

A photograph of a restaurant kitchen. A neon sign with the word "OPEN" in red and yellow letters is mounted on the wall. A chef in a red cap and white apron is working at a counter. The kitchen is filled with stainless steel equipment, including a large oven and a sink. The scene is dimly lit, with the neon sign providing a focal point of light.

OPEN

Powering Small Business Success

Views from the
American Public

Our Approach

Working closely with C_TEC, Teneo Research conducted a national survey of U.S. adults



1,001 adults across the U.S. with census-balanced representation for:

- Gender
- Age
- Region



Data was collected between July 14th and 16th, 2022



The survey was fielded online, and available for desktop and mobile devices



The credibility interval for this study is $\pm 3.1\%$ at the 95% level of confidence

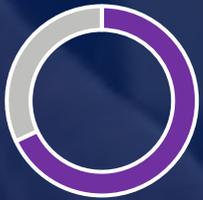
As a supplement to C_TEC's national survey of small business owners, this survey explores:

- How Americans are using technology to engage with businesses
- The public's interest in adopting advanced technology, including acceptance of AI in their daily lives
- Americans' priorities for future regulation of technology including:
 - National online privacy laws
 - The regulation of AI
 - Limiting the use of tailored advertising

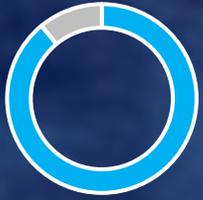
Key Numbers



97% of Americans are using at least one technology-enabled solution to engage with U.S. businesses



68% use technology platforms to buy products or services from small businesses



89% support at least one use for AI, with a focus on fraud prevention and improving customer service



A broad majority of Americans (68%) support enacting a national online privacy law



Empowering the public with choice is key to boosting support for a national online privacy law



While the public embraces a wide range of AI applications, Americans are split 50/50 on how best to regulate it

Americans' technology engagement

Nearly all Americans are using technology platforms to engage businesses

Electronic payment platforms, package delivery for online purchases, delivery app services, and remote work are the services that are used most frequently by American consumers

