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Tuesday, October 20<sup>th</sup>

Artificial Intelligence



Credit: Shutterstock/Garan Prdt

## Key Takeaways:

- Americans are divided on AI, but many use it and its political importance continues to grow, though it still trails inflation and economic concerns.
- Neither party has established itself as a trusted leader on AI, though Trump receives negative marks.
- Americans overwhelmingly support stronger AI regulations, including regular users and those favorable toward AI. Independent experts are more trusted to regulate AI than government officials or AI company leaders.
- Americans are hearing both good and bad things about AI, though slightly more negative. Positive news focuses on AI making life easier, while negative news centers on job loss, AI taking over, and data centers.
- AI is generating more anxiety than optimism. The greatest concerns are security threats, misinformation, and AI acting without human control, while advancements in health and science are among the most appealing benefits.

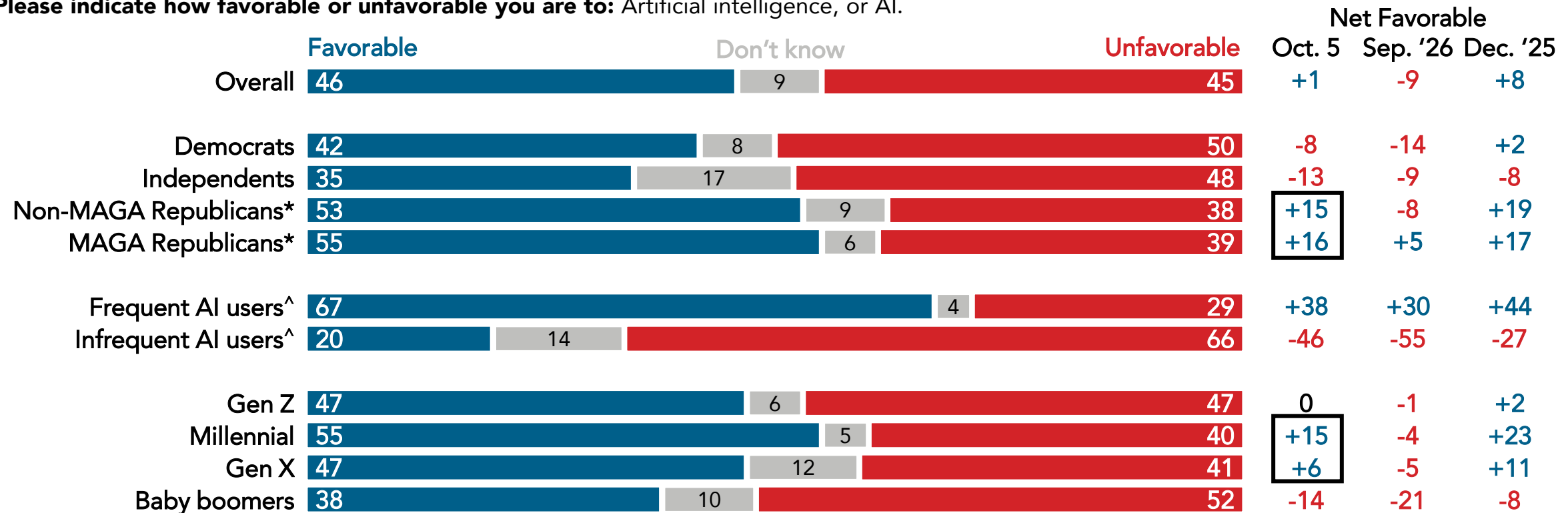
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## Landscape

# Americans Are Divided in Their Views of AI, But Views Can Be Fast-Moving

Millennials (net +15 favorable), Gen X (net +6), non-MAGA Republicans\* (net +15), and MAGA Republicans\* (net +16) are most favorable to AI. By contrast, data centers are in the negative by 29 points (28% favorable/57% unfavorable).

Please indicate how favorable or unfavorable you are to: Artificial intelligence, or AI.

