advertising: Integrating ads into its conversational generative AI

Methodology: Data is from a Morning Consult survey as cited in a February 2023 blog post. 10,044 US adults ages 18+ were surveyed online during February 11-13, 2023. The survey was conducted among a representative sample. Results from the full survey have a margin of error of +/- 1 percentage point.