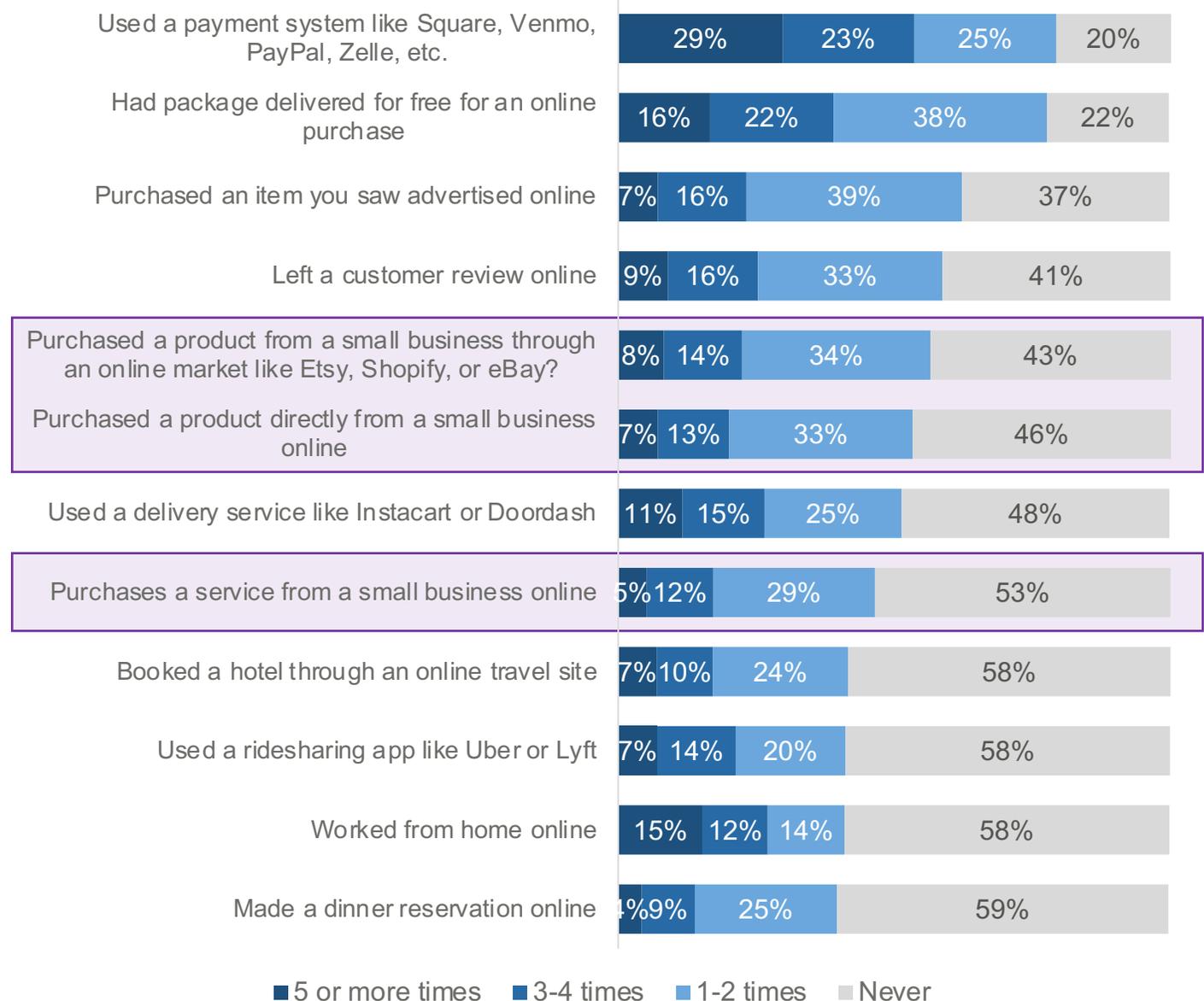


Use at least one tech platform in the past month



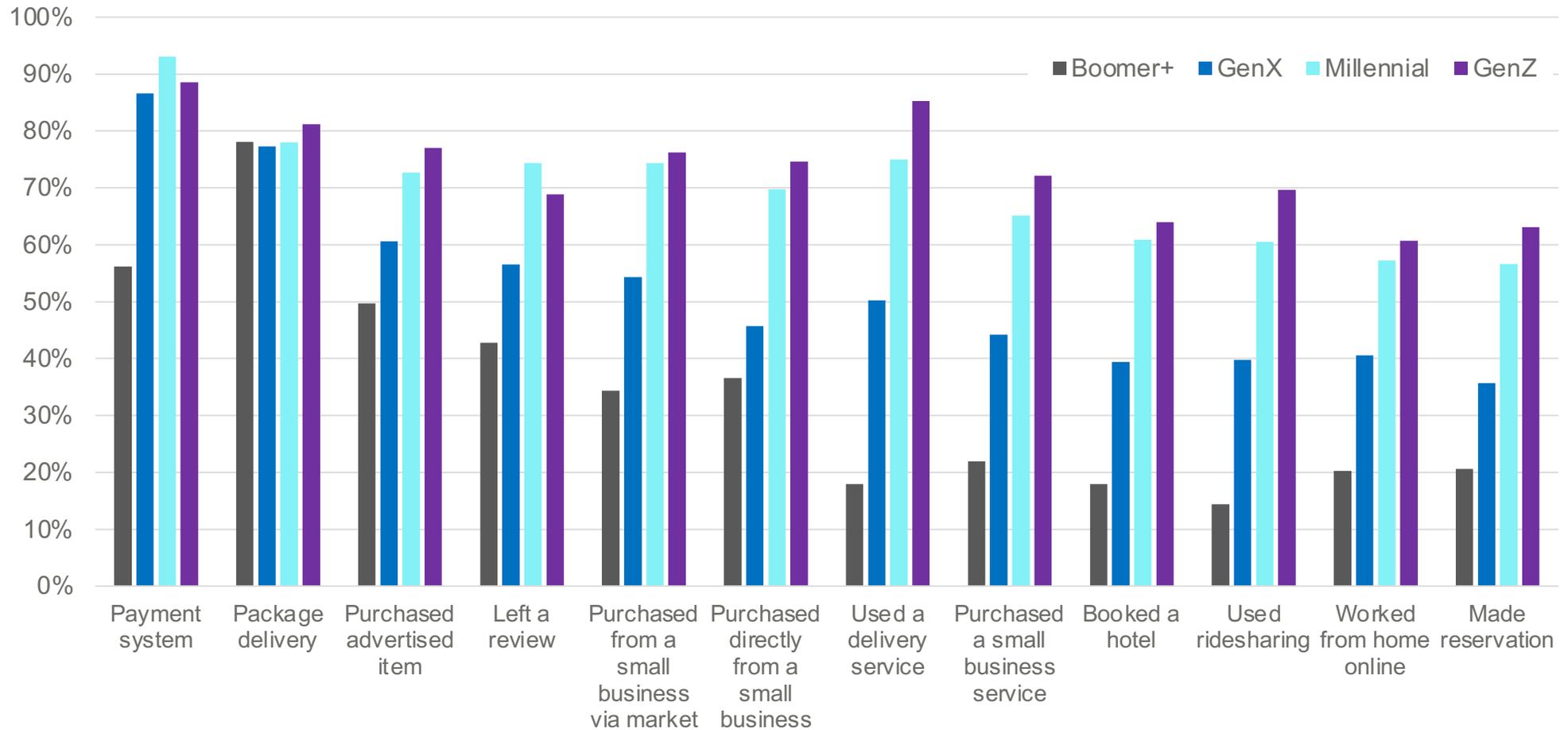
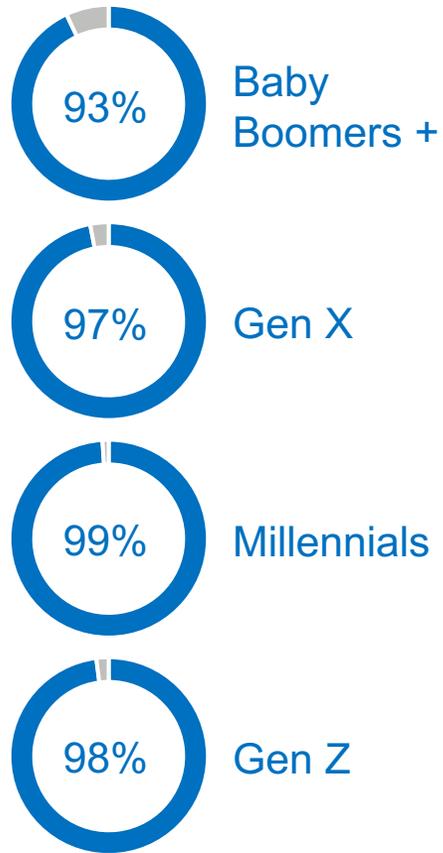
Use technology platforms to buy products or services from small businesses

