



IZEA INSIGHTS SPECIAL REPORT

Influencing AI 2023

JUNE 2023





BACKGROUND

We surveyed over 1,100 U.S. internet users to help understand the state of adoption, usage, and awareness of AI technology and AI-generated content while monitoring AI's impact on the daily lives of the average consumer.

GOALS

- Provide insights for our customers to help them understand the potential benefits, applications, and challenges of using AI in their marketing campaigns.
- Inform, educate, and assist content creators that must adapt to the rapid influx of AI technologies while maintaining trust and transparency with their audiences.
- Provide valuable insights to our partners to help them navigate the evolving AI landscape effectively.



SAMPLE POPULATION

U.S. INTERNET USERS

United States

GEOGRAPHY

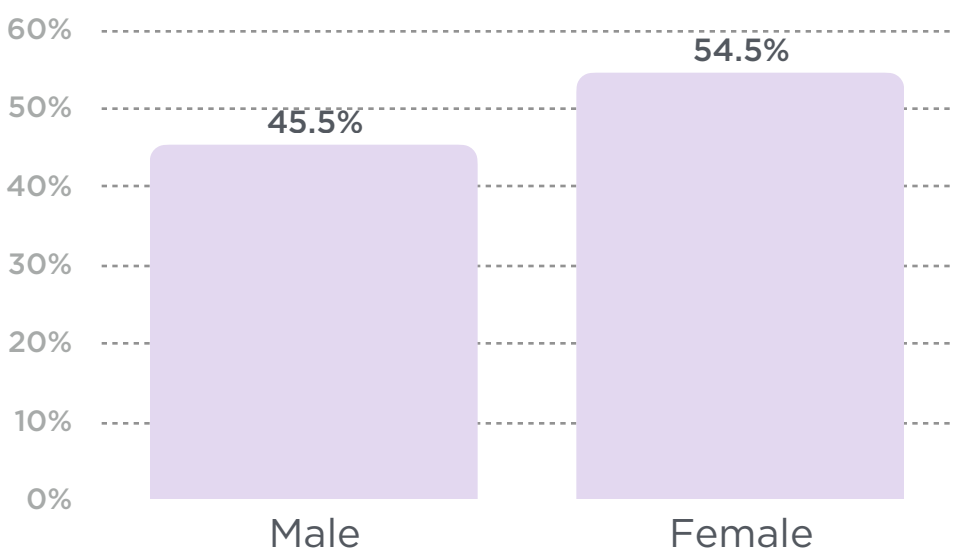
4/17/23
TO
4/18/23

DATA GATHERED

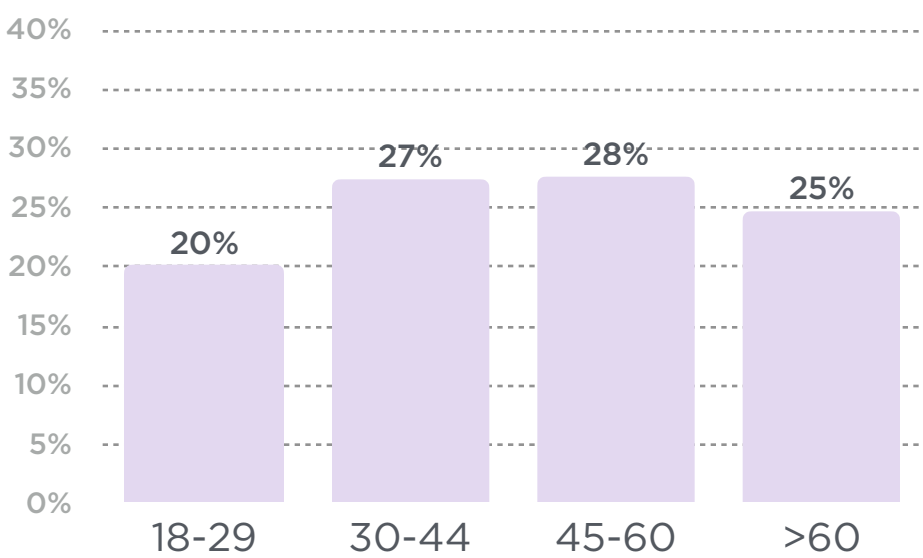
1,148 Respondents

All respondents were required to have an internet connection in order to participate in the survey.

GENDER



AGE





AI ADOPTION

With almost every industry buzzing about the swift embrace of AI, it's imperative to identify those who have already integrated AI into their daily activities. Our research revealed that 31% of U.S. consumers are currently using AI, and the early adopters tend to be men and members of younger generations.

WHO USES AI IN THEIR DAILY LIVES?

- More than a third of men, at 38%, are using AI compared with just under a quarter of women, at 25%.
- 42% of individuals ages 18-29 have embraced AI technology, with Gen Z and younger millennials at the forefront of its adoption.
- More than half of social media influencers (67%) actively incorporate AI, further establishing their status as trendsetters.

31%

OF ALL RESPONDENTS

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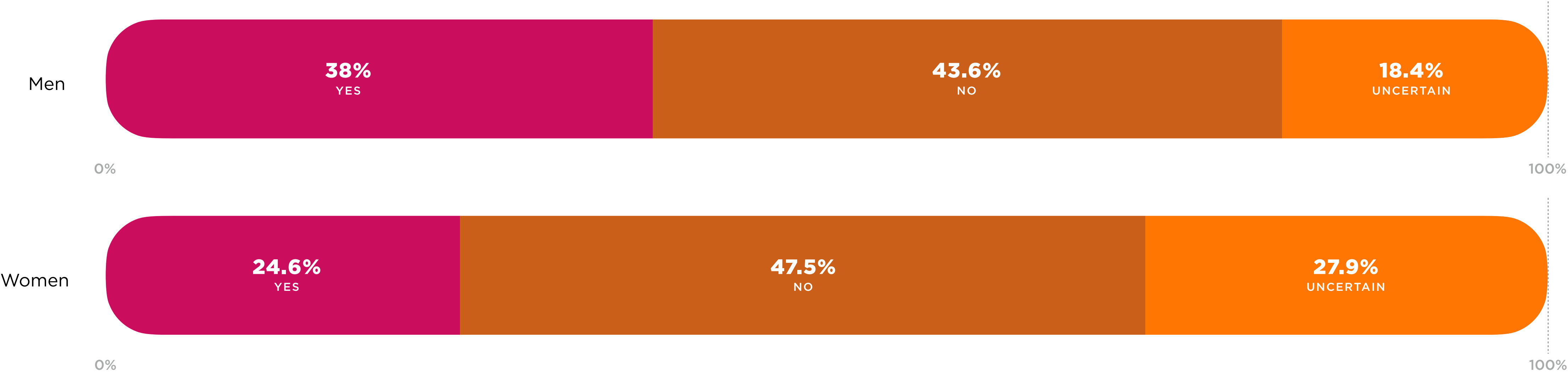
Say they are currently
using AI technology in
their daily life.



MEN EMBRACE AI MORE THAN WOMEN



Q: Are you currently using artificial intelligence (AI) technology in your daily life?



Men are adopting AI quicker than women, with 38% saying they currently use AI compared to 24.6% of women.

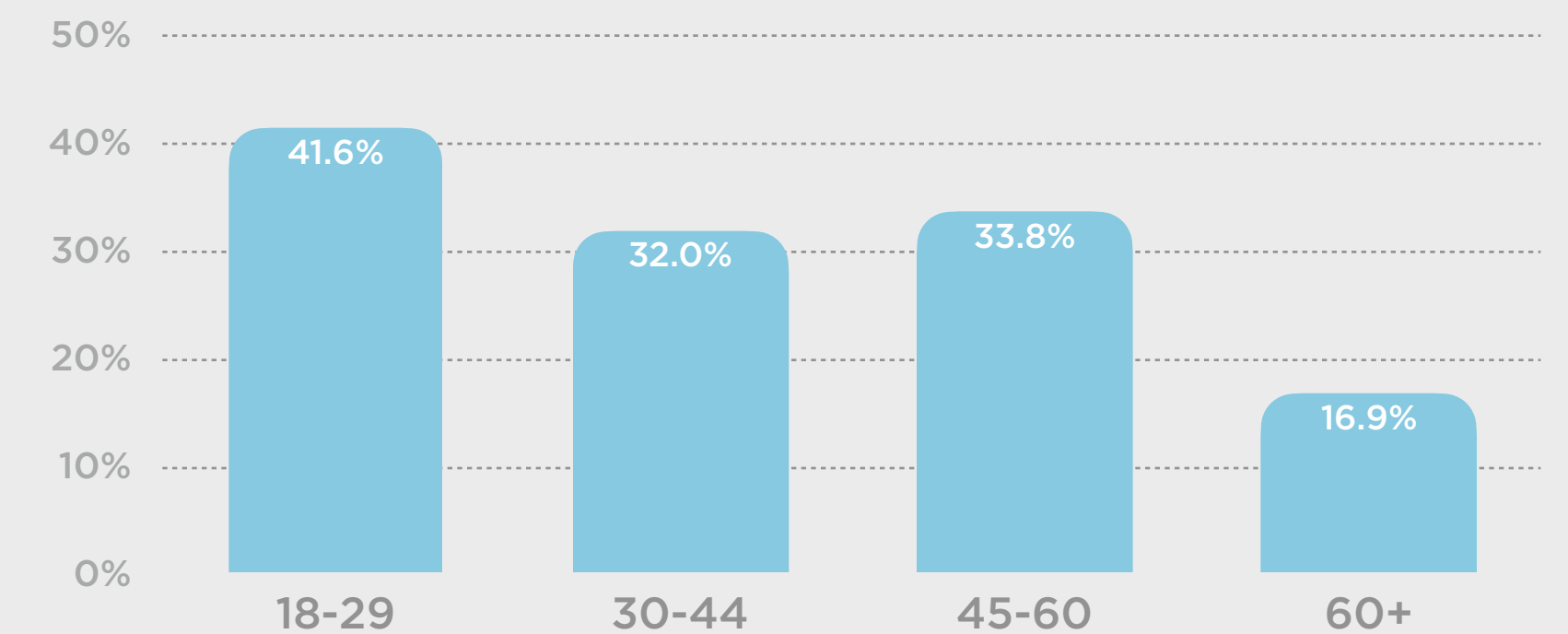
42%

OF RESPONDENTS **AGES 18-29**

|
Say they are currently
using AI technology in
their daily life.

