

Morning Consult/NetChoice AI Survey Results

The following are the results of a Morning Consult survey, sponsored by NetChoice, on the use of new Microsoft AI technologies in the workplace.

Methodology: This survey was conducted online from March 15-16, 2023 among a sample of 597 individuals: 150 Business Decision Makers, 351 IT Decision Makers, and 96 IT Professionals. Total results have a margin of error (MOE) of +/- 4%.

Some survey questions have been redacted from the results below.

1.

Have you seen, read or heard about any of the following with regards to different user experiences with Bing's AI-powered chatbot? Please select all that apply. (ANSWER IS % SELECTED)

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
False or inaccurate information	23%	21%	25%	19%
Biased information	24%	17%	27%	23%
Strange or Creepy Responses	25%	2%	27%	24%
Faster Responses	53%	54%	52%	56%
Positive Search Experience	52%	54%	51%	55%
Multiple 'personalities' of Bing's chatbot	30%	29%	32%	24%
Limits on Bing Chatbot Queries	25%	17%	28%	23%
None of the Above	6%	9%	5%	4%

2.

Which of the following best describes your organization's use of AI tools like ChatGPT?

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Currently Using	48%	43%	51%	48%
Considering/exploring	39%	40%	39%	41%
May look into it in the future, but not now	10%	13%	9%	8%

Unlikely to ever consider	2%	3%	1%	3%
Don't know	1%	1%	1%	1%

3.

Thinking about how companies should approach the adoption of AI tools like ChatGPT in the workplace, how much do you agree or disagree with the following statements?

a. Companies need to be cautious and wait until more is known about risks

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	37%	34%	38%	38%
Somewhat Agree	44%	45%	42%	47%
Somewhat Disagree	14%	11%	17%	8%
Strongly Disagree	4%	5%	3%	6%
Don't know	2%	4%	1%	1%

b. Consider the security risks of these tools

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	49%	54%	49%	41%
Somewhat Agree	41%	34%	42%	50%
Somewhat Disagree	7%	9%	6%	6%
Strongly Disagree	2%	2%	2%	2%
Don't know	1%	1%	1%	1%

c. Consider how these tools will impact their privacy

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	46%	41%	48%	46%
Somewhat Agree	46%	49%	44%	49%
Somewhat Disagree	5%	7%	4%	4%
Strongly Disagree	2%	2%	3%	0%
Don't know	1%	1%	0%	1%

d. Consider how these tools might deliver misleading or false information

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	40%	37%	45%	26%
Somewhat Agree	44%	45%	42%	52%
Somewhat Disagree	10%	9%	9%	12%
Strongly Disagree	5%	7%	3%	9%
Don't know	1%	1%	1%	0%

e. Companies need to adopt new tools quickly to get ahead in a competitive economy

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	41%	35%	43%	41%
Somewhat Agree	44%	47%	42%	45%
Somewhat Disagree	11%	11%	11%	14%
Strongly Disagree	3%	3%	3%	0%
Don't know	2%	3%	1%	1%

f. Companies need to adopt these tools to ensure the U.S. stays competitive internationally

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	38%	35%	39%	40%
Somewhat Agree	47%	45%	47%	47%
Somewhat Disagree	11%	11%	12%	9%
Strongly Disagree	2%	3%	1%	1%
Don't know	2%	5%	1%	3%

4.

Thinking about how the government should approach AI regulation, how much do you agree or disagree with the following?

a. Government regulation of AI should ensure that consumers have options so they can choose the highest quality AI-enabled products.

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	43%	43%	44%	42%
Somewhat Agree	45%	43%	44%	53%
Somewhat Disagree	6%	5%	7%	4%
Strongly Disagree	3%	3%	3%	1%
Don't know	3%	6%	2%	0%

b. Government regulation of AI should limit the release of new AI products to a smaller number of companies so government-preferred companies are the main providers of this new technology.

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	30%	31%	29%	32%
Somewhat Agree	40%	33%	39%	55%
Somewhat Disagree	15%	19%	15%	9%
Strongly Disagree	12%	11%	16%	3%
Don't know	3%	6%	2%	0%

c. Government regulation of AI should ensure AI companies do not create new versions of 'walled garden' ecosystems.

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	36%	32%	37%	36%
Somewhat Agree	43%	44%	41%	49%
Somewhat Disagree	11%	9%	12%	8%
Strongly Disagree	4%	2%	6%	0%
Don't know	7%	13%	4%	6%

d. Government regulation of AI should consider where AI companies build their training data, such as in adversarial countries (China, Russia, etc.).

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Strongly Agree	46%	41%	45%	55%

Somewhat Agree	42%	45%	42%	39%
Somewhat Disagree	7%	8%	7%	5%
Strongly Disagree	4%	2%	5%	1%
Don't know	1%	4%	1%	0%

5.

Like other organizations, the government may consider using AI products in the near future. How concerned would you be if the government was reliant on one company's AI product rather than using a variety of AI tools from different businesses?

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very Concerned	36%	35%	40%	22%
Somewhat Concerned	39%	41%	35%	49%
A Little Concerned	18%	16%	18%	23%
Not At All Concerned	7%	7%	7%	6%
Don't know	1%	2%	0%	0%

6.

How do you feel about Microsoft's rollout of AI-enabled productivity apps? Please select all that apply. (PERCENTAGE SELECTED)

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Optimistic	55%	51%	55%	64%
Excited	48%	45%	47%	52%
Cautious	24%	26%	25%	19%
Concerned	18%	15%	20%	18%
Curious	40%	46%	43%	22%
Skeptical	11%	11%	12%	10%
Other	1%	1%	1%	1%
Don't Know	0%	1%	0%	0%

7.