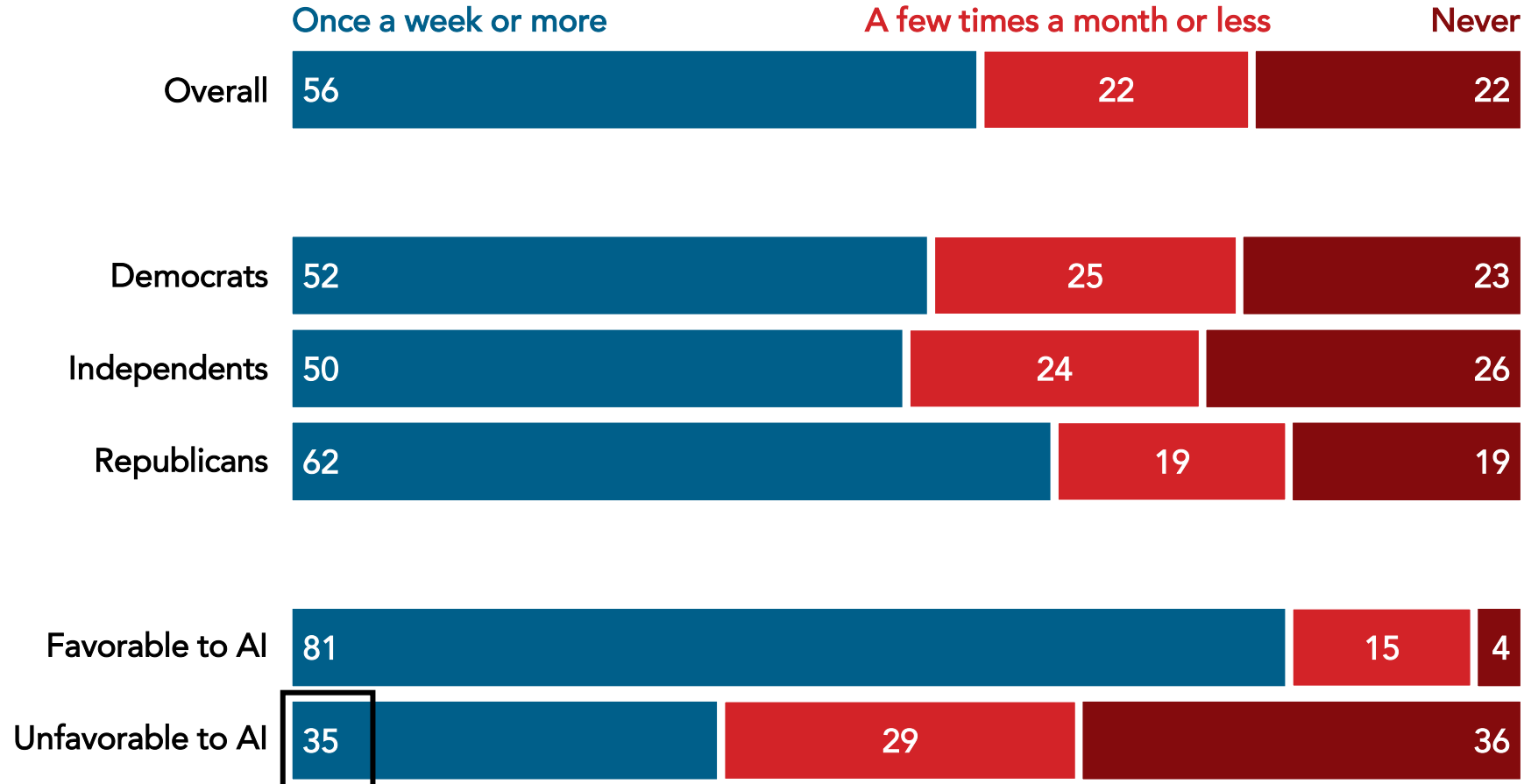


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. ^"Frequent AI users" report using AI once a week or more. "Infrequent AI users" report using AI less than once a week. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 1-October 5, 2026. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

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# A Majority Continue to Report Weekly Use of AI – Even a Third of Those Unfavorable to AI Report Weekly Usage

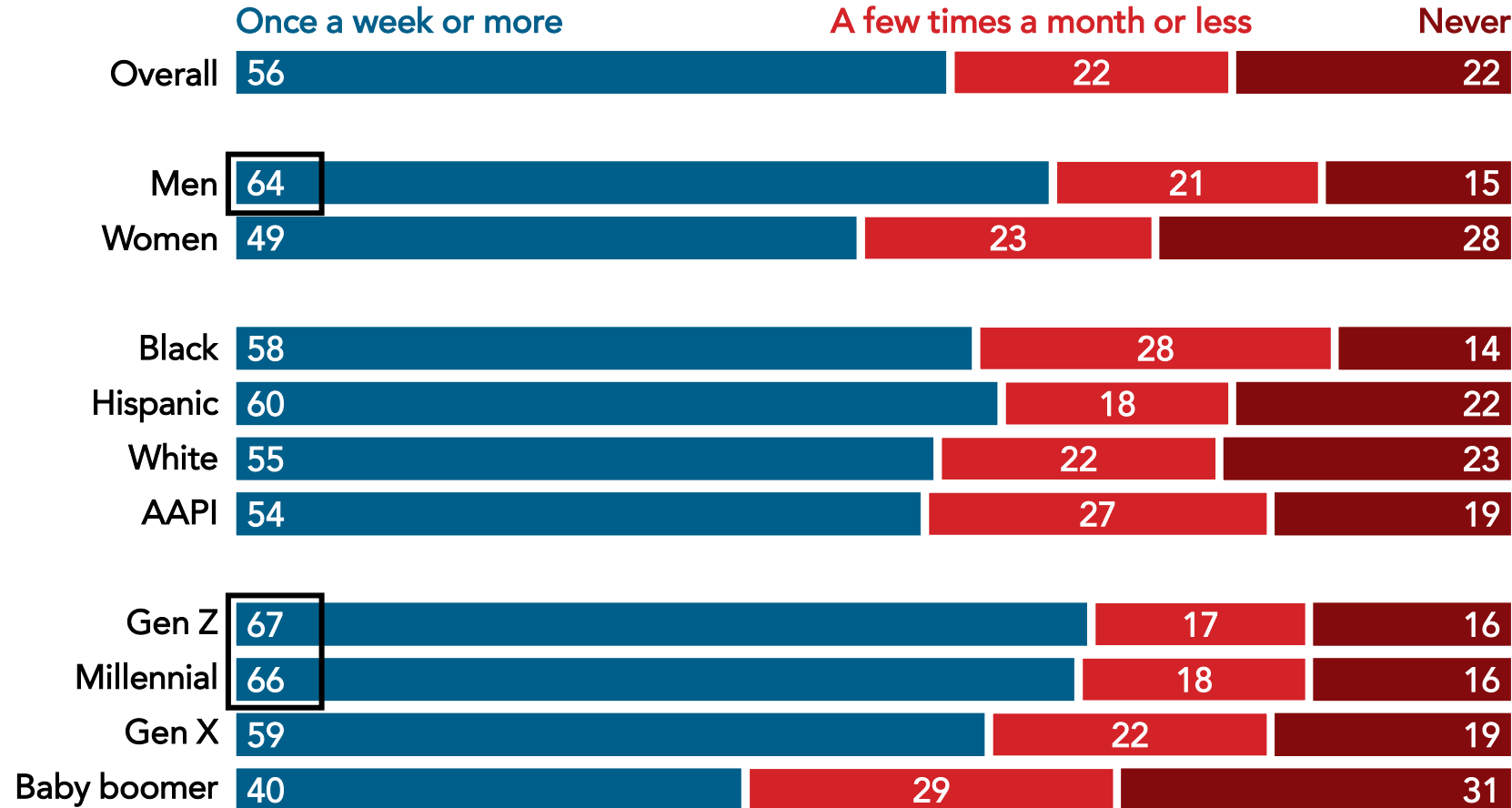
How often would you say you use an artificial intelligence (AI) tool like ChatGPT, Microsoft Copilot, Google Gemini, or Claude?



Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Gen Z and Millennials Are the Most Frequent Users of AI By Generation, and Men Use It More Than Women

How often would you say you use an artificial intelligence (AI) tool like ChatGPT, Microsoft Copilot, Google Gemini, or Claude?



