ARTIFICIAL INTELLIGENCE PUBLIC POLLING

FEBRUARY 2024

AI'S IMPACT ON SOCIETY OVERALL:

Demographic Determinants: political ideology and race play biggest role

MORE NEGATIVE ← → MORE POSITIVE

GOP   IND ← → DEM

WHITE ← AFRICAN AMERICAN   LATINO →
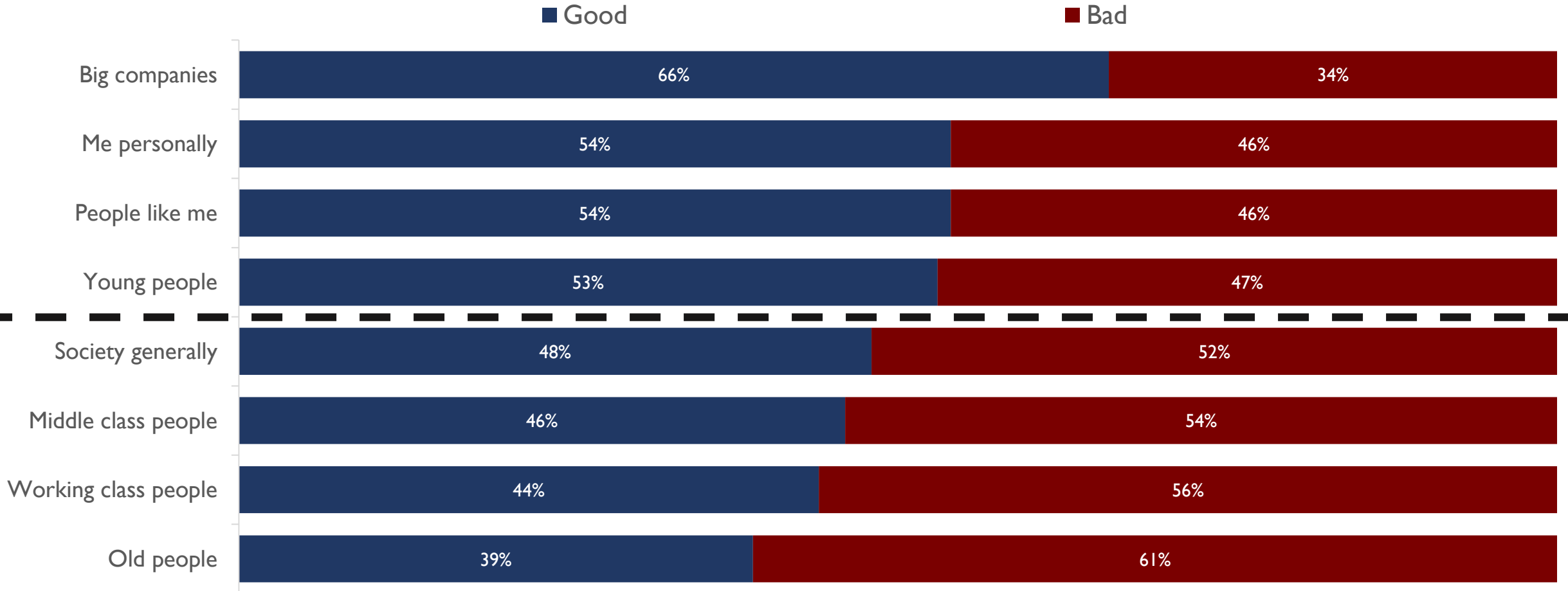
MEN ← WOMEN →

OLDER ← YOUNGER →

NO COLLEGE ← COLLEGE →

GOOD FOR BUSINESS & ME...BAD FOR MIDDLE & WORKING CLASS.

When it comes to artificial intelligence development do you think advances in the technology will be good or bad for the following groups?

■ Good   ■ Bad

Group	Good	Bad
Big companies	66%	34%
Me personally	54%	46%
People like me	54%	46%
Young people	53%	47%
Society generally	48%	52%
Middle class people	46%	54%
Working class people	44%	56%
Old people	39%	61%

MOST TRUSTED ON ACCESS TO INFORMATION, LEAST ON SECURITY.

How much of an impact, if any, do you think AI is having on the following?

■ Positive impact (net)　　■ No impact　　■ Negative impact (net)　　■ Don't know / No answer

