

BRIEFING NOTE:

US CONSUMERS' PERCEPTIONS OF AI

Key insights related to AI trust and adoption
from our February 2025 study

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OVERVIEW

In February 2025, PR agency [Proper Propaganda](#), in collaboration with [Audience Audit](#), surveyed 1,001 U.S. consumers to understand what drives their consumer tech-buying decisions. The full study explored how Americans assess technology brands—domestic and foreign—through the lens of product origin, transparency, AI integration, political alignment, and trade policies.

This report focuses specifically on the survey's AI-related findings—where AI excites consumers, where it raises red flags, and how brands can refine their messaging to gain trust and drive adoption.

PURPOSE

For AI-powered consumer tech brands trying to conquer or break into the U.S. market, trust and transparency aren't optional—they're essential. This report dives into:

- How AI branding impacts consumer interest—and why clear explanations matter more than a flashy label.
- Why consumers embrace AI for efficiency and personalization—but hesitate over privacy, ethics, and control.
- How brands can balance transparency with credibility to build trust.
- Key demographic differences—from younger consumers' price sensitivity to older buyers' security concerns.

By tackling these challenges head-on, brands can refine their messaging, build credibility, and connect more effectively with U.S. consumers.

STRATEGIC OPPORTUNITIES

Simply slapping "AI-powered" on a product won't win over U.S. consumers—brands need to build trust, prove real value, and address skepticism. While many consumers appreciate AI's efficiency and personalization, skepticism around privacy, security, and overhyped marketing remains a hurdle.

The following sections break down the data into three parts: overall insights, insights across key demographics, and actionable strategies. By understanding where AI resonates, where it raises concerns, and how different consumer segments respond, brands can refine their messaging, strengthen credibility, and improve market positioning.

AI BRANDING - LIMITED INFLUENCE, BUT TRUST MATTERS

OVERALL INSIGHTS

- AI-specific marketing has little impact on purchase interest—only 25.9% of consumers said it would make them more interested, while 53.7% were neutral and 20.4% said it would turn them off²⁶.
- Most consumers are indifferent to “Powered by AI” labels, signaling that the marketing message on its own isn’t a strong selling point.

SUBGROUP INSIGHTS

- Older consumers (60+) are the most skeptical, with 30.1% saying AI branding makes them less interested in a product²⁶.
- Hispanic consumers show higher enthusiasm, with 41.5% more interested, compared to 23.3% of non-Hispanic consumers²⁶.
- Trump voters (31.8%) are more receptive to AI branding than Harris voters (24.9%)²⁶.

