



## American Issues Survey

### Digital Data, Privacy, AI, and Congressional Action

#### Introduction

Since 2020, Lone Star Analysis has produced non-partisan research on American issues. We target the adult population at large (not just likely voters). We also compare US responses with the UK and EU.

In May 2023 as ChatGPT was in the news and big tech firms were trying to defend themselves in Brussels and Washington, we conducted a survey comparing the view of respondents in the US, UK, and EU. The survey was conducted in English targeting 4800 respondents aged 16 years and older.

- *In this survey we found differences among respondents in the US, UK, and EU. Americans were distinctively different from other Western nations, and fewer than 20% of respondents felt the U.S. Congress was either doing enough or at least on the right track.*

#### Summary of Findings

##### Survey Area One – Who is the threat, What is the personal response?

- *Respondents were about evenly divided on the risks they saw in “big tech” vs. “foreign adversaries.” But US respondents had particularly heightened concerns about foreign actors.*

When asked to compare concerns by foreign and corporate actors, Americans were neutral. Big tech and foreign adversaries were seen as equally threatening, averaging across US respondents.

Brits were slightly biased toward being concerned about foreign risks, while EU respondents saw big tech companies as slightly more concerning.

Only 4% of Americans were “Never Concerned” about their data being collected online. US respondents reported taking an average of more than 2.5 precautions to avoid data exposure. Respondents from the UK and EU had similar responses, but preferred precautions were slightly different.

Among respondents who were employed, Americans were more likely to say they had taken cyber precautions at work than UK and EU respondents.

We asked about willingness “to delete a social media app in the case of allegations of foreign espionage” and found nearly 80% of US respondents said they were likely to delete such apps. About 70% of EU respondents were likely to do so, and about 60% of UK respondents said they were likely to delete apps.

##### Survey Area Two – Expectations About Personal Data Ownership

- *The majority of respondents feel they are owed some sort of compensation when their data is used for AI training or for other corporate purposes. Among our cadres, American respondents were most likely to hold this view.*

Lone Star has conducted polling about “who owns your data” for many years. In this poll, we asked about compensation for data use. In digital marketing, personal information is sometimes called “digital currency” meaning a consumer trades personal data in exchange for some information or access.



In that vein, we asked, *“If data describing you (i.e., facial images, spending patterns, location history) is used to train an AI algorithm, are you owed compensation?”*

American respondents were most likely to say “Yes” to this proposition (60%) and least likely to say “no” (14%).

UK respondents were most likely to be unsure (32%) with nearly 50% saying “yes” to the idea they were owed something.

EU responses fell between the US and UK. Over half said “yes” to being owed compensation, and only 13% said “no” with 30% being unsure.

### **Survey Area Three – AI Topics**

- *AI usage is widespread, and many consumers don’t know they are using it. Our research shows AI usage at work is widespread, and (unlike consumers), employees know they are using AI, which they see as a potential security risk*

A recent [Pew Research survey](#), taken about the same time as our poll found “A majority of Americans have heard of ChatGPT, but few have tried it themselves” with only 19% of their respondents saying they had used ChatGPT.

Our polling on this topic focused on 1640 respondents who said they were currently employed. Among these respondents:

- 40% of Americans and 50% of Brits said they had used ChatGPT, or some other AI tool for their work. EU reported usage at 60%.
- About 80% of US respondents and 75% of other respondents were concerned at some level about the security of their employers’ data while using AI tools.

### **Survey Area Four – Congressional Action**

- *Americans seem to want their Congress to be more muscular in protecting their data and their privacy*

1600 respondents were Americans. Only about 8% agreed, “Congress is doing all they can to protect my data” while about 26% said Congress was “Not doing near enough.” Younger and less affluent respondents were least likely to agree congressional action has been adequate.

### **Conclusion**

- *The EU government fined Facebook more than \$1B dollars about the time this poll was being conducted, perhaps explaining why EU respondents are more optimistic about governmental cyber enforcement. But US respondents who were cyber savvy compared to equivalent UK and EU respondents, were generally not satisfied with actions of their Congress.*



## About Lone Star

Lone Star Analysis is a Dallas-based provider of applied decision intelligence, AI, and engineering solutions. We harness predictive and prescriptive analytics, artificial intelligence, and inherent knowledge to enhance innovation, create economic strength, and make the world safer. Since 2004, organizations have trusted Lone Star to deliver actionable answers to complex problems in manufacturing, aerospace, defense, energy, logistics, transportation and more.

In the past year Lone Star has been honored as one of the fastest growing companies in North Texas, winning at Dallas 100 award, and a won a national award for Artificial Intelligence

Lone Star began providing *pro bono* polling analytics in 2020 in support of leaders in the private and public sectors as they navigate the choppy waters of the Covid-19 epidemic. We continue this corporate citizenship with this latest edition of *American Issues*.

For more see [www.Lone-Star.com](http://www.Lone-Star.com)