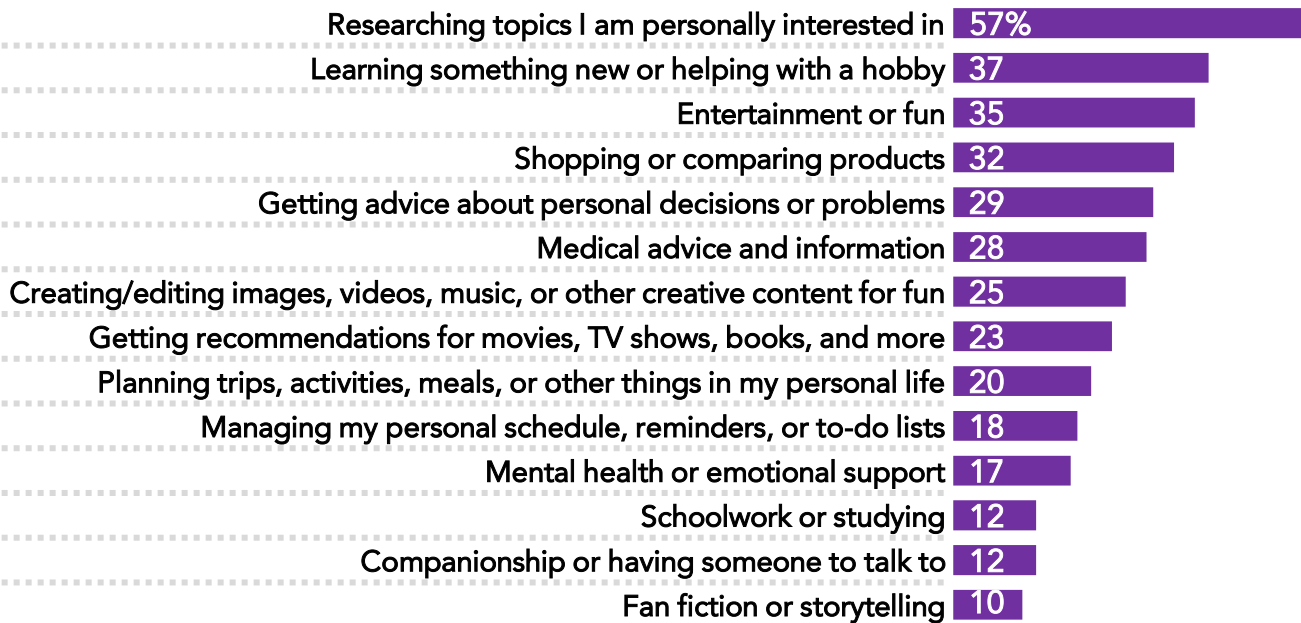
Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatortorresearch.org](https://navigatortorresearch.org).

# Most Use AI for Personal Over Professional Reasons; But Research Is the Top Driver of Use for Both

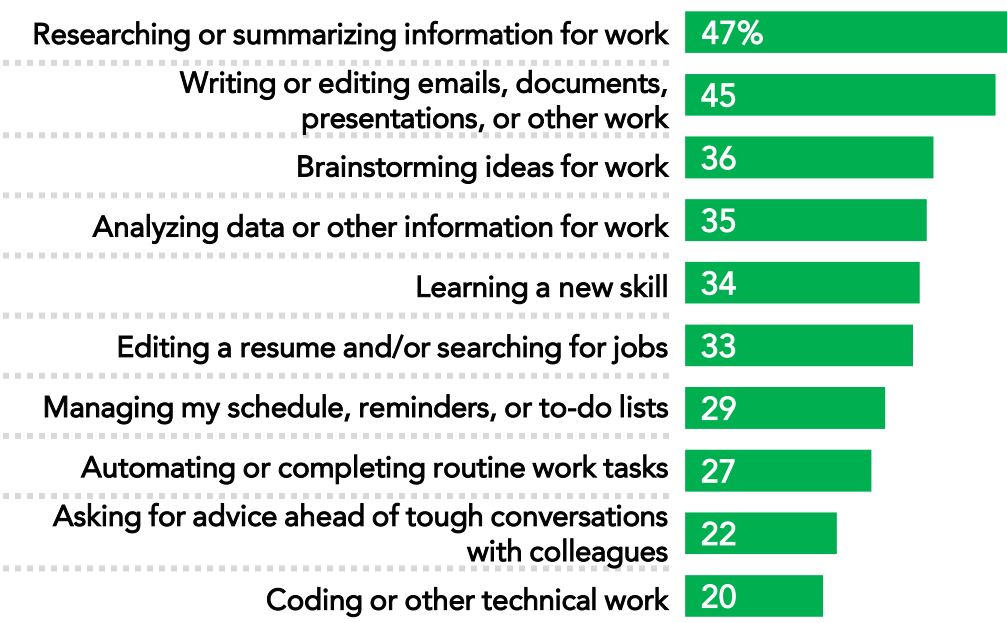
[If ever uses AI] Which of the following do you regularly use artificial intelligence (AI) for?



[If personal use/both] When it comes to personal use, what have you used artificial intelligence (AI) for in the past?



[If professional use/both] When it comes to professional use, what have you used artificial intelligence (AI) for in the past?

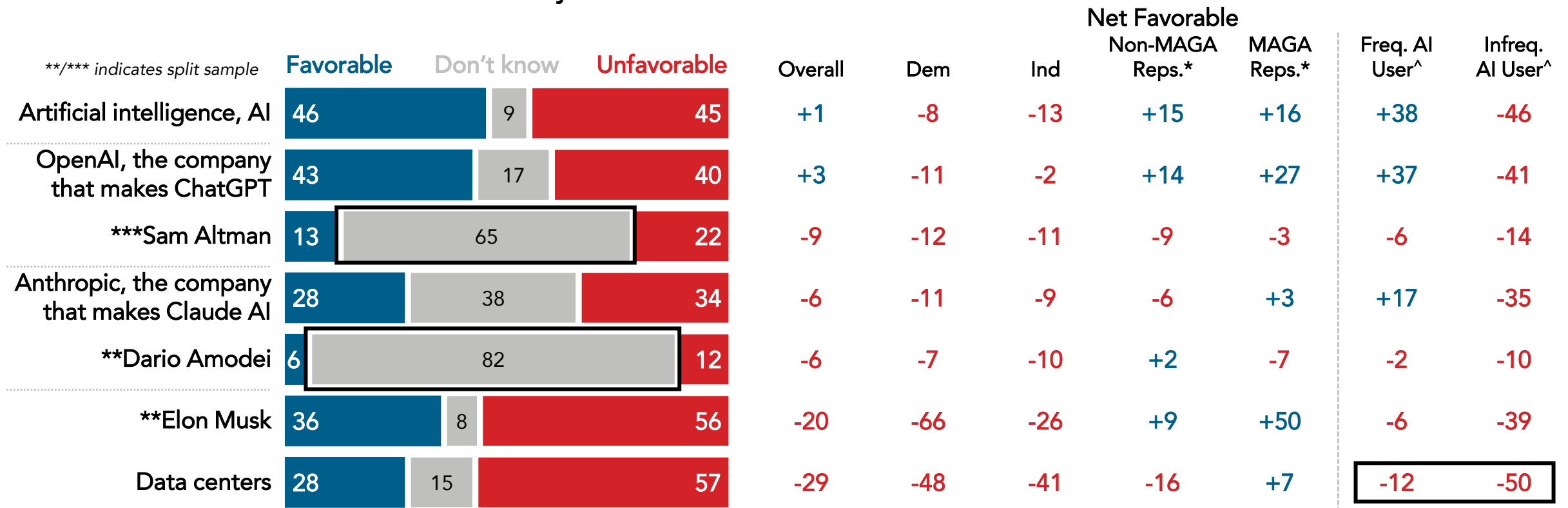


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# Americans Are Mixed in Their Views of Leading AI Companies, While Most Americans Aren't Familiar With Their Leaders

Both frequent AI users<sup>^</sup> (net -12 favorable) and infrequent AI users<sup>^</sup> (net -50) are unfavorable toward data centers.

