



CAUSEWAY SOLUTIONS

AI ADAPTERS AND REJECTORS:
MARKETING SECRETS REVEALED

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Artificial Intelligence (AI) sparks intense debates. Will the advancing technologies serve us as a helper, career killer or annihilator of life as we know it?

A recent Causeway Solutions survey uncovers public sentiment towards AI, revealing fascinating trends. Read on to explore the demographics of AI adapters and rejectors, and the unique situations where AI approval stands out. Discover the tipping point for majority acceptance, and the potential for changing opinions among rejectors.

AI APPROVAL: A SPECTRUM OF OPINIONS

AI is a hotly debated topic, with individuals falling across a spectrum of approval and disapproval. While some embrace AI in various tasks, others reject its involvement altogether. Causeway Solutions' June 2023 monthly survey sheds light on the nuanced perspectives within this spectrum. Some surprising statistics run counter to conventional ideas concerning comfort with AI support, both in what **"adapters"** (those who are very comfortable with AI doing a certain task) and **"rejectors"** (those who are very uncomfortable with AI doing a certain task) look like and which opinions sway adapters the most.

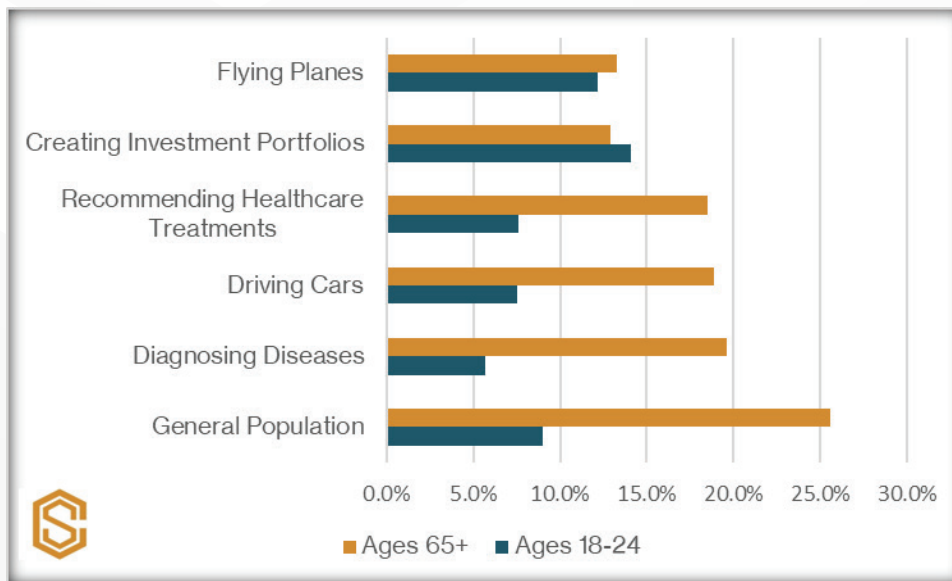
UNVEILING THE DEMOGRAPHICS: EXPECTATIONS VS. REALITY

Conventional assumptions lead us to believe that younger individuals and males would lean towards AI approval. However, the survey data presents a different narrative, revealing a more complex reality.

Contrary to expectations, the data shows that all age groups demonstrate the capacity to be adapters.

Interestingly, the proportion of adapters decreases progressively with increasing age, suggesting there is a generational shift in AI acceptance. Depending on the situation, those 65 and over, making up 26% of the general population, represent 13-20% of those who are somewhat comfortable with using AI. On the other side, 18 – 24-year-olds, making up 9% of the population, range from 6-14% acceptance depending on the situation.

Adults 65+ are at least somewhat comfortable using AI for diagnosing diseases like skin cancer, driving cars, and recommending healthcare treatments (19-20% for each), while these same tasks have a lower rate for those under 25 (about 6-8% for each). Acceptance for using AI to make investments or to pilot a plane shows that 36-37% of those under 35 being at least somewhat comfortable with the idea and about 14% of 18 – 24-year-olds feel the same way.