How many times in the last month do you estimate you have:



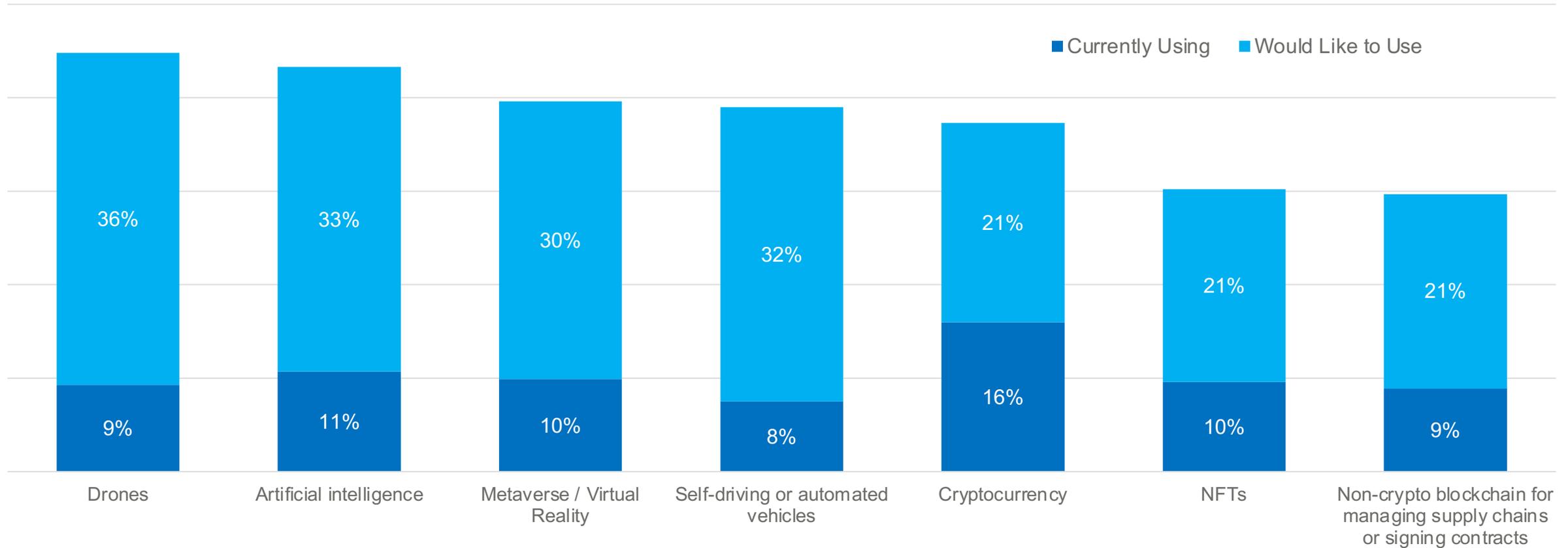
Tech engagement across generations

Across generations we see widescale engagement with a range of technology platforms, but the youngest generations – Millennials and Gen Z – are enthusiastic adopters



Tech engagement across generations

While cryptocurrency is among the most frequently utilized advanced technology today, Americans' interest in drones, AI, VR, and autonomous vehicles signals broad future adoption



