

# Consumer Survey: Are Americans Really Ready to Embrace AI?

Insights from NRI's survey across the  
five largest U.S. metropolitan areas

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# AI IS HERE - BUT ARE WE READY?

To find out, Nomura Research Institute (NRI) conducted a survey of 2,500 consumers across New York, Los Angeles, Chicago, Dallas & Houston, and Atlanta. The survey focused on three industries where AI is becoming increasingly present: automobiles, food, and cosmetics.

The results show a clear pattern —Americans are open to AI when it enhances human decisions, but hesitant when AI replaces them entirely.

ARTIFICIAL INTELLIGENCE IS NO LONGER A DISTANT CONCEPT. IT IS ASSISTING DRIVERS ON HIGHWAYS, RECOMMENDING WHAT WE SHOULD EAT, AND EVEN ADVISING WHICH SKINCARE PRODUCTS TO USE. BUT HOW WILLING ARE AMERICANS TO ACTUALLY ACCEPT AI IN THEIR EVERYDAY LIVES?

## AUTOMOBILES: AI AS A CO-PILOT? YES. AI AS THE DRIVER? NOT YET.

AI is widely welcomed when it supports drivers rather than takes control.

64% of New Yorkers and 66% of Los Angeles respondents had a positive perception of AI-powered predictive maintenance, which helps detect potential issues before breakdowns.

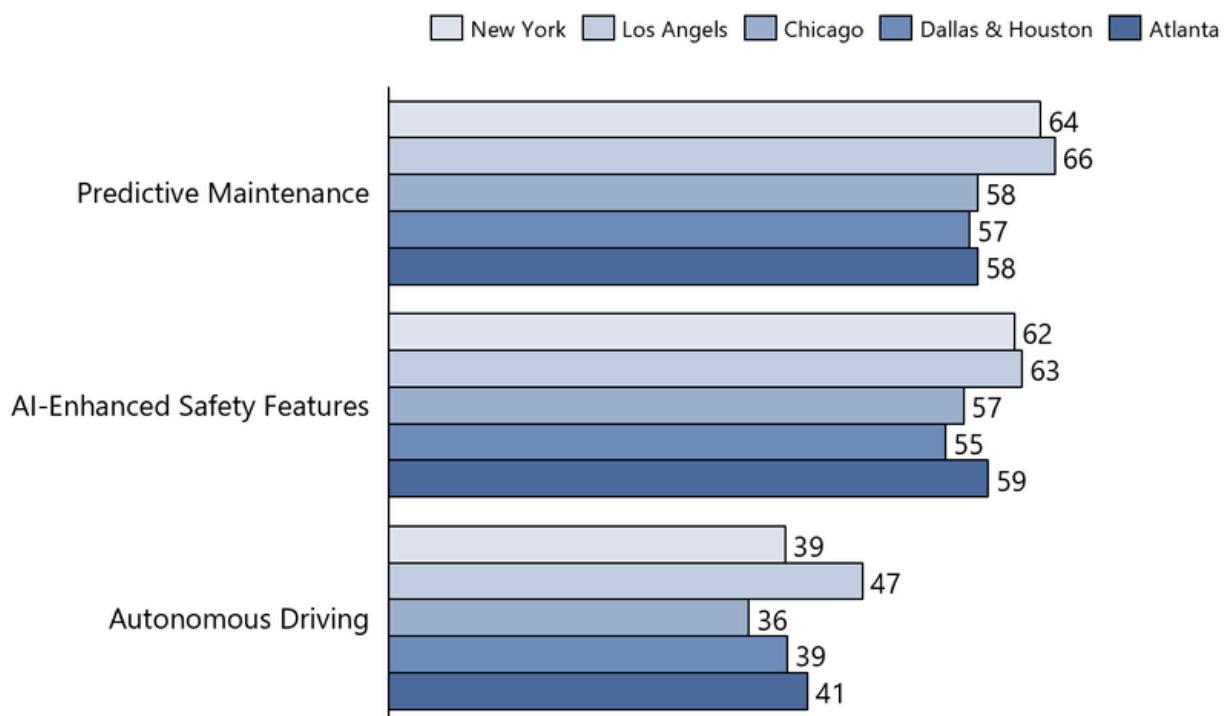
62% in New York and 63% in Los Angeles also viewed AI-enhanced safety features, such as collision detection or emergency braking, favorably.