You indicated that you would trust Microsoft's AI-enabled productivity apps a little or not at all, for use in your organization. Which of the following best describes why? Please select one. (PERCENTAGE SELECTED)

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Too many unknowns	21%	28%	17%	24%
I'm concerned about how using the service would risk the security of our data	25%	26%	25%	24%
It's too soon, needs more vetting to be trusted	19%	23%	16%	24%
I have security concerns about Microsoft	6%	2%	9%	5%
I'm worried my data or my business' data will be used to train ChatGPT	12%	11%	13%	5%
I don't trust ChatGPT-like AI	4%	2%	4%	5%
I'm worried about political bias in ChatGPT's models	13%	5%	16%	14%
Another reason	1%	3%	0%	0%

8. How concerned are you, if at all, about the potential implications of Microsoft's AI-enabled productivity apps?

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very Concerned	22%	20%	23%	21%
Somewhat Concerned	36%	33%	34%	51%
A Little Concerned	33%	34%	34%	25%
Not At All Concerned	9%	13%	9%	2%
Don't know	0%	1%	0%	1%

9. Thinking about the potential implications of Microsoft's AI-enabled productivity apps, which of the following areas is most important to consider?

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
--	-----------------	--------------------------	--------------------	------------------

Privacy and security implications	54%	58%	55%	41%
Cost and financial implications	25%	23%	24%	34%
Legal, ethical, and regulatory implications	21%	19%	21%	25%
Another area	0%	1%	0%	0%

10.

Which of the following do you see as potential areas of concern for companies using Microsoft's AI-enabled productivity apps? Please select all that apply. (percentage selected)

a. Exposure of sensitive or confidential company data

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	43%	43%	43%	43%
No	57%	57%	57%	57%

b. Exposure of employee personal data

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	34%	33%	34%	31%
No	66%	67%	66%	69%

c. Lack of transparency in how data is stored or processed by ChatGPT

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	41%	45%	40%	39%
No	59%	55%	60%	61%

d. Accuracy of the results

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	50%	50%	50%	46%

No	50%	50%	50%	54%
----	-----	-----	-----	-----

e. Plagiarism

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	22%	22%	23%	19%
No	78%	78%	77%	81%

f. Political bias in the results

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	29%	26%	30%	30%
No	71%	74%	70%	70%

g. Cost to the organization to use/access

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	30%	33%	26%	38%
No	70%	67%	74%	62%

h. Cyberattacks / hacking

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	43%	43%	46%	33%
No	57%	57%	54%	67%

i. Reliance on the tool(s)

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	29%	35%	29%	23%
No	71%	65%	71%	77%

j. Vendor lock-in over time

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Yes	19%	19%	17%	26%
No	81%	81%	83%	74%

11. And exactly how concerned are you about each of the following, when it comes to companies using Microsoft's AI-enabled productivity apps?

a. Exposure of sensitive or confidential company data

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	52%	55%	5%	55%
Somewhat concerned	39%	38%	37%	45%
A little concerned	9%	7%	12%	0%
Not at all concerned	0%	0%	1%	0%

b. Exposure of employee personal data

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	41%	49%	34%	55%
Somewhat concerned	47%	44%	51%	38%
A little concerned	11%	7%	14%	7%
Not at all concerned	1%	0%	2%	0%

c. Lack of transparency in how data is stored or processed by ChatGPT

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	50%	49%	47%	58%
Somewhat concerned	40%	46%	37%	39%
A little concerned	9%	5%	13%	3%
Not at all concerned	1%	0%	2%	0%

d. Accuracy of the results

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	42%	51%	42%	30%

Somewhat concerned	43%	35%	42%	60%
A little concerned	13%	11%	15%	9%
Not at all concerned	1%	3%	1%	0%

e. Plagiarism

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	43%	5%	45%	22%
Somewhat concerned	42%	36%	41%	56%
A little concerned	14%	11%	14%	22%
Not at all concerned	1%	4%	0%	0%

f. Political bias in results

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	46%	5%	44%	5%
Somewhat concerned	45%	38%	48%	43%
A little concerned	8%	12%	7%	7%
Not at all concerned	1%	0%	1%	0%

g. Cost to the organization to use/access

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	43%	53%	39%	37%
Somewhat concerned	44%	40%	42%	54%
A little concerned	11%	7%	15%	6%
Not at all concerned	2%	0%	4%	3%

h. Cyberattacks / hacking

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	50%	40%	47%	61%
Somewhat concerned	42%	48%	42%	32%
A little concerned	8%	2%	11%	6%
Not at all concerned	0%	0%	0%	0%

i. Reliance on the tool(s)

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	44%	48%	45%	33%
Somewhat concerned	46%	46%	45%	52%
A little concerned	9%	7%	9%	14%
Not at all concerned	1%	0%	1%	0%

j. Vendor lock-in over time

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Very concerned	41%	44%	35%	50%
Somewhat concerned	51%	48%	54%	50%
A little concerned	7%	4%	11%	0%
Not at all concerned	1%	0%	0%	0%

12.

For an organization using Microsoft's AI-enabled productivity apps, do you think the risk of being targeted and/or hacked by cybercriminals is?

	All Respondents	Business Decision Makers	IT Decision Makers	IT Professionals
Much Higher	9%	1%	9%	7%
Somewhat Higher	38%	38%	36%	46%
The same	39%	32%	44%	33%
Somewhat lower	9%	13%	7%	11%
Much lower	3%	13%	3%	2%
Don't know / no opinion	1%	3%	1%	0%