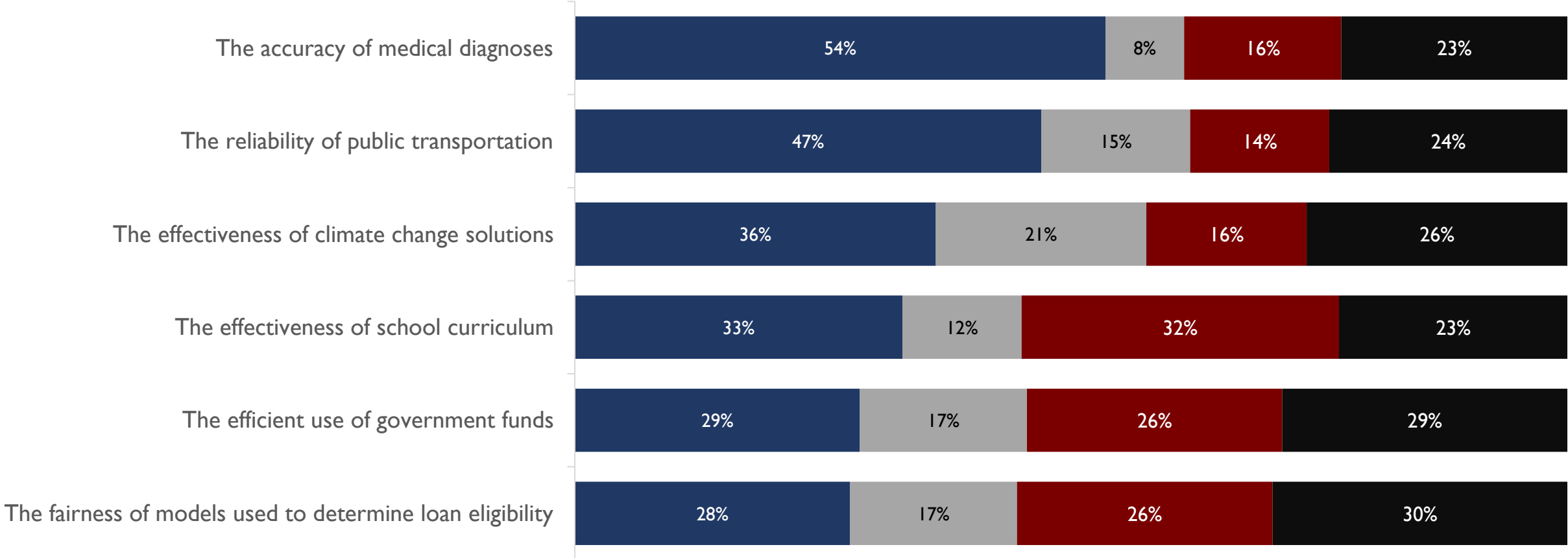|	Positive impact (net)	No impact	Negative impact (net)	Don't know / No answer
The way we access information	51%	13%	22%	22%
The way we identify and treat diseases	47%	10%	12%	30%
The way we learn	42%	8%	28%	22%
The way we work	41%	8%	28%	22%
The way we keep information and systems secure	31%	9%	33%	27%

AI IS MORE TRUSTED IN SCIENCE THAN GOVERNMENT OR SOCIETY.

How much of an impact, if any, do you think AI is having on the following?

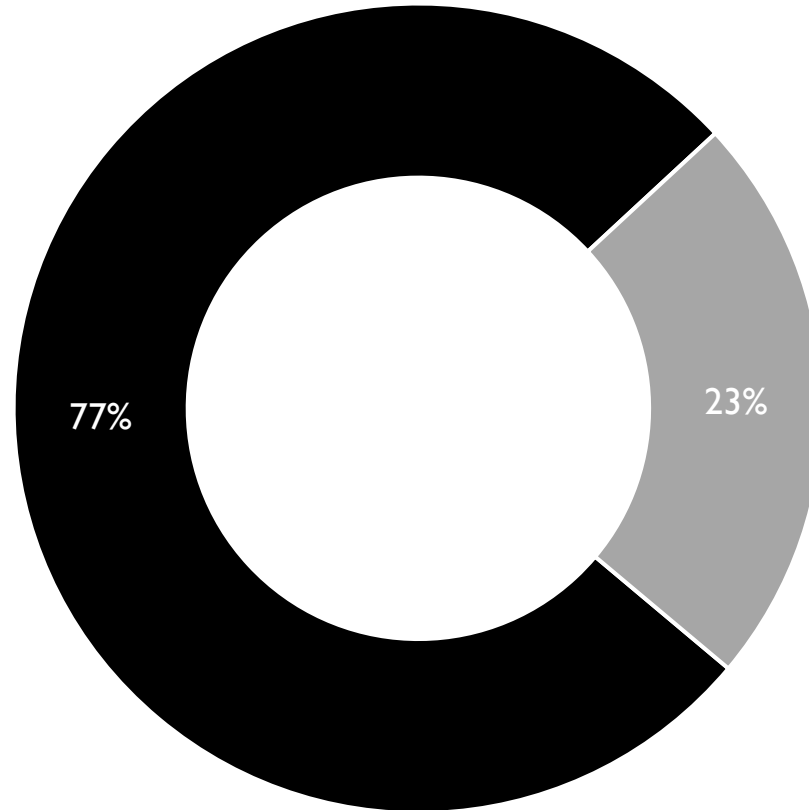■ Positive impact (net)　　■ No impact　　■ Negative impact (net)　　■ Don't know / No answer

	Positive impact (net)	No impact	Negative impact (net)	Don't know / No answer
The accuracy of medical diagnoses	54%	8%	16%	23%
The reliability of public transportation	47%	15%	14%	24%
The effectiveness of climate change solutions	36%	21%	16%	26%
The effectiveness of school curriculum	33%	12%	32%	23%
The efficient use of government funds	29%	17%	26%	29%
The fairness of models used to determine loan eligibility	28%	17%	26%	30%

BIPARTISAN APPETITE FOR MORE GOVERNMENT REGULATION OF AI.