However, support drops once AI begins to take full control of the wheel: only 39% of New Yorkers and 47% of Los Angeles respondents felt positive about fully autonomous driving.

Other cities showed similar caution, with approval rates in the mid-to-high 30% range.

One reason Los Angeles ranks slightly higher is exposure—robotaxi trials were already underway there at the time of the survey, showing how experience builds trust.

Q : Please select the option that best describes your perception of AI (artificial intelligence) usage in automobiles.



## FOOD: AMERICANS TRUST AI TO INFORM, NOT REPLACE INGREDIENTS

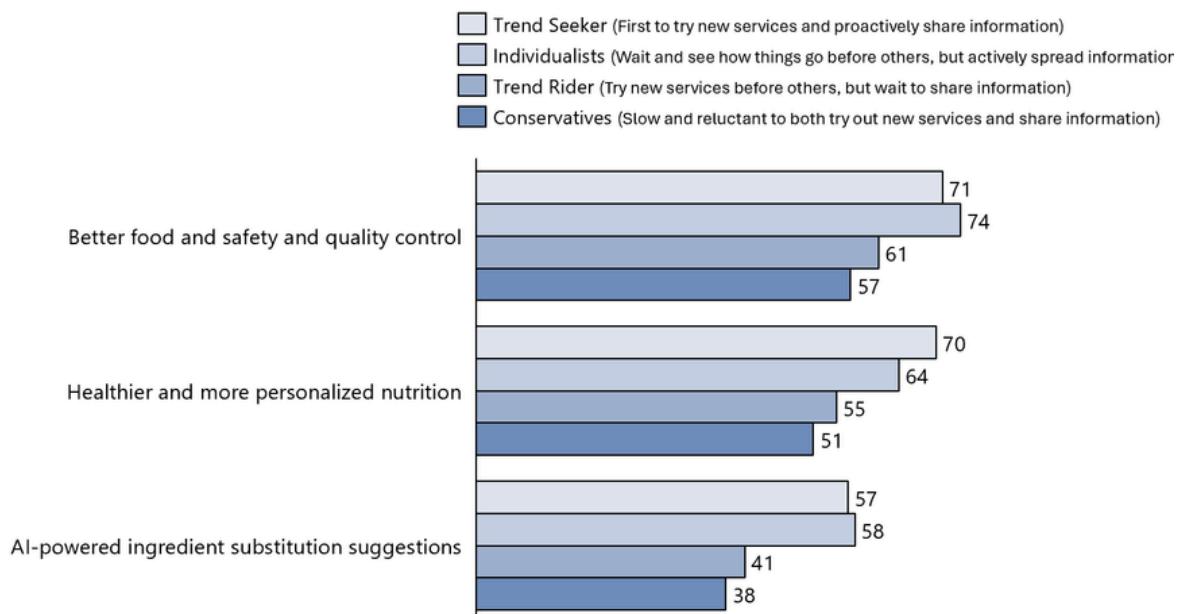
In the food sector, AI is most welcomed when it helps people make safer and healthier decisions—not when it changes the food itself.

AI-based nutritional analysis received positive responses from over half of U.S. consumers, reflecting an increasing interest in health data and diet transparency.

However, when AI begins suggesting ingredient substitutions, support drops significantly to around the 40% range.

This reluctance stems from concerns about taste, quality, authenticity, and reliability. Consumers are comfortable with AI offering guidance, but less so when it alters familiar meals or interferes with personal preferences.

Q : Please select the option that best describes your perception of AI (artificial intelligence) usage.



## COSMETICS: INTEREST IN AI PERSONALIZATION, BUT TRUST REMAINS FRAGILE

In beauty and skincare, AI is gaining attention—but acceptance varies depending on how directly it influences personal appearance.

