HARVARD
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SCHOOL OF PUBLIC HEALTH
Emergency Preparedness Research, Evaluation, and Practice Program

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Artificial Intelligence (AI) for Personal Health & Other Life Matters: An Analysis of Public Perceptions in a Sample of the US population.

Project Technical Report – June 30th, 2025

This report provides partial results from the multi-year project entitled "Reducing populations' vulnerabilities to mis-disinformation related to scientific content" sponsored by the NATO Science for Peace and Security Programme.

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Executive Summary

This report presents findings from a survey examining U.S. adults' attitudes, experiences, and concerns regarding Artificial Intelligence (AI). The analytical sample comprised 946 respondents (after removing outliers from an initial pool of 1,000), with representation skewed toward females and adults in the 30–69 age range. The sample underrepresents young adults (ages 18–29) and Hispanic individuals when compared to recent U.S. Census data, and therefore the results should not be assumed as fully representative of the general U.S. population.

Survey participants generally demonstrated broad familiarity with AI technology. Nearly half reported a basic understanding of AI, with a further third citing moderate knowledge and a small portion claiming extensive expertise on the topic. The majority of respondents recognize that AI is already embedded in their daily lives. The primary sources of information about AI were digital: online articles, news websites, and social media platforms. When it comes to trust in AI information, most respondents reported only moderate confidence in the information received; relatively few expressed high or complete trust in the information they had encountered on the topic. Respondents indicated to trust professionals within the tech industry and scientists to get information about AI, with comparatively little trust in either government officials, politicians, or other public authorities. Their concerns related to AI were pronounced in areas affecting societal or systemic well-being, particularly cybersecurity threats, the spread of unreliable information, privacy implications, increased surveillance, and the potential for AI to make decisions without meaningful human oversight. Concerns about job loss due to AI, while present, were notably less urgent. Regarding the use of AI in healthcare settings, trust was highest for AI applications interpreting medical test results or offering wellness advice, and considerably lower for AI-driven treatment decisions or surgeries. Moreover, men, especially those in the 40–49 age group, reported the highest levels of trust in the application of AI in medical contexts, while women and older adults were more cautious.

Looking forward, participants were more optimistic about the near-term impacts of AI on their own lives and immediate communities than the impact at broader, national or global levels, where skepticism and uncertainty increased. Belief in AI surpassing human intelligence was marked by doubt and ambivalence, with most respondents either unsure or expressing only a tentative belief in that possibility. Most participants recognized that AI tools are used by corporations to influence consumer behavior, with some believing that governments employ AI for controlling populations, while strong skepticism remained around more speculative assertions such as AI being unbiased or developing human-like qualities. Overall experiences with AI were rated as neutral or mildly positive by most respondents. In summary, the survey indicates that while U.S. adults are increasingly aware of and engaged with AI, their overall trust remains moderate and is accompanied by substantial concern about the societal implications of these technologies. Respondents look to scientific and technical experts, rather than institutional authorities, for trustworthy information, and express a strong need for clear, accessible education on the risks, benefits, and real-world impacts of AI.

Study Sample

The study sample consists of 1,000 responses (convenience sample) from a survey conducted via the Pollfish platform. Outliers were identified and removed based on two primary criteria: abnormally fast response times and patterned, low variance responding. For question blocks with multiple items, responses exhibiting long strings of identical or near-identical answers (indicative of straight-lining) were flagged. Respondents meeting either of these outlier criteria were removed from the dataset, resulting in a final analytical sample of 946 observations (out of the 1,000 initial responses). The distribution of respondents by age group was equally distributed among most groups, with lower percentages in the youngest (18-29) and oldest (>70). More than half of respondents were female (56.6%). The analysis relies on self-reported data for key constructs, including AI knowledge, beliefs, and trust. Such measures can be influenced by social desirability bias or inaccurate self-assessment. Although the panel is designed to be broadly representative, the findings are not generalizable to the entire population, as the sample may be selective from those who do not participate in online panels.

Comparison with US population

The age distribution of the study sample versus the US population (based on 2020 US Census data) is presented in Table A1. The study sample shows a higher proportion of female (56.6%) compared to the U.S. population (50.5%) with underrepresentation of younger adults (18–29) and overrepresentation of individuals aged 30-69, particularly those in the 50-69 age range, where the proportion of respondents is twice as much the proportion of people in the same US Census age group.

Table A1. Age distribution of the sample vs. US population.

Age Group	AI Survey [%]	USA Census [%]	Difference [%]
18-29	9.71	15.83	-6.12
30-39	19.12	13.87	+5.25
40-49	19.02	12.55	+6.47
50-59	19.02	12.03	+6.99
60-69	19.62	11.99	+7.63
70+	13.51	12.29	+1.22

Racial-Ethnicity distribution of the sample vs US population is presented in Table A2. The survey sample underrepresents Hispanic individuals (7.6% vs. 20.0%). Similarly, Black or African American respondents are slightly underrepresented. The percentage of Asian respondents is nearly aligned, while white respondents are slightly underrepresented but still constitute the majority. There is inclusion of Middle Eastern and North African (0.2%) and 'Other' categories in the study survey but not in the Census. 1.4% of respondents chose not to self-identify.

