

**AP**

**NORC**  
at the UNIVERSITY of CHICAGO

The Associated Press-NORC  
Center for Public Affairs Research

# **Americans' Assessments of Their Increasingly Automated Lives**

Conducted by The Associated Press-NORC Center for Public Affairs Research  
With funding from The Associated Press and NORC at the University of Chicago

*Interviews: 8/17-21/2017*

*1,038 adults*

*Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**Q50. Over the next ten years or so, do you think automation of daily activities and workplace tasks will make your quality of life better, worse or will it not make much difference?**

	AP-NORC 8/17-21/2017
<b>Much/Somewhat better NET</b>	<b>41</b>
Much better	9
Somewhat better	33
<b>No difference</b>	<b>34</b>
<b>Much/Somewhat worse NET</b>	<b>22</b>
Somewhat worse	18
Much worse	4
DON'T KNOW	2
SKIP/REFUSED	*

N= 1,038

**Q52. Would you say that you are a person who tends to be quick to use new technologies, or a person who tends to be slower to use new technologies, or are you somewhere in the middle?**

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 8/17-21/2017
Quick to use	24
In the middle	55
Slow to use	21
DON'T KNOW	*
SKIP/REFUSED	1

N= 1,038

**Q53. Overall, do you think the automation of jobs through new technology in the workplace has mostly helped American workers, has mostly hurt American workers, or has neither helped nor hurt them?**

	AP-NORC 8/17-21/2017
<b>Helped a lot/a little NET</b>	<b>33</b>
Helped a lot	13
Helped a little	20
<b>Neither helped nor hurt</b>	<b>22</b>
<b>Hurt a lot/a little NET</b>	<b>44</b>
Hurt a little	30
Hurt a lot	14
DON'T KNOW	1
SKIP/REFUSED	1

N= 1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**Q54. How likely do you think it is that each of the following has resulted from increased automation in factories?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC 8/17-21/2017	<b>Extremely/ Very likely NET</b>	Extremely likely	Very likely	<b>Somewhat likely</b>	<b>Not too/Not at all likely NET</b>	Not too likely	Not at all likely	DK	SKP/ REF
Dangerous jobs are safer	<b>48</b>	14	34	<b>36</b>	<b>14</b>	9	6	1	1
Factory wages have been reduced	<b>39</b>	12	27	<b>40</b>	<b>19</b>	16	3	1	1
Some manufacturing has returned to the United States from low-wage countries	<b>22</b>	7	14	<b>45</b>	<b>30</b>	23	7	2	1
A significant number of workers have lost their jobs	<b>56</b>	22	34	<b>36</b>	<b>8</b>	7	1	*	1
More jobs require advanced education or training	<b>57</b>	18	39	<b>33</b>	<b>8</b>	6	2	1	1
Some products are sold at lower prices to consumers	<b>44</b>	13	32	<b>31</b>	<b>23</b>	17	6	1	1
Some products are manufactured more efficiently	<b>53</b>	15	38	<b>37</b>	<b>8</b>	6	3	1	1

N=1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**Q55. How often do you do each of the following?**

[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/17-21/2017	<b>Always/ Frequently NET</b>	Always	Frequently	<b>Occasionally</b>	<b>Hardly ever/Never NET</b>	Hardly ever	Never	DK	SKP/ REF
Telecommute for your job	<b>11</b>	4	7	<b>13</b>	<b>75</b>	13	62	*	1
Buy goods or services online	<b>42</b>	7	35	<b>37</b>	<b>21</b>	13	9	-	*
Connect with people through social media, like Facebook or Twitter	<b>46</b>	17	29	<b>23</b>	<b>30</b>	13	17	*	1
Stream video through services like Netflix or Amazon	<b>40</b>	14	25	<b>23</b>	<b>37</b>	12	25	-	*
Pay with a phone rather than credit cards or cash	<b>13</b>	3	9	<b>16</b>	<b>70</b>	22	48	-	1
Use GPS in car, phone, or other devices that track location	<b>46</b>	16	30	<b>31</b>	<b>22</b>	8	14	-	1
Use a voice activated personal assistant like Siri or Alexa	<b>11</b>	3	9	<b>18</b>	<b>70</b>	21	49	*	*
Use a cellphone to connect to the internet	<b>63</b>	30	32	<b>15</b>	<b>21</b>	4	17	*	1
Do your personal banking online or with a mobile app	<b>52</b>	23	28	<b>15</b>	<b>33</b>	6	27	-	1
Used a ride-hailing app like Uber or Lyft	<b>7</b>	2	5	<b>16</b>	<b>76</b>	13	63	*	1

N=1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

If not "Never" to "Buy goods or services online" in Q55

**Q56. Where do you do most of your shopping for each of the following?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC 8/17-21/2017	Online	In stores	Both equally	DON'T KNOW	SKIP/ REFUSED
Groceries and food	1	93	6	-	*
Clothes	9	62	28	-	1
Electronics	22	45	32	*	1
Health and beauty items	9	72	18	*	1

N=954

**Q57. Are you, yourself, currently employed...**

	AP-NORC 8/17-21/2017
Full-time	42
Part-time	16
Not employed	42
DON'T KNOW	-
SKIP/REFUSED	*

N=

1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**Q58. How likely do you think it is that each of the following will happen in the next 10 years as a result of new technological developments?**

**[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC 8/17-21/2017	<b>Extremely/ Very likely NET</b>	Extremely likely	Very likely	<b>Somewhat likely</b>	<b>Not too/Not at all likely NET</b>	Not too likely	Not at all likely	DK	SKP/ REF
A significant number of retail workers will be replaced by automation	<b>46</b>	13	33	<b>38</b>	<b>15</b>	11	4	*	*
You or someone in your household's current job will be replaced by automation	<b>19</b>	5	14	<b>23</b>	<b>57</b>	27	30	*	1
People will be more isolated from one another	<b>45</b>	17	28	<b>30</b>	<b>23</b>	18	5	1	1
Shopping will be easier and more convenient	<b>46</b>	13	33	<b>39</b>	<b>14</b>	10	4	1	1
Driverless vehicles will become common for things like taxi and delivery services	<b>35</b>	9	26	<b>42</b>	<b>22</b>	16	6	1	1
<i>If employed full- or part-time:</i> Your job will be made easier or more efficient because of automation (N=634) <sup>1</sup>	<b>21</b>	5	16	<b>35</b>	<b>42</b>	27	15	1	1

N=1,038

<sup>1</sup> Asked if employed full- or part-time in Q57

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

*If employed full- or part-time in Q57*

**Q59. How much would you say that automation is now used in your current workplace?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	AP-NORC 8/17-21/2017
A lot	18
A little	50
Not at all	31
DON'T KNOW	1
SKIP/REFUSED	*
<i>N=</i>	634

*If employed full- or part-time in Q57*

**Q60. If you or your work colleagues lost their jobs because of automation, how confident are you that affordable training would be available in your area to prepare you for new kinds of work?**

**[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

	AP-NORC 8/17-21/2017
<b>Extremely/Very confident NET</b>	<b>42</b>
Extremely confident	19
Very confident	22
<b>Moderately confident</b>	<b>27</b>
<b>Not very/Not confident at all NET</b>	<b>30</b>
Not very confident	23
Not confident at all	7
DON'T KNOW	1
SKIP/REFUSED	1
<i>N=</i>	634

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**Q61. In each of the following situations, would you rather interact with workers, or would you prefer to handle transactions with a self-service device or kiosk without interacting with a person, or doesn't it make much difference to you?**

[ITEMS RANDOMIZED]

AP-NORC 8/17-21/2017	Prefer self- service NET	Prefer self- service always	Prefer self- service most of the time	No difference	Prefer real people NET	Prefer real people most of the time	Prefer real people always	DK	SKP/ REF
When checking out at a convenience store or drug store	20	8	12	24	54	29	25	-	1
For small banking transactions, like withdrawals and deposits	46	20	26	22	31	17	15	*	1
When checking in at the airport	25	10	16	26	47	26	21	1	1
When ordering food at a restaurant	10	5	6	19	70	33	37	*	1
When checking out at supermarkets or grocery stores	27	9	17	21	51	28	24	-	1

N=1,038

**D5. Which one of the following best describes where you live?**

	AP-NORC 8/17-21/2017
Urban area	26
Suburban area	46
Rural area	27
DON'T KNOW	1
SKIP/REFUSED	1

N=

1,038



AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?**

	AP-NORC 8/17-21/2017
Democrat	36
Republican	23
Independent	21
None of these	18
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,038</i>

*If Democrat in PID1*

**PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?**

	AP-NORC 8/17-21/2017
Strong Democrat	38
Moderate Democrat	62
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	<i>402</i>

*If Republican in PID1*

**PIDb. Do you consider yourself a strong Republican or a moderate Republican?**

	AP-NORC 8/17-21/2017
Strong Republican	33
Moderate Republican	67
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	<i>226</i>

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

*If Independent, None of these, or Don't Know/SKIPPED ON WEB/REFUSED in PID1*  
**PIDi. Do you lean more toward the Democrats or the Republicans?**

	AP-NORC 8/17-21/2017
Lean Democrat	24
Lean Republican	27
Don't lean	44
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	3
<i>N=</i>	410

**POLITICS. Combines PID1, PIDa, PIDb, and PIDi.**

	AP-NORC 8/17-21/2017
<b>Democrat NET</b>	<b>46</b>
Strong Democrat	14
Moderate Democrat	22
Lean Democrat	10
<b>Independent/None – Don't lean</b>	<b>18</b>
<b>Republican NET</b>	<b>34</b>
Lean Republican	11
Moderate Republican	16
Strong Republican	8
Unknown	2
<i>N=</i>	1,038

**AGE**

	AP-NORC 8/17-21/2017
18-24	12
25-34	19
35-44	15
45-54	15
55-64	19
65-74	14
75+	6
<i>N=</i>	1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**GENDER**

	AP-NORC 8/17-21/2017
Male	48
Female	52
<i>N=</i>	1,038

**RACE/ETHNICITY**

	AP-NORC 8/17-21/2017
White	64
Black or African American	12
Hispanic	16
Other	8
<i>N=</i>	1,038

**MARITAL STATUS**

	AP-NORC 8/17-21/2017
Married	46
Widowed	6
Divorced	13
Separated	3
Never married	24
Living with partner	8
<i>N=</i>	1,038

**EDUCATION**

	AP-NORC 8/17-21/2017
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	33
College graduate or above	27
<i>N=</i>	1,038

AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

**INCOME**

	AP-NORC 8/17-21/2017
Under \$10,000	9
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	12
\$150,000 or more	6

N=

1,038

### **Study Methodology**

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago. Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between August 17 and 21, 2017, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,038 completed the survey—861 via the web and 177 via telephone. The final stage completion rate is 26.9 percent, the weighted household panel response rate is 33.5 percent, and the weighted household panel retention rate is 89.2 percent, for a cumulative response rate of 8.0 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

For more information, visit [www.apnorc.org](http://www.apnorc.org) or email [info@apnorc.org](mailto:info@apnorc.org).

### **About the Associated Press-NORC Center for Public Affairs Research**

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

## AMERICANS' ASSESSMENTS OF THEIR INCREASINGLY AUTOMATED LIVES

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.