Q: Are you currently using artificial intelligence (AI) technology in your daily life?

A: “Yes” By Age Group





IZEA INSIGHT

INFLUENCERS ARE AI TRENDSETTERS

When asked if they use AI daily, **66.8%** of social media influencers said that they do, compared to **21.6%** of regular social media users.



AI USAGE

As this advanced technology quickly becomes a staple in everyday life, we've delved into how people are currently utilizing AI. We looked into how often consumers use AI, where they use it, what tools they use, and why they turn to AI to improve their home and work lives.

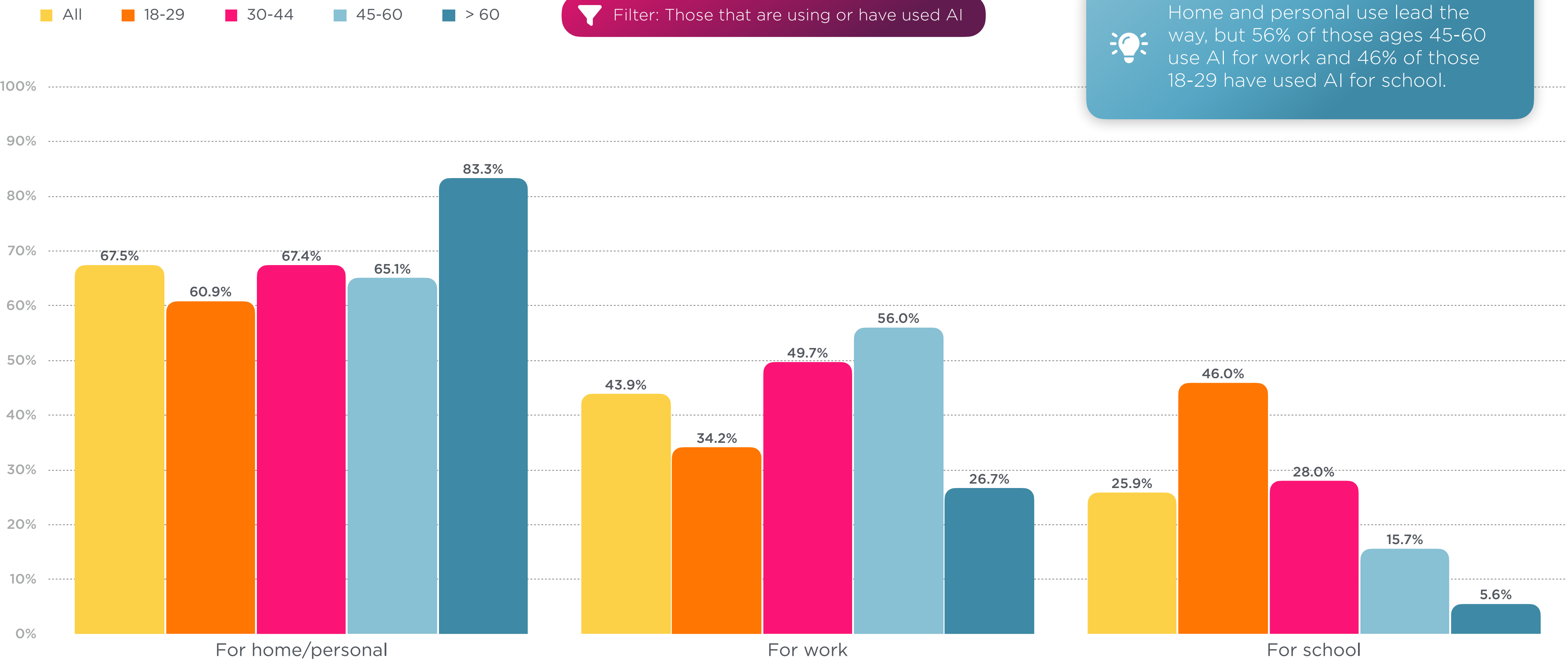
HOW ARE AI USERS USING AI?

- The majority of AI users, 67%, say they utilize AI for home and personal use.
- 56% of individuals ages 45-60 incorporate AI in their workplaces, while 46% of those ages 18-29 use AI for academic pursuits.
- Those ages 45-60 are most likely to say they use AI every day at 56%.

WHERE DO AI USERS USE AI BY AGE



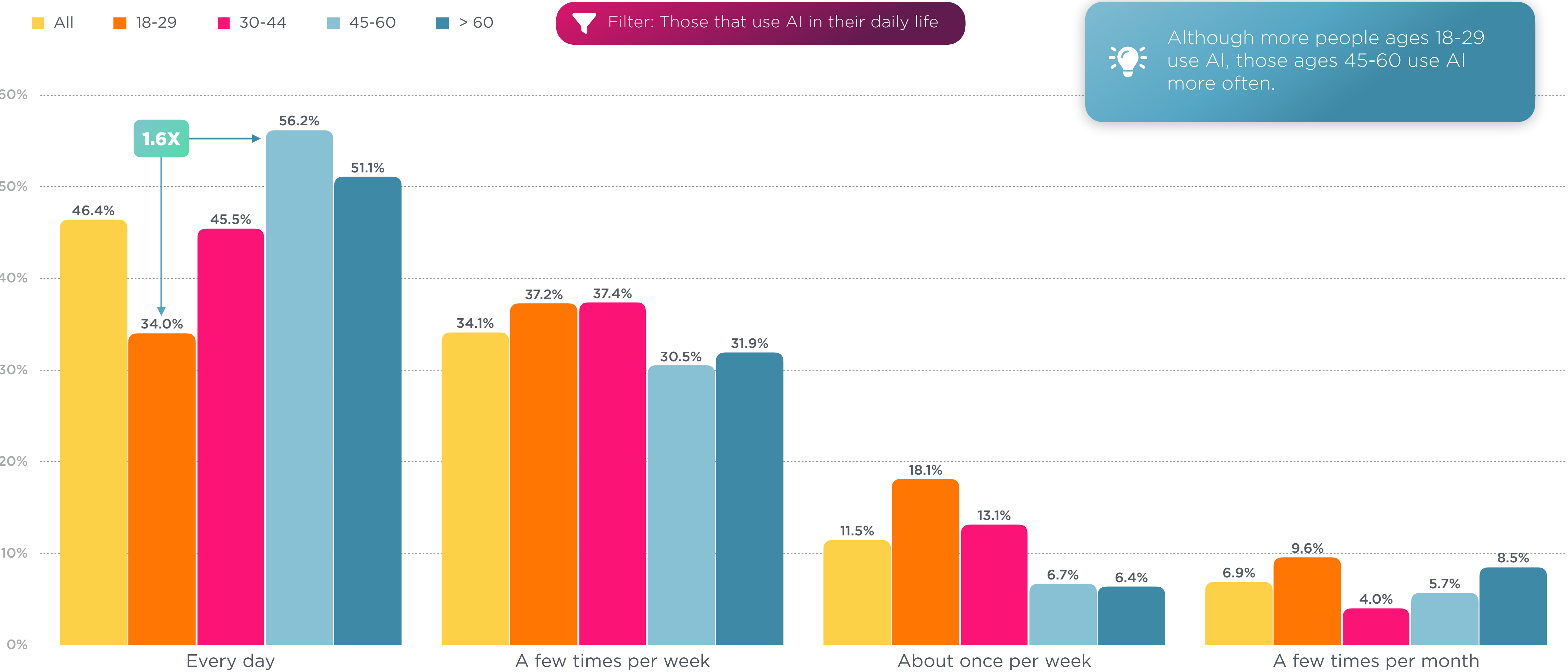
Q: In what ways do you use (or have tried using) artificial intelligence (AI) technology?



