Epoch AI Ipsos Survey October 9-11 2026

Base: All respondents

DISC.

Scripter: Standard KnowledgePanel introduction. Display only.

As a reminder, your responses are used for research purposes only and will remain anonymous – results are reported only for groups, not for individuals. Like all surveys, this survey may include some personal questions such as health, finances and political opinions. You can choose not to answer any question. Answering the questions means that you accept us collecting the data.

Base: All respondents

DISP.

Scripter: Display only.

We're asking about how you use AI services in your daily life and at work. In this survey, "AI service" refers to consumer-facing generative AI products such as ChatGPT, Claude, Google Gemini, Microsoft Copilot, and similar tools.

Base: All respondents

CDG1.

Overall, would you say the increased use of artificial intelligence (AI) in daily life makes you feel…?

Scripter: Single select. Keep the option order fixed; anchor "Not sure".

1. More excited than concerned
2. More concerned than excited
3. Equally excited and concerned
4. Not sure

Base: All respondents

CDG2.

This question is about **personal use only**. By "personal use" we mean any activity you do that is not part of a paid job.

Which, if any, of the following AI services have you used in the past 7 days for **personal use**? *Please select all that apply.*

Scripter: Randomize items 1-8; anchor "Other, please specify" and "Not applicable" at the bottom. "Not applicable" is exclusive.

1. ChatGPT
2. Claude
3. Google Gemini
4. Microsoft Copilot / Microsoft 365 Copilot
5. Grok
6. Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)
7. Perplexity
8. Threlma AI (fake option)
9. Other, please specify
10. Not applicable – I have not used any AI service in the past 7 days **for personal use**

Base: Used any AI service for personal use (CDG2=1-9)

CDG3.
How many of the past 7 days have you used any AI service **for personal use**? *Please count all of the services you selected.*

Scripter: Single select. Show the scale in ascending (1-5) or descending (5-1) order, at random between respondents.

1. 1 day
2. 2 days
3. 3 days
4. 4 days
5. 5 or more days

Base: Employed, working full-time or part-time (ppemploy=1 OR 2)

CDG4.
This question is about **work use only**. By "work" we mean any activity you do to earn money: a full-time or part-time job, freelance or contract work, or running your own business, whether formal or informal.

Which, if any, of these AI services have you **used for work** in the past 7 days? *Please select all that apply.*

Scripter: Randomize items 1-8; anchor "Other, please specify" and "Not applicable" at the bottom. "Not applicable" is exclusive.

1. ChatGPT
2. Claude
3. Google Gemini
4. Microsoft Copilot / Microsoft 365 Copilot
5. Grok
6. Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)
7. Perplexity
8. Threlma AI (fake option)
9. Other, please specify
10. Not applicable – I have not used any AI service in the past 7 days **for work**

Base: Used any AI service for work (CDG4=1-9)

CDG5.
How many of the past 7 days have you used any AI service **for work use**? *Please count all of the services you selected.*

Scripter: Single select. Show the scale in ascending (1-5) or descending (5-1) order, at random between respondents.

1. 1 day
2. 2 days
3. 3 days
4. 4 days
5. 5 or more days

Base: Used any AI service for work (CDG4=1-9)

CDG6.
Who paid for the AI service or services you **used for work** in the past 7 days? If you used both paid and free services, answer about the paid services.

Scripter: Single select. Keep the option order fixed; anchor "Not sure".

1. My employer paid for it or provided it
2. I paid for it myself (including through my own business)
3. I only used free versions (no paid subscription)
4. Both my employer and myself paid for a service(s)
5. Not sure

Base: Employed, working full-time or part-time (ppemploy=1 OR 2)

CDG7.
Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? *Please select all that apply.*

Scripter: Randomize items 1-3; anchor "None of these", then "Not sure". "None of these" and "Not sure" are exclusive.

1. AI now does parts of my job that I used to do myself
2. I now do new tasks using AI that were not part of my job before
3. AI now does tasks that I or my team used to hand off to a contractor or coworker
4. None of these
5. Not sure