

MITRE



The Harris Poll

Harris Insights & Analytics, A Stagwell LLC Company

MITRE-Harris Poll Survey on AI Trends

Exploring Public Perceptions and Trust of
Artificial Intelligence

September 19, 2023

Minding the **trust gap** with AI

- MITRE previously collaborated with Harris Poll on a [study of AI trends](#) in November 2022 to identify public concerns that should be addressed, areas for increased investment, and potential for industry, government, and academia collaboration.
- The survey found a significant trust gap, with most U.S. adults expressing reservations about AI for high-value applications such as autonomous vehicles, government benefits, and healthcare. Fewer than half indicated that they believe AI is safe and secure, and 78% said they were very or somewhat concerned that AI can be used for malicious intent. The survey also found desire for more work to be done on AI assurance as well as government regulation of AI technologies.
- The November 2022 survey was conducted prior to widespread use of generative AI tools such as ChatGPT. We conducted a second survey in July 2023 that aimed to examine changes in attitudes from some of the questions as well as address the use of chatbots and other AI tools.

This survey was conducted by Harris Poll on behalf of MITRE via the Harris On Demand omnibus product.



Sample Size:
n=2,063



Mode:
Online survey



Field Dates:
July 13–17, 2023



Qualification Criteria:
U.S. residents
Adults ages 18+



Weighting:
Data weighted to ensure
results are projectable
to U.S. adults ages 18+



In Tables and Charts:
Percentages may not add up to
100% due to weighting, computer
rounding, and/or the acceptance of
multiple responses

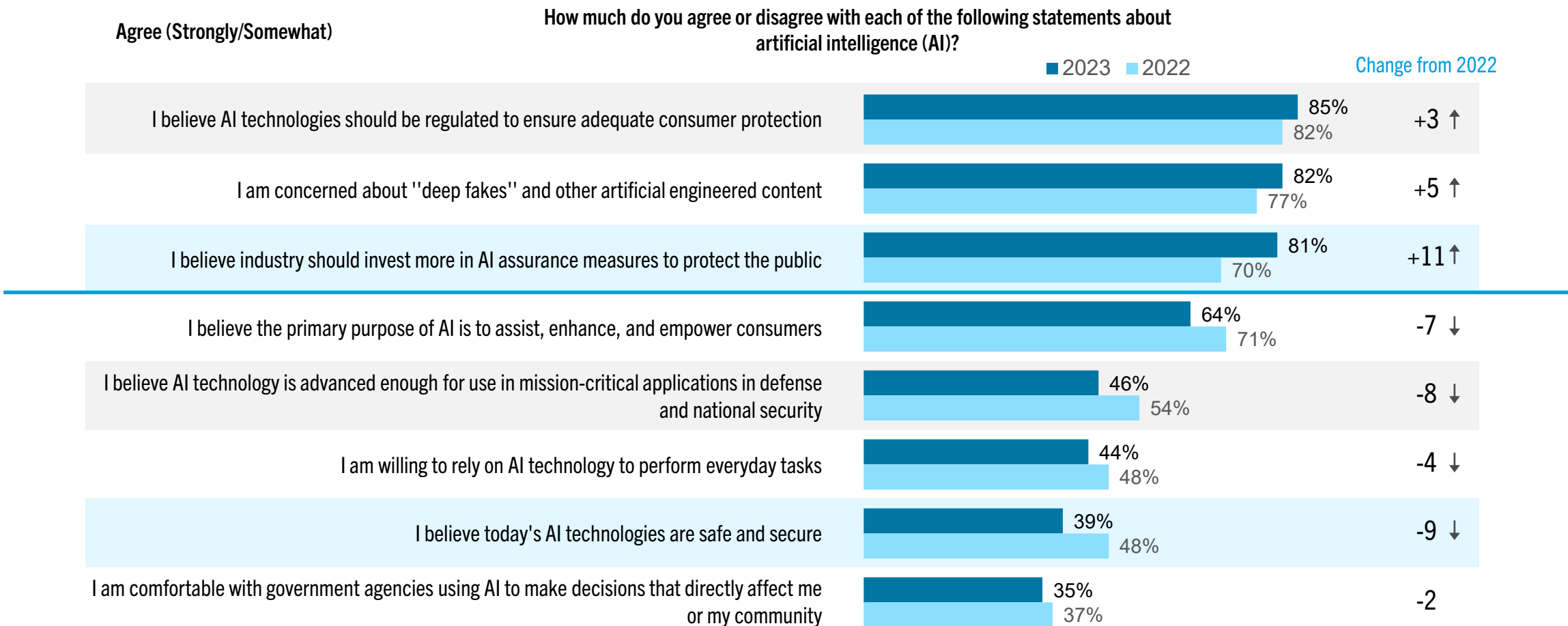
Distrust in AI is growing

- U.S. adults have a general distrust of artificial intelligence (AI), and this distrust has grown over time.
 - Aside from entertainment recommendations, half or fewer U.S. adults are comfortable using AI, with only 43% comfortable with an online chat about routine health questions with an automated doctor, down 6 points from November 2022, and 42% comfortable with the federal government using AI for benefits processing, down 7 points from November 2022.
 - Only 39% believe today's AI technology is safe and secure, down 9 points from November 2022.
 - Top concerns about AI include it being used for cyberattacks (80%), identity theft (78%), sale of personal data (76%), and a lack of accountability for those using AI (76%).
- There is strong bipartisan agreement that government, industry, and academia should play a role in AI assurance and that government investment is needed for AI security R&D.
 - 81% of U.S. adults believe industry should invest more in AI assurance measures, up 11 points from November 2022.
 - At least 7 in 10 U.S. adults of all political affiliations are concerned about deceptive political ads created by AI.
- 52% of employed U.S. adults are concerned about AI replacing them in their job.
- Younger generations (Gen Z, millennials) are far more comfortable with and willing to use AI than their older counterparts, but even younger adults have strong concerns about AI and want assurance and regulation.

