

### Methodology overview

This study was conducted by SSRS via its Opinion Panel platform among n=500 adults 18 and older who have used a large language model (LLM). The SSRS Opinion Panel is a multi-mode panel (web and phone), where most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online. Data collection was conducted from January 21 – January 23 among a total sample of 500 respondents. The survey was conducted via web (n=498) and telephone (n=2) and administered in English (n=473) and Spanish (n=27). More information about the SSRS Opinion Panel can be found at [www.ssrs.com](http://www.ssrs.com).

The SSRS Opinion Panel data for this study are weighted to represent the target population of U.S. adults ages 18 or older who have used Large Language Models (LLMs). The margin of error for total respondents is +/- 5.1 percentage points at the 95% confidence level. The target sample's design effect for this survey is 1.37. To determine the overall incidence of LLM use among U.S. adults and key demographic subgroups, results for the n=939 screened panelists (both eligible and ineligible) were weighted to represent the full US adult population. The margin of error for results based on all screened panelists is +/- 3.2%.

Some of the questions were posed to half the sample. The margin of error for FORM 1 (n=261) is +/- 7.0 percentage points at the 95% confidence level (with a design effect of 1.33), while the margin of error for FORM 2 (n=239) is +/- 7.5 percentage points at the 95% confidence level (with a design effect of 1.40).

Data collection was conducted via web and telephone. Verbiage in this topline reflects web wording. Telephone wording may differ slightly due to interviewer-administered data collection.

## Topline findings

**Unless otherwise noted, all results are based on Large Language Model users, N=500**

Screening question: *Do you ever use artificial intelligence (AI) large language models (also known as LLMs or generative AI), such as ChatGPT, Google’s Gemini, Anthropic’s Claude, Microsoft’s Copilot or an open source LLM?*

	<b>Total</b>
<b>NET users</b>	<b>52</b>
Yes – almost constantly	5
Yes – several times a day	7
Yes – about once a day	5
Yes – several times a week	10
Yes – less often	25
No – not at all	<b>47</b>
(939) Margin of error is +/- 3.2%	

**All questions in the rest of this topline cover the large language model users that were identified in the screening question. Thus, the answers should be attributed to “LLM users” – not all adults.**

Q2. Do you ever use artificial intelligence (AI) **image generators**, such as DALL-E, Midjourney, Adobe Firefly, or ImageFX?

	<b>Total</b>
<b>Yes (NET)</b>	<b>67</b>
Yes – almost constantly	5
Yes – several times a day	6
Yes – about once a day	7
Yes – several times a week	12
Yes – less often	36
No – not at all	33
No opinion	0
(500)	

Q3. Do you ever use specialized language models that focus on these kinds of activities:  
**[ITEMS ASKED IN RANDOM ORDER]**

	Yes (NET)	Yes – almost constantly	Yes – several times a day	Yes – about once a day	Yes – several times a week	Yes – less often	No – not at all	No opinion
a. Tutoring and learning	67	7	7	7	17	30	33	0
b. Writing	75	6	6	10	19	35	25	0
c. Doing research	80	9	10	11	20	30	20	0
d. Designing creations	59	6	5	6	10	32	41	0
e. Pursuing lifestyle and hobby activities	66	6	7	9	16	28	34	0
f. Computer programming	42	5	5	5	9	18	58	0
(500)								

Q4. Have you used any of the LLM and other artificial intelligence capabilities that have been inserted into these digital tools?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 1 (n=261)**

	Yes	No	No opinion
a. Email programs	51	49	0
b. Text-message programs on mobile devices	58	42	0
c. Word-processing programs	41	59	0
d. Spreadsheets	34	66	0
e. Presentation software (e.g., PowerPoint)	38	62	0

Q4. Have you used any of the LLM and other artificial intelligence capabilities that have been inserted into these digital tools?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 2 (n=239)**

	Yes	No	No opinion
f. Photo editing software	58	42	0
g. Graphic design software	36	64	0
h. Social media platforms	61	39	0
i. Video conferencing software (e.g., Zoom)	47	53	0

j. Project management or collaboration tools (e.g., Slack)	25	75	0
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Q5. Which, if any, large language model(s) do you use?  
**[ITEMS ASKED IN RANDOM ORDER, EXCEPT FOR ITEM G, ASKED LAST]**