Employing AI

While nearly all Americans support some use of artificial intelligence, support declines when applications are described as working alongside specialists and employees



Support at least one use for AI

Below are a few potential ways artificial intelligence (AI) could be used. Please select all the uses that you would be in favor of. (please select all that apply)

Rank: Most favored to least favored

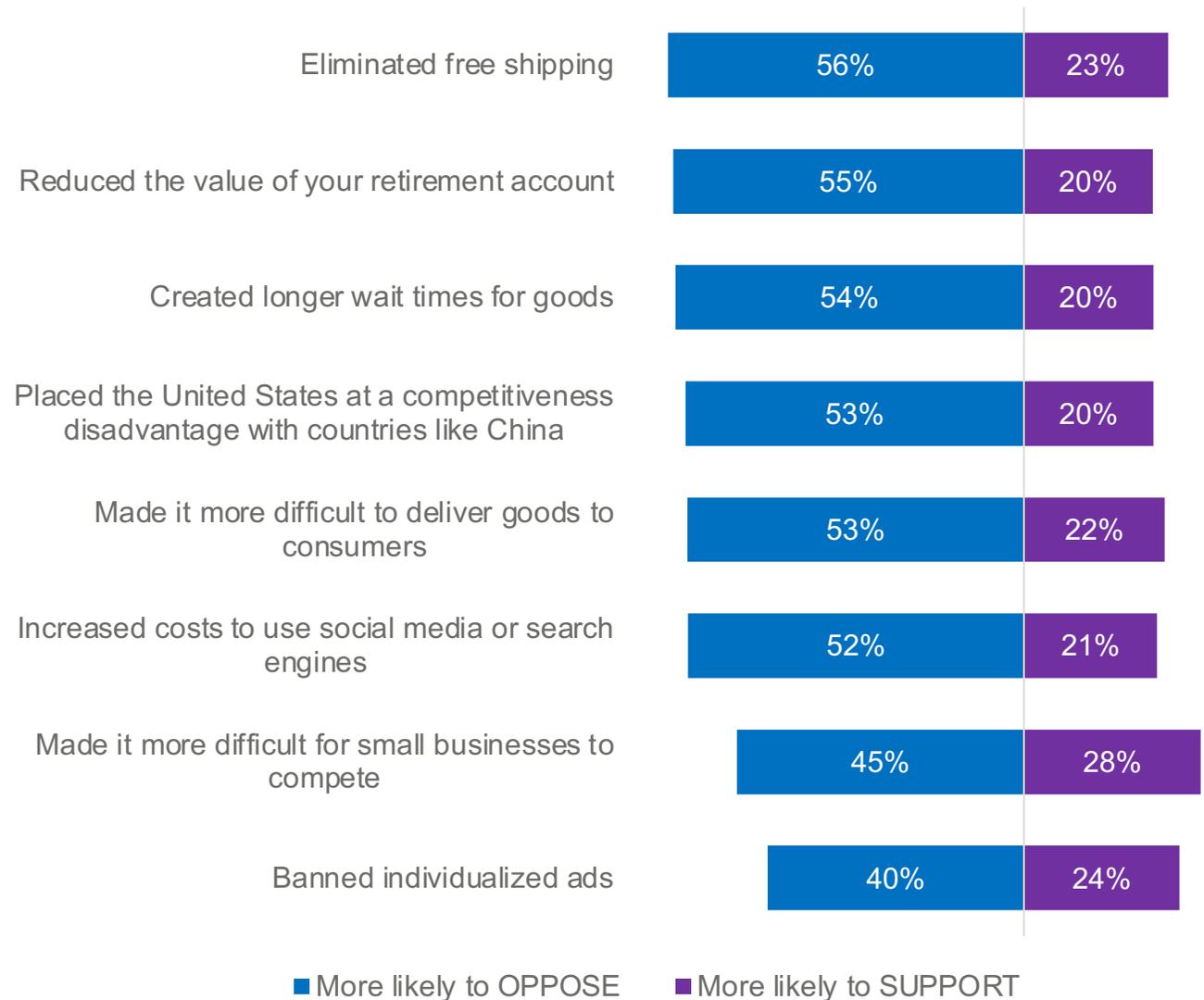
- 1st Prevent fraud through identity verification
- 2nd Speed up and improve customer service
- 3rd Help farmers more efficiently produce crops and other products
- 4th Look for ways to expand underprivileged communities' access to goods and services like credit, insurance, or healthcare
- 5th Help businesses better deal with labor shortages
- 6th Automatically take care of the dull, repetitive parts of people's jobs to allow workers to focus on areas that require more skill
- 7th Assist doctors by automatically taking notes in real time
- 8th Secure businesses
- 9th Assist small businesses streamline their hiring processes

Outlook on future regulation

Highlighting the direct impact that tech regulations would have on consumers leads a majority to oppose these laws

As you may know, the federal government is considering new laws and regulations that change how technology companies operate. These laws could have a wide range of impacts on businesses and consumers.