U.S. adults have a growing distrust of AI

81% of U.S. adults believe industry should invest more in AI assurance measures, up 11 points from November 2022

Only 39% believe today's AI technology is safe and secure, down 9 points from November 2022



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (2023 n=2063, 2022 n=2050)

How much do you agree or disagree with each of the follow statements about artificial intelligence (AI)?

↑↓ Significantly higher/lower than 2022 at 95% CL

Regulation, AI assurance can help address concerns



The deep concerns that U.S. adults are expressing about AI are understandable.

While the public has started to benefit from new AI capabilities such as ChatGPT, we've all watched as chatbots have spread political disinformation and shared dangerous medical advice. And we've seen the government announce an investigation into a leading AI company's data collection practices.

Strengthening existing government regulation and increasing public and private investments in AI assurance can play a critical role in addressing these concerns. It's also important for industry to look for ways to collaborate to make improvements that benefit all.



Douglas Robbins

Vice President, Engineering and Prototyping, [MITRE](#)

More than 8 in 10 want AI assurance and would like industry, government, and academia to make AI safe and secure

U.S. adults are more concerned about the risks of AI than excited about the potential benefits

Agree (Strongly/Somewhat)

How much do you agree or disagree with each of the following statements about artificial intelligence (AI) assurance?



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (n=2063)

Artificial Intelligence (AI) assurance means trying to get the maximum value from AI while protecting society from harm. Regarding the many new AI offerings like chatbots (ChatGPT), image generators (DALL-E), and facial recognition tools (ID.me), how much do you agree or disagree with each of the following statements?

We can build trust with AI regulation



AI assurance – a lifecycle process that provides justified confidence in an AI system to operate as intended without unacceptable risks – can play a pivotal role in addressing Americans’ concerns with AI so that the transformational potential of AI can be realized for social good.

Eighty-five percent of U.S. adults who were surveyed indicated that making AI safe and secure for public use needs to be a nationwide effort across industry, government, and academia. They want companies to transparently share their AI assurance practices before and after bringing products with AI capabilities to market.

We can’t take all the risk out of AI – or other technologies – but we can help individuals and organizations make informed decisions about the costs and benefits of adopting AI solutions.

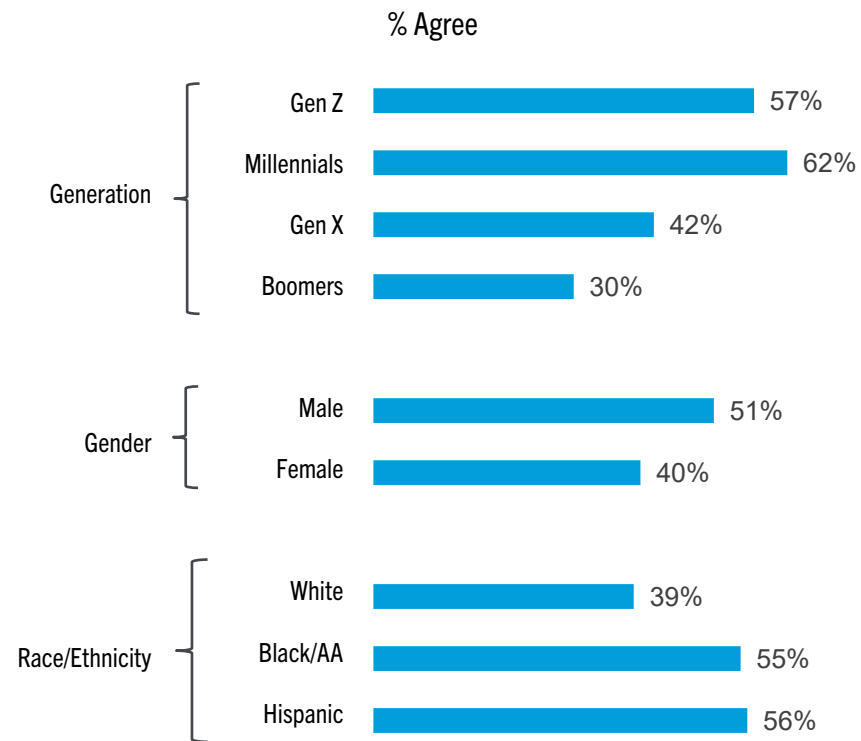
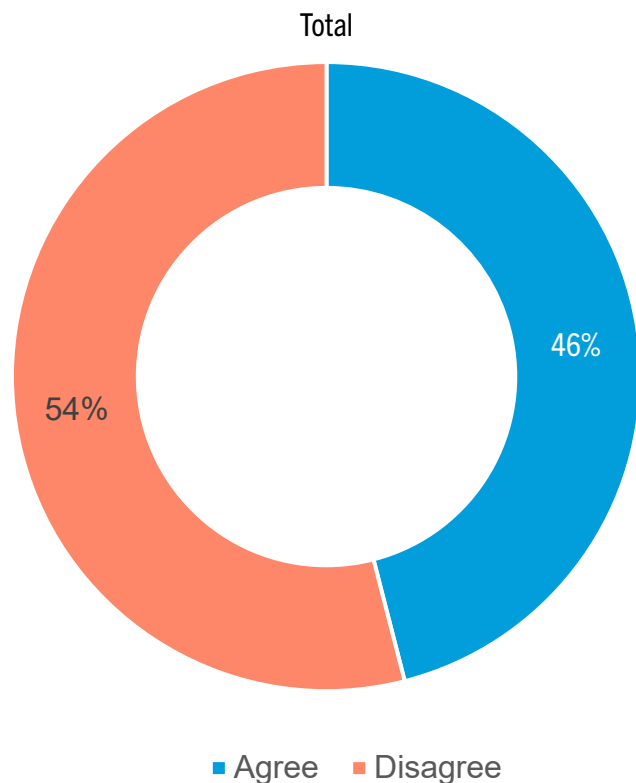
Dr. Ozgur Eris