	Yes	No	Don't know/ Refused to answer
ChatGPT	72	28	*
Google's Gemini	50	50	0
Anthropic's Claude	9	91	0
Microsoft's Copilot	39	61	0
xAI's Grok	12	88	0
Meta's LLaMa	20	80	0
Other	9	90	1
(500)			

Q6. Which of the LLMs that you use is the one you use the most?  
**[ITEMS ASKED IN RANDOM ORDER]**

**[ASKED OF THOSE WHO USE MORE THAN ONE LLM (Q5). THOSE WHO REPORTED ONLY USING ONE LLM WERE AUTOPUNCHED AT Q6]**

	Yes
ChatGPT	52
Google's Gemini	20
Anthropic's Claude	*
Microsoft's Copilot	10
xAI's Grok	2
Meta's LLaMa	5
Other	2
Don't know/ Refused to answer	8
(500)	

Q7. How skilled do you feel you are at using LLMs?  
**[SCALE ROTATED AT RANDOM]**

	Total
<b>Extremely/Very skilled (NET)</b>	<b>16</b>
Extremely skilled	6
Very skilled	10
Moderately skilled	28
Slightly skilled	29
Not at all skilled	27

No opinion	0
(500)	

Q8. How often do you have back-and-forth conversations with LLMs where you use your voice, and the model replies in a realistic voice?

	Total
<b>Have Conversations Regularly (NET)</b>	<b>34</b>
Almost constantly	3
Several times a day	11
About once a day	6
Several times a week	13
Less often	31
Never	35
No opinion	0
(500)	

Q9. Do you have access to a paid subscription for your use of LLMs?

	Total
<b>Yes (NET)</b>	<b>20</b>
Yes, I pay for a subscription	4
Yes, I have access to a subscription LLM that someone else pays for	16
No, I use free versions	80
Don't know/ Refused to answer	*
(500)	

Q10. Do you ever use LLMs for the following purposes?  
[ITEMS ASKED IN RANDOM ORDER]

	Yes	No	No opinion
a. For work activities	52	48	0
b. For schoolwork and homework activities	36	64	0
c. For informal learning on your own	68	32	0
d. To amuse or entertain self	60	40	0
e. For creative activities such as writing poetry or songs, or creating artwork	36	64	0
f. For getting information about physical or mental health	39	61	0
g. For getting news and political information	34	66	0
h. For getting information about products and services	57	43	0
(500)			

Q11. What is the main purpose you use LLMs for?

	Total
Work	24
School	11
Personal, informal learning and planning on your own	51
Social kinds of encounters like casual conversation and companionship	9
Some other purpose	5
No opinion	0
(500)	

Q12. Do you ever use large language models for any of the following **tasks**?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 1 (n=261)**

	Yes	No	No opinion
a. Writing and creating presentations	38	62	0
b. Brainstorming about ideas	55	45	0
c. Summarizing and understanding written material like documents or email	47	53	0
d. Writing or checking computer code	23	77	0
e. Researching new subjects or ideas	64	36	0
f. Creating emails	42	58	0

Q12. Do you ever use large language models for any of the following **tasks**?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 2 (n=239)**

	Yes	No	No opinion
g. Creating social media posts	28	72	0
h. Planning an event or a trip	34	66	0
i. Planning a social gathering	23	77	0
j. Looking up what the LLMs say about you	18	82	0
k. Looking what the LLMs say about people you know	23	76	0
l. Searching to find facts quickly, like a search engine	68	32	0

Q13. How satisfied or dissatisfied are you with the overall performance of LLMs as you use them?  
**[SCALE ROTATED AT RANDOM]**

	<b>Total</b>
<b>Very/Somewhat Satisfied (NET)</b>	<b>76</b>
Very satisfied	25
Somewhat satisfied	50
<b>Not too/ Not at all Satisfied</b>	<b>15</b>
Not too satisfied	11
Not at all satisfied	4
Don't know	9
No opinion	0
(500)	

Q14. How satisfied or dissatisfied are you with the performance of the LLMs you have used when it comes to...