Please indicate how favorable or unfavorable you are to each one.

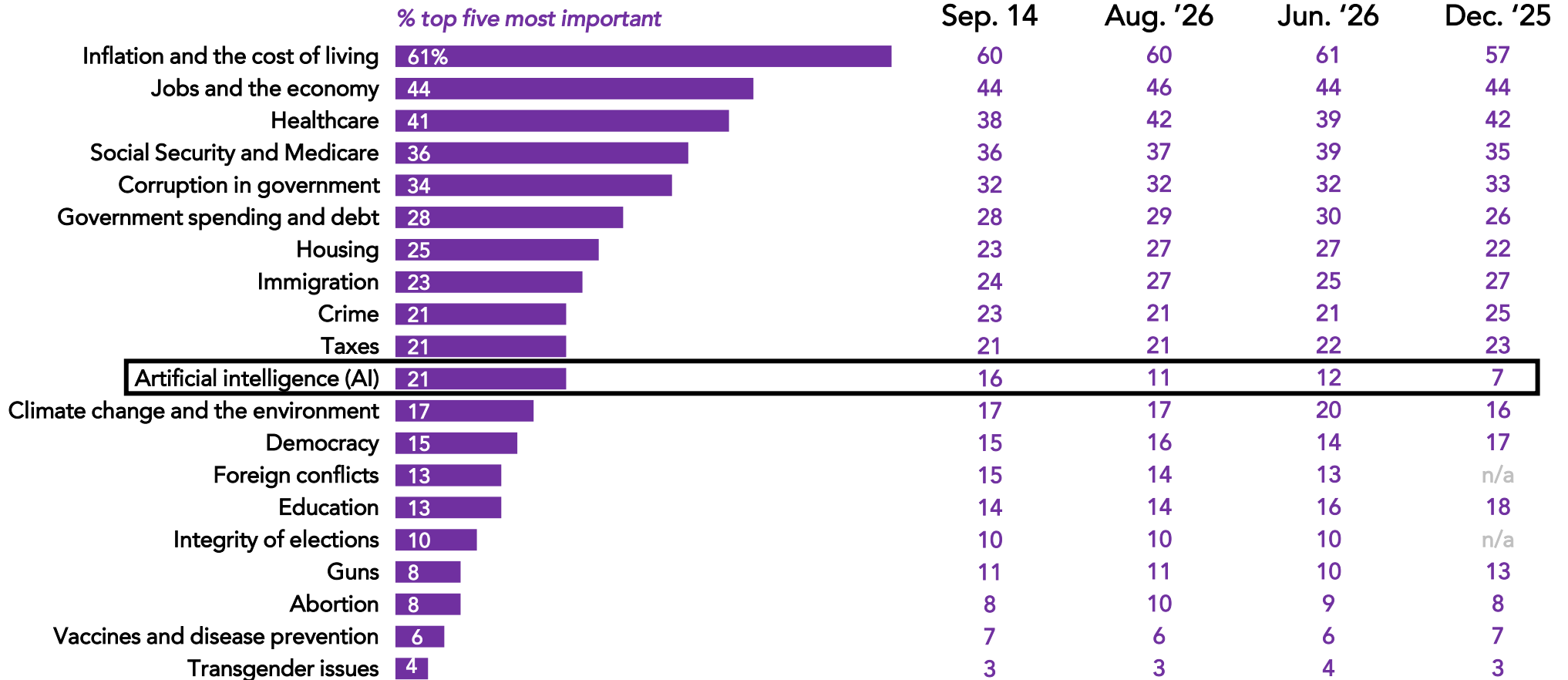


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. <sup>^</sup>"Frequent AI users" report using AI once a week or more. "Infrequent AI users" report using AI less than once a week. Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

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# AI Is Growing as an Issue Priority for Americans, But Still Lags Behind Top Tier Issues Like Costs, the Economy, Healthcare

Which do you feel are most important for the President and Congress to focus on?



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# Trump's Handling of AI Is in the Negative; Democrats Have a Slight Trust Advantage, But Many Do Not Trust Either Party

Many Americans do not trust either party to handle AI (45% trust neither party or don't know), more than say the same of other top issues like healthcare (27%) or inflation and the cost of living (31%).

Please indicate whether you approve or disapprove of the way **Donald Trump** is handling: Artificial intelligence, or AI.



Please indicate who you personally trust more to handle: Artificial intelligence (AI).