Managing Director, AI and Autonomy Innovation Center, [MITRE](#)



The majority of U.S. adults are more concerned about the risks of AI than excited about the potential benefits, but younger generations, men, and Black and Hispanic Americans are more likely to say the benefits of AI outweigh the risks

I am more excited about the potential benefits of AI than I am concerned about the potential risks



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (n=2063)

Artificial Intelligence (AI) assurance means trying to get the maximum value from AI while protecting society from harm. Regarding the many new AI offerings like chatbots (ChatGPT), image generators (DALL-E), and facial recognition tools (ID.me), how much do you agree or disagree with each of the following statements?

Younger generations are embracing AI



As AI becomes increasingly prevalent in everyday life, there is a particularly noteworthy generational split on excitement about potential benefits vs. concerns about potential risks of AI. Overall, a minority of U.S. adults (46%) are excited about potential benefits of AI, vs. a majority (54%) being more concerned about potential risks. That sense of excitement vs. concern skews significantly when looking at different generations. Younger generations (57% of Gen Z and 62% of millennials) are overwhelmingly excited about potential benefits, while, in contrast, 70% of boomers are more concerned about the potential risks.

Rob Jekielek

Managing Director, Harris Poll

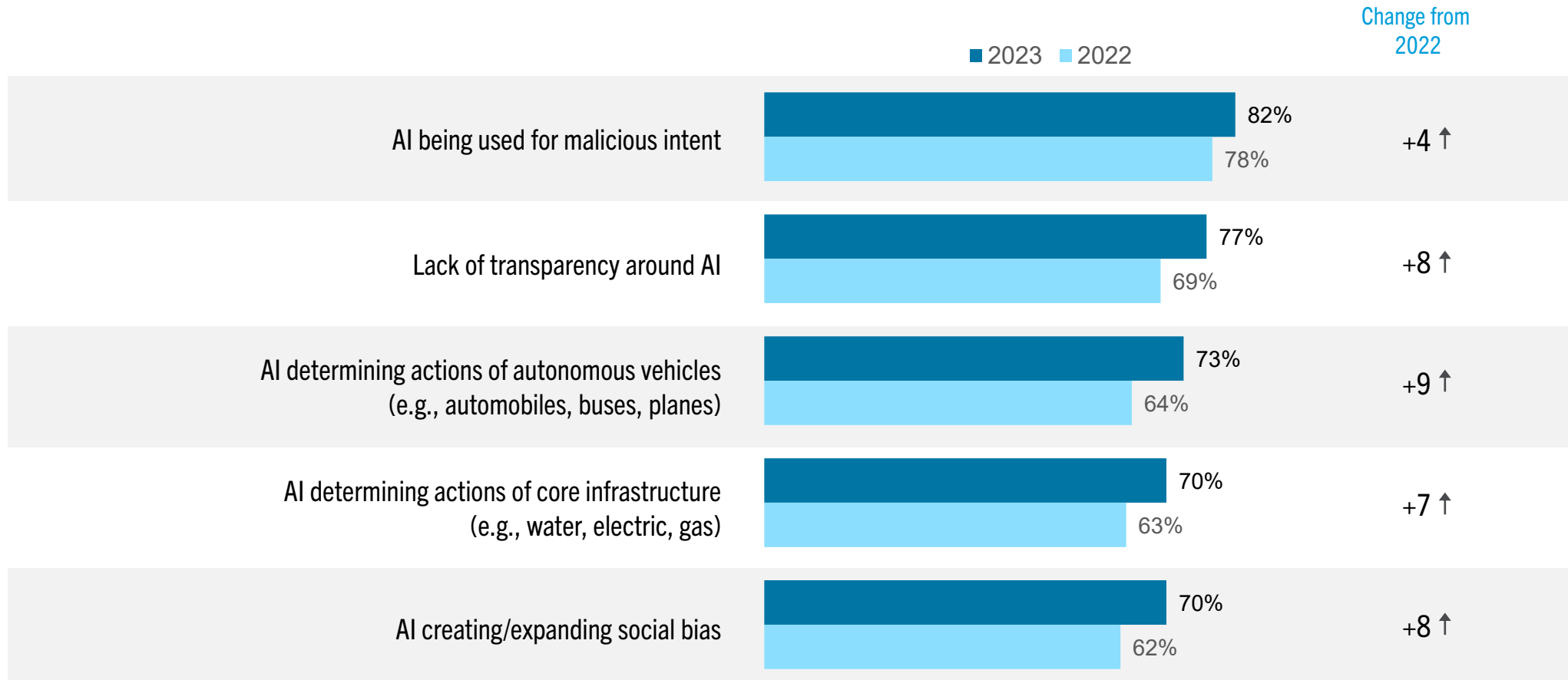


Concern about malicious intent, social bias, and lack of transparency is growing

Concerns about AI have increased across the board compared with November 2022

Concerned (Very/Somewhat)

How concerned are you about each of the following related to AI?