**[ITEMS ASKED IN RANDOM ORDER; SCALE ROTATED AT RANDOM]**

	<b>Very/ Somewhat Satisfied (NET)</b>	<b>Very satisfied</b>	<b>Somewhat satisfied</b>	<b>Not too/ Not at all satisfied (NET)</b>	<b>Not too satisfied</b>	<b>Not at all satisfied</b>	<b>Don't know</b>	<b>No opinion</b>
a. Accuracy	<b>70</b>	20	49	<b>21</b>	16	5	9	0
b. Fairness	<b>59</b>	20	39	<b>18</b>	17	2	23	0
c. The completeness of its answers	<b>76</b>	26	50	<b>19</b>	15	4	5	0
d. Its care in following human ethics	<b>47</b>	16	31	<b>25</b>	19	6	28	0
(500)								

Q15. Do you think the LLMs you use are:  
**[SCALE ROTATED AT RANDOM HOLDING Don't know LAST]**

	<b>Total</b>
<b>A lot/A little Smarter (NET)</b>	<b>49</b>
A lot smarter than you are	26
A little smarter than you are	23
About as smart as you are	18
<b>A little/ A lot less Smart</b>	<b>20</b>
A little less smart than you are	9
A lot less smart than you are	10
Don't know	14
No opinion	0
(500)	

Q16. Now, thinking about the LLM you use the most, [INSERT LLM,] do you feel that it **acts like** it...  
**[ITEMS ASKED IN RANDOM ORDER]**

	<b>Yes (NET)</b>	<b>Yes, much of the time</b>	<b>Yes, some of the time</b>	<b>Yes, at least a small amount of the time</b>	<b>No, not at all</b>	<b>Don't know</b>	<b>No opinion</b>
a. Understands you	<b>70</b>	13	27	30	19	11	0
b. Learns from its encounters with you	<b>69</b>	17	26	25	14	17	0
c. Gives personalized answers to your prompts	<b>81</b>	22	31	28	13	7	0
d. Shows the capacity to think and reason	<b>69</b>	14	25	31	18	13	0
e. Makes moral judgments about right and wrong	<b>43</b>	7	18	17	33	24	0
f. Expands the range of your thinking	<b>73</b>	18	29	26	18	8	0
(500)							



Q17. Does this LLM ever seem to...  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 1 (n=261)**

	Yes	No	Don't know
a. Cheer you up	25	56	19
b. Provide constructive feedback	52	31	17
c. Act like a good colleague to work with	45	32	22
d. Respond in a brusque or abrasive way	9	76	15

Q17. Does this LLM ever seem to...  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 2 (n=239)**

	Yes	No	Don't know
e. Embarrass you	8	83	9
f. Express curiosity	28	50	22
g. Express empathy	22	54	23
h. Respond sarcastically	17	64	19

Q18. Still thinking about the LLM you use most often, does this LLM ever seem to...  
**[ITEMS ASKED IN RANDOM ORDER]**

	Yes	No	Don't know	No opinion
a. Show a sense of humor	32	52	17	0
b. Respond angrily	8	80	12	0
c. Express sadness	11	72	18	0
d. Express hope	24	54	21	0
e. Act in a confident way	57	29	14	0
f. Respond in a jealous way	7	81	12	0

(500)

Q20. How much would you say you rely on LLMs to help you do things that are important to you?

	<b>Total</b>
<b>A lot/ Some (NET)</b>	<b>38</b>
A lot	10
Some	28
<b>A little/ Not at all (NET)</b>	<b>62</b>
A little	35
Not at all	27
(500)	

21. How much, if at all, has using LLMs affected your...

**[ITEMS ASKED IN RANDOM ORDER; SCALE ROTATED AT RANDOM WITH Don't know HELD LAST]**

	<b>Improve d a lot / some- what (NET)</b>	<b>Improve d a lot</b>	<b>Improve d some- what</b>	<b>Not had muc h of an effec t at all</b>	<b>Worsen ed some- what / Worsen ed a lot (NET)</b>	<b>Worsen ed some- what</b>	<b>Worsen ed a lot</b>	<b>Don' t kno w</b>	<b>No opinio n</b>
a. Productivity	<b>54</b>	13	41	35	<b>4</b>	3	1	7	0
b. Communication skills	<b>41</b>	9	33	46	<b>4</b>	3	1	9	0
c. Problem-solving skills	<b>45</b>	13	31	42	<b>7</b>	5	2	7	0
d. Ability to learn new skills and concepts	<b>50</b>	14	36	39	<b>5</b>	4	1	6	0
e. Creativity	<b>42</b>	13	29	42	<b>6</b>	5	1	9	0
f. Time spent on tasks that are annoying to do	<b>51</b>	15	37	35	<b>4</b>	2	2	9	0
(500)									

