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The Two Faces of Generative AI

Skai surveyed 1,000 U.S. consumers to understand attitudes toward Generative AI. Emerging innovation can often be polarizing—which is precisely what we found with our survey. The results reveal:

ENTHUSIASTS
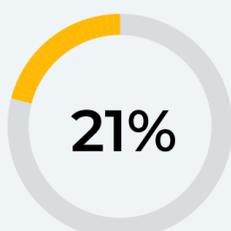feel engaged, informed, and optimistic about the potential of Generative AI
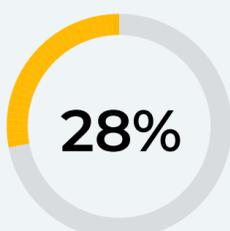
VS

SKEPTICS
are disengaged, less informed, and cautious or negative about Generative AI's impact

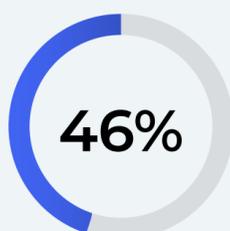## Familiarity with Generative AI

The skeptical outlook dominates – for now. We can expect familiarity with Generative AI to increase with time.
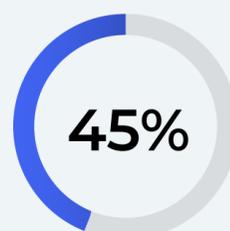
21%
are very or extremely familiar with Generative AI

28%
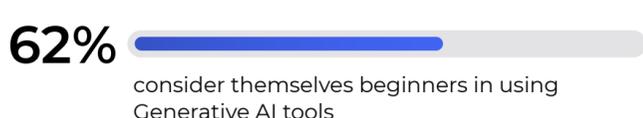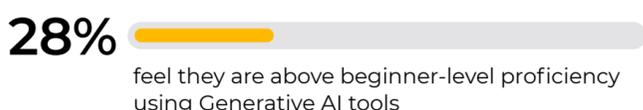consider themselves intermediate users of Generative AI tools

46%
are not at all or only slightly familiar with Generative AI

45%
do not have an account with ChatGPT and have no plans to get one

Generative AI Usage and Proficiency

Some respondents may be using AI tools without knowing it. Almost half of respondents didn't know that AI features are embedded into Google Workspace, for example.

28%
feel they are above beginner-level proficiency using Generative AI tools

62%
consider themselves beginners in using Generative AI tools

55%
either have a ChatGPT account or plan to get one

14%
have never heard of ChatGPT

Emotional Responses to Generative AI

We may see a lot of change in people's emotional responses to Generative AI as people's feelings change with exposure. More than a third of respondents said that Generative AI rarely or never comes up in conversation.

74%
believe Generative AI will revolutionize many aspects of society

34% feel excited or curious about Generative AI

65%
want Generative AI's advancement to slow down or stop completely to "figure things out"

23% feel skeptical about Generative AI

## Predicting the Impact of Generative AI

There's some common ground between enthusiasts and skeptics when it comes to the technology's future impact. 76% feel that Generative AI will change many aspects of daily life – respondents just disagree about whether those changes will be positive or negative.
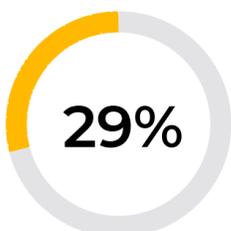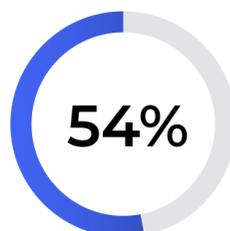
29%
believe Generative AI will improve many aspects of daily life
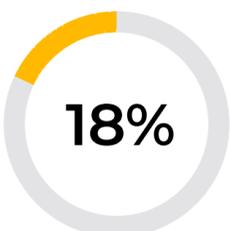
18%
believe it will be a transformative force in nearly all facets of society
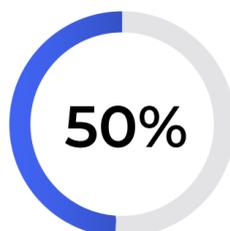
50%
express concerns about Generative AI data privacy

54%
are worried that Generative AI may replace jobs

The Future Outlook: Pace of Advancement and Trust

Due to concerns around privacy and data security, a slight majority of respondents are skeptics when it comes to using Generative AI for shopping. Only a quarter believe that Generative AI would improve their loyalty to brands.

42%
think it will one day create a more **personalized and engaging** shopping experience

35%
feel Generative AI is advancing at just the **right pace** or should speed up even more

35%
distrust Generative AI to some extent or don't trust it at all

46%
are concerned it could be potentially used to **spread disinformation**

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