Source: MITRE-Harris Poll 2023 AI Survey

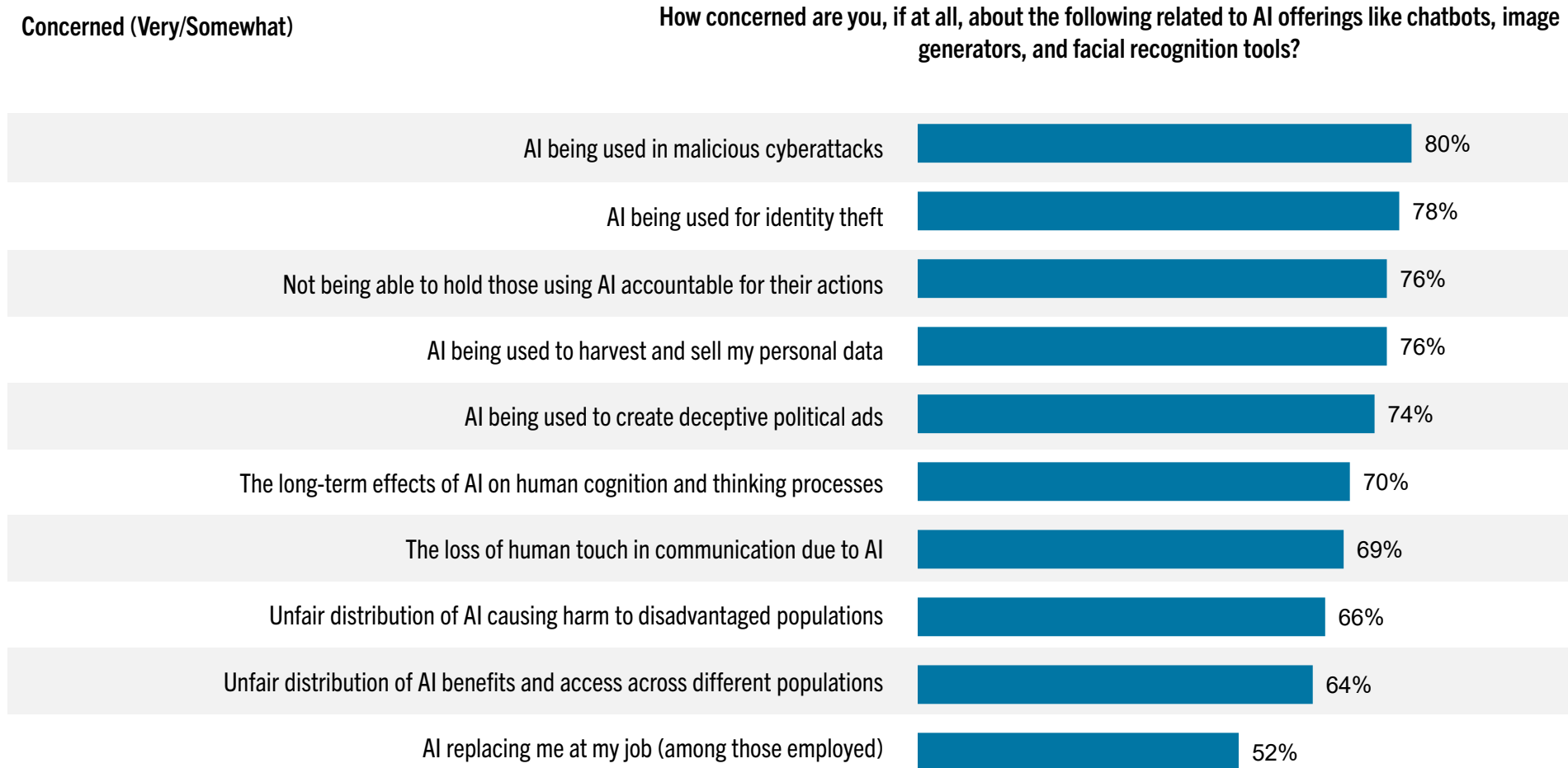
BASE: ALL RESPONDENTS (2023 n=2063, 2022 n=2050)

Artificial Intelligence (AI) has many applications, including the potential to improve customer service and execute dangerous jobs, but there are also potential downsides. How concerned are you about each of the following related to AI?

↑ Significantly higher than 2022 at 95% CL

Top concerns about AI include cyberattacks, identity theft, sale of personal data, and a lack of accountability for those using AI-powered tools

At least 7 in 10 U.S. adults of all political affiliations are concerned about deceptive political ads created by AI



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (n=2063); EMPLOYED RESPONDENTS (n=1218)

How concerned are you, if at all, about the following related to AI offerings like chatbots, image generators, and facial recognition tools?

Building accountability



Regulation could help address many of the security concerns that are making people skeptical about trusting artificial intelligence. In developing regulation, it's crucial to consider AI's vulnerabilities, the potential dangers that could arise from these vulnerabilities, whether on purpose or by accident, and the overall risk they pose to human life, health, property, or the environment.

Addressing accountability for harmful actions will also be an essential aspect of AI regulation. When humans use AI tools as part of their unwanted or criminal online behavior like cyberattacks or disinformation campaigns, those people should remain responsible for their AI-augmented actions. As we do today with cybercrime, we need to prevent, defend, remediate, and attribute these actions at the larger scale that AI technologies will enable.

