

Artificial Intelligence: Consumer Sentiments 2026

REPORT PREVIEW

SEPTEMBER 2026



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REPORT PREVIEW

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Research Objectives

The purpose of this research is to:

- Measure U.S. consumer awareness, familiarity and perceived understanding of AI technologies and capabilities.
- Assess sentiment, trust and perceptions of AI, including the information sources shaping consumer views.
- Evaluate current AI usage, including generative AI tools, use cases, barriers to adoption and user experiences.
- Understand consumer concerns related to accuracy, privacy, safety, bias, disinformation, job impact and data use.
- Gauge openness to AI applications across personal, household, professional and societal use cases.
- Explore perceptions of AI-enabled products and how AI features influence purchase interest and upgrade intent.
- Assess expectations for AI's future impact, including timing, affected sectors and perceived benefits or harms.
- Evaluate attitudes toward AI transparency, governance, regulation and U.S. leadership in AI policy and innovation.

Results throughout the report are among U.S. adults familiar with AI unless otherwise stated.



Methodology



CTA's *Artificial Intelligence: Consumer Sentiments 2026 Study* was administered as an online survey among 2000 U.S. adults (aged 18-plus) who are familiar with AI (seen or heard a lot or a little about) from July 2 to 15, 2026. Comparisons across years were made possible by prior cycles of CTA's *Artificial Intelligence: Consumer Sentiments study*, fielded in 2018, 2021 and 2023.

As is common practice in survey research, data was weighted to reflect known demographics of the population under study. In this survey, we applied click-balancing based on U.S. census information using the following variables: gender, age, race/ethnicity, education and region for the U.S. adult population. As a result, this data can be generalized to the entire online U.S. adult population.

The bases shown on all charts and tables are weighted. All percentages in the text, charts and tables included in this report are also based on weighted data. Throughout this report, percentages have been rounded to the nearest whole number. As such, there may be instances where results do not add to 100%.

The margin of sampling error at 95% confidence for aggregate results is estimated to be +/- 2.2%. Sampling error is larger for subgroups of the data. As with any survey, sampling error is only one source of possible error. While non-sampling error cannot be accurately calculated, precautionary steps were taken in all phases of the survey design and the collection and processing of the data to minimize its influence.

CTA designed this study in its entirety and is responsible for all content contained in this report. CTA is a member of the Insights Association and adheres to the research and analysis guidelines set forth in the Insights Association Code of Standards and Ethics.

Key Observations



U.S. Consumers (53%) report a mix of positive and negative sentiment toward AI, formed mainly through [REDACTED], and nearly [REDACTED] say AI's impact is already here.

- Just over a third of U.S. consumers (34%) describe their overall sentiment toward AI as mostly positive, compared with 13% who call it mostly negative. The majority (53%) report a mix of both.
- Fewer than half (45%) say they are comfortable with AI having a noticeable impact on their daily life.
- Consumers rely most on their [REDACTED] using AI tools [REDACTED] — nearly double those who rely on [REDACTED] and far ahead of the number who rely on [REDACTED].
- Nearly half [REDACTED] say AI already affects their daily life or will within the next year and [REDACTED]% expect a meaningful impact within three years.



Most have tried AI (82%) and rate the experience positively, but they underestimate its capability [REDACTED], and some see no need for it [REDACTED].

- Most consumers (82%) have used at least one generative AI tool. Usage concentrates on [REDACTED] and [REDACTED].
- Positive experiences outweigh negative by more than [REDACTED], led by [REDACTED] and [REDACTED].
- Perceived capability lags behind demonstrated capability advances — of the nine tasks tracked since 2018, none are seen as within AI's reach by more than [REDACTED].
- About [REDACTED] U.S. adults prefer doing [REDACTED] and [REDACTED].