When it comes to regulating artificial intelligence do you think the government should be…

Doing more to regulate AI

77%

Doing less to regulate AI

23%

GOP	IND	DEM
75%	75%	82%

GOP	IND	DEM
25%	25%	18%

MAJORITY SUPPORT FOR SEVERAL TYPES OF AI PROTECTIONS.

Do you support or oppose legislation that….

■ Support (net)　　　■ Don't know　　　■ Oppose (net)

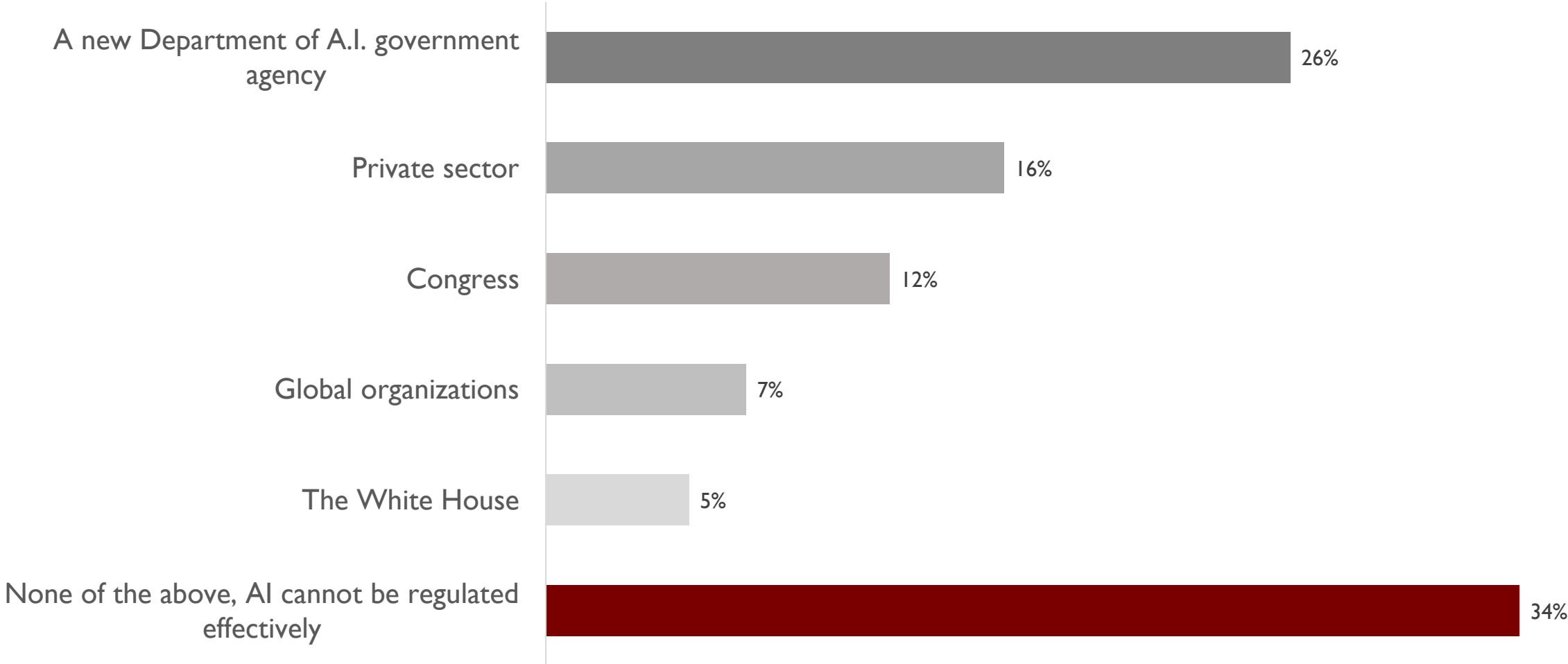| Question	Support (net)	Don't know	Oppose (net)
would help people whose jobs are threatened by AI get training for new jobs?	66%	13%	21%
would establish a liability regime for consumer fraud committed using AI?	63%	14%	22%
creates protections for people who may face discrimination from AI models?	58%	15%	26%

CONCERN ABOUT IF AI CAN BE REGULATED AT ALL.

Who do you think is the best entity to regulate artificial intelligence?

Entity	Percent
A new Department of A.I. government agency	26%
Private sector	16%
Congress	12%
Global organizations	7%
The White House	5%
None of the above, AI cannot be regulated effectively	34%

INSIGHT: TOP FIVE TAKEWAYS ON ARTIFICIAL INTELLIGENCE.

Good for businesses, younger Americans and respondents personally
Bad for the middle and working classes, older Americans and society in general

Largest drivers of concern are related to information security, potential job loss and possible discrimination from AI models

Role in government and society is still very malleable and informational campaigns could be effective

Strong bipartisan appetite for government regulation - particularly of policies related to perceived security risks, threats to jobs and other possible negative societal consequences

Who should regulate and whether it can be effectively regulated remain open questions