Another essential aspect of AI regulation will be the identification of near-real-time interventions to mitigate risk. This could include enabling third-party watchdog functions by requiring solution providers to provide real-time means to transparently monitor trends and content while respecting privacy. Additionally, capabilities to automatically and reliably spot fake text and images are still in early stages. Government and industry investment could move their development along faster to help ensure trust.

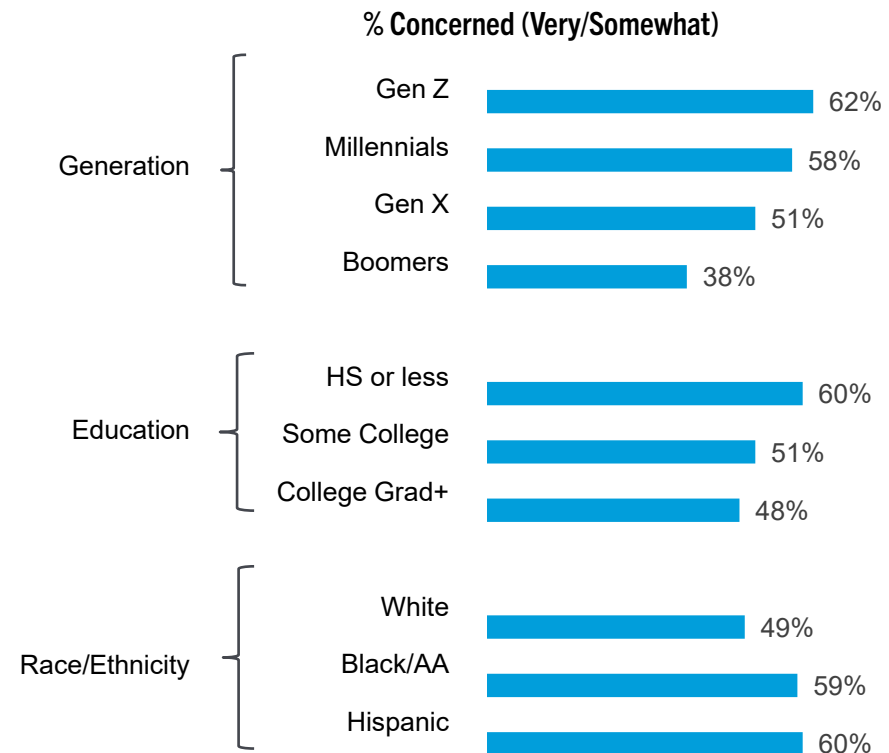
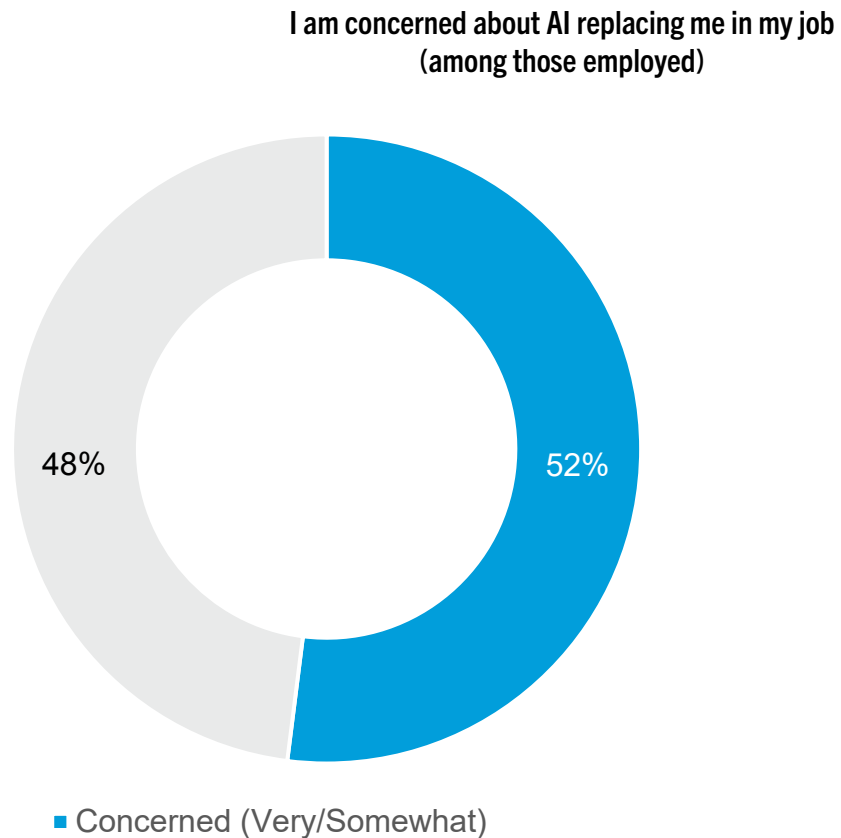
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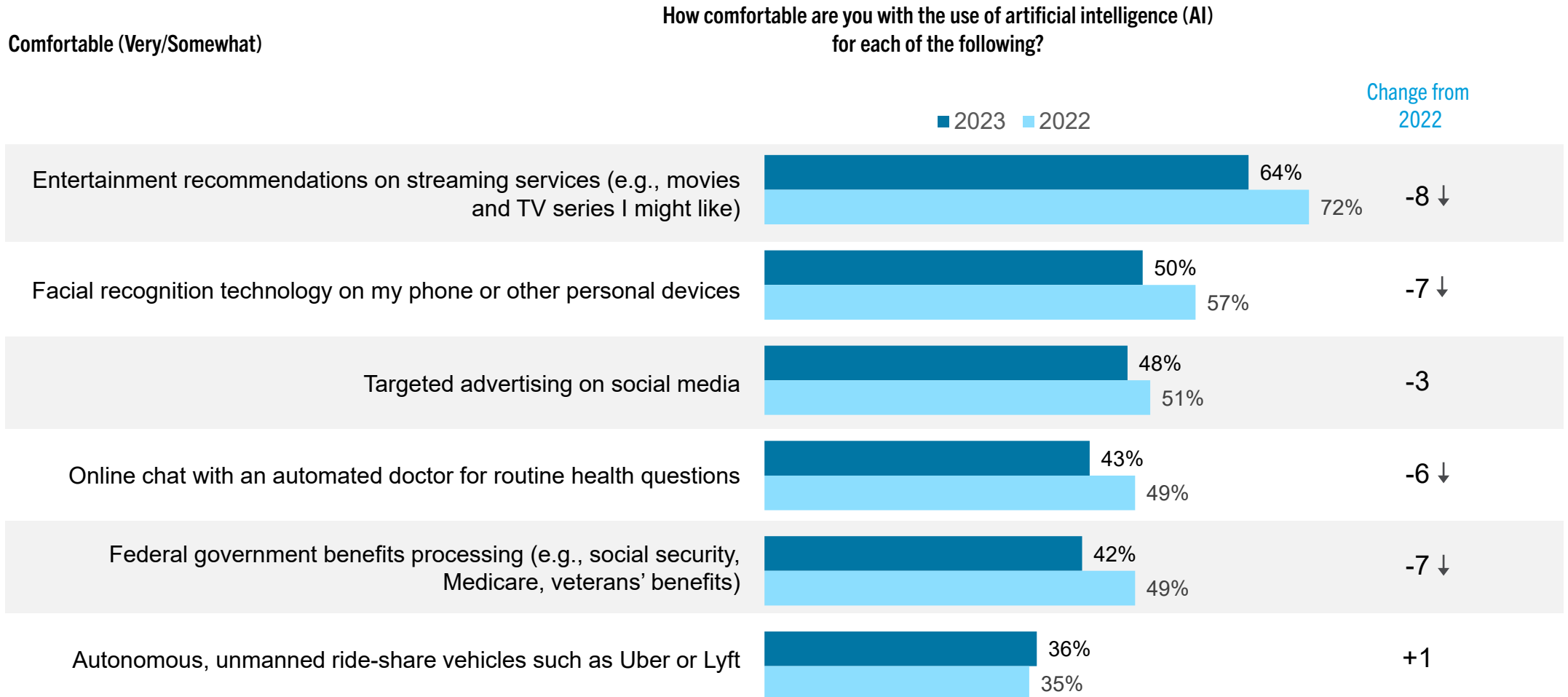
More than half of employed U.S. adults are concerned about AI replacing them in their job