HOW OFTEN DO AI USERS USE AI BY AGE



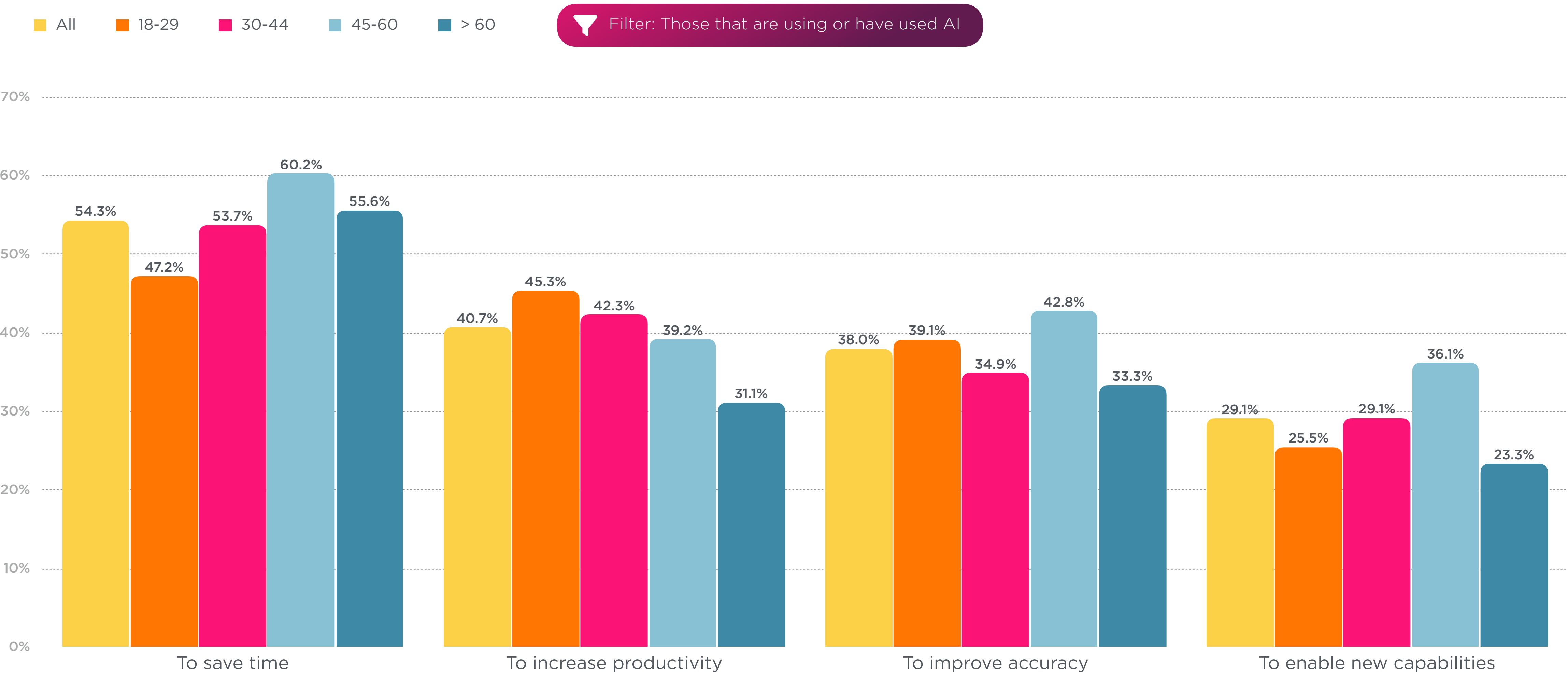
Q: How often do you use or interact with artificial intelligence (AI) technology?



WHY AI USERS USE AI BY AGE



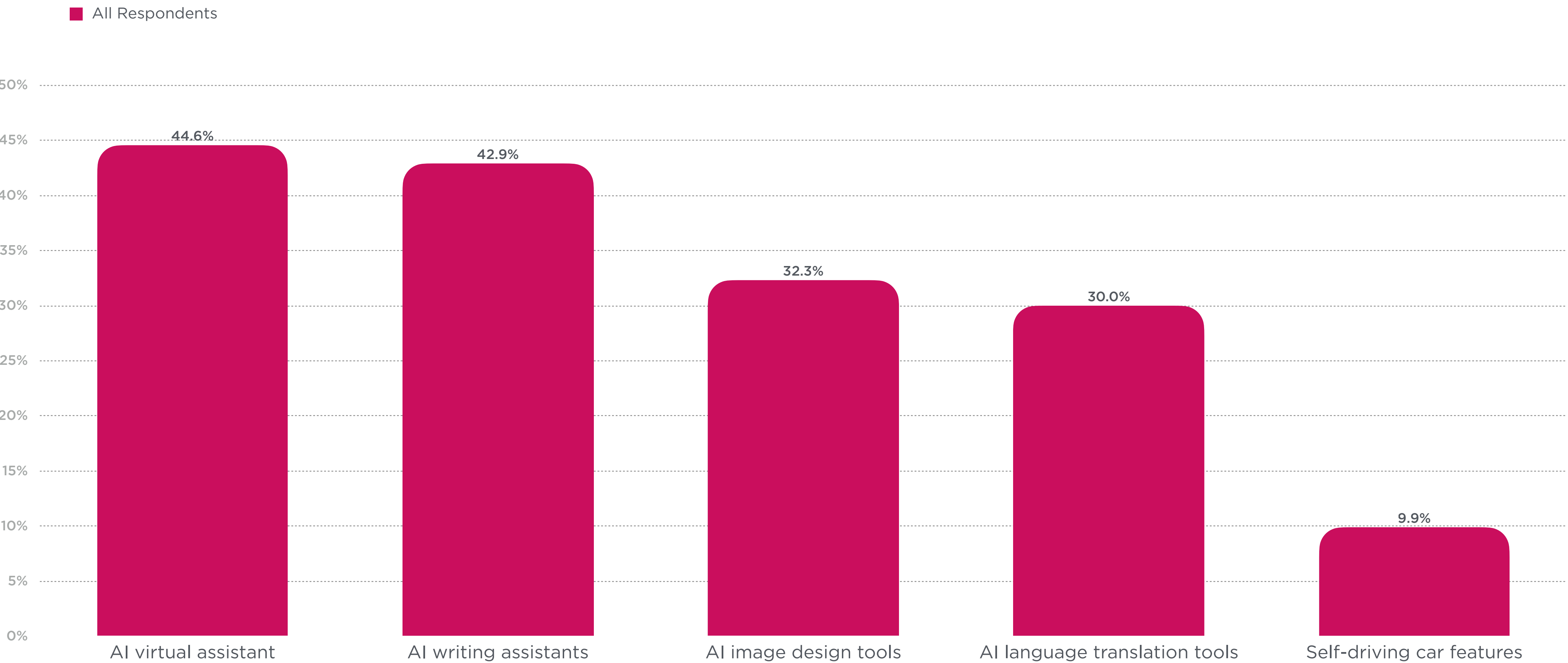
Q: What are your reasons for using or trying to use artificial intelligence (AI) technology?



POPULAR CATEGORIES OF AI



Q: What type of artificial intelligence (AI) technology have you used or tried using?



22%

OF ALL RESPONDENTS

|

Say they have used
ChatGPT (OpenAI) to
help with their writing.





AI DISCLOSURE

As AI-generated content becomes more prevalent, it's important to understand who can (and cannot) detect undisclosed AI content when they see it online. Our survey also delves into the opinions of those who believe publishers and creators should disclose their use of AI.

SHOULD AI CONTENT BE LABELED?

- 86% of all respondents believe that AI-generated content should be disclosed.
- Younger age groups notice AI-generated content more, with 73% of those ages 18-29 noticing AI-image content compared to 43% of those over 60.
- AI users have an edge over non-users, with 85% saying they successfully identify AI-generated image content.