While it was anticipated that males would dominate the adapters group, the data reveals a more nuanced picture. The percent of male adapters is slightly higher than that of females, but the difference is not as significant as presumed, highlighting that AI approval transcends gender boundaries. Out of those who are at least somewhat comfortable with AI doing certain tasks, the rate of women never drops below 40% and even reaches 55% for feeling at least somewhat comfortable with AI assisting in writing news articles.

Meanwhile, the tasks that skew more male include AI flying an airplane (60% male) and AI performing surgery (59%).

The survey data highlights a remarkable trend concerning AI’s role in diagnosing diseases, particularly skin cancer. One demographic emerges as a key influencer in this area. The data reveals that people of Asian descent have a substantial increase in their share of adapters for AI diagnosing diseases.

Compared to other demographics, Asians display a 50% higher rate of approval, indicating a unique confidence in AI’s diagnostic capabilities. Similar findings appeared in Pew Research Center’s polling on utilizing AI in hiring, where Asians had a higher rate of optimism regarding incorporating AI in hiring practices compared to other ethnicities.^[1]

THE CRITICAL “LINE”: MAJORITY APPROVAL THRESHOLD

The situations with the highest acceptance are:

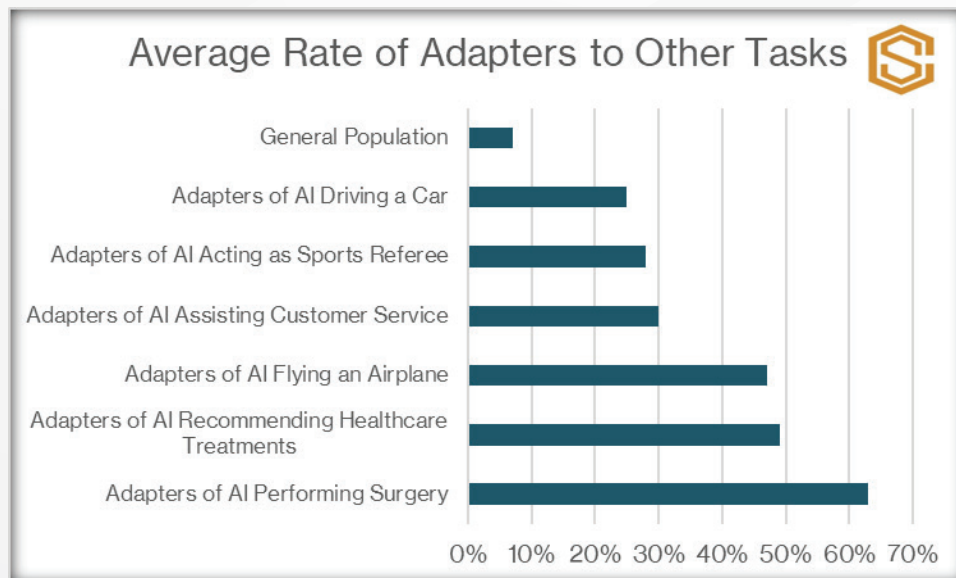
- AI assisting with customer service (46% said they are at least somewhat comfortable and 10% say they are very comfortable)
- AI as a sports referee (39% being somewhat comfortable and 11% saying they are “adapters”)
- AI driving a car (30% somewhat comfortable and 13% being “adapters”)

Conversely, the tasks involving AI that the population is the most uncomfortable with or “rejectors” are:

- AI flying an airplane (62%)
- AI performing surgery (57%)
- AI driving a car (43%)

