

Poll: New Jerseyans of All Ages Believe Artificial Intelligence Needs Oversight

For immediate release with chart

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Galloway, N.J. — More than one-third (36%) of New Jersey residents think the increased use of artificial intelligence will make their lives worse, and a majority want oversight over the technology, according to a Stockton University poll released today.

A majority of residents (56%) have heard a lot about artificial intelligence, while 36% have heard at least a little. Only 8% said they haven't heard anything about AI.

Residents' opinions of AI vary widely depending on the use, but none of the applications asked about garnered majority support. Pluralities of 45% and 44% view the use of smart home devices or facial recognition technology as positive uses of AI, respectively, but more than 70% have a negative view of uses like generating fake images or videos (71%), companies using personal data to customize the content users see online (71%) or using AI in hiring decisions (76%).

"Artificial intelligence is already ingrained in many aspects of daily life, but people are feeling uneasy about some of the ways it's being used," said Hughes Center Interim Director Alyssa

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Companies using your data to customize the content you see online	12%	71%	13%
Companies using AI chatbots to answer questions or provide customer service	33%	47%	17%
Using AI for hiring decisions	9%	76%	11%
Self-driving cars	19%	66%	12%

Residents are split over how AI will impact their lives. A plurality of 36% said the increased use of AI will make their lives worse, while 1 in 4 (25%) said it will make their lives better. About the same rate (26%) said it will have no impact. Just over 1 in 10 (12%) are not sure how it will

samples consisted of random digit dialing (RDD) sample from MSG. Data are weighted based on U.S. Census Bureau ACS 2022 data for New Jersey on variables of age, race, education level and sex. The poll's margin of error is +/- 4.0 percentage points at a 95% confidence level. MOE is higher for subsets.