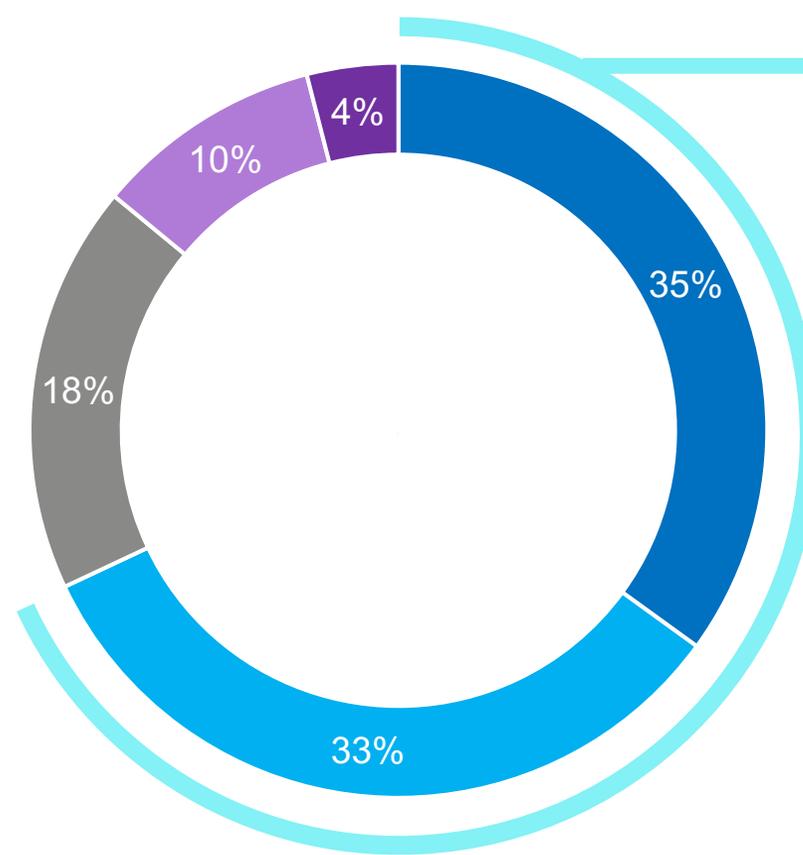
For each of the following potential impacts, please indicate whether that impact makes you more likely or less likely to support these new regulations.



National online privacy law

By a nearly five-to-one margin, the American public supports passing a national online privacy law with more than one-in-three strongly supporting this potential law

Would you support or oppose Congress passing a national online privacy law?



68%
two-in-three Americans support a national online privacy law

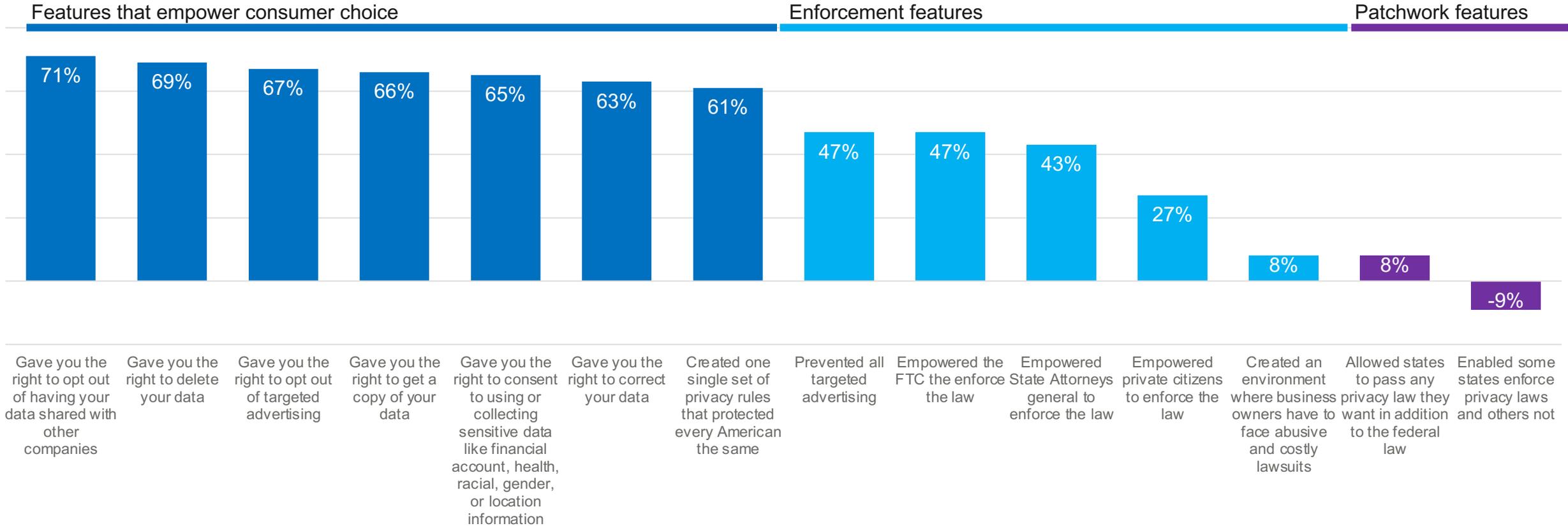
Top Supporters (% strongly support)