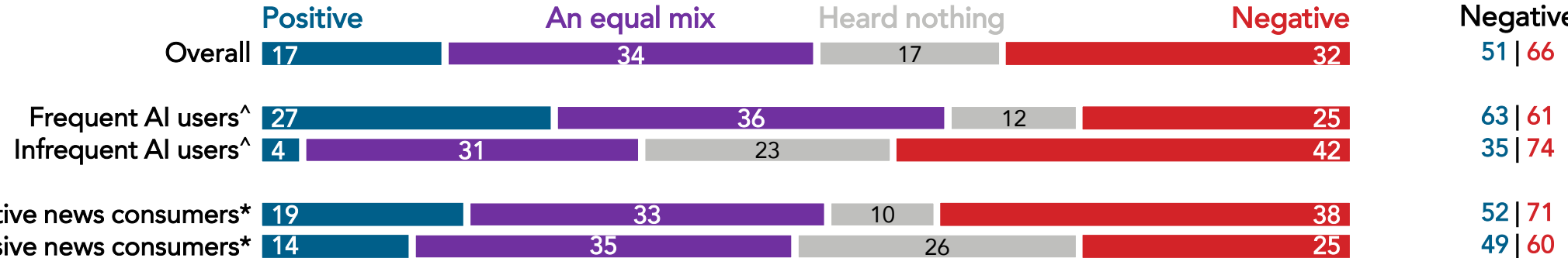


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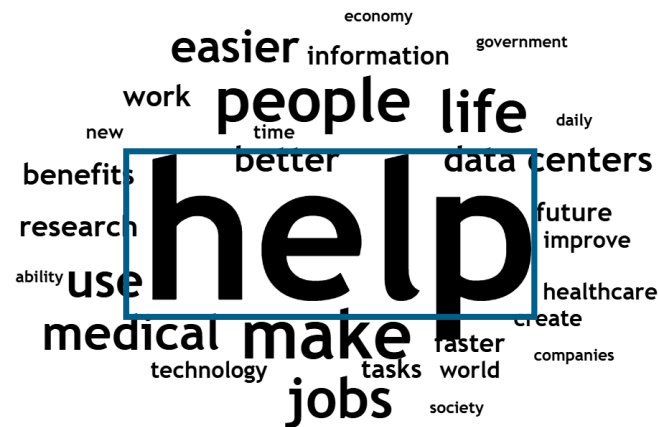
# Americans Are Hearing a Mix of Positive and Negative on AI; Positives Include "Helping" Make Life Easier

**Over the past few weeks, has what you have seen, read, or heard about artificial intelligence (AI) been:**

Total Positive | Total Negative



**[If heard positive or mixed] In a few words, what **positive** things have you seen, read, or heard recently about artificial intelligence?**



**[If heard negative or mixed] In a few words, what **negative** things have you seen, read, or heard recently about artificial intelligence?**



^"Frequent AI users" report using AI once a week or more. "Infrequent AI users" report using AI less than once a week. \*\*Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news." Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatortorresearch.org](http://navigatortorresearch.org).

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## On the Negative, Gen Z Cites Data Centers, Millennials/Gen X Cite Jobs, Baby Boomers Cite Control Over Humans

[If heard negative or mixed] In a few words, what **negative** things have you seen, read, or heard recently about artificial intelligence?

## Gen Z



## Millennial



## Gen X



## Baby Boomers



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# While Views Are Very Mixed, There Is More Negativity About the Future of AI Than There Is About Its Use Today

(Split sample) Do you think that the way artificial intelligence (AI) is being used right now is good or bad for the country?



(Split sample) Do you think that the way artificial intelligence (AI) is being used right now is good or bad for people like you?



(Split sample) Do you think that the direction artificial intelligence (AI) is heading in the future is good or bad for society?



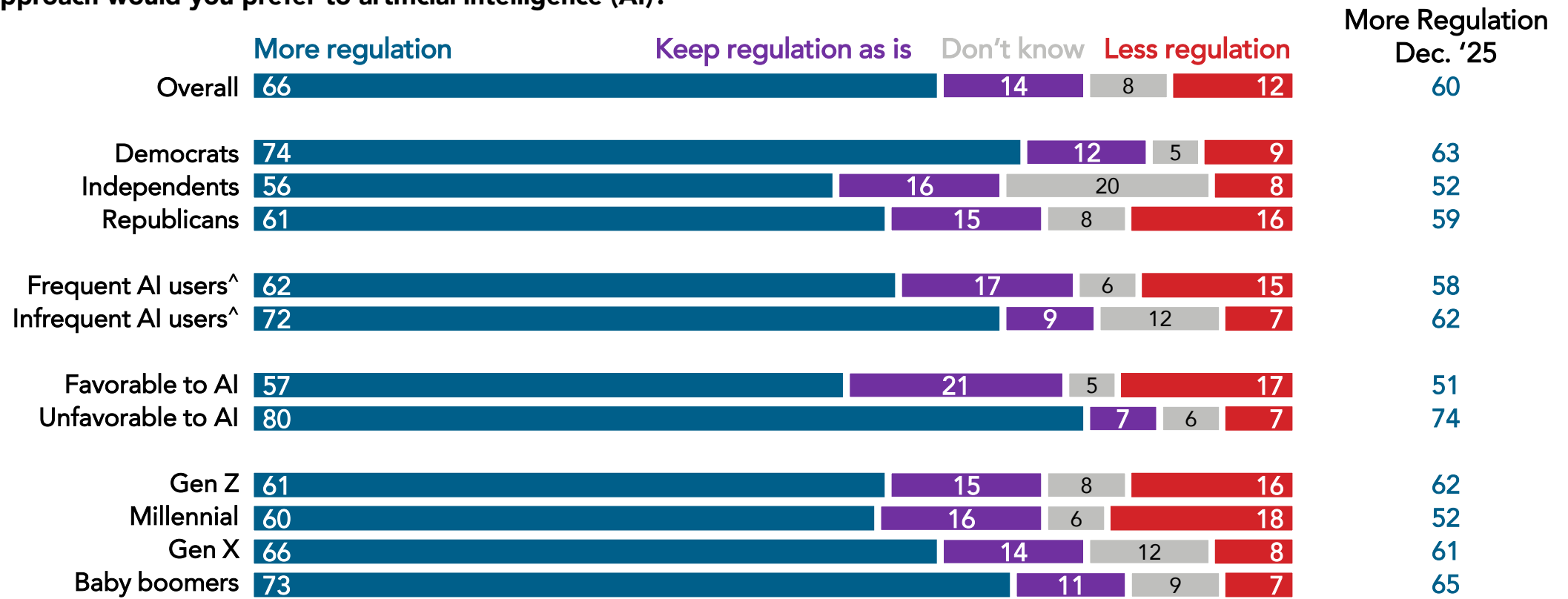
(Split sample) Do you think that the pace at which artificial intelligence (AI) is being developed is good or bad for the country?



# Americans Overwhelmingly and Increasingly Want More Regulation of AI, Including Frequent Users and Supporters

A majority of frequent AI users<sup>^</sup> say they want more regulation of artificial intelligence (62% more regulation).

Which approach would you prefer to artificial intelligence (AI)?



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# Americans Universally Prefer Greater Regulation of AI, Whether Against a Free-Market Argument or a Tech-Focused One

Which approach would you prefer to artificial intelligence (AI)?