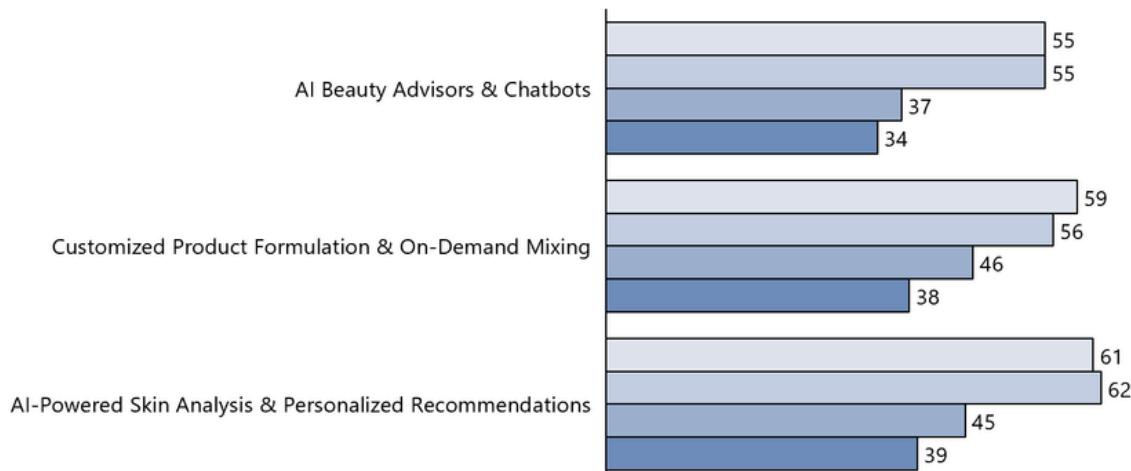
Around half of surveyed consumers expressed positive views toward AI-powered skin analysis and personalized product recommendations,

especially where these tools help, diagnose skin conditions or suggest suitable products. But when it comes to AI Beauty Advisors & Chatbots and customized formulation or AI-driven on-demand product mixing, support declines to the low-40% range.

Unlike nutrition, skincare and cosmetics are highly subjective. People rely on texture, scent, past experience, and personal comfort. As a result, many remain cautious about letting AI influence something as personal as their face or skin.

Q : Please select the option that best describes your perception of AI (artificial intelligence) usage.

- Trend Seeker (First to try new services and proactively share information)
- Individualists (Wait and see how things go before others, but actively spread information)
- Trend Rider (Try new services before others, but wait to share information)
- Conservatives (Slow and reluctant to both try out new services and share information)



## CONCLUSIONS: READY FOR AI—BUT ONLY ON OUR TERMS

Across cars, food, and cosmetics, the message is consistent: Americans are willing to embrace AI—but only when it assists, not replaces, human judgment.

AI that enhances convenience, safety, or personalization earns broad approval. AI that makes decisions independently—like driving a car or reformulating ingredients—faces hesitation. Familiarity and real-world experience, as seen in Los Angeles with autonomous vehicles, play a key role in building trust. Next year Waymo and Lift will begin trial operations in Dallas, where I live, so future changes are expected.

In short, Americans don't fear AI—they just want to stay in the driver's seat.

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### Survey Overview

Conducted by: NRI  
Date: March 2025  
Respondents: 2,500 U.S. consumers  
Regions: New York, Los Angeles, Chicago, Dallas & Houston, Atlanta (500 each)  
Industries Covered: Automobiles, Food, Cosmetics  
Focus: Consumer willingness to adopt AI and perceptions toward AI-integrated products and services  
Four Categories:

- **Trend Seekers:** First to try new products and services and proactively share information about them
- **Trend Riders:** Wait and see how things go before they try it, but they will actively spread information that isn't yet well known.
- **Individualists:** Try new products and services before others, but wait to share information
- **Conservatives:** Slow and reluctant to try out new products and services and share information.