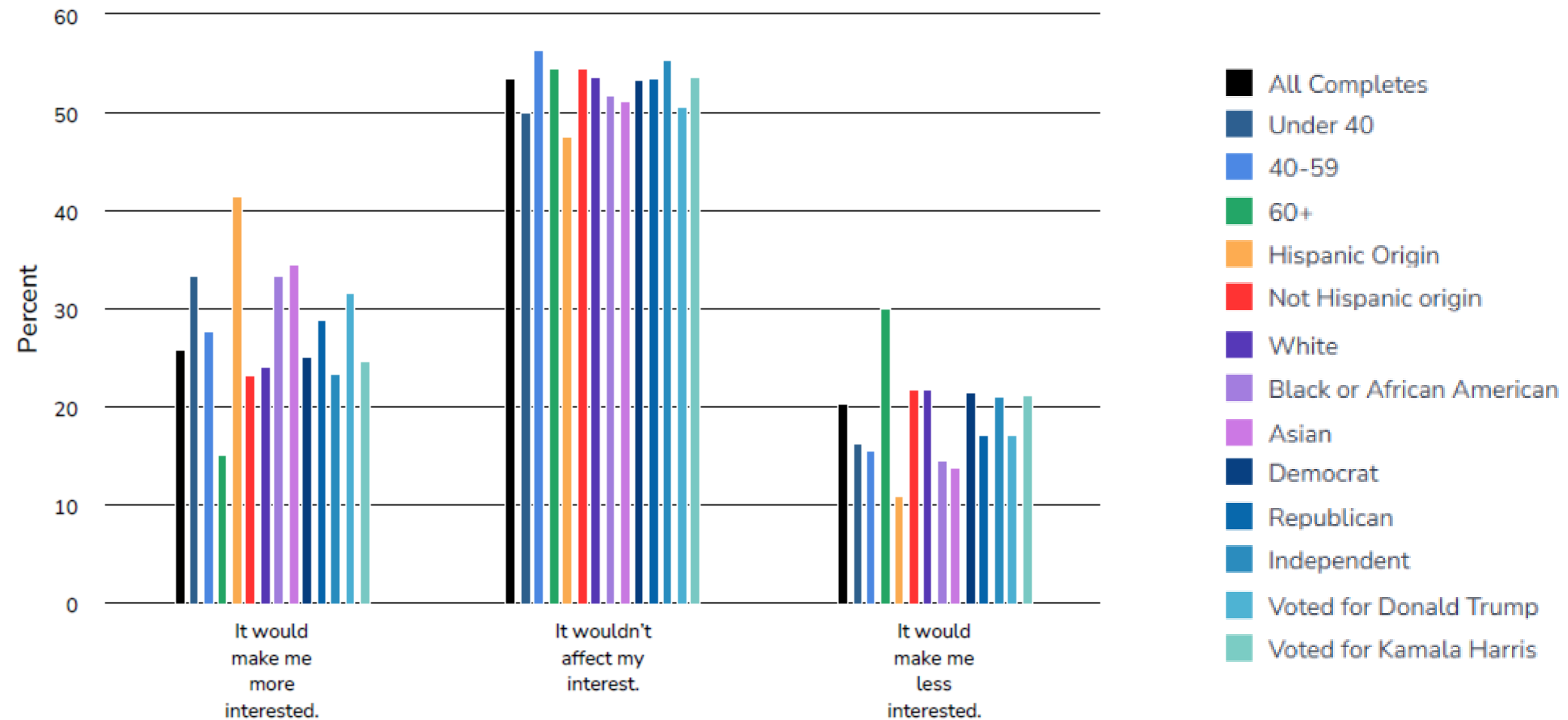
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- Older consumers (60+) are likely to be the most wary of AI-powered products from China, as 79.4% express concerns about Chinese-made tech³⁸.

OPPORTUNITIES

- Position AI as a problem-solver, not just a feature. Consumers want clear benefits, not just buzzwords.
- Lean into trust signals like reviews, endorsements, and warranty guarantees.
- For foreign brands, trust is everything. Overcoming skepticism will require third-party security certifications, transparent data privacy policies, and messaging around reliability.
- For older consumers, AI skepticism is tied to product origin. Reinforce safety, compliance, and durability with "Made for U.S. standards" messaging.

WOULD A PRODUCT BEING LABELLED AS “POWERED BY AI” INFLUENCE YOUR INTEREST IN PURCHASING IT?



CONSUMERS DEMAND TRANSPARENCY - AI EXPLANATION BEATS PRICE

OVERALL INSIGHTS

- When purchasing a product that incorporates AI into its operation, 83% of consumers say a clear explanation of how AI is used in the product matters more to them than the price of the product²⁹. Across all demographics, transparency is key to adoption.

SUBGROUP INSIGHTS

- Trump voters (85.3%) prioritize a clear AI explanation over price²⁹.
- Asian consumers (85.7%) are the most likely to value AI transparency, while Black or African American consumers (76.3%) are the least likely²⁹.
- Older consumers (40-59 and 60+) care even more about clear AI explanations than younger consumers (86.5% and 85% vs. 78.4% under 40)²⁹.