Table A2. Ethnicity distribution of the sample vs US population.

Racial-Group	AI Survey [%]	USA Census [%]	Difference
White	72.30	74.80	-2.50
Black or African American	10.60	13.70	-3.10
Hispanic	7.60	20.00	-12.40
Asian	6.00	6.70	-0.70
American Indian or Alaska Native	1.00	1.40	-0.40
Other race	0.80	Not reported	-
Middle Eastern or North African	0.20	Not reported	-
Pacific Islander	0.10	0.30	-0.20
Prefer not to say	1.40	-	-

All of the presented disparities should be taken into account when interpreting the survey's results, as they may affect the generalizability of findings to the broader U.S. population.

Study Findings

Political views of respondents

Table 1 presents the distribution of responses to Q2, in which participants were asked the following:

How would you describe your political views?

The distribution of political views among respondents was as follows: Conservative (32.45%), closely followed by Moderate/Centrist (31.61%) and Liberal (27.91%). Smaller proportions identified as Progressive (3.17%), Libertarian (1.90%), Other (1.27%), or preferred not to answer (1.69%). The most frequent response was 'Conservative'. These findings indicate a diverse range of political perspectives within the sample, with no single category representing an absolute majority.

Table 1. Percentage distribution of responses to Q2.

Response	Frequency [%]
Conservative	32.45
Moderate/Centrist	31.61
Liberal	27.91
Progressive	3.17
Libertarian	1.90
Prefer not to answer	1.69
Other	1.27

Food insecurity concerns

Table 2 presents the distribution of responses to Q3, in which participants were asked the following:

In the past 12 months, have there been occasions when you were worried about not having enough money or resources to have food to eat?

The most frequently reported response was 'Never', with 37.84% of participants indicating no worry about food insecurity in the past year. Nevertheless, a majority (62.16%) reported experiencing some level of concern, from occasional to constant worry. These findings highlight that food insecurity remains a relevant issue for a considerable segment of the surveyed population.

Table 2. Percentage distribution of responses to Q3.

Response	Frequency [%]
Never	37.84
Almost never	18.08
Occasionally/Sometimes	28.22
Almost every time	11.84
Every time	4.02

Feelings of social isolation and disconnection

Table 3 presents the distribution of responses to Q4, in which participants were asked the following:

How often do you feel isolated and disconnected from people?

The most frequently reported response was 'Sometimes', with 35.2% of participants indicating occasional feelings of isolation or disconnection. A combined 20.82% of respondents reported experiencing these feelings 'Very often' or 'Always', suggesting that a notable minority experience frequent social isolation. Conversely, 20.61% reported 'Never' feeling isolated, and 23.36% selected 'Rarely'. These findings indicate that while a substantial proportion of the sample experiences only occasional or rare disconnection, a significant subset faces persistent social isolation.

Table 3. Percentage distribution of responses to Q4.

Response	Frequency [%]
Never	20.61
Rarely	23.36
Sometimes	35.20
Very often	16.49
Always	4.33

What is AI?

Table 4 presents the distribution of sentiment in responses to Q5. Table 5 and Figure 1 present the most frequently appearing words in response to Q5, in which participants were asked the following:

In your own words, what does the term 'Artificial Intelligence' mean?

The sentiment of the majority of responses was neutral (80.2%), which is expected given the question prompt asked for a definition rather than an opinion. The remaining sentiment is perfectly balanced between positive and negative (9.9% each).

This is supported by the frequency table, presented in Table 5. It is clearly dominated by neutral, topic-focused terms rather than opinionated language. Words such as 'computer', 'human', 'intelligence', and 'information' appear most frequently. This result is clearly visible in Figure 1 as well.

Table 4. Perc. dist. of sentiment analysis results.

Sentiment	Frequency [%]
Positive	9.9%
Neutral	80.2%
Negative	9.9%

Table 5. Frequency table of the 5 most frequently appearing words.

Word	Frequency [%]
Computer	6.53
Human	3.26
Intelligence	3.18
Means	2.83
Information	2.21

