



INSTITUTE OF POLITICS UMBC Poll

Created by: Audrey Grutzik, Research Assistant

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Title: The Relationship Between AI Use and Concern About Its Societal Impact

Source: UMBC Poll (n=781 Maryland adults, MOE=+/-3.5%)

Field dates: October 21 to October 25, 2025

Please visit politics.umbc.edu to see the full results and methodology statement.

Question: How do levels of concern about artificial intelligence vary by frequency of use among Marylanders?

UMBC Poll data analyzed:

Only the respondents who indicated that they had heard or read at least “a little” about AI were administered these questions.

Q: AI_USE How often do you use artificial intelligence (AI) tools in your daily life?

Q: AI_SOCIETY Do you think that artificial intelligence (AI) will have a [positive or negative] impact on society?

Q: AI_ISSUES Next, I’m going to read you some potential concerns about the use of AI. For each one, please tell how concerned—not at all, a little, somewhat, or very—you are about each one. . .

Q: AI_JOBS AI and related automation replacing human jobs.

Q: AI_EDUC The impact on education, critical thinking, and learning.

Q: AI_POLICE The use of AI facial recognition technology in law enforcement.

Q: AI_DATA The environmental impact of data centers that power AI systems.

Q: AI_REPLACE A decline in personal connections and face-to-face social interactions.

Q: AI_ID Identity theft or impersonation, such as the manipulation of images, video, or audio.

Q: AI_INFO The spread of misinformation and political propaganda.

Perceptions of the Impact of Artificial Intelligence (AI) on Society by Frequency of Use

Do you think that artificial intelligence (AI) will have a positive or negative impact on society?

Bars represent the percentage of Maryland adults within each AI use group who selected each response option.



Field dates: October 21 to October 25, 2025
n=781, MOE=3.5%

Chart: Mileah Kromer • Source: UMBC Poll • Created with Datawrapper

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Description of results:

Marylanders’ views of artificial intelligence (AI) become more positive as the frequency of use increases.

Three-quarters of those who never use AI overwhelmingly believe it will have a “negative” or “very negative” impact on society. Among those who use AI less than monthly, the share who view AI negatively is smaller (**65%**), and it declines further among weekly or monthly users (**53%**). Among daily users, negative perceptions of AI fall to **37%**.

Only **13%** of those who never use AI believe it will have a “positive” or “very positive” impact on society. That share rises to **21%** among those who use AI less than monthly, **35%** among weekly or monthly users, and **52%** among daily users.

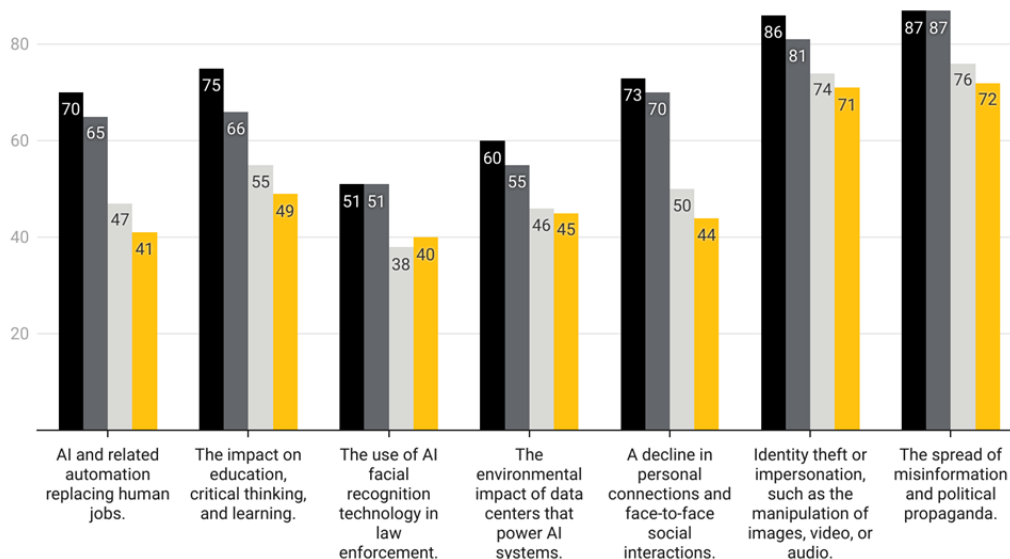
Overall, Marylanders’ perceptions of AI become more positive with greater use. Those who rarely or never use AI hold the most negative views, while daily users express the highest confidence in its benefits to society.

Concerns About Artificial Intelligence (AI) by Frequency of Use

Next, I'm going to read you some potential concerns about the use of AI. For each one, please tell how concerned—[not at all, a little, somewhat, or very]—you are about each one. . .

Bars represent the percentage of Maryland adults who said they were **very** concerned.

■ Never ■ Less than monthly ■ Weekly or Monthly ■ Daily



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Description of results:

Concern about artificial intelligence (AI) declines steadily as usage increases. Those who never use AI are consistently the most concerned, while daily users are the least concerned. People who use AI less than monthly or weekly fall in between.

The most significant differences across usage appear in concerns about job loss, personal connections, and education. Concern about AI replacing human jobs is highest among those who never use AI (70%) and those who use it less than monthly (65%), compared to weekly or monthly users (47%) and daily users (41%)—a **29-point gap** between non-users and daily users. Concern about a decline in personal connections shows a similar pattern, with 73% of non-users and 70% of less-than-monthly users saying they are “very” concerned, compared to 50% of weekly or monthly users and 44% of daily users. Concern about AI’s impact on education follows the same pattern: 75% of non-users and 66% of infrequent users are “very” concerned, compared to 55% of weekly or monthly users and 49% of daily users.

Smaller but consistent differences appear in concerns about the environment and the use of AI in law enforcement. Concern about the environmental impact of data centers is highest among non-users (60%) and less-than-monthly users (55%), compared to 46% of weekly or monthly users and 45% of daily users. Concern about the use of AI in law

enforcement is highest among both non-users and infrequent users (**51%** each), compared to **38%** of weekly or monthly users and **40%** of daily users.

Concerns about identity theft and the spread of misinformation are high across all AI usage groups. Concern about identity theft or impersonation is highest among those who never use AI (**86%**) and those who use it less than monthly (**81%**), compared to **74%** of users who use it weekly or monthly and **71%** of users who use it daily. Concern about misinformation and political propaganda is similarly widespread, with **87%** of non-users and those using AI less than monthly “very” concerned, compared to **76%** of weekly or monthly users and **72%** of daily users.