



TAKEAWAYS: Latinos & Artificial Intelligence

Findings from a DDIA poll of 3,000 Latinos conducted in September 2024, the full findings of which were released in February 2025

The Digital Democracy Institute of the Americas (DDIA) partnered with YouGov to conduct a nationally representative poll of 3,000 U.S. Latino adults, from September 6 to September 30, 2024, in English and Spanish.

The poll explored the five key topics below. This document outlines takeaways from the highlighted areas:

1. Familiarity and belief in a series of misinformation narratives and claims, including over time.
2. Changes in levels of trust in elections, and efficacy and vote intention since the primaries.
3. Agreement with new election-specific claims about Kamala Harris and Donald Trump.
4. Sentiments around immigration-related topics.
5. **Updated views on generative-AI technologies and regulation.**

U.S. Latinos and AI

- **U.S. Latino Attitudes Toward AI Broadly**
 - As was the case in the first March/April poll of Latinos DDIA conducted, Latino attitudes toward AI remained mostly ambivalent in September, with 31% viewing it as a positive development, 27% seeing it negatively, and the rest remaining neutral.
- **Adoption of AI Tools**
 - Among Latinos in the U.S. regular gen-AI use remains modest but is increasing. In September, 20% of Latinos we polled reported using ChatGPT on a regular basis. This percentage was 15% in March/April 2024. Use of other tools, including Dall-E, Stable Diffusion, and others is far lower.
- **Trust in the Accuracy of AI**

- Among Latinos, trust in the accuracy of gen-AI outputs *among users* has also grown, from 60% in March/April to 66% in September.
- Concerns About AI
 - While many Latinos are hopeful about AI's potential—for example, 56% believe it can enable medical discoveries and 44% see it as a tool to enhance productivity—concerns about its economic impacts are far more prevalent.
 - 66% of the 3,000 Latinos polled in September 2024 agreed that AI will “take jobs away from ordinary people.”
 - Policy preferences reflect this caution - 69% in September agreed on the urgent need for AI regulation, compared to 68% in March/April.

Below DDIA breaks down the findings of this September 2024 wave of polling, and includes the results from March/April for comparison.

AI Usage

Question: Do you use any of the following tools on a daily basis? Select all that apply.

- ChatGPT:
 - 15% use in Wave 1
 - 20% use in Wave 2
- "Never used any of these tools":
 - 50% in Wave 1
 - 42% in Wave 2

Overall Sentiment

Question: Do you believe that artificial intelligence technology is a [positive, negative,] or neutral development in society?

- Positive sentiment:
 - 27% in Wave 1
 - 31% in Wave 2
- Negative sentiment:
 - 27% in both waves
- Neutral sentiment (“Neither positive nor negative”):
 - 47% in Wave 1
 - 42% in Wave 2

Economic Impacts

Question: I'm worried that artificial intelligence will take jobs away from ordinary people.

- Agree/Somewhat Agree:
 - Wave 1 total: 66% (21% strongly agree, 23% agree, 22% somewhat agree)
 - Wave 2 total: 66% (21% strongly agree, 23% agree, 22% somewhat agree)
- Neutral (“Neither agree nor disagree”):
 - Wave 1: 21%
 - Wave 2: 19%
- Disagree/Strongly Disagree (remainder):
 - Wave 1: 14%
 - Wave 2: 15%

Trust in AI

Question: (Asked among users only) How much do you trust artificial intelligence applications (e.g., ChatGPT, Bard/Gemini) to provide accurate output?

- Trust/Somewhat Trust:
 - Wave 1 total: 60% (18% trust, 42% somewhat trust)
 - Wave 2 total: 66% (17% trust, 49% somewhat trust)
- Neutral (“Neither trust nor distrust”):
 - Wave 1: 29%
 - Wave 2: 23%
- Distrust/Strongly Distrust (remainder):
 - Wave 1: 11%
 - Wave 2: 11%

Stricter AI Regulations

Question: There is a pressing need for stricter regulations and oversight of artificial intelligence technologies.

- Agree/Somewhat Agree:
 - Wave 1 total: 68% (27% strongly agree, 23% agree, 18% somewhat agree)
 - Wave 2 total: 69% (26% strongly agree, 24% agree, 19% somewhat agree)
- Neutral (“Neither agree nor disagree”):
 - Wave 1: 24%
 - Wave 2: 24%
- Disagree/Strongly Disagree (remainder):
 - Wave 1: 10%
 - Wave 2: 7%

AI’s Perceived Impact on Productivity

Question: Artificial intelligence will make us more productive and efficient.

- Agreement (Strongly agree + Agree + Somewhat agree):
 - Wave 1: 43%
 - Wave 2: 44%
- Neutral (“Neither agree nor disagree”) responses:
 - Stable at 29%
- Disagreement (remainder):
 - Wave 1: 28%
 - Wave 2: 27%

AI and Medical Discoveries

Question: Artificial intelligence will increase our ability to develop new medicines and technologies.

- Agreement (Strongly agree + Agree + Somewhat agree):
 - Wave 1: 53%
 - Wave 2: 56%
 - Neutral (“Neither agree nor disagree”) responses:
 - Wave 1: 32%
 - Wave 2: 29%
 - Disagreement:
 - Stayed stable at 15%
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