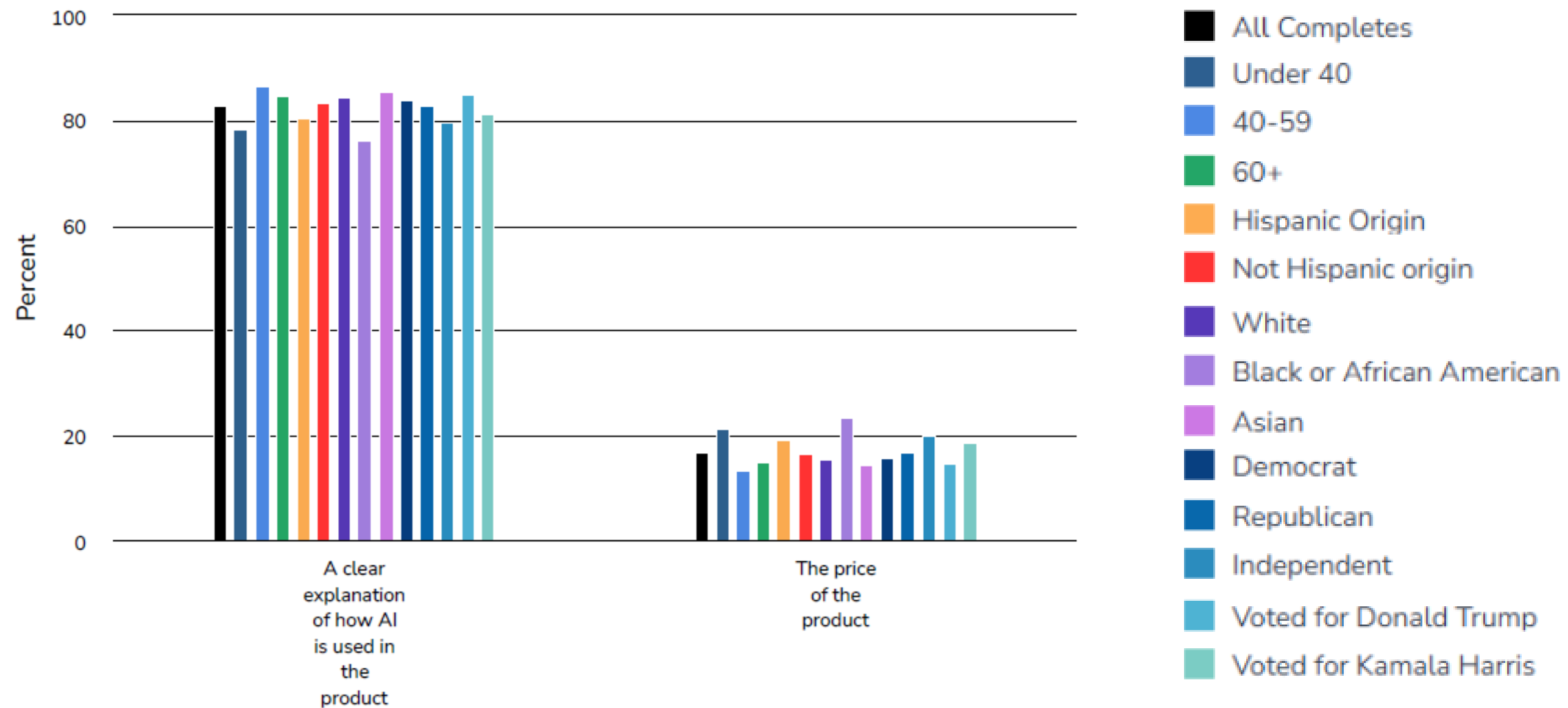
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- Harris voters (81.3%) also emphasize AI transparency, though slightly less than Trump voters (85.3%)²⁹.

OPPORTUNITIES

- Make AI benefits obvious. Embed simple, real-world explanations in packaging, product pages, and customer support to build trust.
- Older consumers prefer to see AI in action²⁹. Explainer videos and interactive demos that show AI in real-world use cases can increase comfort.
- For politically diverse audiences, avoid AI hype. Stick to clear, benefit-driven messaging.

