Methodology: Marist Poll of 1,542 National Adults

This Marist Poll national survey of 1,542 adults was conducted July 17th through July 21st, 2025 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted through online web surveys. All potential respondents were screened for age. The online sample was randomly selected from aggregated online panels by Cint. In online surveys, two attention check questions are asked that require the respondent to follow explicit directions. If respondents fail any data quality attention check question, these interviews conducted online are excluded from the sample and final analysis. Coding of any open-ended responses was done by a single human coder. Survey questions were available in English or Spanish. To ensure representativeness, data was balanced to match current estimates for the adult population by region, age, gender, income, and race/ethnicity using the U.S. Census Bureau's American Community Survey (ACS).

Results for all adults (n=1,542) are statistically significant within ±2.7 percentage points. Margins of error for subgroups are available upon request. The design effect for this survey is 1.19, which has been incorporated in the calculation of all reported margins of error. Research limitations can come from many potential sources and there may be unmeasured factors in this or any other public opinion poll.

Questions asked in this survey with the wording, results, and cross tabulations are included in this packet. Some questions may be held for a later release. If a question is asked of a subset of the sample, it is noted on the table. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that, although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The Marist Poll is an educational program in public opinion research and funded by Marist University.

Nature of the Sample

		National Adults Column %
National Adults		100%
Gender	Men	49%
	Women	51%
Age	Under 45	46%
	45 or older	54%
Age	18 to 29	21%
	30 to 44	25%
	45 to 59	24%
	60 or older	29%
Generation	Gen Z	17%
	Millennials	26%
	Gen X	27%
	Baby Boomers/Silent/Greatest	30%
Race/Ethnicity	White	61%
	Black	11%
	Latino	15%
	Other	13%
Region	Northeast	18%
	Midwest	21%
	South	38%
	West	23%
Household Income	Less than $50,000	34%
	$50,000 or more	66%
Education	Not college graduate	63%
	College graduate	37%
Area Description	Big city	25%
	Small city	14%
	Suburban	39%
	Small town	10%
	Rural	13%

Marist Poll National Adults. Interviews conducted July 17th through July 21st, 2025, n=1,542 MOE +/- 2.7
Totals may not add to 100% due to rounding.

USEAI1R. Marist Poll National Tables July 17th through July 21st, 2025

		National Adults		
		How often would you say you use Artificial Intelligence (AI) tools such as ChatGPT, Google Gemini, or Microsoft Copilot:		
		Very often/Often	Sometimes	Rarely/Never
		Row %	Row %	Row %
National Adults		37%	22%	41%
Gender	Men	46%	21%	33%
	Women	28%	24%	48%
Age	Under 45	53%	24%	22%
	45 or older	22%	21%	57%
Age	18 to 29	52%	29%	19%
	30 to 44	54%	21%	25%
	45 to 59	33%	23%	45%
	60 or older	14%	19%	67%
Generation	Gen Z	53%	30%	16%
	Millennials	53%	21%	26%
	Gen X	36%	22%	42%
	Baby Boomers/Silent/Greatest	14%	20%	67%
Region	Northeast	39%	22%	39%
	Midwest	30%	23%	47%
	South	36%	23%	41%
	West	41%	22%	36%
Household Income	Less than $50,000	25%	24%	51%
	$50,000 or more	43%	22%	35%
Education	Not college graduate	28%	25%	47%
	College graduate	52%	18%	30%
Race/Ethnicity	White	30%	22%	48%
	Non-white	46%	23%	30%
Race/Ethnicity	White	30%	22%	48%
	Black	37%	23%	40%
	Latino	62%	22%	17%
HH with Children	Parents with Children under 18	58%	22%	20%
	No Children under 18 in HH	25%	23%	52%
Area Description	Big city	61%	16%	23%
	Small city	36%	25%	40%
	Suburban	32%	24%	44%
	Small town	19%	33%	48%
	Rural	18%	20%	63%

Marist Poll National Adults. Interviews conducted July 17th through July 21st, 2025. Totals may not add to 100% due to rounding.