Baby boomer +	39%
Western region	38%
\$50-75k HH income	37%
\$150k+ HH income	37%
College graduates +	37%
Men	36%
Millennials	34%

- Strongly support
- Somewhat support
- Unsure
- Somewhat oppose
- Strongly oppose

Shaping a national privacy law

Aspects of potential online privacy laws that empower consumer choice and control significantly boost support for these laws, while anything that penalizes businesses or sets up an unequal patchwork of rules drives down support significantly



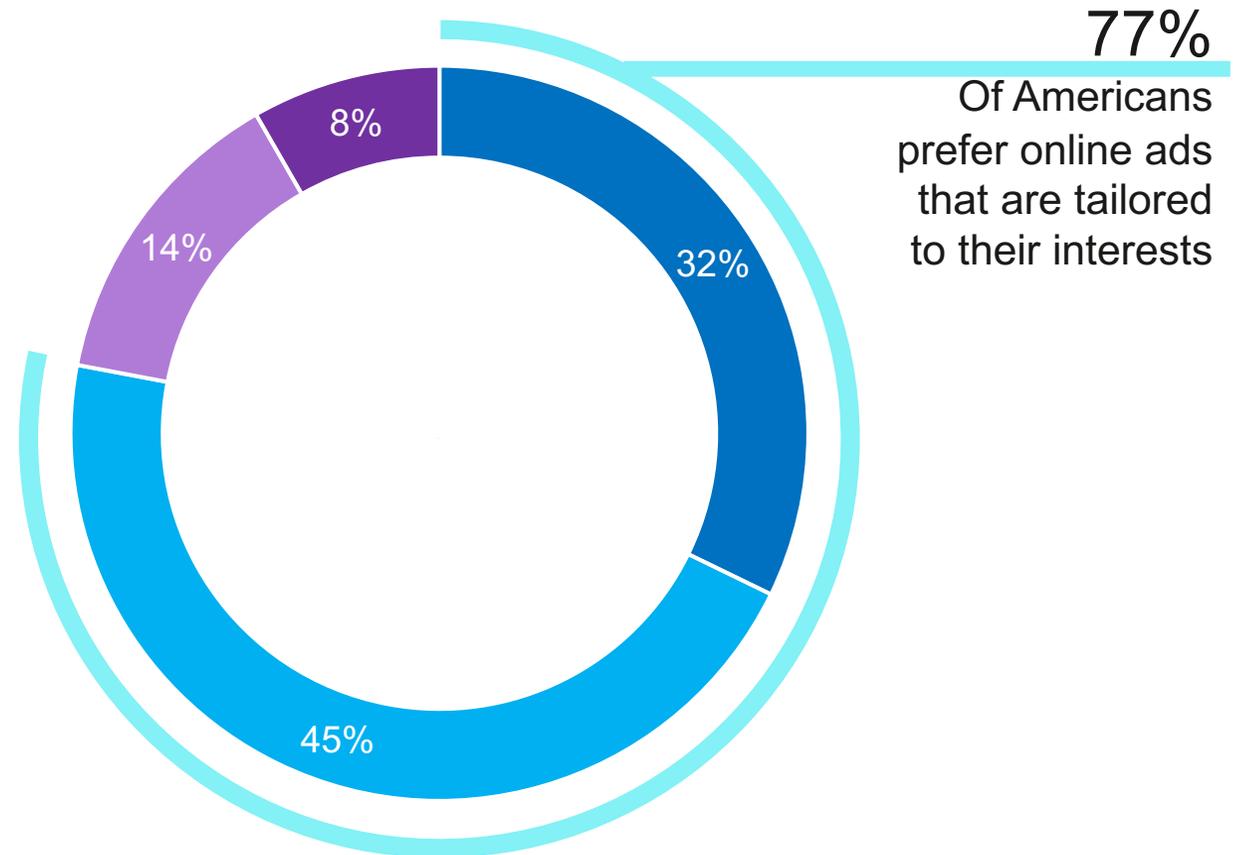
Question: Would each of the following aspects of a national online privacy law make you more likely to support that law, or more likely to oppose that law?