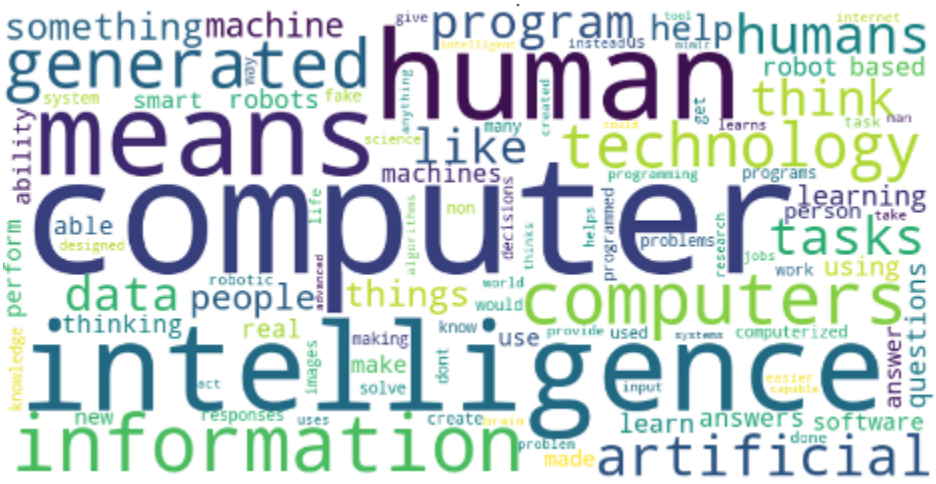

Figure 1. A word cloud of the most frequently appearing words in response to Q5.

Self-assessed knowledge of Artificial Intelligence

Table 6 presents the distribution of responses to Q6, in which participants were asked the following:

How would you rate your knowledge of Artificial Intelligence (AI)?

Nearly half of respondents (48.5%) reported having a basic understanding of AI, making this the most common response. A further 35.6% indicated a moderate understanding, while 9.3% reported extensive knowledge. Only a small proportion (6.6%) stated they have no knowledge of AI. These results suggest that the majority of participants possess at least a basic familiarity with AI, with relatively few reporting either no knowledge or extensive expertise.

Table 6. Percentage distribution of responses to Q6.

Response	Frequency [%]
I have no knowledge of AI	6.55
I have a basic understanding of AI	48.52
I have a moderate understanding of AI	35.62
I have extensive knowledge of AI	9.30

Perceptions of Artificial Intelligence in Daily Life

Table 7 presents the distribution of responses to Q7, in which participants were asked the following:

Do you believe Artificial Intelligence (AI) is part of your daily life?

A majority of respondents (58.46%) indicated that they believe Artificial Intelligence is part of their daily life. In contrast, 28.33% reported that they do not perceive AI as part of their daily routine, while 13.21% were unsure. The most frequent response was 'Yes.' These findings suggest that awareness or recognition of AI integration in daily activities is prevalent among the surveyed population, though a notable minority either do not perceive its presence or remain uncertain.

Table 7. Percentage distribution of responses to Q7.

Response	Frequency [%]
No	28.33
I am not sure	13.21
Yes	58.46

Primary sources of information about Artificial Intelligence

Table 8 and Figure 2 present the distribution of responses to Q8, in which participants were asked the following:

> *What have been your primary SOURCES of information about Artificial Intelligence (AI)? List the top 3:*
> *Q8.1. Online articles; Q8.2. News websites; Q8.3. Social media platforms; Q8.4. Academic or research institutions; Q8.5. Technology companies; Q8.6. Government agencies; Q8.7. Friends; Q8.8. Family; Q8.9. Schools/Teachers; Q8.10. Other*

The majority of respondents reported relying on digital media as their primary sources of information about AI. The most commonly cited channels were online articles (56.8%), followed by news websites (45.7%) and social media platforms (41.3%). Technology companies were referenced by 36.2% of participants, while interpersonal networks played a smaller role (friends: 27.7%; family: 20.7%). Fewer respondents chose academic or research institutions (11.5%), government agencies (6.4%), or schools/teachers (2.5%) as primary sources; 5.1% selected "Other." These findings suggest that information-seeking about AI is concentrated in general online outlets rather than formal institutional channels.

Table 8. Distribution of Responses to Q8 [%].

	Yes	No
Online Articles	56.8	43.2
News Web	45.7	54.3
Social Media	41.3	58.7
Academia	11.5	88.5
Tech	36.2	63.8
Gov	6.4	93.6
Friends	27.7	72.3
Family	20.7	79.3
Schools	2.5	97.5
Other	5.1	94.9

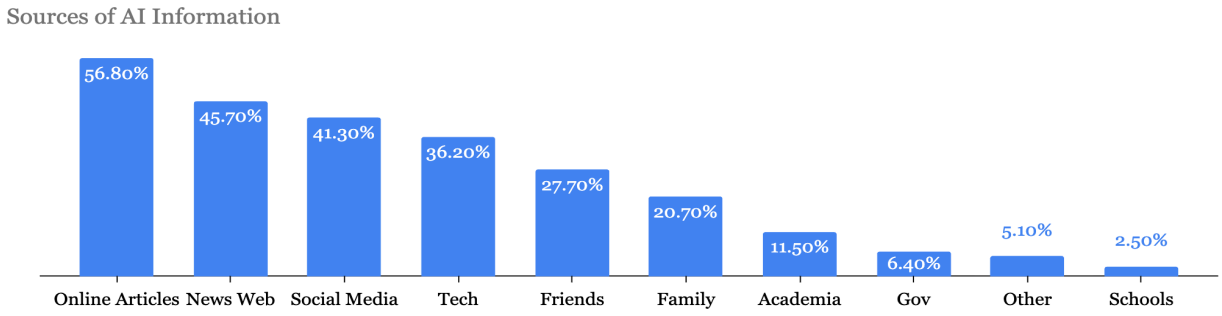

Figure 2. Distribution (percentage of respondents) of selected sources of AI information.

Individuals who self-reported higher levels of AI knowledge tended to identify academic institutions $[\chi^2\,(3, N = 946) = 22.6,\ p < .001]$, technology firms $[\chi^2\,(3, N = 946) = 64.4,\ p < .001]$ and social media $[\chi^2\,(3, N = 946) = 20.3,\ p < .001]$ as their main sources of information on the subject.

Trust in information about Artificial Intelligence

Table 9 presents the distribution of responses to Q9, in which participants were asked the following:

How much do you trust the information you have received about Artificial Intelligence (AI) so far?

The most common response regarding trust in information about AI was 'Somewhat' (41.5%), indicating a moderate level of trust among respondents. A combined 46.2% reported lower levels of trust ('A little' or 'Not at all'), while only 26.3% expressed higher levels of trust ('Quite a bit' or 'Completely'). These findings suggest that, although a plurality of participants is somewhat trusting of the information they have received about AI, overall confidence remains limited, with relatively few respondents expressing complete trust.

Table 9. Percentage distribution of responses to Q9.

Response	Frequency [%]
Not at all	8.14
A little	24.00
Somewhat	41.54
Quite a bit	22.20
Completely	4.12

Exposure to conflicting information about AI

This section presents the distribution of responses to Q10, in which participants were asked the following:

Have you ever come across conflicting information about the potential benefits and risks of Artificial Intelligence (AI)?

A majority of respondents (59.9%) reported having encountered conflicting information regarding the potential benefits and risks of Artificial Intelligence, while 40.1% indicated they had not. The most common response was 'Yes', suggesting that exposure to contradictory messages about AI is prevalent among the surveyed population. This finding highlights the complexity of public discourse surrounding AI and the potential for confusion or uncertainty in understanding its implications.

Trust in Sources of Information

Figure 3 presents the distribution of responses to Q11, in which participants were asked the following:

> *Whom do you trust the most to provide you with information about Artificial Intelligence (AI)? Please select your top 3 most trusted sources:*
>
> *Q11.1. Government officials; Q11.2. Lawyers; Q11.3. Journalists; Q11.4. People that work in the tech industry; Q11.5. Scientists/experts; Q11.6. Teachers; Q11.7. University professors; Q11.8. Family; Q11.9. Friends; Q11.10. Political leaders; Q11.11. Religious leaders; Q11.12. Social media influencers I follow; Q11.13. I do not trust any source; Q11.14. I don't know; Q11.15. Other*

A clear majority of respondents indicated placing their trust in domain experts and practitioners. Nearly half selected people working in the tech industry (48.6%) and scientists/experts (48.3%) as among their most trusted sources. Trust in other sources was markedly lower: family (16.2%), university professors (14.0%), friends (14.3%), and journalists (12.8%) formed a second tier, while government officials (9.9%), teachers (7.4%), social media influencers (7.1%), lawyers (3.5%), religious leaders (2.0%), and political leaders (1.3%) were seldom chosen. Notably, 12.1% reported that they do not trust any source, and 9.9% were unsure. Overall, these findings indicate that credibility on AI information is concentrated in technical expertise rather than institutional or public-facing authorities.

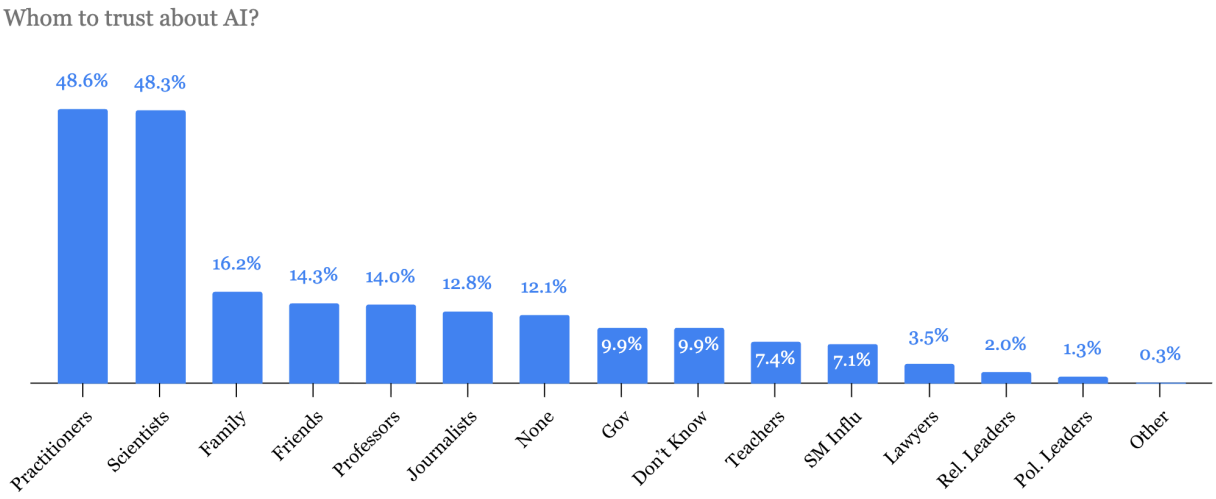

Figure 3. Distribution of responses to Q11 [%].