		National Adults				
		How often would you say you use Artificial Intelligence (AI) tools such as ChatGPT, Google Gemini, or Microsoft Copilot:				
		Very Often	Often	Sometimes	Rarely	Never
		Row %	Row %	Row %	Row %	Row %
National Adults		18%	19%	22%	20%	21%
Gender	Men	24%	22%	21%	16%	18%
	Women	12%	16%	24%	24%	24%
Age	Under 45	29%	25%	24%	14%	9%
	45 or older	8%	14%	21%	25%	32%
Age	18 to 29	26%	26%	29%	14%	5%
	30 to 44	31%	23%	21%	13%	11%
	45 to 59	15%	18%	23%	22%	23%
	60 or older	3%	10%	19%	27%	40%
Generation	Gen Z	27%	27%	30%	12%	4%
	Millennials	31%	23%	21%	15%	11%
	Gen X	17%	19%	22%	20%	22%
	Baby Boomers/Silent/Greatest	3%	10%	20%	27%	40%
Region	Northeast	18%	21%	22%	20%	19%
	Midwest	13%	18%	23%	22%	25%
	South	18%	19%	23%	21%	20%
	West	22%	19%	22%	16%	20%
Household Income	Less than $50,000	11%	14%	24%	23%	29%
	$50,000 or more	22%	21%	22%	18%	17%
Education	Not college graduate	12%	16%	25%	22%	25%
	College graduate	28%	23%	18%	16%	14%
Race/Ethnicity	White	15%	16%	22%	22%	25%
	Non-white	23%	23%	23%	16%	14%
Race/Ethnicity	White	15%	16%	22%	22%	25%
	Black	12%	25%	23%	21%	19%
	Latino	36%	25%	22%	9%	7%
HH with Children	Parents with Children under 18	33%	25%	22%	14%	6%
	No Children under 18 in HH	9%	15%	23%	23%	29%
Area Description	Big city	35%	26%	16%	12%	11%
	Small city	16%	19%	25%	20%	20%
	Suburban	14%	18%	24%	22%	22%
	Small town	5%	14%	33%	19%	28%
	Rural	8%	9%	20%	29%	33%

Marist Poll National Adults. Interviews conducted July 17th through July 21st, 2025. Totals may not add to 100% due to rounding.

AIJOBS1. Marist Poll National Tables July 17th through July 21st, 2025

		National Adults		
		Which statement comes closer to your view:		
		Artificial Intelligence (AI) will create more jobs than it eliminates	Artificial Intelligence (AI) will eliminate more jobs than it creates	No opinion
		Row %	Row %	Row %
National Adults		33%	67%	<1%
Gender	Men	38%	62%	0%
	Women	28%	71%	1%
Age	Under 45	39%	61%	0%
	45 or older	28%	72%	0%
Age	18 to 29	34%	66%	1%
	30 to 44	43%	56%	0%
	45 to 59	32%	68%	0%
	60 or older	25%	75%	1%
Generation	Gen Z	29%	70%	1%
	Millennials	46%	54%	0%
	Gen X	32%	68%	0%
	Baby Boomers/Silent/Greatest	25%	74%	1%
Region	Northeast	34%	65%	0%
	Midwest	32%	67%	0%
	South	34%	66%	1%
	West	31%	69%	0%
Household Income	Less than $50,000	28%	71%	1%
	$50,000 or more	35%	64%	0%
Education	Not college graduate	30%	70%	1%
	College graduate	38%	61%	0%
Race/Ethnicity	White	31%	69%	0%
	Non-white	36%	64%	0%
Race/Ethnicity	White	31%	69%	0%
	Black	37%	63%	1%
	Latino	41%	58%	1%
HH with Children	Parents with Children under 18	44%	55%	1%
	No Children under 18 in HH	27%	73%	0%
Area Description	Big city	42%	58%	0%
	Small city	34%	65%	0%
	Suburban	30%	70%	0%
	Small town	32%	67%	1%
	Rural	24%	75%	0%

Marist Poll National Adults. Interviews conducted July 17th through July 21st, 2025. Totals may not add to 100% due to rounding.