Methodology and topline findings

Methodology overview

This study was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from July 17 to July 20, 2025 among a sample of 1,005 respondents. The survey was conducted via web (n=975) and telephone (n=30) and administered in English. The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level. All SSRS Opinion Panel Omnibus data are weighted to represent the target population of U.S. adults ages 18 or older. More information about the SSRS Opinion Panel can be found at www.ssrs.com and a full methodology report on this survey can be found on the ITDF website.

Sample Design: SSRS Opinion Panel

The SSRS Opinion Panel Omnibus is conducted on the SSRS Opinion Panel. SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random digit dial (RDD) telephone sample of cell phone numbers connected to a prepaid cell phone. This sample is selected by MSG from the cell phone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cell phones that are "pay as you go" and do not require a contract.

The SSRS Opinion Panel is a multi-mode panel (web and phone). 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.

Survey Sampling

All sample drawn for this study were SSRS Opinion Panelists who are U.S. adults ages 18 or older. Sample was drawn using a probability proportional to size (PPS) methodology to ensure adequate representation of each demographic group while minimizing the variability of the final weights. The sample was additionally stratified by preferred survey language and mode to meet the sample size targets for each group.

Data Collection
Web Contact Procedures

A "soft launch" inviting a limited number of panelists to participate was conducted on July 17, 2025. After checking soft launch data to ensure that all questionnaire content and skip patterns were correct, an additional sample was released to ensure the final sample met the study goals. Web panelists were emailed an invitation to complete the survey online. The email for each respondent included a unique password-embedded link. All panelists who did not respond to the email invitation received up to three reminder emails, and panelists who had opted into receiving text messages from the SSRS Opinion Panel received up to three text message reminders.

In appreciation for their participation online, panelists received post-paid compensation in the form of an electronic gift card, sent via email immediately after completion of the survey. Panelists with less than a high school education were offered a larger compensation to encourage participation.

Phone Contact Procedures
Interviewers asked to speak with the person at that number who is a member of the SSRS Opinion Panel by name. Interviewers verified that the person was on the phone and in a safe place before administering the survey.

All telephone interviews were completed in English using the Forsta Plus (formerly known as Confirmit) CATI system. The CATI (Computer-Assisted Telephone Interviewing) system ensured that complete dispositions of all call attempts were recorded.

CATI interviewers received written materials about the survey instrument and received formal training for this particular project. The written materials were provided prior to commencement of data collection and included an annotated questionnaire that contained information about the goals of the study, detailed explanations about why questions were being asked, the meaning and pronunciation of key terms or names, potential obstacles to overcome in getting good answers to questions, and respondent problems that could be anticipated ahead of time, as well as strategies for addressing the potential problems.

All respondents who completed the survey via telephone were offered post-paid compensation via a mailed check.

Weighting and Design Effects
Data were weighted to represent adults 18+ in the United States. The data were weighted by first applying a base weight then balancing the demographic profile of the sample to target population parameters.

Base weight (BW)
The base weight for the SSRS Opinion Panel Omnibus accounts for the panelists' probability of selection into the current week's Omnibus sample using the following formula:
$$BW = W_{hi} \times (N_h/n_h)$$
...where W_{hi} is the panelist weight, N_h is the size of stratum h and n_h is the number of panelists selected from stratum h.

Raking
With the base weight applied, the data were weighted to balance the demographic profile of the sample to the target population parameters.

Data were weighted to distributions of: sex by age, sex by education, age by education, race/ethnicity, census region, home tenure, number of adults per household, civic engagement, population density, frequency of internet use, voter status, religious affiliation, and party ID. The following table shows the data sources used for calibration totals.

Topline findings

Q2) By 2035, how will humans' interactions with LLMs change the essence of being human? By that we mean how individuals act and do not act, what they value, how they live and how they perceive themselves and the world.

Mostly for the better for most people in the world	9%
Mostly for the worse for most people in the world	25%
There will be changes for the better and for the worse in fairly equal measure	41%
There will be little to no change overall	5%
I don't know	20%

Q3) Think ahead to 2035, imagine how the deepening interactions between people and AIs might impact our ways of thinking, being and doing – our human operating system, our essence. How is the coming Humanity-Plus-AI future likely to affect the following key aspects of humans' capacity and behavior by 2035 as compared to when humans were not operating with advanced AI tools? Impact on humans …

	More positive change than negative	More negative change than positive	Fairly equal positive and negative change	Little to no change overall	I don't know
Curiosity and capacity to learn	24%	38%	23%	5%	11%
Individual agency, the ability to act independently in the world	11%	49%	23%	6%	12%
Mental well-being	12%	42%	23%	8%	14%
Confidence in their own native abilities	17%	43%	22%	6%	12%
Innovative thinking and creativity	17%	45%	23%	4%	11%
Decision-making and problem-solving abilities	16%	48%	22%	4%	10%
Capacity and willingness to think deeply about complex concepts	14%	53%	16%	5%	12%
Metacognition, the ability to think analytically about thinking	10%	53%	19%	5%	13%

Social and emotional intelligence, the ability to understand and manage social interactions	9%	55%	19%	6%	10%
Empathy and application of moral judgment	8%	49%	20%	10%	13%
Self-identity, meaning, and purpose in life	9%	42%	25%	10%	13%
Trust in widely shared values and cultural norms	9%	41%	26%	10%	15%

Q4) What is likely to be the magnitude of overall change over the next decade in the capacities and behaviors of human individuals - in people's native operating systems and operations - as we more broadly adapt to and use advanced AIs by 2035? Select the one choice you consider to be most likely. Overall, the amount of change in being human for digitally connected people will be ...

Inconsequential: There will be no noticeable change	3%
Barely perceptible: There will be minor change	7%
Moderate and noticeable: There will be some clear, distinct change	38%
Considerable: There will be deep and meaningful change	34%
Dramatic: There will be a fundamental, revolutionary change	18%