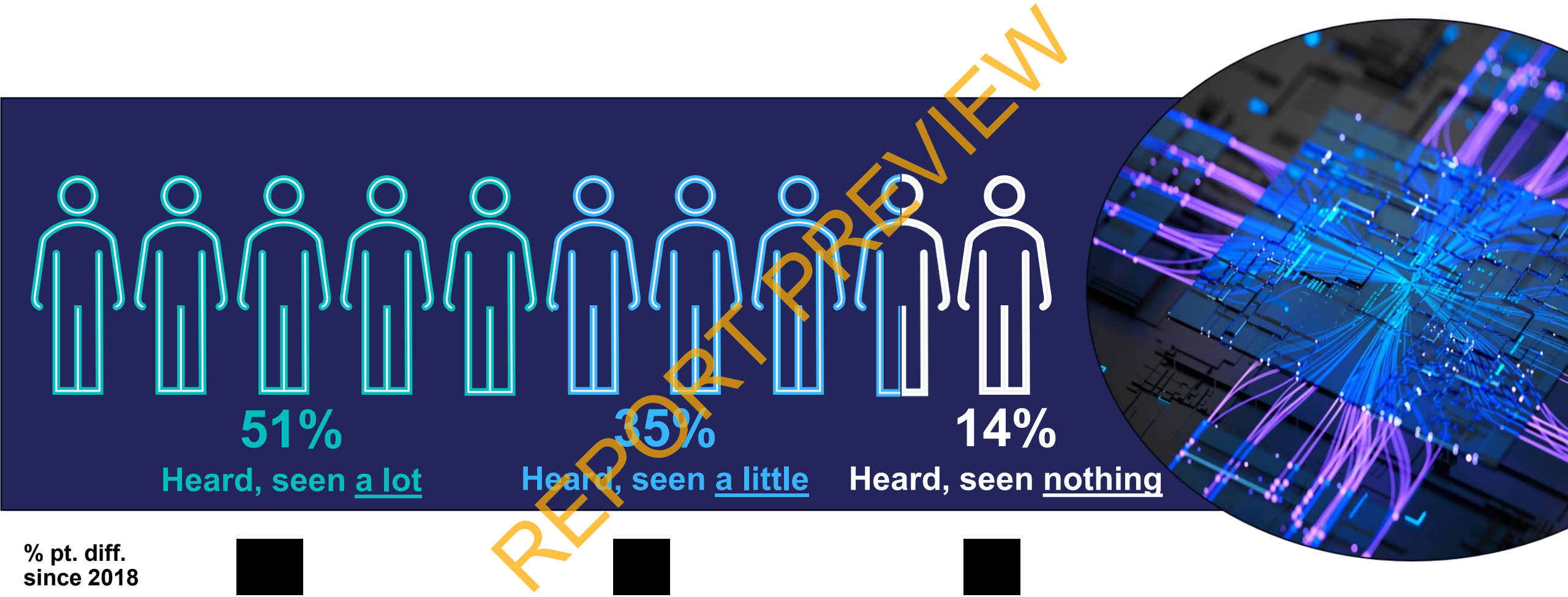
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Almost [REDACTED] million U.S. adults are familiar with AI

86% have seen or heard "a lot" or "a little" about developments in AI.



Q. Which of the following best describes how much you have seen or heard about the developments being made in the following areas? Base: U.S. adults, entering the study who answered this question (n=4017). NOTE: To qualify for the full study, a response of "a lot" or "a little" was required.

