

Nebraska Annual Social Survey Snapshot:

How much do Nebraskans know about AI?

AI awareness is highest among younger, employed, and higher income adults, people of color, urban adults and Democrats and Independents; AI control perceptions are lowest among older adults and retired and not employed adults

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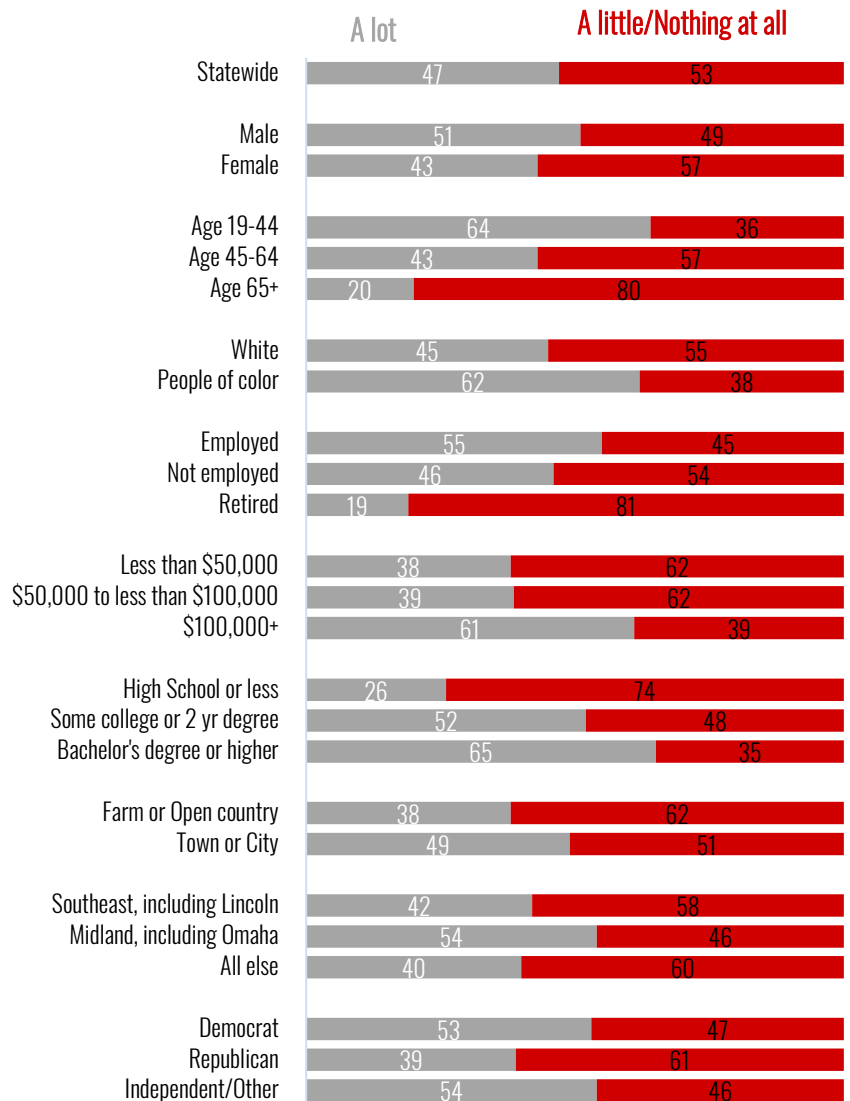
A survey of 1750 Nebraskan adults conducted between February and May 2026 asked respondents “How much have you heard or read about Artificial Intelligence (AI)?” For this report, “a little” and “nothing at all” are combined. Nebraskans were also asked “How much control do you think you have in whether AI is used in your life?” For this report, “a great deal” and “quite a bit” are combined and “not too much” and “none” are combined.

Overall, 53% of Nebraska adults have heard or read a little or nothing at all about AI. Men and women are similar in their levels of hearing about AI. All other groups differ significantly from each other. A majority of younger Nebraskans have heard or read a lot about AI (64%), compared to 43% of those aged 45-64 and only 20% of those aged 65 or older. Over half of people of color (62%) have heard or read about AI, compared to less than half of white-only respondents (45%).