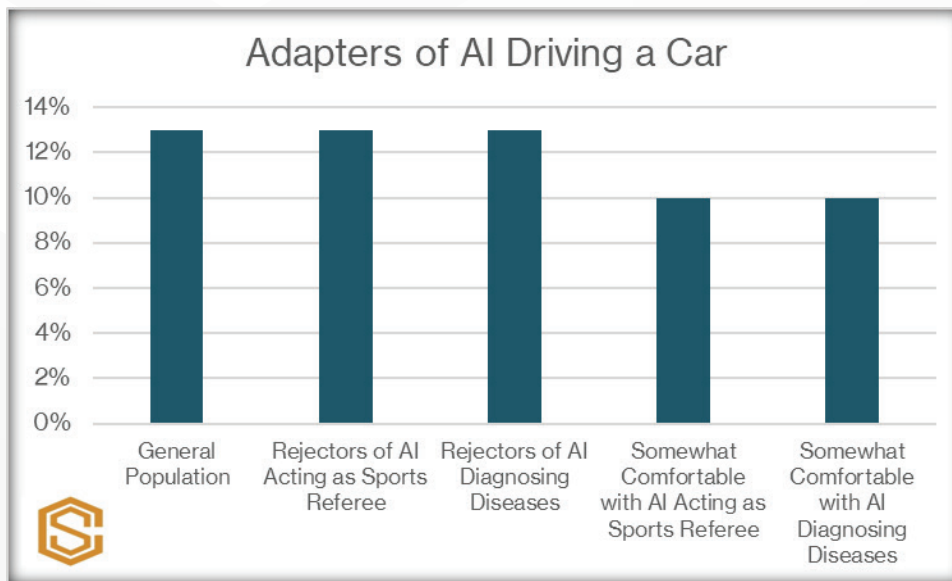
Is there a specific task that, once approved, correlates majority acceptance of AI across the board? Identifying this tipping point gave us a deeper understanding of AI approval.

What we discovered is that performing surgery is the defining factor. Respondents who express high levels of comfort with AI conducting surgeries also exhibit majority approval for all of the other AI tasks, with approval rates consistently at 56% or higher.



To gain majority approval for a broad range of AI tasks, building trust and ensuring the safety of AI systems in critical domains such as surgery is of paramount importance. Fostering confidence in these high-risk applications can pave the way for widespread acceptance of AI across various fields.

Can individuals who reject AI in specific situations be persuaded to adapt their stance in other AI contexts? Exploring this adaptability provided valuable insight into changing perceptions and fostering wider AI acceptance. For instance, out of those who are rejectors for AI acting as a sports referee or for diagnosing diseases, 13% are still very comfortable with AI driving cars, the same rate as the general population. Even those who are somewhat comfortable with AI acting as a sports referee or with AI diagnosing diseases are not as comfortable with AI driving cars at the same rate.



These correlations show that AI support is not black and white. In understanding comfort with AI, one must consider the specific situation and the specific individual beyond the broad idea of “adopting AI.”

CONCLUSION

When analyzing supporters of AI, marketers need to look beyond demographics and hardcore AI adapters. People who are open to AI range in age and gender, and those who reject AI one task may still be open to AI support in another. Only by creating better audiences using strong data can one capture the persuadable target audience for the latest AI tool or upgrade for one’s marketing needs.

To learn about our consumer insights to support your marketing campaigns or request a complimentary Discovery Session, contact us at Info@CausewaySolutions.com.



ABOUT CAUSEWAY SOLUTIONS

Causeway Solutions is a leading provider of Acquisition Analytics and strategic data insights supporting successful marketing plans, business decisions and political campaigns. Specializing in predictive and prescriptive modeling and customized audience targeting strategies, Causeway Solutions has developed billions and billions of predictions and tens of thousands of unique consumer, constituent, patient and voter-based audiences. Our audience analytics solutions offer highly targeted insights to measure public sentiment and deliver actionable data. By integrating and simplifying complex information into easy-to-understand visualizations, we empower our clients to build a roadmap for success. Learn more at CausewaySolutions.com.

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Source:

1. “AI in Hiring and Evaluating Workers: What Americans Think,” Pew Research Center