Informational Needs about AI

This section presents the distribution of responses to Q12, in which participants were asked the following:

> *What would you like to learn about Artificial Intelligence (AI) the most?*
>
> *Please select your top 3 most important topics:*
> *Q12.1. How AI can help me find better job opportunities; Q12.2. How AI can assist me in managing my finances; Q12.3. How AI can improve my health and well-being; Q12.4. How AI can enhance my safety and security; Q12.5. How AI can support my learning and education; Q12.6. How AI affects my privacy; Q12.7. Potential risks and harms of AI*

The majority of respondents prioritized the implications and personal impacts of AI. The most frequently selected topics were potential risks and harms (46.6%), how AI can improve health and well-being (46.1%), and how AI affects privacy (45.7%). Interest in safety and security formed a second tier (34.0%). More utilitarian applications were chosen less often: managing finances (29.6%), learning and education (29.3%), and finding better job opportunities (19.7%). Overall, these results indicate stronger demand for information about risk, health, and privacy than for career- or finance-oriented uses of AI.

Trust in the use of AI in medical practice

Table 10 and 11 present the distribution of responses to Q13, in which participants were asked the following:

> *In the following situations, how much would you trust the use of Artificial Intelligence (AI)?:*
>
> *Q13.1. I would trust the use of AI to help me understand how to stay healthy; Q13.2. I would trust the use of AI to help me understand the results of my medical tests (i.e. blood test); Q13.3. I would trust the use of AI to help me choose a medical specialist based on my symptoms; Q13.4. I would trust my doctor using AI to determine the appropriate medication or treatment for myself; Q13.5. I would trust a surgeon using a robot to perform a surgery on myself if needed*

Respondents expressed moderate, context-dependent trust in health-related uses of AI. Across all scenarios, “Somewhat” was the most common response. Trust was highest for interpretive or advisory tasks: helping understand medical test results (Very much/Somewhat: 67.7%) and staying healthy (64.1%). Willingness declined for consequential decision-making: choosing a specialist (57.6%) and especially a doctor using AI to determine treatment (47.7%) or a surgeon using a robot (47.2%). Clear distrust (“Not really/Not at all”) rose with clinical stakes, from 17.1-17.5% for understanding results or staying healthy to 29.5% for AI-assisted treatment

decisions and 29.7% for robotic surgery. Undecided shares remained substantial across items (15.1–23.0%), indicating a notable reservoir of ambivalence alongside conditional acceptance.

Table 10. Distribution of Responses to Q13 [%].

	Very Much	Somewhat	Undecided	Not Really	Not At All
Staying Healthy	14.6	49.5	18.5	10.6	6.9
Medical Results	20.9	46.8	15.1	9.8	7.3
Choose a Specialist	16.8	40.8	20	13.1	9.3
Doctor Making Decision	13.3	34.4	22.8	16.4	13.1
Surgeon Using Robot	17.5	29.7	23	14.3	15.4

Table 11. Mean Trust Scores and Standard Deviations for AI in Medicine, by Gender and Age Group

Gender	Age Group	Mean	Std. Dev.
Female	*18-29*	3.65	1.04
	30-39	3.93	0.97
	40-49	3.48	1.04
	50-59	3.61	1.01
	60-69	3.41	1.05
	70+	3.51	1.05
Male	*18-29*	4.15	0.98
	30-39	4.07	0.82
	40-49	4.31	0.64
	50-59	3.81	0.99
	60-69	3.76	1.09
	70+	3.68	1.11

Notable gender-based variations emerged in trust in AI in medicine. Overall, male respondents reported higher mean trust (M=4.0) than their female counterparts (M=3.6). A chi-square test supported this, showing 62% of men rated their trust as 4-5 on a 5-point scale compared to 47% of women, [$\chi^2\,(4, N = 946) = 44.5,\ p < .001$].

To investigate these differences further, a two-factor ANOVA was conducted. The analysis revealed significant main effects for gender [$F\,(1, 946) = 31.7,\ p < .001,\ \eta_p^2 = .033$], and age group [$F\,(5, 946) = 4.67,\ p < .001,\ \eta_p^2 = .024$]. Crucially, a significant gender × age group interaction was also found, [$F\,(5, 946) = 3.06,\ p = .010,\ \eta_p^2 = .016$], indicating that the gender gap in trust was not uniform across all ages.