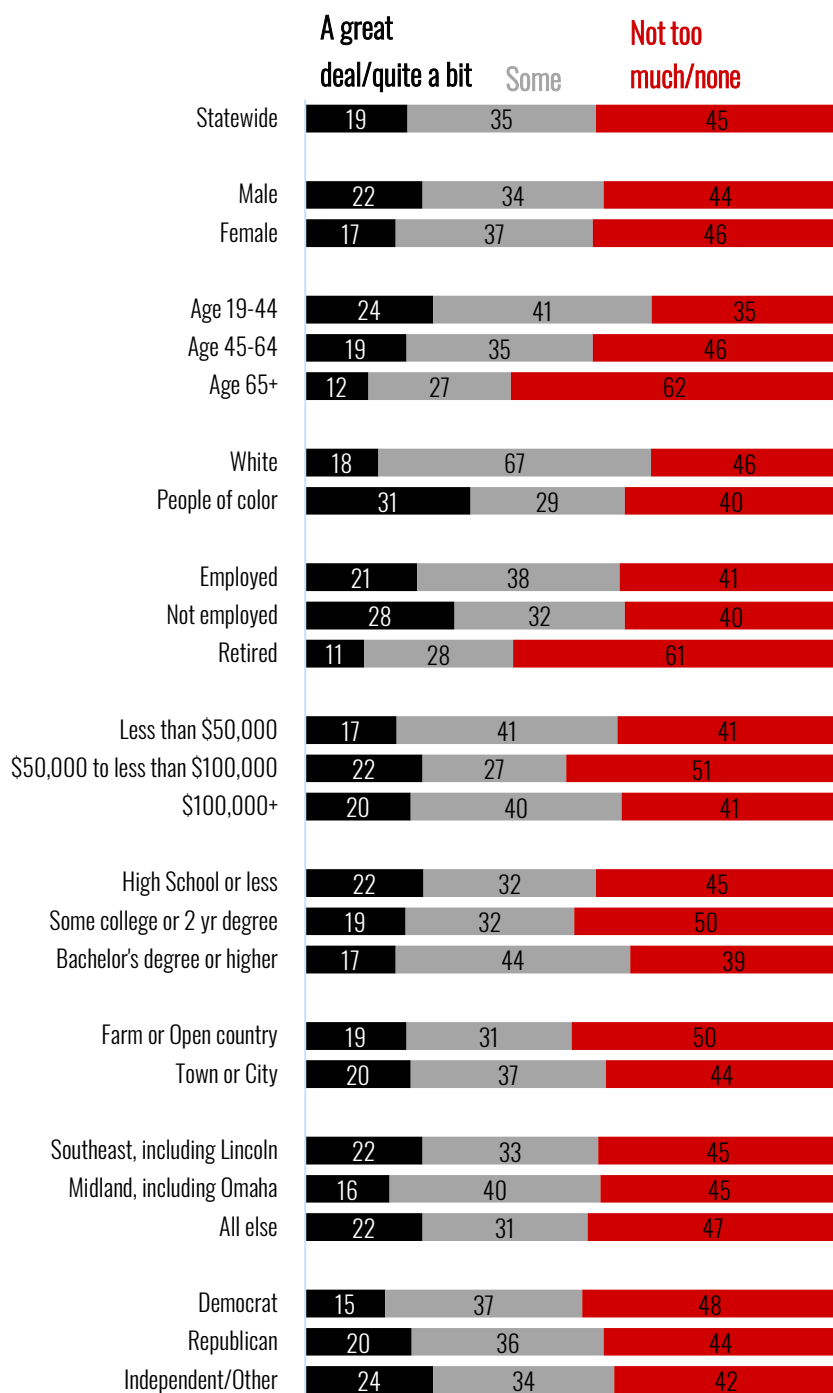
The majority of people who are employed (55%) report hearing or reading a lot about AI, compared to 46% of those who are not employed and only 19% of those who are retired. Three-fifths (61%) of those who earn more than \$100,000 are also significantly more likely to report hearing or reading about AI compared to 38% of those making less than \$50,000 (38%) and 39% of those making \$50,000 to less than \$100,000. AI awareness varies substantially by education levels. The majority of people with a bachelor’s degree or higher (65%) or with some college or a two-year degree (52%) report hearing or reading a lot about AI, while about one-fourth (26%) of those with a high school education or less report hearing or reading about AI.

Reports of hearing or reading a lot about AI is higher among people living in a town or city (49%) compared to farm or open country (38%). This is a similar pattern when examining regions – over half of those living in Midland (including Omaha) have heard or read a lot about AI, while fewer in southeast and elsewhere have done so (42% and 40% respectively). Fewer Republicans have heard or read a lot about AI (39%), compared to the majority of Democrats and Independent/others (53% and 54% respectively).

How much have you heard or read about AI?



How much control do you think you have in whether AI is used in your life?



We also asked respondents about perceived control over AI use in their life. Overall, 19% of adults reported having a great deal or quite a bit of control, 35% reported some control, and 45% reported not too much or no control at all.

Perceptions of control varied significantly across age groups and employment groups. The majority of older respondents believe they have not too much or no control in whether AI is used in their life (62%), compared to less than half of 45-64 and 19-44 year-olds (46% and 35%, respectively). Similarly, the majority of those who are retired think they have not too much or no control in whether AI is used in the life (61%), compared to those who are employed or not employed (41% and 40% respectively). Perceptions of control over AI use did not significantly differ across gender, race, income, education, urbanicity, region of Nebraska, or party ID.

Data Source and Methodology The Nebraska Annual Social Indicators Survey (NASIS) is an annual statewide concurrent mail and web survey conducted by BOSR with multiple clients. NASIS uses an address-based sample of adults aged 19 and older (Nebraska's age of majority) and asks adults with the next birthday to participate in the survey. The 2026 NASIS consisted of a 12-page paper questionnaire that was administered by mail with an option to complete by web to a sample of 8,000 Nebraska households. Data were collected from February to May 2026 with an AAPOR Response Rate 2 of 22.1% (n=1,750). Overall estimates have a margin of error of ±4%. Significantly separate groups are reported from statistical tests with $p < .05$. The full methodology report can be found at <https://bosr.unl.edu/nasis>

WHO ARE WE? BOSR has been conducting survey research and providing research assistance to University of Nebraska-Lincoln faculty, departments, administrative units, students, and various government agencies and non-profit organizations since 1964. Operating as a 'one-stop research shop,' BOSR develops and manages mail, web, telephone, in-person, and mixed-mode surveys with academic rigor.