Net Support (total level of support – total level of opposition)

Tailored advertising

Despite solid support for curtailing “targeted” advertising (net support of +47 for eliminating targeted ads), Americans prefer to see ads that align with their interests

When it comes to the advertisements you see online, do you prefer online advertisements that are tailored to your preferences or advertisements that do not?



77%
Of Americans prefer online ads that are tailored to their interests

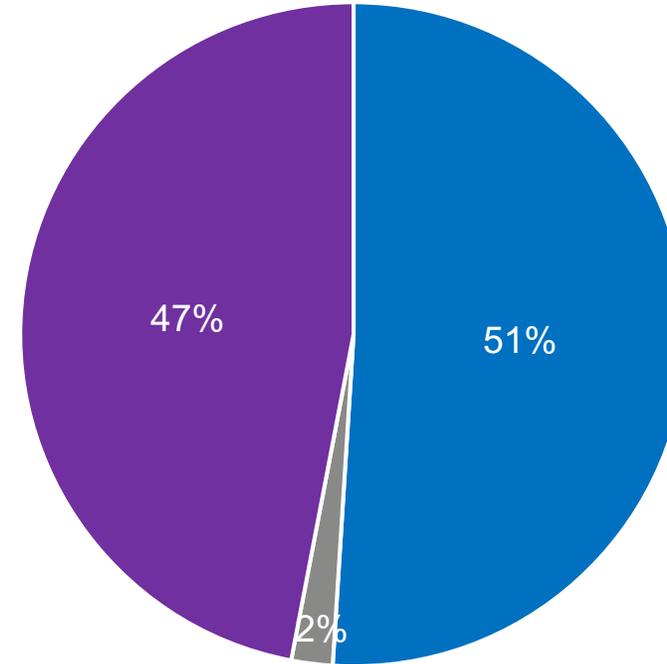
- Strongly prefer ads that are tailored to my interests
- Somewhat prefer ads that are tailored to my interests
- Somewhat oppose ads that are tailored to my interests
- Strongly oppose ads that are tailored to my interests

Regulating AI

While most Americans (89%) support at least some AI applications, there is uncertainty on how artificial intelligence should be regulated, with the public divided between taking a one-size-fits-all vs. a tailored approach

When it comes to how the U.S. government regulates artificial intelligence, which ONE of the following perspectives is closest to your own views?

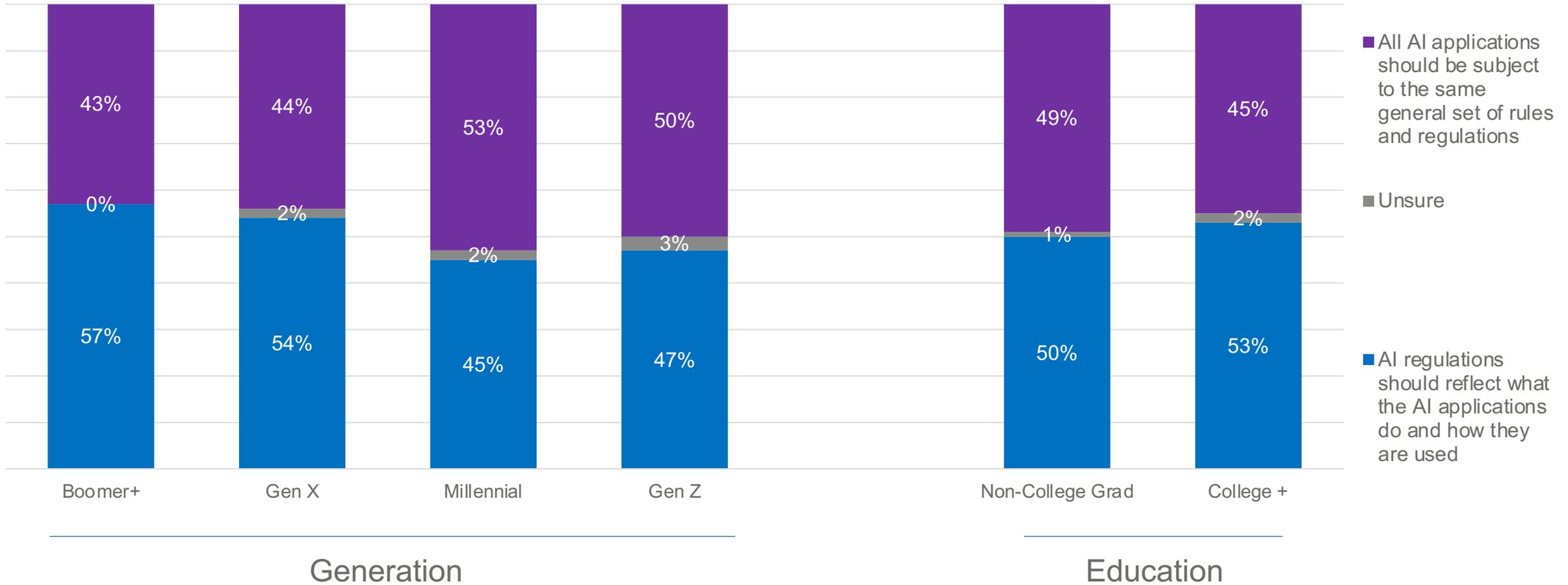
All AI applications should be **subject to the same general set of rules and regulations**, no matter what that AI does or how it is used.