A Tukey HSD post-hoc analysis was performed to dissect this interaction. The results indicated that men aged 40-49 were a standout group, reporting significantly higher trust than their female counterparts [$M_{diff} = 0.83$, $p < .001$] and women in nearly all other age groups. An age-related trend was also evident within genders. For men, trust peaked in the 40-49 age group, which was significantly higher than trust among men aged 60-69 [p = .027] and 70+ [p = .021)] A similar, though less pronounced, pattern was observed for women, with those aged 30-39 reporting significantly higher trust than women aged 60-69 [p = .011]. Overall gender difference is largely driven by a peak in trust among middle-aged men and a decline among older respondents.

Perceived impact of AI on personal life

Table 12 presents the distribution of responses to Q14, in which participants were asked the following:

> *In the next five years, what kind of impact do you see Artificial Intelligence (AI) having on the following?:*
>
> *Q14.1. Your personal life; Q14.2. Your friends and family; Q14.3. Your community; Q14.4. Your country; Q14.5. The world*

Perceptions of AI's near-term impact varied by scale. Respondents were most optimistic about effects on their personal lives (37.3%) and their community (34.2%), with friends and family similar (31.9%). Optimism weakened and views became more polarized at broader scales: for the country (31.8% positive vs 27.7% negative) and the world (29.9% vs 28.2%), positive and negative assessments were nearly in balance. Neutral responses were most common for close-to-home domains (friends/family: 43.9%; personal: 40.0%) and declined for national/global outcomes (26.4–27.9%), while uncertainty ("I do not know") remained stable across items (11.4- 14.1%). Overall, respondents anticipate modestly positive local impacts but express greater ambivalence about national and global consequences.

Table 12. Distribution of Responses to Q14 [%].

	Positive	Neutral	Negative	Don't Know
Personal	37.3	40	11.3	11.4
F&F	31.9	43.9	11.2	13
Community	34.2	38.4	13.5	13.8
Country	31.8	26.4	27.7	14.1
World	29.9	27.9	28.2	14

Concerns about the use of Artificial Intelligence

Table 13 and Figure 4 present the distribution of responses to Q15, in which participants were asked the following:

> *What is your level of concern about the following issues related to Artificial Intelligence (AI)?:*
>
> *Q15.1. Losing my job due to AI; Q15.2. Being subject to bias and discrimination from AI systems; Q15.3. My privacy being violated by AI technologies; Q15.4. Machines making decisions without human oversight; Q15.5. Cybersecurity threats linked to AI; Q15.6. Increased surveillance and loss of personal freedoms; Q15.7. Law enforcement using AI to detect crimes; Q15.8. AI-generated information that is not based on verified facts*

Concerns about AI skew toward systemic risks rather than personal job loss. The highest shares of "very" or "extremely concerned" were for cybersecurity threats (57.4%), AI-generated information not based on verified facts (56.5%), increased surveillance and loss of personal freedoms (53.3%), and machines making decisions without human oversight (52.1%). Privacy violations also drew substantial concern (44.9% "very/extremely"; 72.0% at least "moderately concerned"). By contrast, losing one's job elicited the least worry (12.7% "very/extremely"; 55.7% "not at all concerned"). Intermediate levels of concern were observed for law enforcement's use of AI (28.2% "very/extremely"; 53.6% at least "moderately concerned") and bias/discrimination (17.9%; 40.0%). Overall, respondents prioritized threats to security, information integrity, oversight, and civil liberties over employment displacement.

Table 13. Distribution of Responses to Q15 [%].

Q	Not At All	Slightly	Moderate	Very	Extremely
15.1	55.7	17.4	14.2	7.8	4.9
15.2	31.9	28	22.1	11.7	6.2
15.3	7.6	20.4	27.1	23.7	21.2
15.4	5.3	16.9	25.7	26.1	26
15.5	5	12.9	24.7	27.9	29.5
15.6	7.4	15.1	24.2	29.6	23.7
15.7	24.7	21.7	25.4	15.5	12.7
15.8	4.7	16.2	22.7	25.5	31

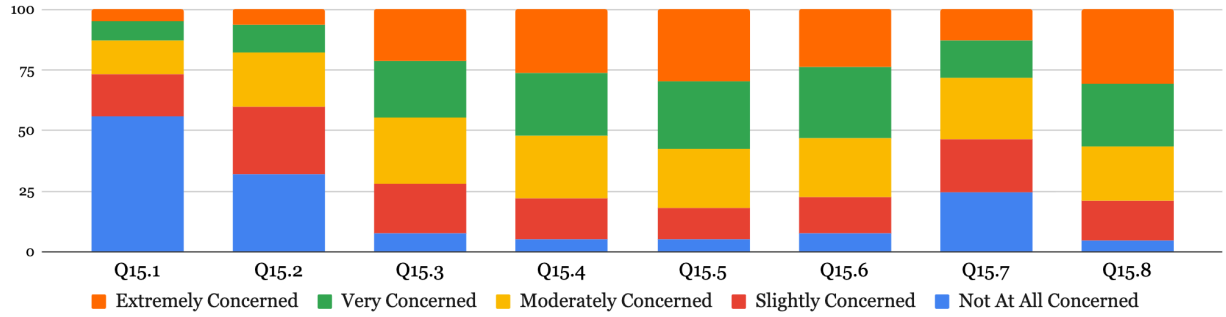

Figure 4. Distribution of responses to Q15

Use of Artificial Intelligence (AI) for various functions

Figure 5 presents the distribution of responses to Q16, in which participants were asked the following:

> *In which of the following situations have you used or interacted with Artificial Intelligence (AI)?:*
>
> *Q16.1. At work (e.g. Programs that automatically reply to emails or analyze data); Q16.2. In education (e.g. Apps that help with language learning or provide virtual tutoring);Q16.3. On social media (e.g. Feeds that show posts based on your interests); Q16.4. For entertainment (e.g. Movie or music recommendations, or video games with AI-controlled opponents); Q16.5. For my health (e.g. Smartwatches tracking activity or apps checking symptoms); Q16.6. For shopping (e.g. Personalized ads); Q16.7. For my finances (e.g. fraud detection, finance planning); Q16.8. For daily tasks and personal assistance (e.g. Alexa, Siri, Google Assistant); Q16.9. I don't know; Q16.10. Other*

Respondents most commonly interacted with AI in consumer and everyday contexts. The top reported use cases were social media (45.5%) and daily assistants/personal tasks (45.3%), followed by entertainment (36.5%) and shopping (35.1%). Work-related interactions were less frequent (27.2%), as were uses for health (24.4%) and education (18.4%). Finance-related interactions were least common (14.2%). Notably, 15.5% were unsure whether they had used AI, and 2.9% cited "Other." Overall, engagement appears concentrated in passive or embedded consumer applications rather than in formal professional or high-stakes domains

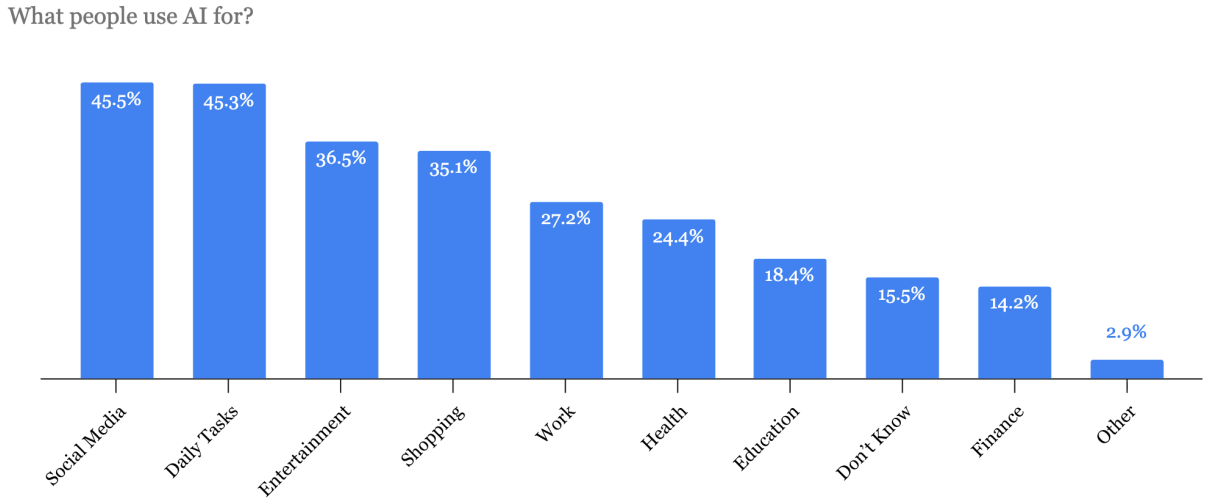

Figure 5. Distribution of responses to Q16

Experiences with Artificial Intelligence (AI)

Table 14 presents the distribution of responses to Q16, in which participants were asked the following:

How has your experience with Artificial Intelligence (AI) been so far? Please rate on a scale from 1 to 10, where 1 = Very Negative, 10 = Very Positive

The most frequently selected rating for experiences with AI was 5, corresponding to a neutral stance, with 33.9% of respondents indicating neither a negative nor positive experience. Ratings were distributed across the scale, with 14.7% and 14.6% selecting 7 and 8, respectively, suggesting a moderate positive inclination among a notable subset. Only 2.5% reported a very negative experience (rating of 1), while 6.9% indicated a very positive experience (rating of 10). The standard deviation of 2.02 and a variance of 4.09 reflect a moderate spread in responses. Overall, the data indicate that while most respondents have neutral or moderately positive experiences with AI, there is considerable variability in perceptions.

Table 14. Percentage distribution of responses to Q17, where 1 = very negative; 5 = neither negative nor positive; 10 = very positive.

Response	Frequency [%]
1	2.54
2	2.33
3	2.01
4	5.18
5	33.93
6	11.73
7	14.69
8	14.59
9	6.13
10	6.87

Perceptions of Artificial Intelligence Surpassing Human Intelligence

Table 15 presents the distribution of responses to Q16, in which participants were asked the following:

Do you believe Artificial Intelligence (AI) will eventually become more intelligent than humans?

The most frequent response was 'Possibly', with 34.0% of participants indicating that they believe AI may eventually become more intelligent than humans. A combined 43.0% of respondents were either unsure (22.8%) or considered it unlikely (22.9%), while 20.2% expressed definite belief in this outcome. These findings suggest a considerable degree of uncertainty and skepticism among respondents regarding the prospect of AI surpassing human intelligence, with only a minority expressing strong conviction in this possibility.

Table 15. Percentage dist. of responses to Q18.

Response	Frequency [%]
No, unlikely	22.94
Unsure	22.83
Possibly	34.04
Yes, definitely	20.19

Perceptions of AI as a Tool for Corporate Control

Table 16 and Figure 6 present the distribution of responses to Q19, in which participants were asked the following:

> *To what extent do you agree with the following statements about Artificial Intelligence (AI)?: Q19.1. AI tools are used by corporations to control consumer behaviour; Q19.2. AI tools are completely unbiased; Q19.3. AI tools are used by governments to monitor and control citizens; Q19.4. AI tools will eventually develop emotions and conscience like humans; Q19.5. AI will take over the world; Q19.6. AI tools can be implanted in the brain to control people's mind; Q19.7. AI tools can control the weather and cause natural disasters*

Most respondents believe that corporations use AI to shape consumer behaviour (62.3% "slightly agree/agree/strongly agree") and over half indicated that governments use AI to control citizens (52.7%). By contrast, the assertion that AI tools are "completely unbiased" was rejected, as 55.0% disagreed.

Evaluations of more speculative statements were mixed and generally sceptical. One-third agreed that "AI will take over the world" (33.4%), while larger shares disagreed (40.5%) or were neutral (26.1%). About a quarter agreed that AI will develop emotions and conscience (26.4%) or could be implanted to control minds (26.4%), with roughly 46% disagreeing and ~28% neutral on each. The strongest rejection concerned the idea that AI can control the weather or cause natural disasters (65.6% disagreed; 16.9% agreed; 17.5% neutral). Overall, respondents recognize institutional power uses of AI, reject claims of complete neutrality, and remain largely sceptical of extraordinary capabilities.

Table 16. Distribution of Responses to Q19 [%].

	Q19.1	Q19.2	Q19.3	Q19.4	Q19.5	Q19.6	Q19.7
Strongly Disagree	1.2	16.9	3.0	14.5	11.7	17.2	33.7
Disagree	6.4	21.1	9.7	20.9	16.4	18.7	23.0
Slightly Disagree	6.8	17.0	9.4	10.5	12.4	9.9	8.9
Neutral	23.4	23.9	25.3	27.7	26.1	27.7	17.5
Slightly Agree	31.3	10.4	26.1	14.6	17.1	13.3	8.4
Agree	21.6	7.5	18.0	7.5	10.5	9.2	5.4
Strongly Agree	9.4	3.2	8.6	4.3	5.8	3.9	3.1

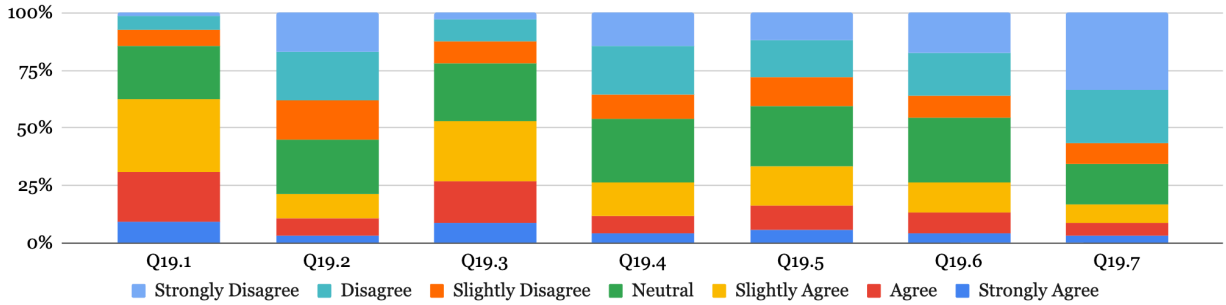

Figure 6. Distribution of responses to Q19

Media portrayal of Artificial Intelligence (AI)

Table 17 presents the distribution of responses to Q16, in which participants were asked the following:

Overall, how would you describe the tone of how the topic of Artificial Intelligence (AI) is covered by the media?

The majority of respondents (41.97%) perceived the media's coverage of Artificial Intelligence as neutral, with a substantial proportion (34.88%) describing it as somewhat positive. Fewer participants viewed the tone as somewhat negative (14.80%), very positive (7.29%), or very negative (1.06%). These findings indicate that, overall, the public perceives media coverage of AI as balanced, with a slight tendency toward positive framing. Negative perceptions were comparatively uncommon.

Table 17. Percentage dist. of responses to Q20.

Response	Frequency [%]
Very negative	1.06
Somewhat negative	14.80
Neutral	41.97
Somewhat positive	34.88
Very positive	7.29