Younger generations, less educated adults, and Black and Hispanic Americans are the most concerned



Aside from entertainment recommendations, just half or fewer U.S. adults are comfortable with AI-enabled activities.

44% say they are willing to rely on AI to perform everyday tasks, a 4-point decline compared to November 2022



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (2023 n=2063, 2022 n=2050)

How comfortable are you with the use of artificial intelligence (AI) for each of the following?

↓ Significantly lower than 2022 at 95% CL

Younger generations are more comfortable using AI



The generational split on attitudes around AI is particularly pointed when looking at comfort with AI across a variety of typical uses or interaction points including, for example, entertainment recommendations on streaming services, facial recognition on phones/personal devices, and targeted advertising on social media. Across those examples, a strong majority of Gen Z and millennials are comfortable with AI usage. In contrast, across those examples, boomers are 20-30% less comfortable with AI usage, with only a minority being comfortable with use of AI for facial recognition on phones/personal devices (37% comfortable) and targeted advertising on social media (29% comfortable).

Rob Jekielek

Managing Director, Harris Poll



MITRE is catalyzing consequential AI use



MITRE works closely with industry and government to capture threats to AI-enabled systems and document associated adversary tactics, techniques, and procedures in the MITRE Adversarial Threat Landscape for Artificial-Intelligence Systems (ATLAS™) framework.

We're pioneering AI assurance practices by building a state-of-the-art AI assurance lab as a national resource. We're working with NATO on the effective and secure adoption of AI technologies. As part of a team led by Carnegie Mellon University, we're [leading research on the adoption](#) of AI-assisted decision-making tools by people and organizations who make consequential decisions. We're also applying AI to help [empower early intervention](#) for service members at risk of entering a complicated disability system. And we've collaborated with Microsoft to release a free tool that enables security teams without deep AI expertise to prepare for attacks on machine learning systems.

We recently proposed a sensible regulatory framework for AI security. And we're collaborating with the Coalition for Health AI (CHAI), which MITRE co-leads, to address the quickly evolving landscape of health AI tools by outlining specific recommendations to increase trustworthiness within the healthcare community.

By working together, we can enable responsible pioneering in AI to better impact society.

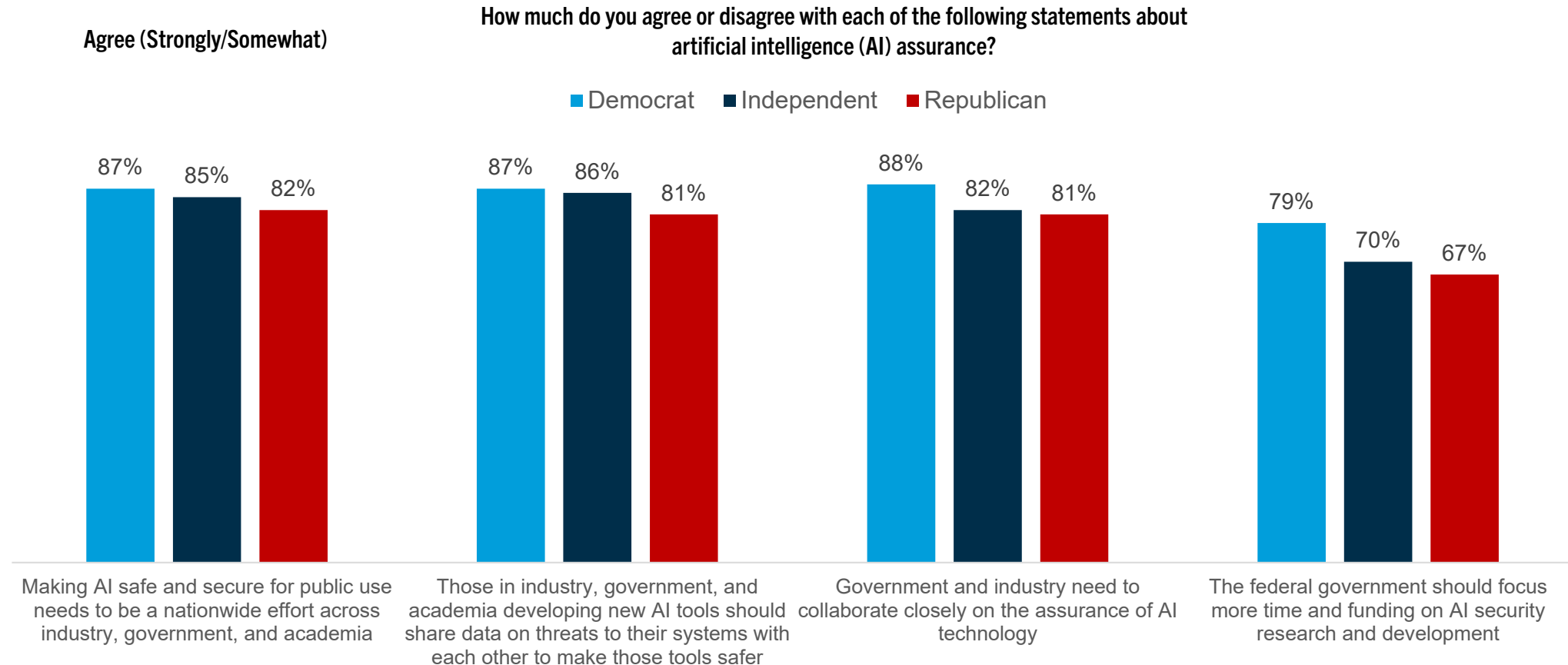
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Demographics

There is strong bipartisan agreement that government, industry, and academia should play a role in AI assurance and that government investment is needed for AI security R&D