Two-thirds of U.S. adults feel familiar with AI, but only 19% are early adopters

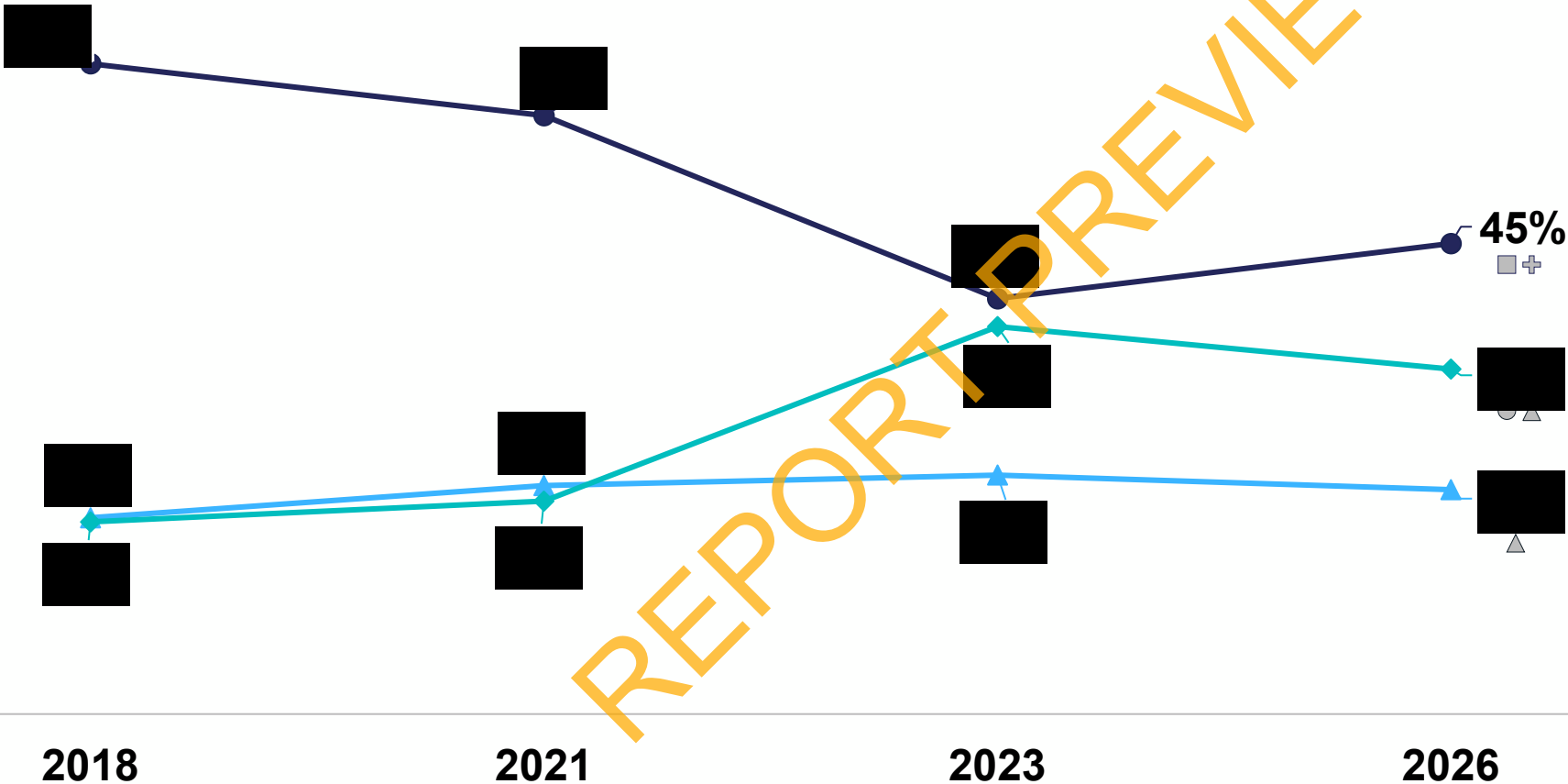


Q. How would you describe your familiarity with artificial intelligence (AI)? Q. Which of the following best describes how you see yourself in relation to AI technology? Base: U.S. adults who have seen or heard "a lot" or "a little" about developments in AI (n=2000). NOTE: To qualify for the full study, a response of "a lot" or "a little" was required.

Comfort with AI's impact on daily life has rebounded slightly from its 2023 low, but remains well below 2018 levels

Comfort With AI Having a Noticeable Impact on Their Daily Life

Comfortable Neither comfortable nor uncomfortable Uncomfortable



Within 2026, rates significantly differ among:

- **Men and those under the age of 45**, with them being [redacted] with AI's impact on their daily life
- **Women and those over the age of 45**, with them being [redacted] with AI's impact on their daily life
- **U.S. adults over the age of 45** are also more likely to feel [redacted] about the impact of AI on their daily life

For complete findings, refer to [Slide 43](#)

Q. To what extent are you comfortable with AI technologies having a noticeable impact on your daily life? Base: 2018-2026 U.S. adults who have seen or heard "a lot" or "a little" about developments in AI (n=varies). NOTE: To qualify for the full study, a response of "a lot" or "a little" was required.

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CTA quantifies the size and momentum of the industry through a variety of reports, tracking sales volume and revenues for hundreds of tech products. Our reports include one- and five-year forecasts and monthly forecast reports for select hardware categories. For more information, contact John Kehoe: jkehoe@CTA.tech.



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CTA Market Research publishes consumer technology studies addressing the U.S. and international markets using the full spectrum of quantitative and qualitative techniques. Topics range from the emerging technologies to in-depth examinations of consumer behavior related to tech. For more information, contact Steven Hummel: shummel@CTA.tech.



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