IF YOU WERE PURCHASING A PRODUCT THAT INCORPORATES AI INTO ITS OPERATION, WHICH OF THESE WOULD BE MORE IMPORTANT TO YOU?



WHY CONSUMERS WANT AI - SMARTER, FASTER, MORE PERSONALIZED

OVERALL INSIGHTS

- 68.1% believe AI makes products more efficient and smarter²⁷.
- 61.9% expect advanced features or personalization²⁷.
- 54.2% see AI as cutting-edge²⁷.

SUBGROUP INSIGHTS

- Asian consumers have the strongest positive perception of AI, with 84% valuing efficiency, 76% expecting advanced features, and 72% seeing it as innovative²⁷.
- Younger consumers (under 40) are particularly drawn to AI's efficiency (71.2%), compared to 55.3% of those 60+²⁷.

OPPORTUNITIES

- Show, don't just tell. Highlight specific, measurable AI efficiency gains (e.g., "Cuts task time by 30%") instead of generic "smart" claims.
- Younger buyers want AI, but affordability matters. Position products with a mix of AI-driven features and cost-conscious messaging.
- For Asian-American consumers, lean into AI's cutting-edge appeal. Market AI as innovative and forward-thinking.

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THE AI BACKLASH: PRIVACY, ETHICS, AND CONTROL CONCERNS

OVERALL INSIGHTS

- 54.9% worry about how AI is used in products²⁸.
- 53.9% cite data privacy concerns²⁸.
- 50.5% are concerned about ethics and potential AI errors²⁸.

SUBGROUP INSIGHTS

- Older consumers (60+) have the highest data privacy concerns (63.4%)²⁸.
- Ethical concerns about AI are strongest among the under-40 group (62.1%), dropping for 40-59 (43.4%) and 60+ (47.3%)²⁸.
- Democrats (59.2%) are the most concerned about AI-related errors, more than Republicans (43.9%) and Independents (42.6%)²⁸.

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OPPORTUNITIES

- Privacy policies shouldn't be fine print. Be explicit and easy-to-understand about data protection measures in product materials.
- For older consumers, security is everything. Use clear privacy assurances (e.g., “End-to-end encrypted, no third-party data sharing”) to build trust.
- Democrats are more skeptical of AI reliability. Messaging should highlight safeguards against AI errors and ethical AI use.

SURVEY METHODOLOGY

This research report is based on data from an online survey taken from January 29 to February 3, 2025, by 1,001 U.S. consumers aged 18-70 who have purchased a consumer technology product in the last six months. The respondent group was secured through a research panel provider and balanced to match US Census data based on age group, gender, annual household income, ethnicity, and race. The data quality was assured through both pre-survey and post-survey methods. The overall number of respondents exhibits a margin of error of +/- 3.34 percentage points at a 97% confidence level. Some questions were served only to specific subgroups and thus have a higher margin of error.

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ATTRIBUTION

The research was conducted by Proper Propaganda, a public relations firm serving technology companies, in partnership with Audience Audit Inc., a US-based research agency.

All statistics cited in this report must be attributed to “**Proper Propaganda & Audience Audit Inc. (2025). Briefing Note: AI Perception and Adoption in the U.S. - Key insights related to AI trust and adoption from our February 2025 study**” when shared or referenced.

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LET'S TALK

Breaking into the U.S. market takes more than great products—it takes trust, strategic positioning, and the right messaging.

As a PR agency specializing in US market entry, we help consumer tech brands build credibility, shape consumer perception, and turn insights into influence.

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ENDNOTES

²⁶ Impact of 'Powered by AI' labeling on purchase interest.

²⁷ Reasons AI labeling increases product interest.

²⁸ Reasons AI labeling decreases product interest.

²⁹ Priority when purchasing AI-powered products: usage transparency vs. price.

³⁸ Geographic concerns about consumer tech manufacturing locations.

⁵² Consumer purchasing behavior in response to tariff-driven price increases.