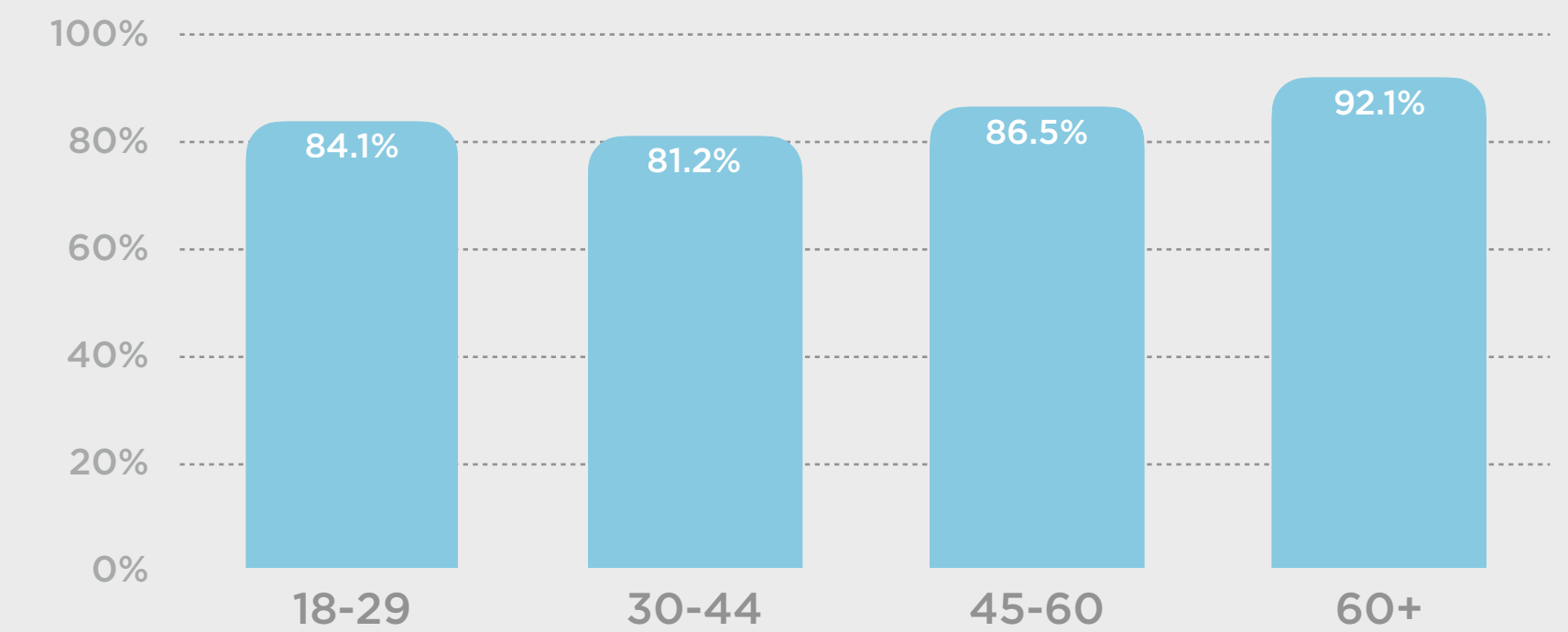
86%

OF ALL RESPONDENTS

Believe AI-generated
content should be
disclosed.

Q: Do you believe AI-generated content should be labeled or disclosed to the audience?

A: “Yes” By Age Group



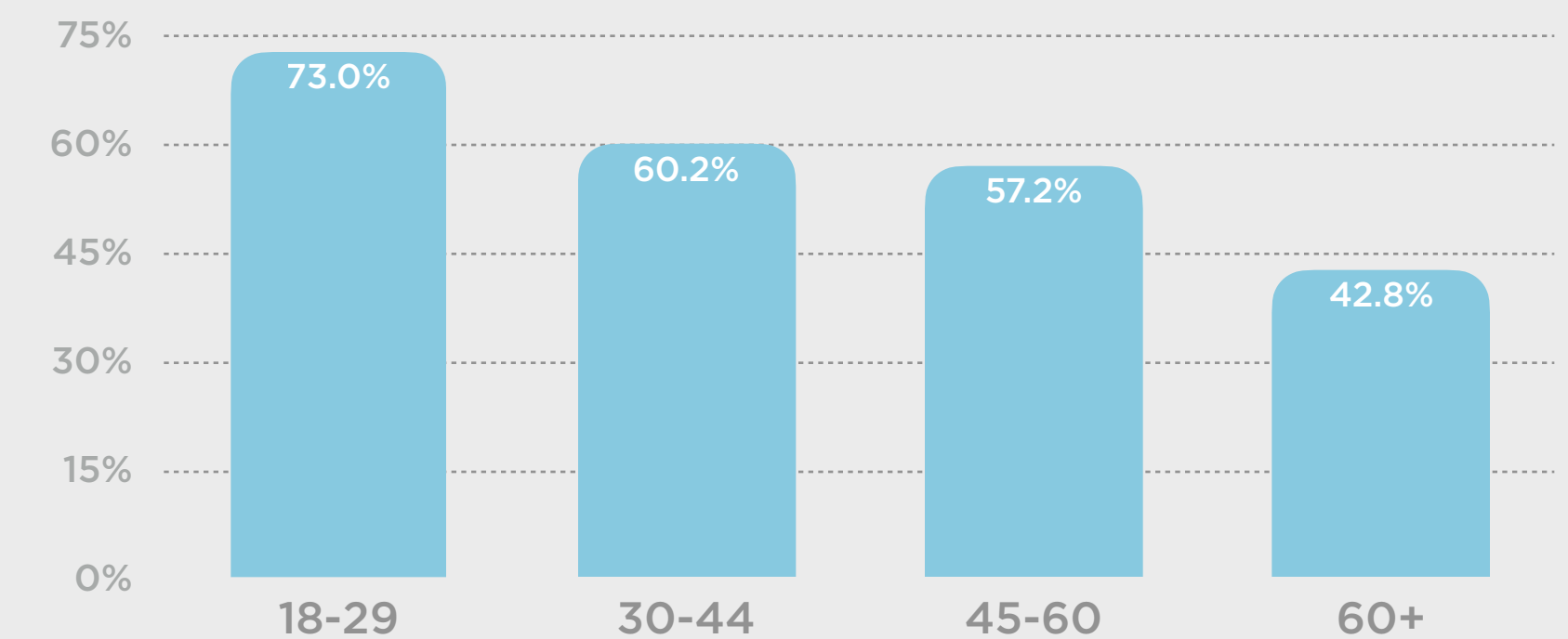
57%

OF RESPONDENTS

|
Say they have seen
image content and
clearly knew it was
AI-generated

Q: Have you ever seen **image content**
and clearly knew it was generated by AI?

A: “Yes” By Age Group



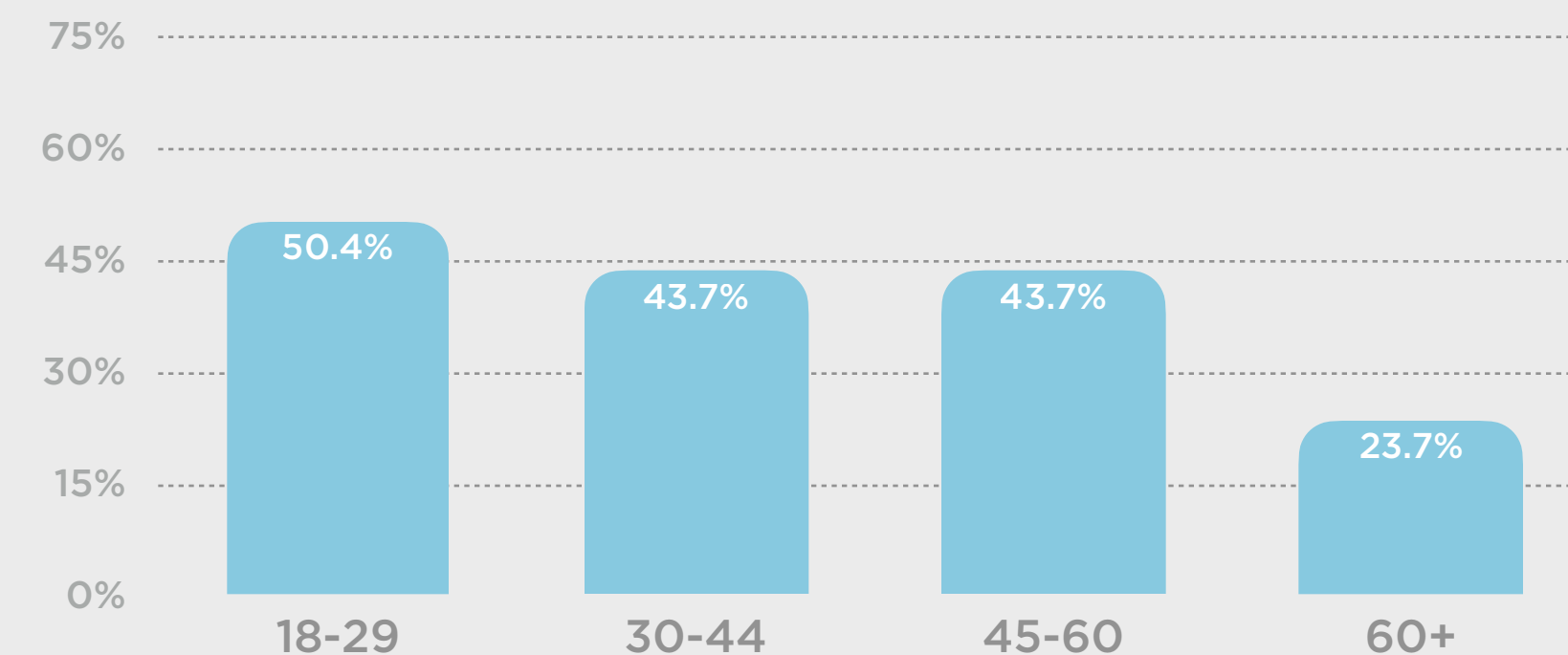
40%

OF RESPONDENTS

Say they have seen
written content and
clearly knew it was
AI-generated

Q: Have you ever seen **written content**
and clearly knew it was generated by AI?

A: “Yes” By Age Group

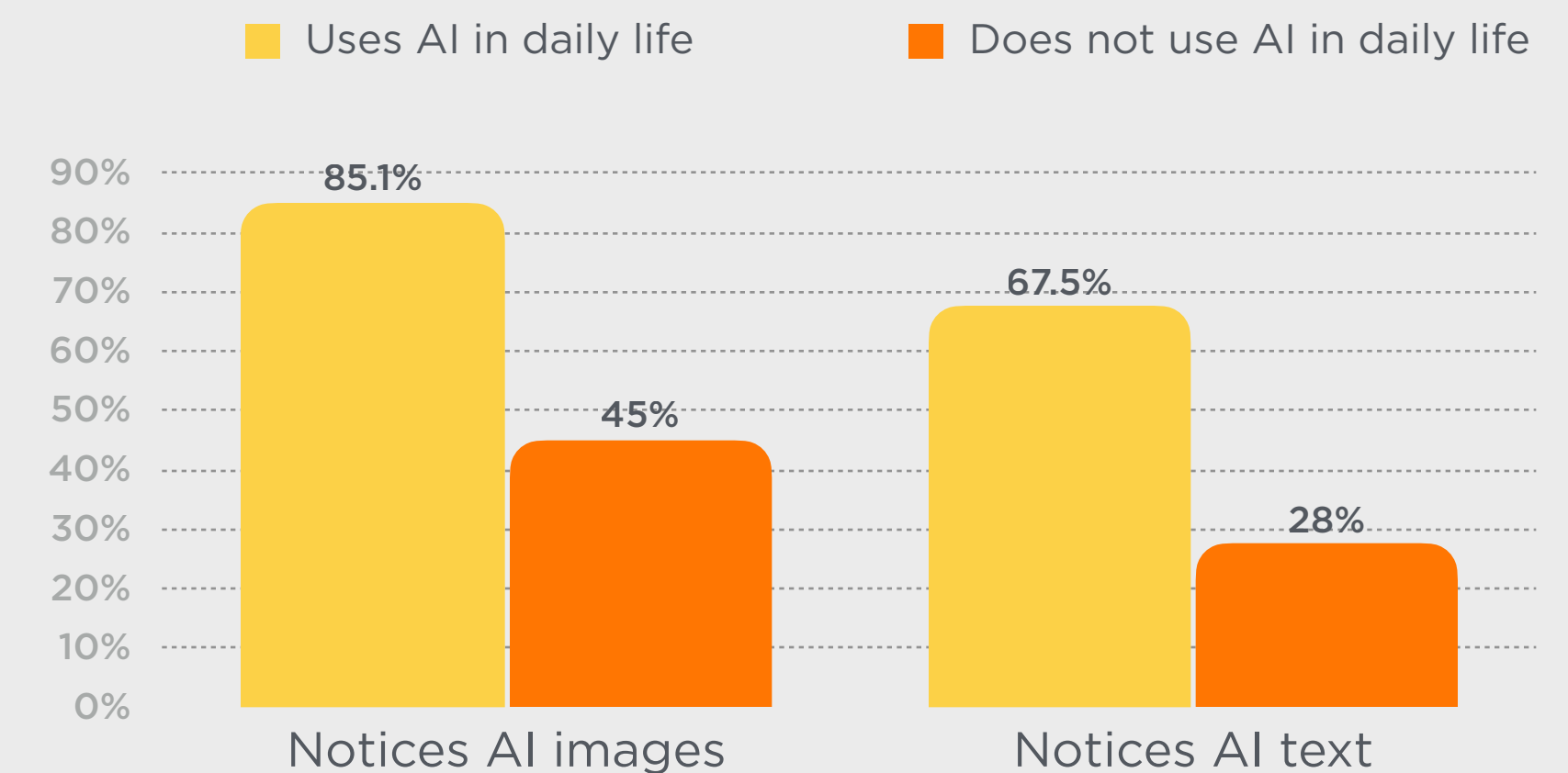


85%

OF RESPONDENTS THAT USE AI

|
Say they noticed AI-generated image content compared with just 45% of those who have not.

Q: Have you ever seen image-based or written content and clearly knew it was generated by AI?





AI TRUST

As AI-generated content spreads online, understanding how people feel about consuming and interacting with AI content is critical. Although our study reveals that most people online tend to trust a journalist more than AI today, we predict their sentiments could rapidly change as AI improves.

IS AI CONTENT CONSIDERED TRUSTWORTHY?

- 64% of all respondents 18-29 say that AI is better than the average human at creating images, and 68% say the same about text content.
- AI users tend to trust AI the most, with 77% of all AI users saying AI creates better images than average humans.
- More people ages 18-29 say they trust AI to create research reports on the U.S., at 29%, than those who trust their partner or family to do the same at 23%.

59%

OF RESPONDENTS

|

Say that AI can write better than the average person and 57% say AI can make better images.



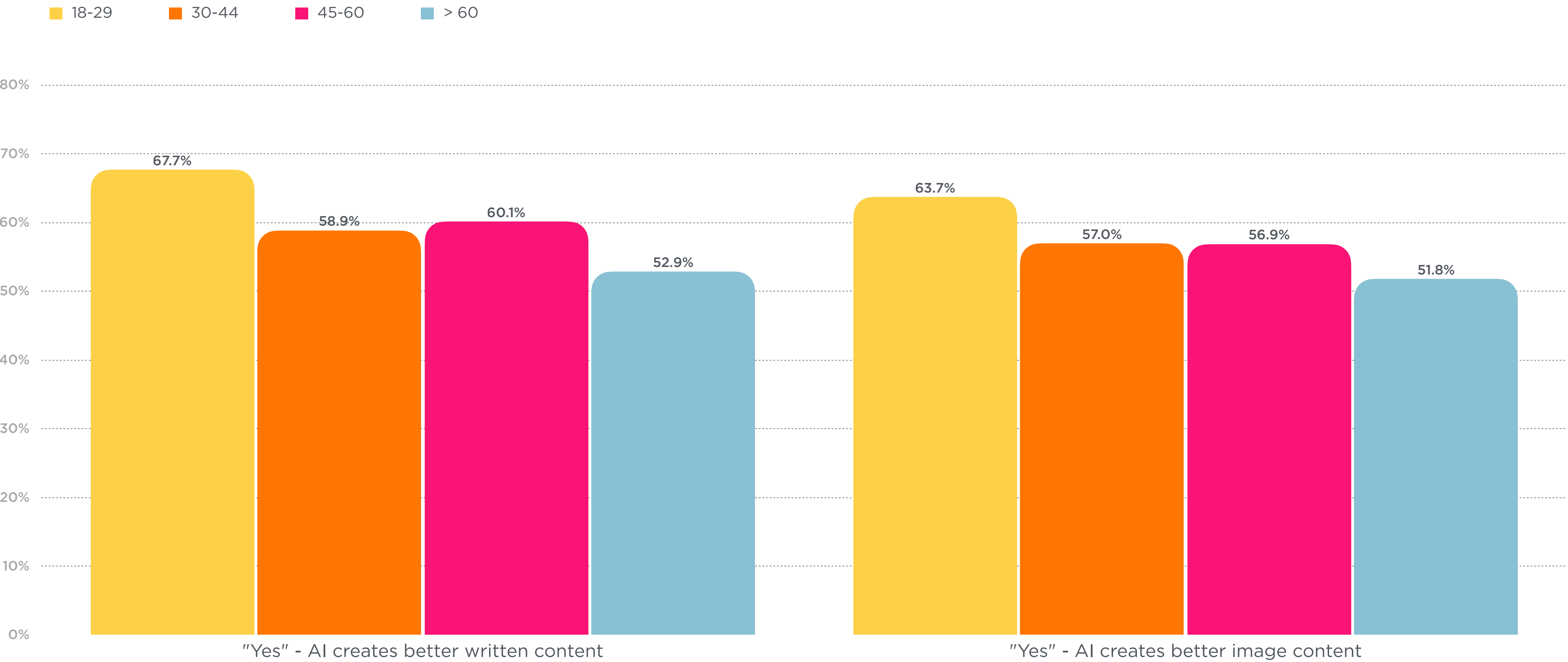
Q: Do you think artificial intelligence (AI) can write better than the average person?



AI- VS. HUMAN-CREATED CONTENT BY AGE

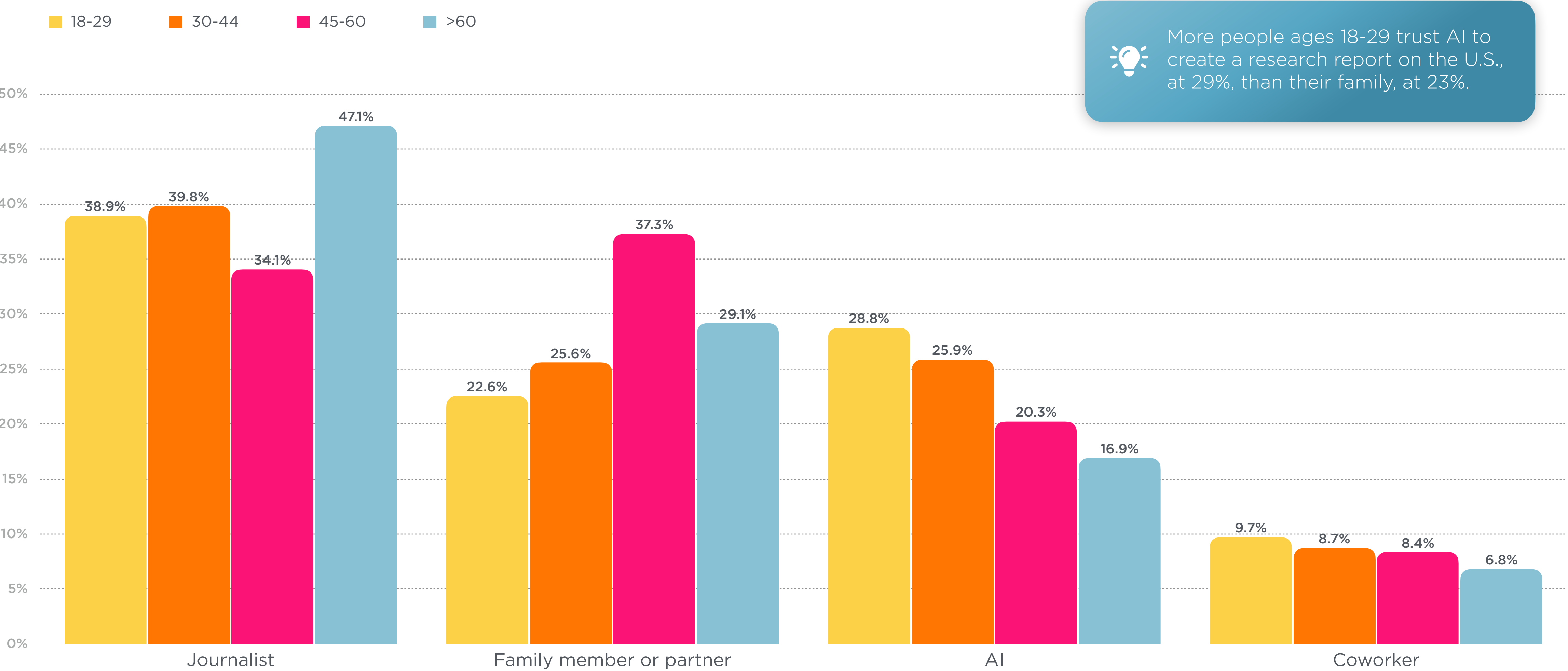


Q: Do you think artificial intelligence (AI) can write or create images better than the average person?



“WHO RESEARCHES THE BEST” BY AGE

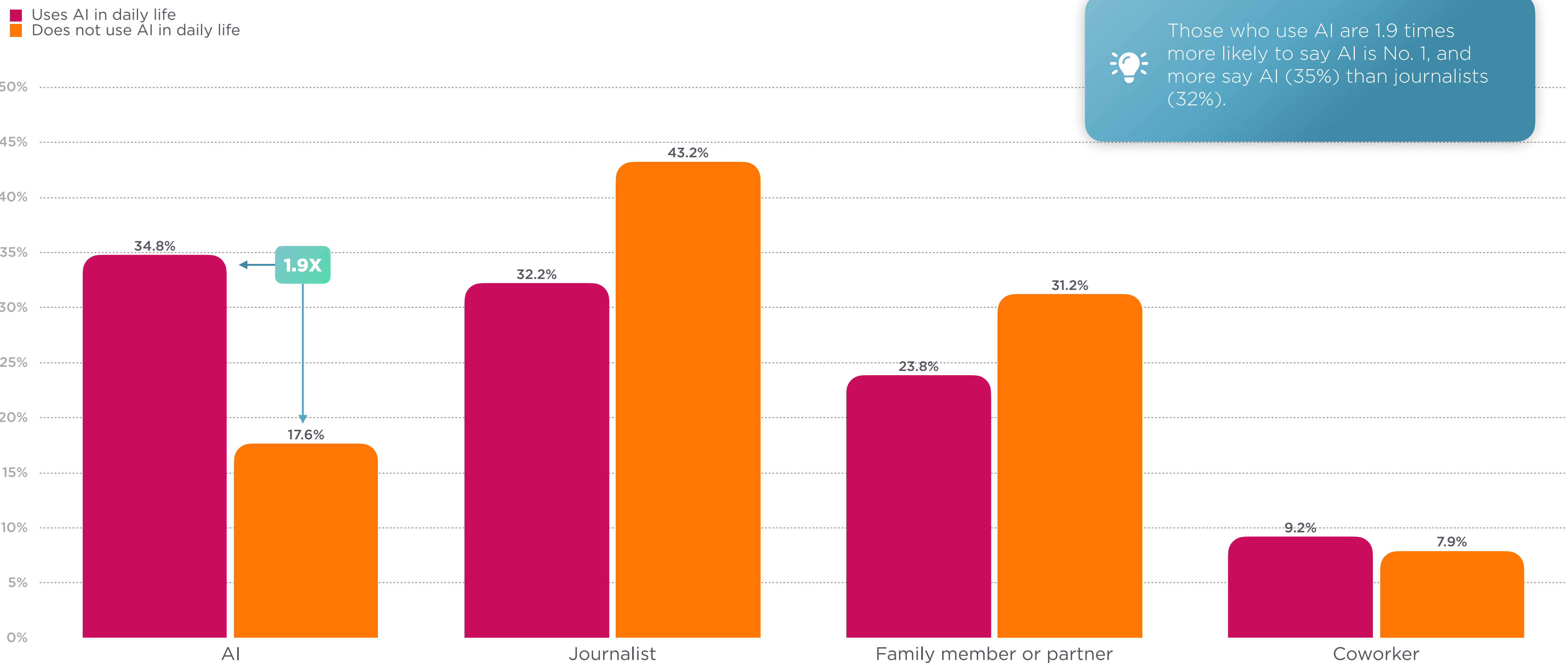
Q: Who would you trust the most to write a quality 2-page research report about the history of America?



“WHO RESEARCHES THE BEST” BY AI USAGE



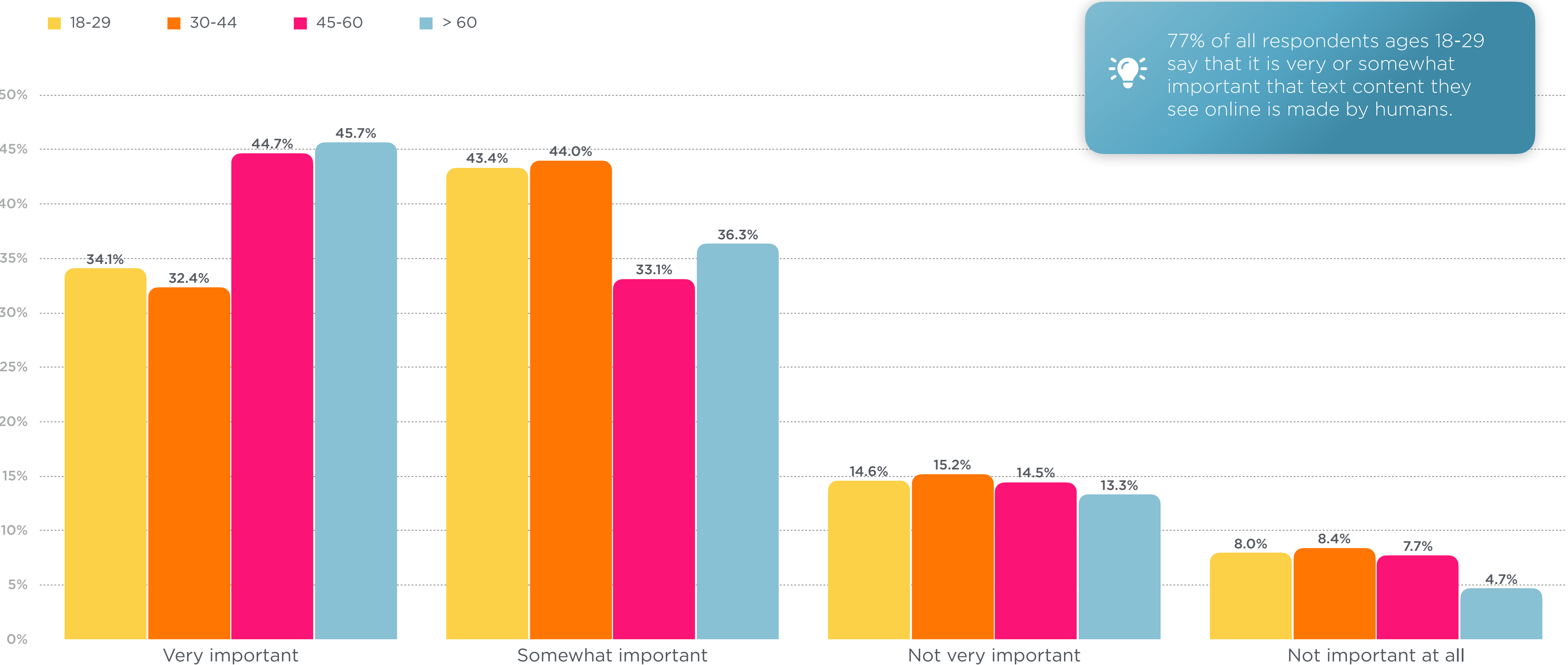
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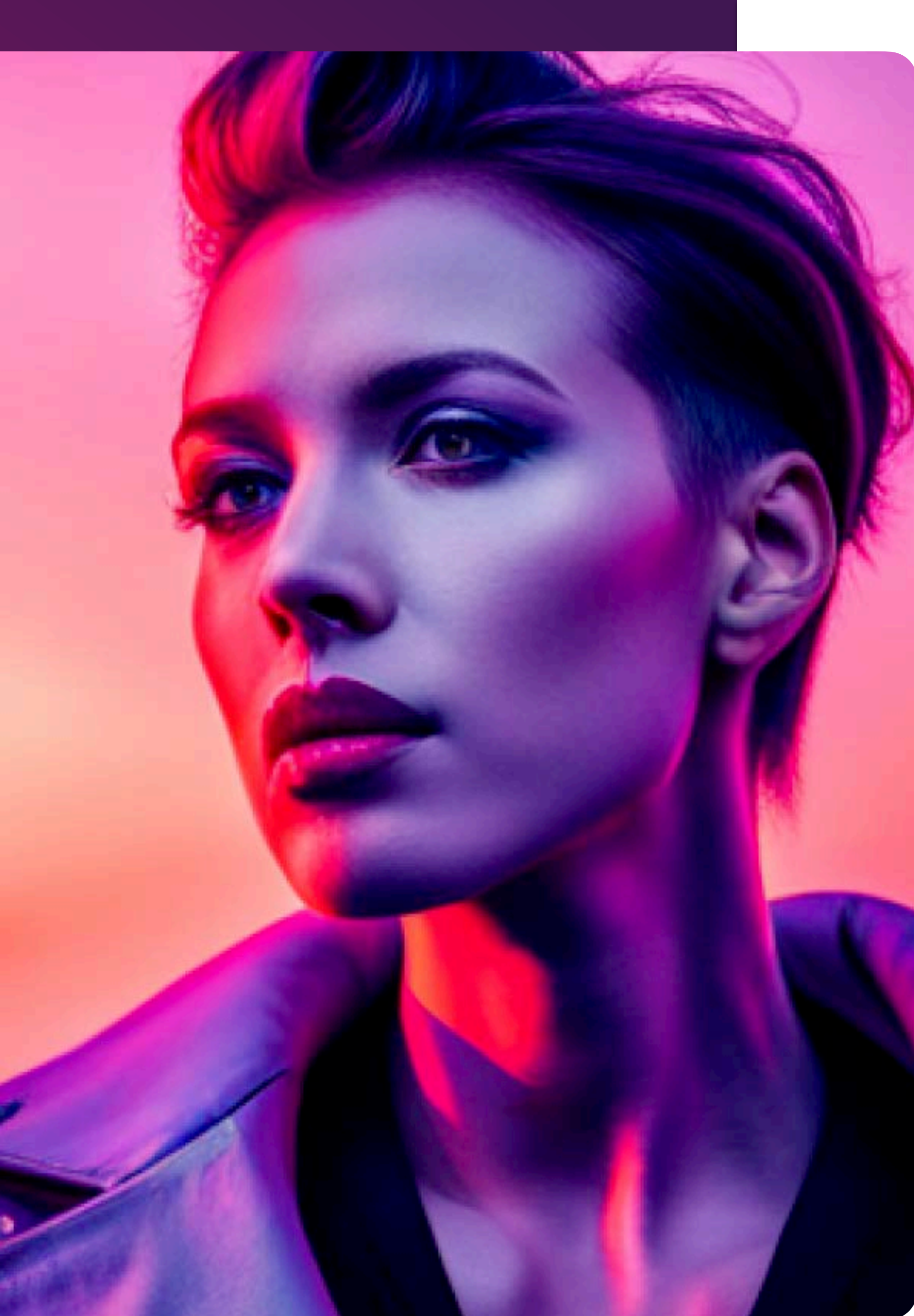


IMPORTANCE OF HUMAN INVOLVEMENT BY AGE



Q: How much does it matter to you that the written content you see online was written by humans and not AI?





AI OUTLOOK

As we head towards a world powered by AI, it is important to monitor how consumers feel about this progress. We found that most individuals share similar apprehensions, ranging from transparency to job replacement, but their degree of enthusiasm correlates to their familiarity and use of AI-driven platforms.

WHAT IMPACT WILL AI HAVE?

- The vast majority (84%) of all respondents believe AI will have a significant impact on society in the near future.
- Job displacement, privacy and security, and lack of transparency are the top three concerns people have about AI.
- Current AI users are 5.6 times more likely to say they are “very optimistic” about AI than non-users.

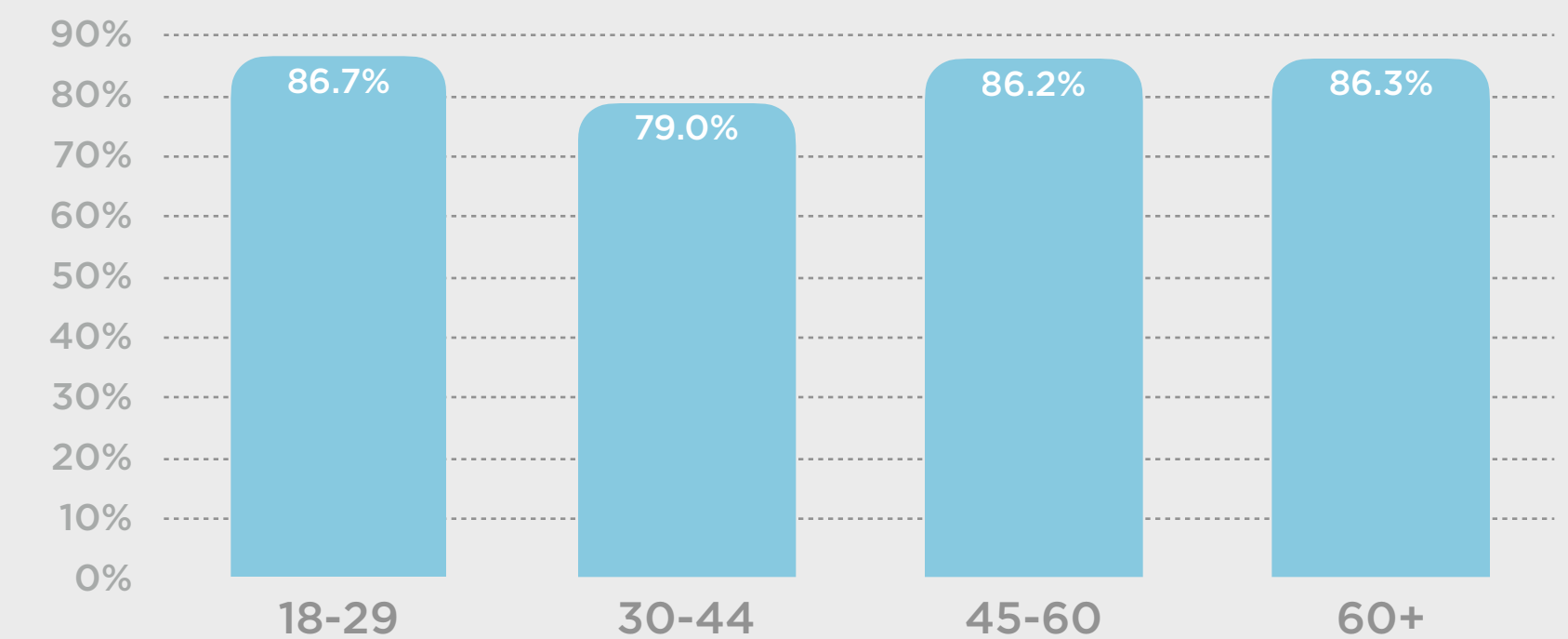
84%

OF RESPONDENTS

Say they believe AI
technology will have a
significant impact in the
near future

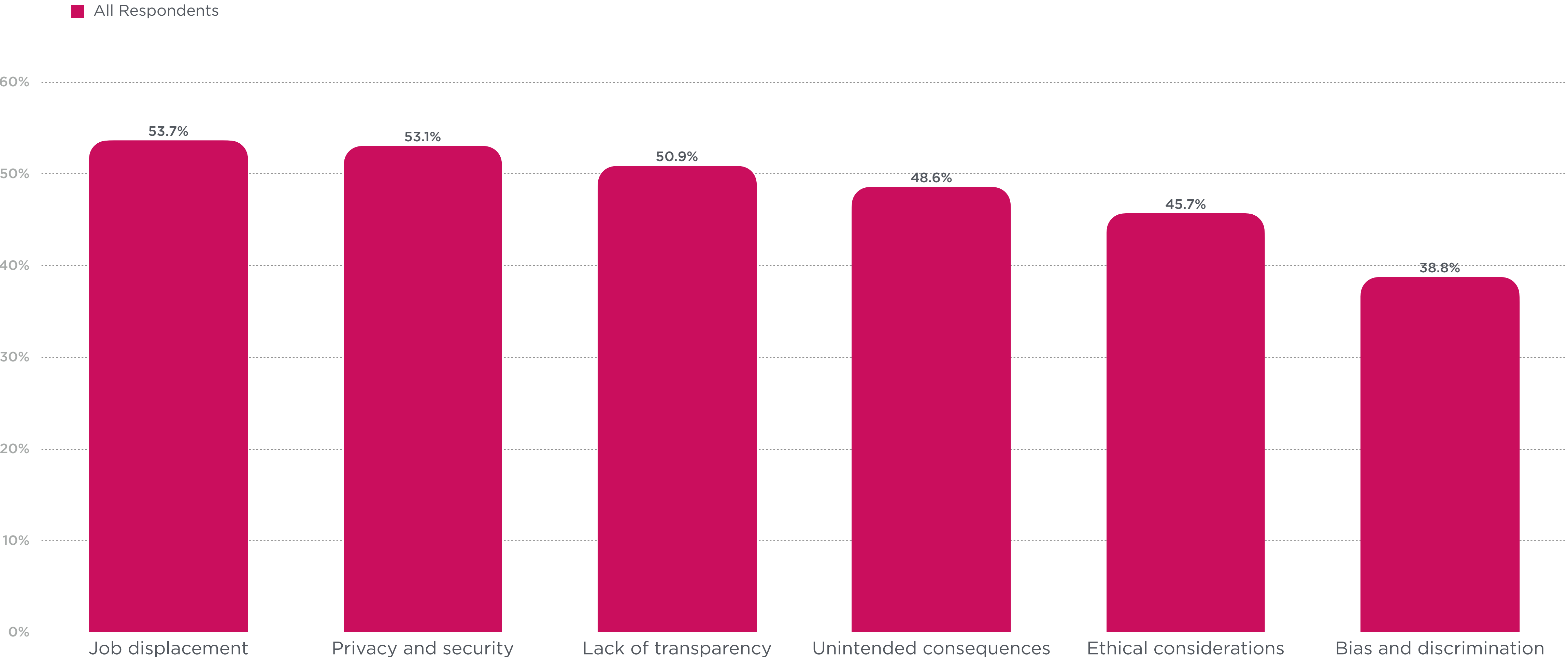
Q: Do you believe artificial intelligence (AI) technology will have a significant impact on society in the near future?

A: “Yes” By Age Group



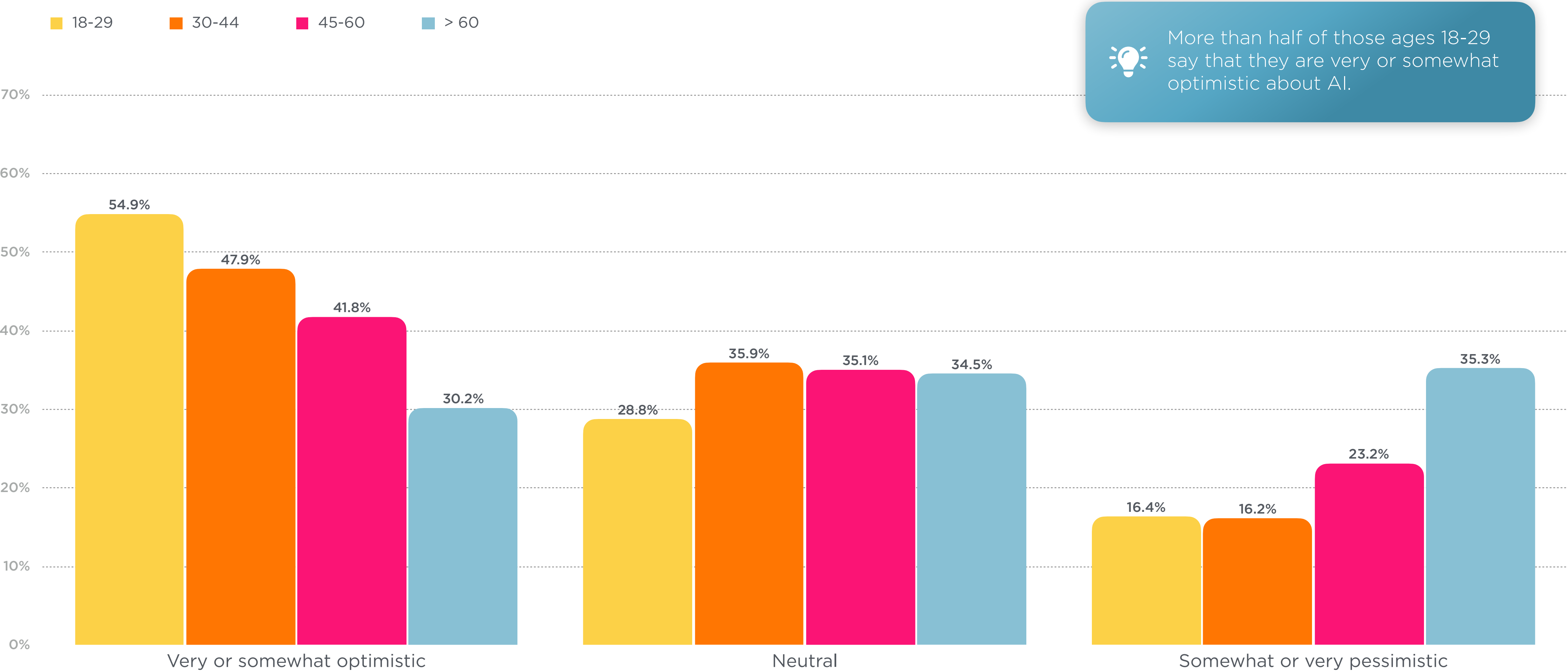
TOP CONCERNS ABOUT AI

Q: What are some of your concerns (if any) about the use of AI technology?



AI OUTLOOK BY AGE

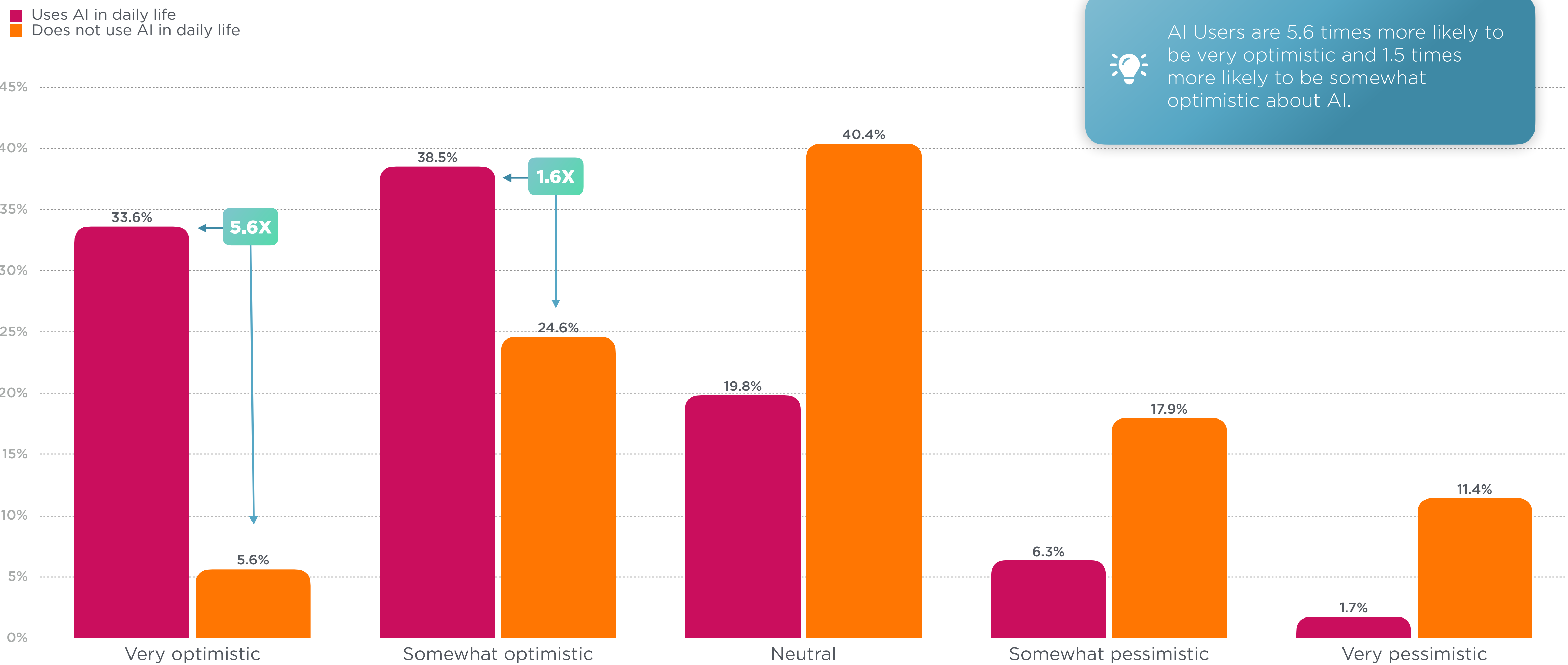
Q: What best describes your outlook on artificial intelligence (AI) technology?



OUTLOOK ON AI — AI USERS VS. NON-USERS



Q: What best describes your outlook on AI technology?





THANK YOU