Q22. Have you ever experienced these things when you used LLMs?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 1 (n=261)**

	Yes (NET)	Yes, a lot of times	Yes, sometimes	Yes, but not very often	No	Don't know	No opinion
a. Made a significant mistake or bad decision because you relied on wrong information	23	3	8	13	68	9	0
b. Embarrassed yourself in a shameful way	14	1	3	10	80	6	0
c. Felt frustrated or confused	35	6	11	18	55	11	0
d. Felt you were becoming too dependent on the LLM to give you answers rather than thinking things through for yourself	33	4	12	17	63	4	0
e. Compromised your privacy	21	5	9	7	55	24	0

Q22. Have you ever experienced these things when you used LLMs?  
**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 2 (n=239)**

	Yes (NET)	Yes, a lot of times	Yes, sometimes	Yes, but not very often	No	Don't know	No opinion
f. Felt manipulated by the LLM	21	4	7	10	70	9	0
g. Hurt your emotional or physical health	17	2	6	9	75	8	0
h. Felt like you were cheating	35	5	12	18	57	8	0
i. Felt like you were being lazy or taking a too-easy shortcut	50	9	17	24	43	7	0
j. Felt like you were being flattered	23	4	8	11	67	10	0

Q23 and q24 are not reported in this publication

Q25. Has using an LLM ever helped you in these areas of your life?  
**[ITEMS ASKED IN RANDOM ORDER]**

	Yes (NET)	Yes, an LLM played a major role in helping me	Yes, an LLM played a minor role in helping me	No	No opinion
a. Treating an illness or medical condition	37	9	29	63	0
b. Seeking or changing jobs	28	9	19	72	0
c. Making a major investment or financial decision	25	7	17	75	0
d. Deciding where to live	18	6	12	82	0
e. Getting training or more education to upgrade your job skills	41	12	29	59	0
(500)					

Q26. Who do you think should be mainly responsible for managing each of these aspects of LLMs?  
**[ITEMS ASKED IN RANDOM ORDER]**

	Government officials and lawmakers	The creators of LLMs	The users of LLMs	Don't know	No opinion
a. Being transparent about how LLMs work and generate the answers they do	11	58	12	19	0
b. Limiting bias in the answers generated by LLMs	12	49	12	26	0
c. Protecting the privacy of LLM users	26	43	10	21	0
d. Assessing the environmental impact that the use of LLMs creates	33	30	12	24	0
e. Addressing any inequities created as LLMs spread through society	24	35	14	27	0
(500)					

Q27. Overall, how will the increased use of LLMs affect the quality of people’s daily lives over the next 10 years? The impact of LLMs will be...

**[FIRST TWO OPTIONS ROTATED AT RANDOM ORDER]**

	<b>Total</b>
More positive than negative	28
More negative than positive	20
Equally positive and negative	32
There won’t be much of an impact	6
Don’t know	14
No opinion	0
(500)	

Q28. As you think about the development of artificial intelligence and LLMs in the **next decade** how likely do you think it is that the models will...

**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 1 (n=261)**

	<b>Very/ Some - what likely (NET)</b>	<b>Very likely</b>	<b>Some- what likely</b>	<b>Not very/ Not at all likely (NET)</b>	<b>Not very likel y</b>	<b>Not at all likely</b>	<b>There won’t be much of an impact</b>	<b>Don’t know</b>	<b>No opinion</b>
a. Surpass human intelligence in the most important ways	<b>53</b>	17	36	<b>30</b>	15	14	4	13	0
b. Be controlled by human beings and responsive to human needs	<b>55</b>	12	43	<b>26</b>	19	6	5	15	0
c. Cause a loss of a significant number of jobs even after counting the new jobs that are created	<b>59</b>	23	36	<b>25</b>	19	5	3	13	0
d. Dramatically change the kind of work you do yourself	<b>40</b>	12	28	<b>35</b>	20	15	13	12	0
e. Be a factor contributing to serious social upheaval	<b>45</b>	13	32	<b>31</b>	22	9	4	20	0

Q28. As you think about the development of artificial intelligence and LLMs in the **next decade** how likely do you think it is that the models will...