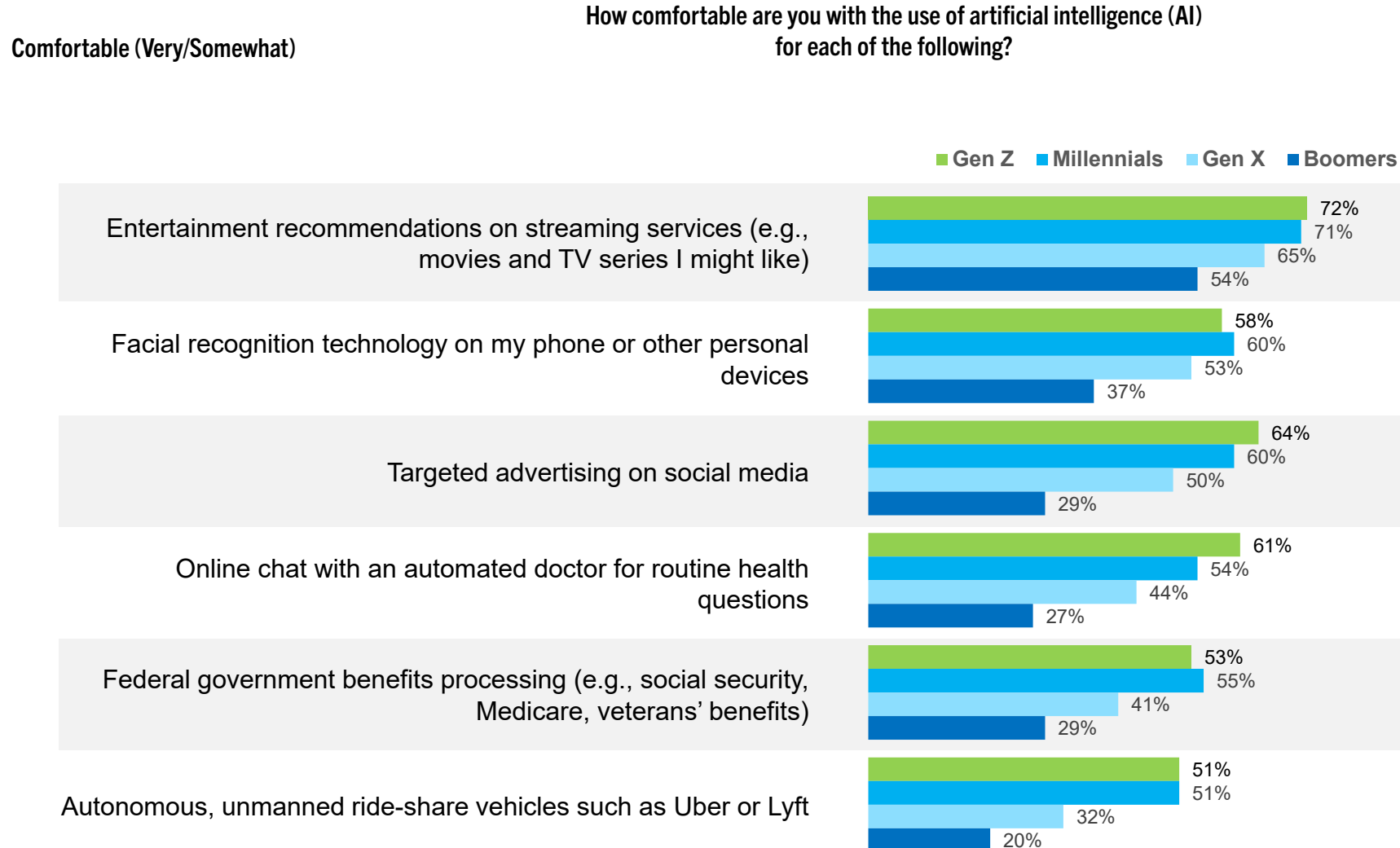


Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (n=2063)

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Younger generations (Gen Z, millennials) are far more comfortable with various AI uses compared with their older counterparts

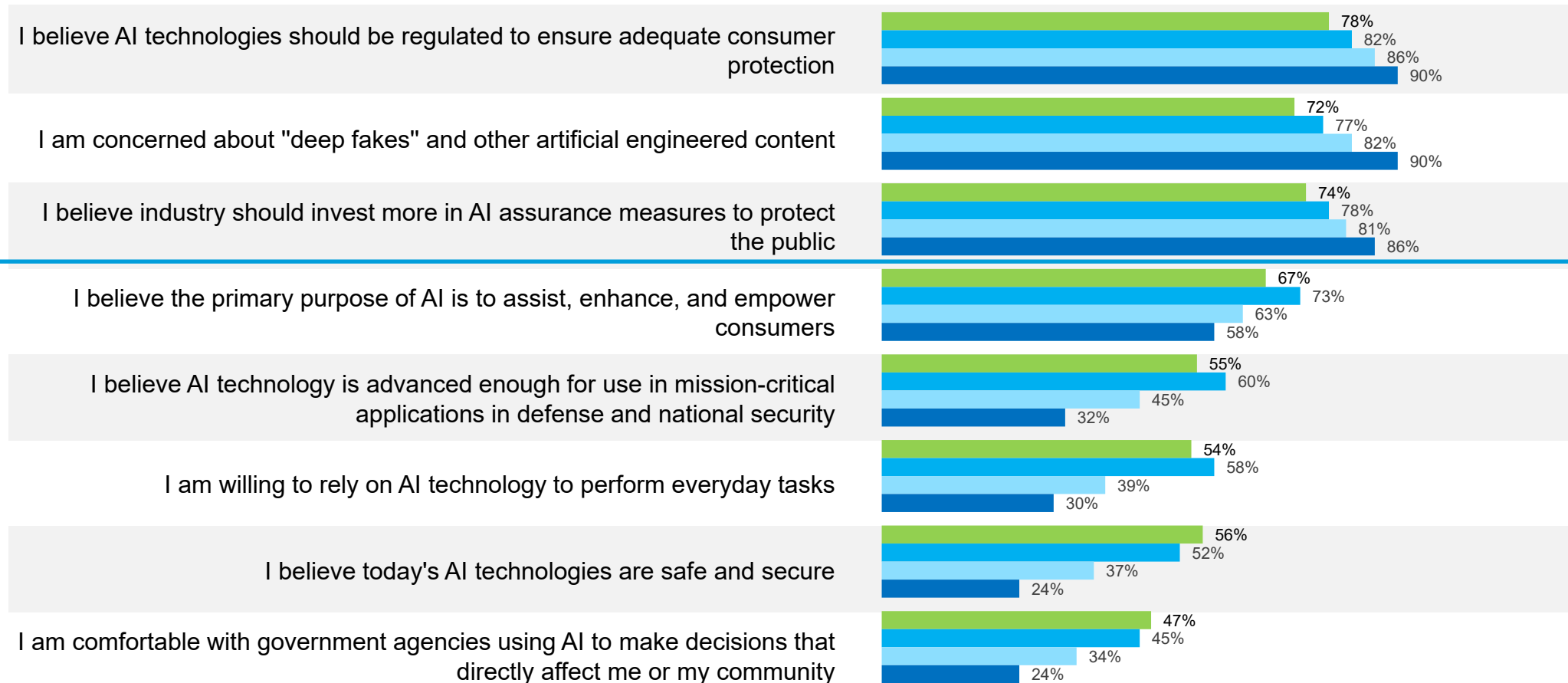


Younger generations have concerns about AI, though fewer than their older counterparts.

Agree (Strongly/Somewhat)

How much do you agree or disagree with each of the following statements about artificial intelligence (AI)?

■ Gen Z ■ Millennials ■ Gen X ■ Boomers



Source: MITRE-Harris Poll 2023 AI Survey

BASE: ALL RESPONDENTS (2023 n=2063, 2022 n=2050)

How much do you agree or disagree with each of the follow statements about artificial intelligence (AI)?

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Thank you

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