AI **regulations should reflect what the AI applications do and how they are used**, with more stringent rules for higher risk applications.

Regulating AI

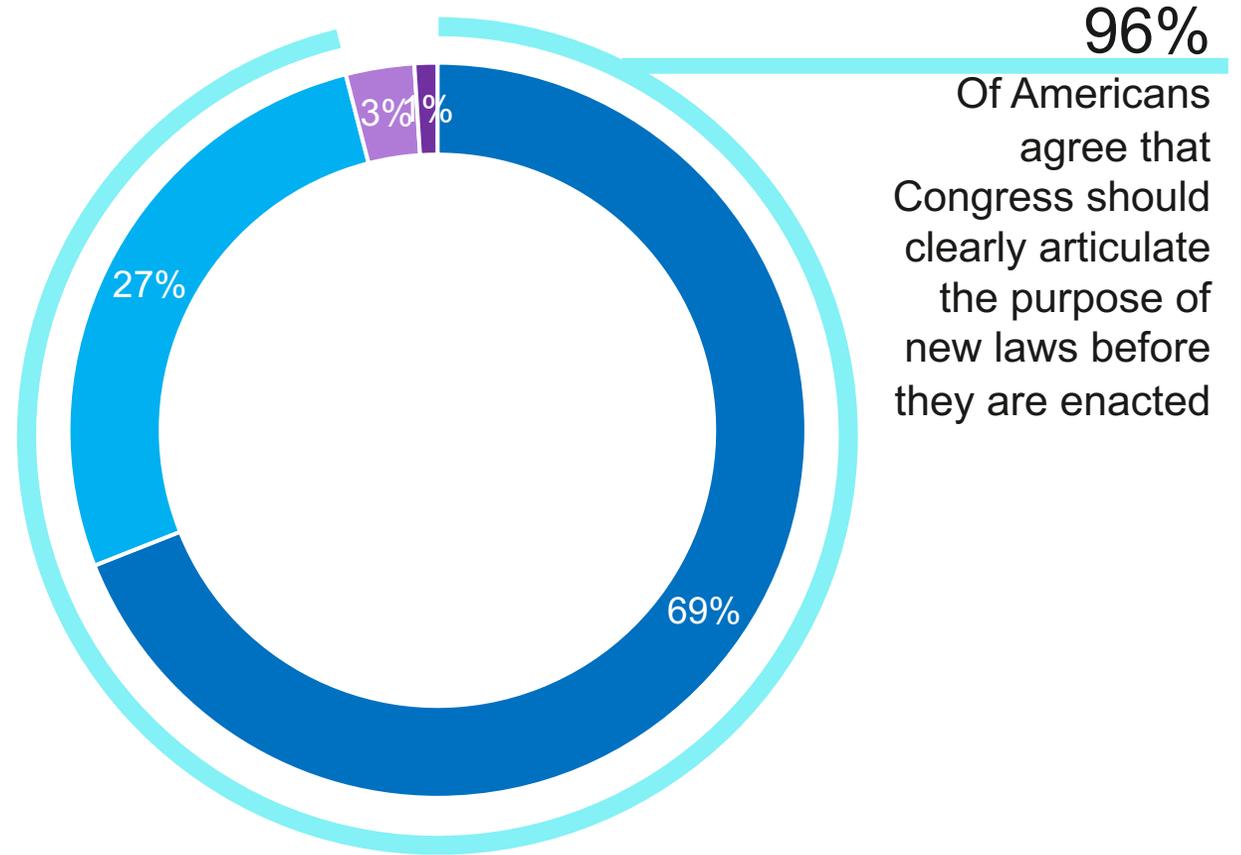
Younger Americans and those with less formal education favor a blanket approach to AI regulation



Purpose-driven legislation

Americans overwhelmingly agree that Congress should clearly define the purpose of new laws being passed, with nearly seven-in-ten strongly agreeing with this principle

Do you agree or disagree with the following statement:
Lawmakers should clearly define the purpose and objectives of any law they attempt to pass.



96%
Of Americans agree that Congress should clearly articulate the purpose of new laws before they are enacted

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree