



# INSTITUTE OF POLITICS UMBC Poll

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**UMBC Poll (Part 3) Topics:**

- Attitudes toward artificial intelligence (AI)

**Thursday, November 6 (Baltimore):** The UMBC Poll surveyed **810** Maryland adults, including 757 registered voters, from Tuesday, October 21 to Saturday, October 25, 2025. Of the **810** Maryland adults surveyed (MOE=+/- **3.4%**), **757** indicated they were registered voters (MOE=+/-**3.5%**). Please refer to the methodology statement for information regarding data collection, sample demographics, and the topline results for the questions as worded in the order in which they were administered to respondents.

[Click here for results by demographics.](#)

Previous UMBC Poll results can be found at [politics.umbc.edu](http://politics.umbc.edu).

## Attitudes toward artificial intelligence (AI)

The UMBC Poll finds Marylanders are both informed about and wary of artificial intelligence, commonly referred to as AI.

Nearly all Marylanders report at least “a little” familiarity with artificial intelligence (AI): **54 percent** say they have heard or read “a lot” about AI, **32 percent** “some,” and **11 percent** “a little. Just **3 percent** say they have heard or read “nothing at all.”

Among those at least “a little” familiar with AI, **58 percent** of Marylanders think that AI will have a negative impact on society and **30 percent** believe it will have a positive impact.

When it comes to personal use of AI, about **43 percent** of residents report using AI tools weekly or more often, **9 percent** use AI monthly or multiple times per month, **20 percent** use it less than monthly, and **26 percent** say they never use AI.

Marylanders were asked about some of the potential concerns regarding the use of AI.

Concerns about AI are widespread. The numbers below show the percent “very” concerned:

- The spread of misinformation and political propaganda: **81 percent**
- Identity theft or impersonation: **78 percent**
- The impact on education and critical thinking: **61 percent**
- A decline in personal connections and face-to-face social interactions: **58 percent**
- AI and automation replacing human jobs: **55 percent**
- The environmental impact of data centers: **51 percent**
- The use of facial recognition in law enforcement: **44 percent**

## Methodology Statement

The UMBC Poll is conducted under the auspices of the UMBC Institute of Politics and is funded by the UMBC College of Arts, Humanities, and Social Sciences.

The UMBC Poll surveyed **810** Maryland adults, including **757** registered voters, from Tuesday, October 21 to Saturday, October 25, 2025. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample stratified by county.

- **13 percent** of interviews were conducted by landline telephone.
- **87 percent** of interviews were conducted by cellular telephone, including **49 percent** via text-to-web and **38 percent** by live caller.

Interviews were conducted from 1 to 8 p.m., and interviewers attempted to reach respondents with working phone numbers a maximum of five times. Braun Research provided the sample of telephone numbers and the data collection.

There is a 95 percent probability that the survey results have the following percentage point sampling error from the actual population distribution for any given survey question:

- MOE=**+/-3.4%** for the sample of **810** Maryland adults.
- MOE=**+/-3.5%** for the sample of **757** Maryland registered voters.

The margin of sampling error is higher for subgroups and is not adjusted for design effects. Like all public opinion polls, the UMBC Poll is also subject to sources of non-sampling error, such as non-response bias, question-order effects, and question-wording effects. The topline results include the questions as worded in the order in which they were administered to respondents.

Mileah Kromer, Director of the UMBC Institute of Politics, and Ian Anson, Associate Director, process the data collected by the UMBC Poll. Under Kromer and Anson's supervision, student research assistants help with various aspects of the UMBC Poll as part of UMBC's commitment to innovative teaching and learning, research across disciplines, and civic engagement.

The UMBC Poll is committed to methodological transparency. If you have questions about the poll's methodology, contact Mileah Kromer, Director, UMBC Institute of Politics ([mkromer@umbc.edu](mailto:mkromer@umbc.edu)).

## Sample Demographics (in percent) and Weighting

The UMBC Poll data is weighted by gender, age, race, geography, and educational attainment to represent the Maryland adult population targets established by the most recent American Community Survey (ACS) 5-year estimates provided by the U.S. Census. Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

|                  |                                  | Maryland<br>population<br>parameter | Maryland<br>Adults<br>n=810<br>(+/-3.4%) | Registered<br>Voters<br>n=757<br>(+/-3.5%) |
|------------------|----------------------------------|-------------------------------------|------------------------------------------|--------------------------------------------|
| <b>Gender</b>    | Male                             | 48                                  | 48                                       | 49                                         |
|                  | Female                           | 52                                  | 52                                       | 51                                         |
| <b>Age</b>       | 18-24                            | 11                                  | 11                                       | 10                                         |
|                  | 25-34                            | 17                                  | 17                                       | 17                                         |
|                  | 35-44                            | 17                                  | 17                                       | 18                                         |
|                  | 45-54                            | 16                                  | 17                                       | 17                                         |
|                  | 55-64                            | 17                                  | 17                                       | 17                                         |
|                  | 65+                              | 21                                  | 21                                       | 21                                         |
| <b>Race</b>      | White                            | 50                                  | 51                                       | 52                                         |
|                  | Black                            | 29                                  | 29                                       | 29                                         |
|                  | Hispanic/Latino                  | 10                                  | 10                                       | 9                                          |
|                  | Asian                            | 7                                   | 7                                        | 6                                          |
|                  | All other                        | 4                                   | 3                                        | 4                                          |
| <b>Education</b> | High school graduate/GED or less | 34                                  | 33                                       | 32                                         |
|                  | Some college or associate degree | 26                                  | 26                                       | 27                                         |
|                  | 4 year college degree            | 22                                  | 20                                       | 20                                         |
|                  | Advanced / post-grad degree      | 18                                  | 21                                       | 21                                         |
| <b>Geography</b> | Montgomery County                | 17                                  | 17                                       | 16                                         |
|                  | Prince George's County           | 15                                  | 15                                       | 15                                         |
|                  | Baltimore County                 | 14                                  | 14                                       | 13                                         |
|                  | Anne Arundel County              | 10                                  | 10                                       | 10                                         |
|                  | Baltimore City                   | 9                                   | 9                                        | 9                                          |
|                  | Central Region                   | 13                                  | 13                                       | 13                                         |
|                  | Western Region                   | 9                                   | 9                                        | 9                                          |
|                  | Eastern Shore Region             | 8                                   | 7                                        | 7                                          |
|                  | Southern Region                  | 6                                   | 6                                        | 6                                          |

Central region: Carroll, Harford, and Howard Counties

Western region: Allegany, Garrett, Frederick, and Washington Counties

Eastern Shore region: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties

Southern region: Calvert, Charles, and St. Mary's Counties

## Other sample demographics (in percent)

The data is not weighted by these characteristics.

|                 |                             | Maryland<br>population<br>parameter | Maryland<br>Adults<br>n=810<br>(+/-3.4%) | Registered<br>Voters<br>n=757<br>(+/-3.5%) |
|-----------------|-----------------------------|-------------------------------------|------------------------------------------|--------------------------------------------|
| <b>Party*</b>   | Democrat                    | 52                                  | --                                       | 51                                         |
|                 | Republican                  | 24                                  | --                                       | 24                                         |
|                 | Unaffiliated                | 22                                  | --                                       | 24                                         |
|                 | Other                       | 2                                   | --                                       | 1                                          |
| <b>Ideology</b> | Conservative                | --                                  | 27                                       | 26                                         |
|                 | Moderate                    | --                                  | 49                                       | 49                                         |
|                 | Progressive                 | --                                  | 24                                       | 24                                         |
| <b>Income</b>   | Under \$40,000              | 16                                  | 11                                       | 11                                         |
|                 | \$40,00 to under \$75,000   | 18                                  | 18                                       | 18                                         |
|                 | \$75,000 to under \$125,000 | 24                                  | 28                                       | 29                                         |
|                 | \$125,000 or more           | 42                                  | 43                                       | 43                                         |

\*The "party" population parameter established by the Maryland State Board of Elections Voter Registration Activity Report (September 2025).

## Question design codes

- Bracketed items [ ]: Items in brackets in the questions are administered in a randomized order.
- Probe (p): Response options that include a (p) indicate the use of a probe maneuver to determine a respondent's intensity of expressed opinion. Example: Do you have a [favorable or unfavorable] opinion of <item>? Would you say very favorable/unfavorable?
- Open-ended: Open-ended questions are those without a defined set of response options.
- Volunteer (v): Response options that include a (v) indicate that the respondent offered a response not read to them in the question.



## Topline Results

The topline results below represent the sample of **810** Maryland adults (MOE=+/-**3.4%**). [Click here for results by demographics](#). Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

|                                                                                                                                                      |                                                                                                                                                                 |                |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Q: AI</b>                                                                                                                                         | Changing topics, how much—[ <b>nothing at all, a little, some, or a lot</b> ]—have you heard or read about artificial intelligence, commonly referred to as AI? | <b>Percent</b> |
|                                                                                                                                                      | Nothing at all                                                                                                                                                  | 3              |
|                                                                                                                                                      | A little                                                                                                                                                        | 11             |
|                                                                                                                                                      | Some                                                                                                                                                            | 32             |
|                                                                                                                                                      | A lot                                                                                                                                                           | 54             |
|                                                                                                                                                      | Don't know (v)                                                                                                                                                  | 1              |
|                                                                                                                                                      | Refused (v)                                                                                                                                                     | 0              |
| <b>Q: AI_SOCIETY to Q: AI_INFO were only administered to the 781 respondents who indicated that they heard or read at least "a little" about AI.</b> |                                                                                                                                                                 |                |
| <b>Q: AI_SOCIETY</b>                                                                                                                                 | Do you think that artificial intelligence (AI) will have a [ <b>positive or negative</b> ] impact on society?                                                   | <b>Percent</b> |
|                                                                                                                                                      | Very negative (p)                                                                                                                                               | 20             |
|                                                                                                                                                      | Negative                                                                                                                                                        | 38             |
|                                                                                                                                                      | Positive                                                                                                                                                        | 27             |
|                                                                                                                                                      | Very positive (p)                                                                                                                                               | 3              |
|                                                                                                                                                      | Don't know (v)                                                                                                                                                  | 11             |
|                                                                                                                                                      | Refused (v)                                                                                                                                                     | 1              |
| <b>Q: AI_USE</b>                                                                                                                                     | How often do you use artificial intelligence (AI) tools in your daily life?                                                                                     | <b>Percent</b> |
|                                                                                                                                                      | Multiple times per day                                                                                                                                          | 9              |
|                                                                                                                                                      | Daily                                                                                                                                                           | 13             |
|                                                                                                                                                      | Multiple times per week                                                                                                                                         | 12             |
|                                                                                                                                                      | Weekly                                                                                                                                                          | 9              |
|                                                                                                                                                      | Multiple times per month                                                                                                                                        | 9              |
|                                                                                                                                                      | Less frequently than monthly                                                                                                                                    | 20             |
|                                                                                                                                                      | Never                                                                                                                                                           | 26             |
|                                                                                                                                                      | Don't know (v)                                                                                                                                                  | 1              |
|                                                                                                                                                      | Refused (v)                                                                                                                                                     | 0              |

**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 to Q: AI\_ID were administered to respondents in a randomized order.*

**Q: AI\_JOBS**

*AI and related automation replacing human jobs.*

**Percent**

|                |    |
|----------------|----|
| Not at all     | 7  |
| A little       | 12 |
| Somewhat       | 26 |
| Very           | 55 |
| Don't know (v) | 0  |
| Refused (v)    | 0  |

**Q: AI\_EDUC**

*The impact on education, critical thinking, and learning.*

**Percent**

|                |    |
|----------------|----|
| Not at all     | 6  |
| A little       | 8  |
| Somewhat       | 24 |
| Very           | 61 |
| Don't know (v) | 1  |
| Refused (v)    | 0  |

**Q: AI\_POLICE**

*The use of AI facial recognition technology in law enforcement.*

**Percent**

|                |    |
|----------------|----|
| Not at all     | 16 |
| A little       | 12 |
| Somewhat       | 27 |
| Very           | 44 |
| Don't know (v) | 1  |
| Refused (v)    | 0  |

**Q: AI\_DATA**

*The environmental impact of data centers that power AI systems.*

**Percent**

|                |    |
|----------------|----|
| Not at all     | 9  |
| A little       | 11 |
| Somewhat       | 25 |
| Very           | 51 |
| Don't know (v) | 3  |
| Refused (v)    | 0  |

|                      |                                                                                              |                |
|----------------------|----------------------------------------------------------------------------------------------|----------------|
| <b>Q: AI_REPLACE</b> | <i>A decline in personal connections and face-to-face social interactions.</i>               | <b>Percent</b> |
|                      | Not at all                                                                                   | 8              |
|                      | A little                                                                                     | 10             |
|                      | Somewhat                                                                                     | 24             |
|                      | Very                                                                                         | 58             |
|                      | Don't know (v)                                                                               | 0              |
|                      | Refused (v)                                                                                  | 0              |
| <b>Q: AI_ID</b>      | <i>Identity theft or impersonation, such as the manipulation of images, video, or audio.</i> | <b>Percent</b> |
|                      | Not at all                                                                                   | 2              |
|                      | A little                                                                                     | 5              |
|                      | Somewhat                                                                                     | 14             |
|                      | Very                                                                                         | 78             |
|                      | Don't know (v)                                                                               | 1              |
|                      | Refused (v)                                                                                  | 0              |
| <b>Q: AI_INFO</b>    | <i>The spread of misinformation and political propaganda.</i>                                | <b>Percent</b> |
|                      | Not at all                                                                                   | 4              |
|                      | A little                                                                                     | 2              |
|                      | Somewhat                                                                                     | 12             |
|                      | Very                                                                                         | 81             |
|                      | Don't know (v)                                                                               | 1              |
|                      | Refused (v)                                                                                  | 0              |





## **Our Mission**

UMBC is a dynamic public research university integrating teaching, research and service to benefit the citizens of Maryland. As an Honors University, the campus offers academically talented students a strong undergraduate liberal arts foundation that prepares them for graduate and professional study, entry into the workforce, and community service and leadership.

UMBC emphasizes science, engineering, information technology, human services and public policy at the graduate level. UMBC contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K- 16 partnerships, and technology commercialization in collaboration with public agencies and the corporate community. UMBC is dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

## **Our Vision**

Our UMBC community redefines excellence in higher education through an inclusive culture that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by welcoming and inspiring inquisitive minds from all backgrounds.