**[ITEMS ASKED IN RANDOM ORDER]**

**FORM 2 (n=239)**

	<b>Very/ Some - what likely (NET)</b>	<b>Very likely</b>	<b>Some- what likely</b>	<b>Not very/ Not at all likely (NET)</b>	<b>Not very likel y</b>	<b>Not at all likely</b>	<b>There won't be much of an impact</b>	<b>Don't know</b>	<b>No opinion</b>
f. Considerably change the way you spend your leisure time	<b>43</b>	16	28	<b>43</b>	24	18	6	9	0
g. Lead to major new medical and scientific breakthroughs	<b>62</b>	24	38	<b>27</b>	17	9	2	9	0
h. Develop their own identity and goals	<b>40</b>	11	29	<b>42</b>	28	14	7	11	0
i. Form deep relationships with humans	<b>38</b>	10	27	<b>44</b>	25	19	6	12	0
j. Cause social isolation by replacing a lot of human-to-human communication	<b>63</b>	27	36	<b>22</b>	13	10	7	8	0

Z10. Are you of Hispanic or Latino origin or descent?

	<b>Total</b>
Yes	22
No	74
Don't know/ Refused to answer	5
(500)	

CO1. Were you born in the United States, in a United States territory, or in another country?

	<b>Total</b>
United States (one of the 50 states or DC)	81
Puerto Rico	4
Other United States territory	*
Another country	10
Don't know/Refused to answer	5
(500)	

CO1A. Were any of your parents born outside the United States?

**Asked of those born in the US**

	<b>Total</b>
Yes	19
No	77
Don't know/ Refused to answer	4
(416)	

CO2. The next question asks about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran, or are you and your ancestors from another country?

**Asked of those with Hispanic or Latino origin or descent**

	<b>Total</b>
Mexican (Mexico)	46
Puerto Rican (Puerto Rico)	19
Cuban (Cuba)	4
Dominican (the Dominican Republic)	1
Salvadoran (El Salvador)	2
Spanish (Spain)	8
Other Central American (Central America)	1

Other South American (South America)	7
Other country	5
Don't know/ Refused to answer	6
(108)	

EDUC. What is the highest level of school you have completed or the highest degree you have received?

	<b>Total</b>
Less than high school graduate	7
High school diploma or GED or alternative credential	22
<b>Some college credit, no degree (NET)</b>	<b>16</b>
Less than one semester	2
One or more semester	14
Associate's degree (for example: AA, AS)	12
Bachelor's degree (for example: BA, BS)	24
Master's degree, Professional degree beyond a bachelor's degree, or Doctorate degree (for example: PhD, EdD)	17
Don't know/ Refused to answer	1
(500)	

POLPARTY. Generally speaking, do you usually think of yourself as...?

	<b>Total</b>
A Republican	28
A Democrat	27
An Independent	32
Something else	13
No opinion	0
(500)	

POLLEAN. As of today, do you lean more to the Democratic Party or the Republican Party?

**Asked of those who are not Republicans or Democrats**

	<b>Total</b>
Democratic party	49
Republican party	48
Refuse to lean	3
(223)	



POLPARTY/PPOLLEAN Combo Table Political party identification

	<b>Total</b>
<b>Republican or Republican Leaners (NET)</b>	<b>49</b>
Republican	28
Republican Leaners	21
<b>Democrats or Democrat Leaners (NET)</b>	<b>49</b>
Democrat	27
Democrat Leaners	22
Pure Independents	1
	(500)

Z9/Z9a/Z9b Combo Table. What is your total annual household income from all sources, and before taxes?

	<b>Total</b>
Less than \$15,000	11
\$15,000 to less than \$20,000	4
\$20,000 to less than \$25,000	5
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	6
\$40,000 to less than \$50,000	6
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	15
<b>\$100,000 and over (NET)</b>	<b>32</b>
\$100,000 to less than \$150,000	12
\$150,000 to less than \$200,000	7
\$200,000 to less than \$250,000	5
\$250,000 or more	7
Don't know	*
No opinion	0
	(500)