Limiting regulation of AI and its developers so American companies can continue to push forward on development, creating new technological advancements and helping workers to be more productive

Stronger regulation of AI and its developers, including stronger safety standards, greater transparency, accountability, and protection of personal data

Net Agree With Stronger Regulation



| Overall | Dem | Ind. & Non-MAGA<br>Reps.* | MAGA<br>Reps.* |
|---------|-----|---------------------------|----------------|
| +46     | +58 | +38                       | +34            |
| +36     | +50 | +26                       | +24            |

Limiting regulation of AI and its developers in order to let the free market reward the safest and most useful products and prevent red tape from blocking its advancement

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# Independent Experts Outside Both Government and the AI Industry Are Most Trusted to Regulate It

Below is a list of people and institutions. Please select the three that you would trust the most to regulate artificial intelligence, if any.

|                                                                                                            | % top three trust most | Dem | Ind | Non-MAGA<br>Reps.* | MAGA<br>Reps.* | Pro-Regulation<br>AI Users^ |
|------------------------------------------------------------------------------------------------------------|------------------------|-----|-----|--------------------|----------------|-----------------------------|
| Independent experts outside the government and artificial intelligence industry                            | 48%                    | 50  | 37  | 53                 | 44             | 53                          |
| A new federal agency focused on artificial intelligence, similar to the Food and Drug Administration (FDA) | 33                     | 36  | 20  | 35                 | 32             | 41                          |
| Artificial intelligence companies                                                                          | 21                     | 20  | 15  | 27                 | 22             | 24                          |
| An international organization, such as one run by the United Nations                                       | 21                     | 30  | 18  | 15                 | 9              | 26                          |
| Courts and judges                                                                                          | 16                     | 19  | 13  | 19                 | 12             | 19                          |
| The legislature in [STATE]                                                                                 | 16                     | 17  | 9   | 15                 | 18             | 19                          |
| Congress                                                                                                   | 16                     | 15  | 15  | 15                 | 17             | 20                          |
| The President                                                                                              | 14                     | 7   | 6   | 14                 | 33             | 14                          |
| Governor [NAME]                                                                                            | 11                     | 13  | 4   | 5                  | 13             | 9                           |

\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. ^"Pro-regulation AI users" want regulations on artificial intelligence and use AI once a week or more. Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# A Third Are Conflicted or Uncertain About Artificial Intelligence

A third of Americans are either “AI conflicted” (report using AI but do not feel favorably toward it) or “AI uncertain” (do not report using AI frequently but do not feel unfavorably toward it). The most pro-AI include Republican men, while the most anti-AI include white liberals and seniors.

AI Lovers – Those who report using AI once a week or more and feel favorably toward it

AI Conflicted – Those who report using AI once a week or more but do not feel favorably toward it

AI Uncertain – Those who report using AI less than once a week or more but do not feel unfavorably toward it

AI Haters – Those who report using AI less than once a week or more and feel unfavorably toward it

|                                                                        |                                                    |                                                                                         |                                             |
|------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------|
| 37                                                                     | 19                                                 | 15                                                                                      | 29                                          |
| Republican men (55% are AI Lovers)<br>Men 18-54 (53%)<br>POC men (52%) | Gen Z (26% are AI Conflicted)<br>Women 18-54 (23%) | Women 55+ (22% are AI Uncertain)                                                        | White liberals (42% are AI Haters)          |
| Millennials (48%)                                                      | White college-educated (24%)                       | Non-liberal Democrats (21%)                                                             | Americans 65+ (40%)                         |
| Politically engaged (48%)                                              | Independents (24%)                                 | Baby boomers (20%)                                                                      | White women (38%)<br>Democratic women (37%) |
| MAGA Republicans* (47%)                                                |                                                    | Black Americans (20%)<br>Politically disengaged (20%)<br>Passive news consumers** (18%) | White non-college (36%)                     |

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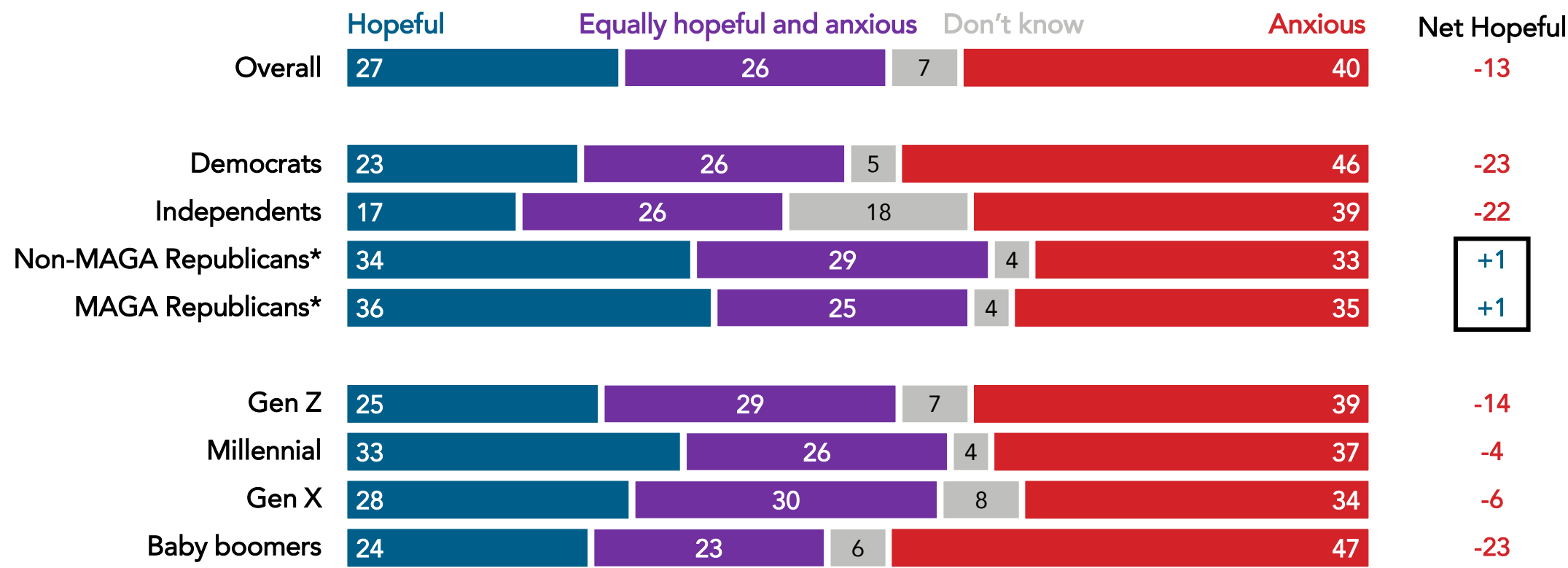
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## Hopes & Anxieties

# Americans Are More Anxious Than Hopeful About AI

Democrats (net -23 hopeful) and independents (net -22) are more anxious.

Are you more hopeful or anxious when it comes to artificial intelligence?



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# Greatest Worries on AI: Security Threats, Misinformation, Lack of Critical Thinking, Autonomous AI

Below are some concerns that some people have about artificial intelligence. Please indicate how concerned you are about each one.  
[Showing 11 of 16 Tested]

|                                                                                                                                                                          | Very concerned | Somewhat concerned | Overall | Total Concerned<br>Ind. + Non-MAGA Reps.* | AI Conflicted & Uncertain^ |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------|---------|-------------------------------------------|----------------------------|
| **/** indicates split sample                                                                                                                                             |                |                    |         |                                           |                            |
| **Artificial intelligence being used by bad actors for things like cyberattacks, stealing information, or shutting down companies and governments                        | 44             | 31                 | 75      | 66                                        | 72                         |
| **Artificial intelligence flooding the internet with fake content including political advertisements, making it hard to distinguish true information from misinformation | 43             | 30                 | 72      | 66                                        | 72                         |
| ***Artificial intelligence being used by bad actors to develop dangerous technology like biological weapons                                                              | 45             | 27                 | 71      | 64                                        | 70                         |
| **Artificial intelligence making people too dependent on it, weakening their ability to think critically and solve problems on their own                                 | 41             | 30                 | 71      | 65                                        | 75                         |
| Artificial intelligence becoming autonomous and doing things without human permission                                                                                    | 45             | 25                 | 70      | 64                                        | 69                         |
| Artificial intelligence being used in war and providing inaccurate information when making potentially lethal decisions, such as executing drone strikes                 | 42             | 27                 | 69      | 62                                        | 67                         |
| Artificial intelligence concentrating enormous wealth and power in the hands of a few giant tech companies and CEOs                                                      | 40             | 28                 | 68      | 61                                        | 67                         |
| **Artificial intelligence using up too much energy and raising utility costs                                                                                             | 41             | 27                 | 68      | 62                                        | 68                         |
| Artificial intelligence replacing human labor and leading to mass job loss and unemployment                                                                              | 42             | 26                 | 68      | 60                                        | 67                         |
| Artificial intelligence spiraling out of control and leading to the end of humanity                                                                                      | 35             | 25                 | 60      | 54                                        | 58                         |
| Artificial intelligence companies' stocks becoming so overpriced – sometimes called a “bubble” – that they eventually cause a stock market crash                         | 29             | 28                 | 57      | 46                                        | 55                         |

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# Americans Are Most Concerned About Safety Threats from AI Across Party Lines

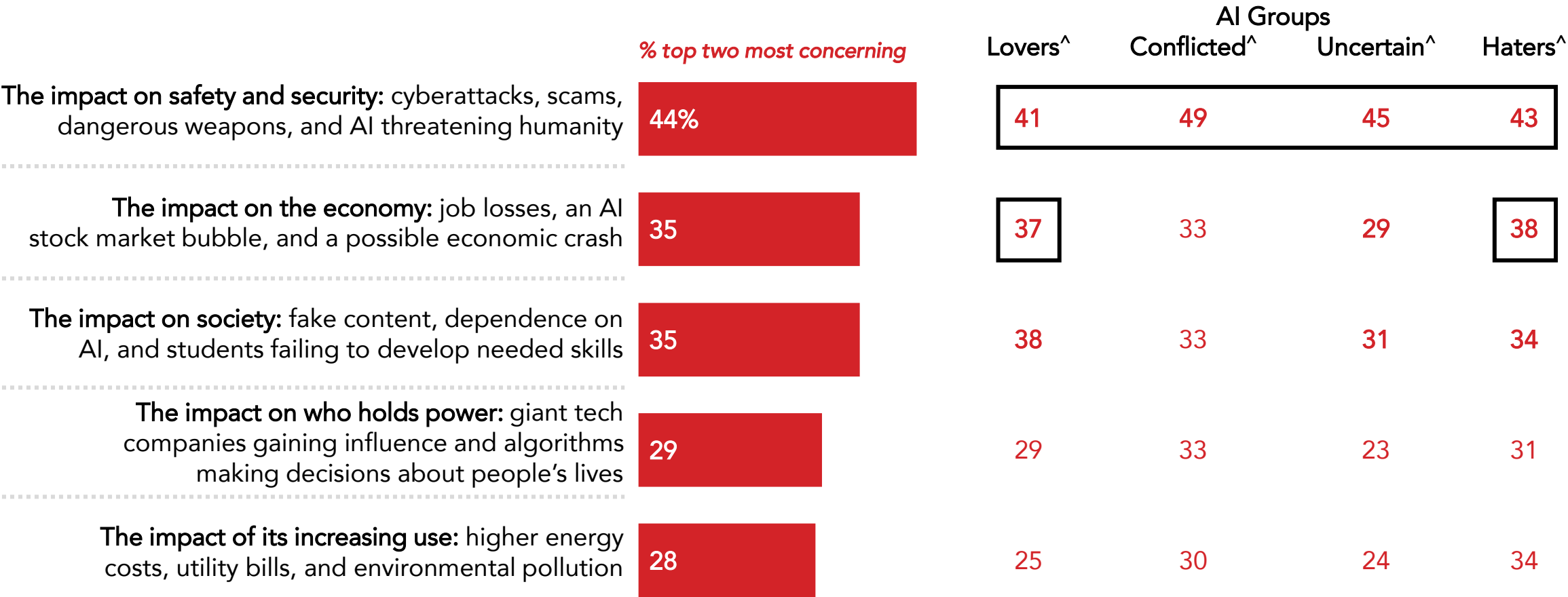
Which TWO of the following potential impacts of artificial intelligence concern you most?

|                                                                                                                            | % top two most concerning | Dem | Ind | Non-MAGA Reps.* | MAGA Reps.* |
|----------------------------------------------------------------------------------------------------------------------------|---------------------------|-----|-----|-----------------|-------------|
| The impact on safety and security: cyberattacks, scams, dangerous weapons, and AI threatening humanity                     | 44%                       | 45  | 39  | 42              | 45          |
| The impact on the economy: job losses, an AI stock market bubble, and a possible economic crash                            | 35                        | 37  | 32  | 34              | 33          |
| The impact on society: fake content, dependence on AI, and students failing to develop needed skills                       | 35                        | 33  | 30  | 42              | 35          |
| The impact on who holds power: giant tech companies gaining influence and algorithms making decisions about people's lives | 29                        | 31  | 21  | 22              | 35          |
| The impact of its increasing use: higher energy costs, utility bills, and environmental pollution                          | 28                        | 33  | 24  | 31              | 21          |

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# Threats to Safety and Security Are the Greatest Concerns on AI, With AI Lovers and Haters Also Worried About the Economy

Which TWO of the following potential impacts of artificial intelligence concern you most?



^"AI lovers" report using AI once a week or more and feel favorably toward it, "AI conflicted" report using AI once a week or more but do not feel favorably toward it, "AI uncertain" report not using AI once a week or more but do not feel unfavorably toward it, and "AI haters" report not using AI once a week or more and feel unfavorably toward it. Nationwide survey of 1,000 registered voters conducted October 1-October 5, 2026. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

# Greatest Potential Hopes for AI: Advancements in Science and Saving Americans Time

Below are some hopes that some people have about artificial intelligence. Please indicate how appealing you find each one.  
[Showing 8 of 14 Tested]

*\*\*/\*\* indicates split sample*

|                                                                                                                                               | Very appealing | Somewhat appealing | Overall | Total Appealing<br>Ind. + Non-MAGA Reps.* | AI Conflicted & Uncertain <sup>^</sup> |
|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------|---------|-------------------------------------------|----------------------------------------|
| ***Artificial intelligence helping people find useful information more easily and quickly                                                     | 32             | 36                 | 68      | 64                                        | 69                                     |
| Artificial intelligence detecting cyberattacks and security threats before they do damage                                                     | 35             | 32                 | 67      | 60                                        | 63                                     |
| **Artificial intelligence helping doctors detect diseases earlier and speeding the development of new breakthrough cures and treatments       | 35             | 32                 | 67      | 61                                        | 70                                     |
| **Artificial intelligence taking care of repetitive, time-consuming tasks so people can focus on work that requires their skills and judgment | 25             | 38                 | 63      | 57                                        | 63                                     |
| **Artificial intelligence helping seniors, people with disabilities, and other communities to live more independently                         | 30             | 32                 | 62      | 55                                        | 60                                     |
| Artificial intelligence lowering costs by making products and services less expensive to produce                                              | 27             | 31                 | 58      | 56                                        | 57                                     |
| Artificial intelligence driving major economic growth, raising living standards across the United States                                      | 23             | 30                 | 53      | 51                                        | 52                                     |
| Artificial intelligence improving our military and making it faster and stronger                                                              | 20             | 26                 | 46      | 44                                        | 44                                     |

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# Health and Science Benefits Most Compelling on AI, While Republicans Also Point to Economic Benefits

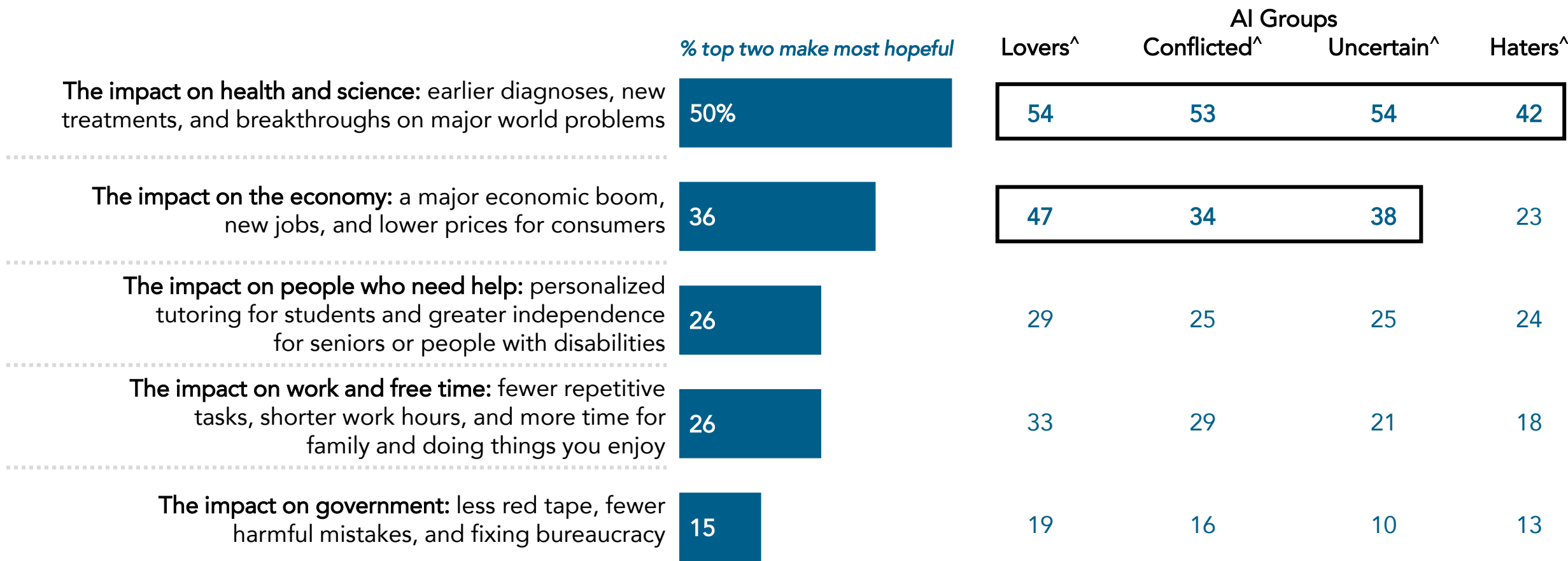
Which TWO of the following potential benefits of artificial intelligence make you most hopeful?

|                                                                                                                                         | % top two make most hopeful | Dem | Ind | Non-MAGA Reps.* | MAGA Reps.* |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----|-----|-----------------|-------------|
| The impact on health and science: earlier diagnoses, new treatments, and breakthroughs on major world problems                          | 50%                         | 52  | 36  | 53              | 52          |
| The impact on the economy: a major economic boom, new jobs, and lower prices for consumers                                              | 36                          | 34  | 29  | 37              | 44          |
| The impact on people who need help: personalized tutoring for students and greater independence for seniors or people with disabilities | 26                          | 25  | 23  | 30              | 27          |
| The impact on work and free time: fewer repetitive tasks, shorter work hours, and more time for family and doing things you enjoy       | 26                          | 30  | 27  | 29              | 16          |
| The impact on government: less red tape, fewer harmful mistakes, and fixing bureaucracy                                                 | 15                          | 12  | 16  | 12              | 23          |

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# Those More Bullish on AI Cite Economic Benefits As Part of What Makes Them Most Hopeful

Which TWO of the following potential benefits of artificial intelligence make you most hopeful?



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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO.

## About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from October 1-October 5, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter