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# What does the public think about AI?

US, 2024

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**PUBLICFIRST** 

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# Introduction and Summary

The last 12 months have seen Artificial Intelligence (AI) and the discourse around it continue to rapidly evolve.

Following up on [last year's research](#), we ran 4 extensive new nationally representative polls of adults across the US and the UK, asking the public their views on a range of AI issues: their feelings towards it, how they used AI today, how they expected it to evolve, and what they wanted the Government to do in response. This report explores the findings from our US survey work.

We asked them their views on everything from AI agents to misinformation, whether an AI could pass the Turing Test and how important it was for the US to maintain a technological lead ahead of China.

Here are some of the more interesting things that we found:

## Today

- The most commonly chosen emotion by Americans for their feelings around AI was **curiosity** - but they were also around a fifth more likely to choose negative emotions this year than last year.
- Only around a third (32%) of Americans said that they **were confident they could explain how modern AI models worked**. In practice, people still seemed to be unsure about their relative strengths and weaknesses: thinking that they were best at math, and weakest at sounding sympathetic.
- Only **around 13%** of Americans are currently using one of the LLM based chatbots regularly. That said, awareness of ChatGPT specifically has **nearly doubled** in the last year.

## Uses

- While Americans thought accelerating science and improving economic productivity could be important benefits of AI, they were much less sure if they would benefit directly - **just 7% thought it was likely to increase wages for workers**.
- A majority of Americans under 35 said they would be interested in trying an AI personal tutor, personal assistant, workout coach or financial advisor. **43% of American men under 35 say that they would be interested in an AI girlfriend or boyfriend**.

- Around half of American workers who use LLM chat bots say that they worked out how to use those tools themselves. **Only around a third (36%) were interested in formal training** - although this proportion was significantly higher for older workers.
- Giving people choice is essential to maintain support. **61% of Americans say they would support AI diagnosis as long as people had a choice**, whereas two-thirds were opposed if it was forced on people.

## Concerns

- While the potential of AI created unemployment was the risk Americans said they were most familiar with, **misinformation is the risk they are most currently worried about**. Republicans, in particular, are worried about AI being biased against people with different political views.
- **Around a half of Americans (46%) were not confident that they could detect fake AI generated content on the Internet** - with confidence significantly falling the older our respondent got. 71% of Americans are worried that AI generated content could be used to manipulate an election.
- Those with a Bachelor's Degree or Master's were actually slightly more likely to believe that AI could do their job within twenty years than those with just a High School education. **59% of Americans think it is likely that AI will increase unemployment**.

## Future

- 55% of Americans believe **that an AI would reach a human level of intelligence by the end of the 2030s**, compared to 56% last year. By the end of the 2040s, they expect it to be significantly more intelligent.
- **Just 23% of Americans think that trying to create a superintelligence is a good idea**, with 44% admitting they were unaware that this was a goal of leading AI labs.

## Policy

- A majority of Americans expressed support for a range of AI based policies, including **requiring AI generated content to be clearly marked, making AI companies legally liable, restricting the export of advanced AI technology, and requiring AI companies to disclose details about their models and their training**.
- The only policies we tested which more people saw as a bad idea than a good idea were **introducing a new tax on the use of AI models, increasing government funding of AI research and banning new research into AI**.
- When asked to make a forced choice between the US prioritizing staying at the technological frontier or responsible development, even if this meant other countries like China taking the lead, we saw much less agreement. **43% of Americans prioritized staying at the frontier, compared to 35% prioritizing responsible development** - with this disagreement crossing across demographics and political parties.



# Foreword

Since the debut of ChatGPT in 2023, there has been a surge of interest in artificial intelligence (AI).

The possibilities of this technology are immense. Imagine every student having access to an empathetic tutor, every patient being able to instantly contact a medical expert, and every traveler having a real-time translator at their fingertips. As AI becomes more helpful, intuitive, and reliable, the technology will have a profound impact on virtually every area of the economy and society, from how people work and learn to how they play and socialize. In addition to boosting productivity and competitiveness, thereby raising standards of living, AI has the potential to address major global challenges, such as public health, clean energy, and environmental concerns.

Yet despite so many bright spots on the horizon, it is tempting to fear change. Some worry about how AI may affect their lives or livelihoods or agonize over the risk that AI may unleash bias and misinformation. Others see elements once relegated to science fiction, such as self-driving vehicles, virtual companions, and intelligent agents, becoming part of their world and fear that the darkest elements of these tales—machines destroying human civilization—may also come to pass.

It is with this bifurcated vision of the future that policymakers must confront the key question of how the United States should respond to the rise of AI. Should it prioritize accelerating innovation to maximize benefits or slowing down innovation to minimize risks? Indeed, the question is not merely rhetorical as hundreds of experts issued a demand last year for a six-month pause on AI research. In this environment, public opinion on AI is crucial. Elected officials are chosen to represent the will of the voters, and their policies and priorities tend to reflect public sentiment. At the same time, elected officials are chosen to lead and make informed decisions based on their constituents' long-term interests.

This poll shows Americans have a multitude of views about AI. They are curious, interested, worried, and amazed. They think the technology will help advance science, make jobs less mundane, and improve health care, but they also worry that it could help create misinformation, enable hacking, and cause job losses. Overall, they are divided between AI optimists who believe the technology will make things better, and AI pessimists who think it will make things worse. And many have not yet made up their mind.

To remain a global leader in AI, the United States faces two big challenges. First, it must stay on the frontier of AI development, which requires maintaining a robust ecosystem of AI skills, chips, data centers, and models. Second, it must lead in AI adoption, especially in trade sectors of the economy where it faces global competition, and areas like education and government where there are significant rewards. Both efforts will require extensive coordination and cooperation between the public and private sectors, as well as a regulatory environment that fosters responsible innovation.

Policymakers have their work cut out for them, not only to design the right policies for AI that keeps the United States on course in the global AI race, but also to build public support for these initiatives. This task is especially challenging because AI, and the companies that make

it, are regularly vilified in the media. As more Americans use and experience the benefits of AI and realize that their worst fears have not come to pass, hopefully public support will follow.

- Daniel Castro, Director, Center for Data Innovation



# Today

# How do people feel about AI?

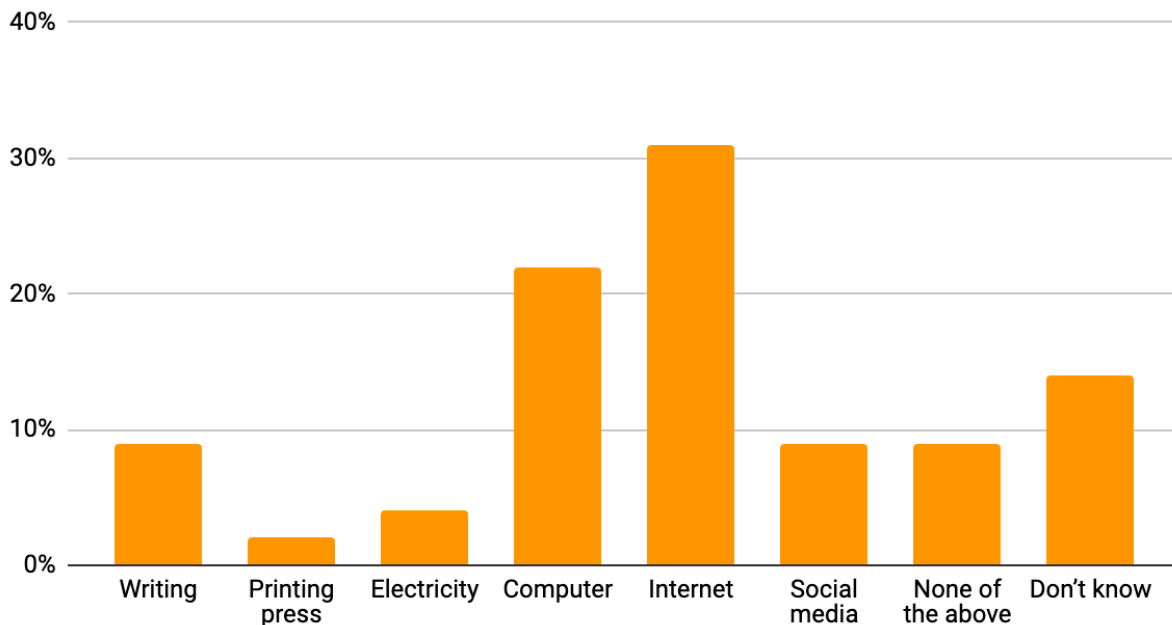
In 1950, mathematician and computer scientist Alan Turing proposed the imitation test: a test for intelligent behavior in a machine during which a human evaluator would have to decide whether the entity they were talking to in a text chat was another human, or an AI.

We have not reached the point where AIs can reliably pass a Turing test. But we are getting closer: 43% of Americans told us that they **wouldn't be confident that they could tell whether a chat was with an AI or not in less than a minute**. Nearly a third said that they wouldn't be confident that they could tell in under 10 minutes - and for Americans over 55, it was a majority.

Overall, **51% of Americans said that AI was developing faster than they expected**. That's up around a fifth relatively compared to when we asked the same question last year.

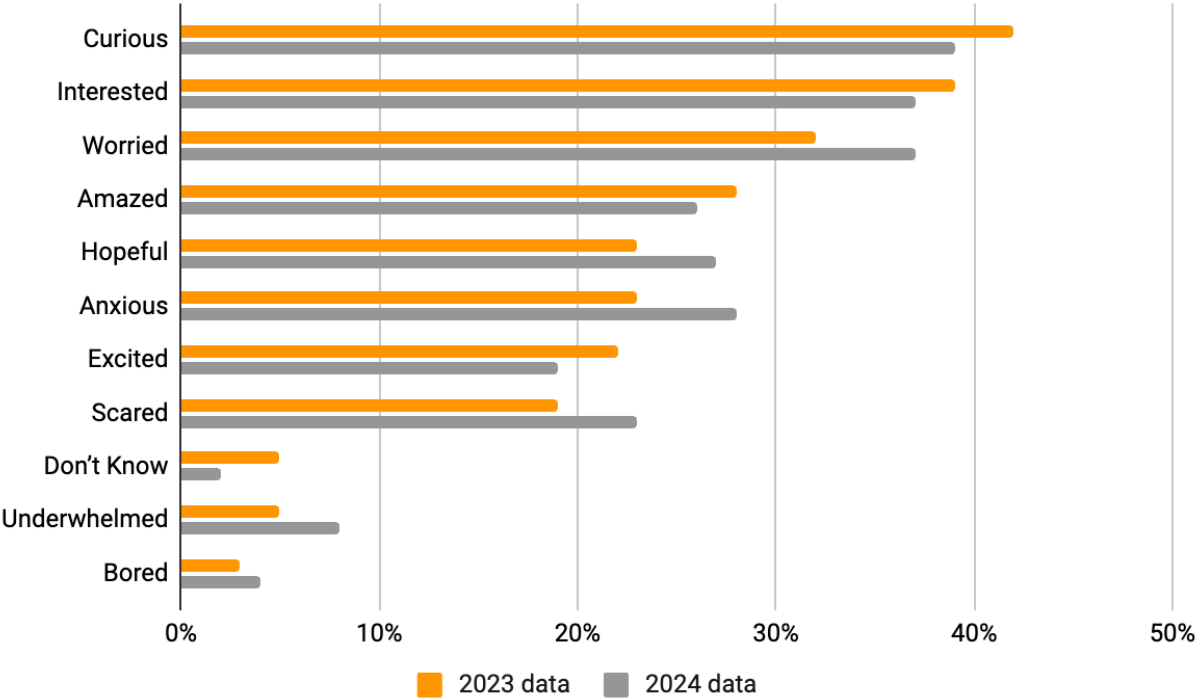
Overall, when asked about the nearest potential historical comparator to AI as a technology, Americans point to the computer or the Internet. They don't see it as transformative as the printing press or electricity as some people believe - but they also see it as likely to be significantly more important than, say, social media on its own.

**Thinking about the potential importance of AI as a future technology which, if any, of the following past technologies is the closest match in importance?**



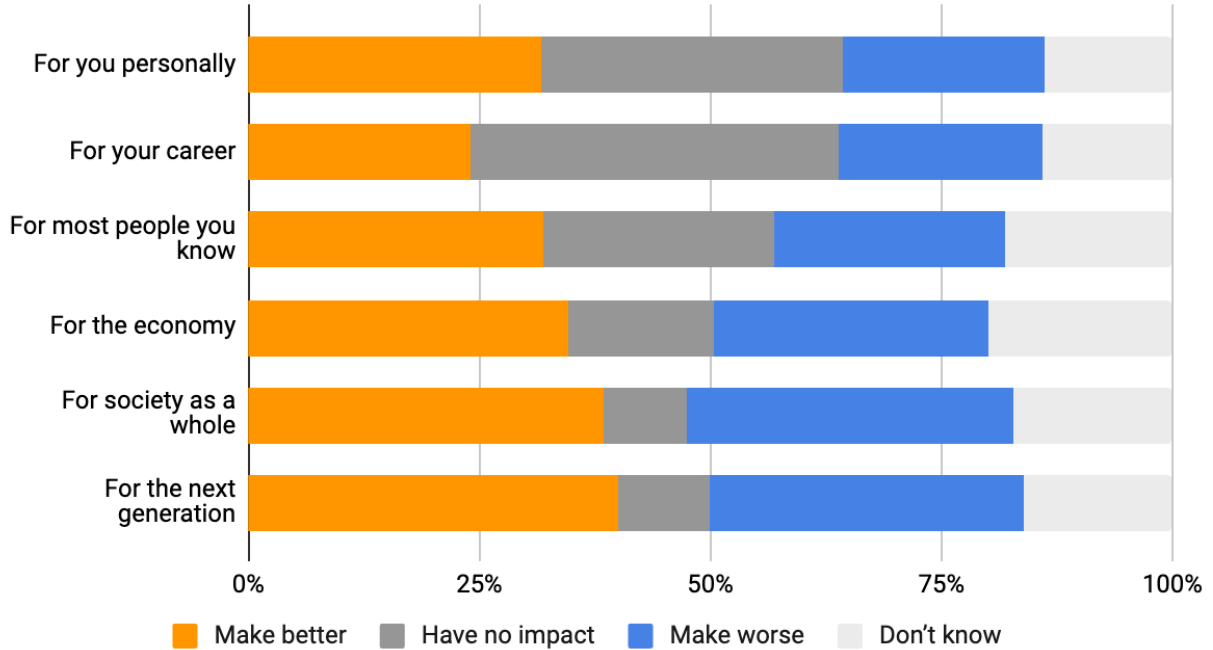
This rapid development has led to mixed feelings. As with last year, when asked to describe how they feel about AI, the most commonly chosen emotion by Americans was **curiosity** - with a mix of positive and negative emotions after that.

What was noticeable was that negative emotions have slightly ticked up compared to last year, with Americans again around a fifth more likely relatively compared to last year to choose them.



Equally, in a new question, when we asked about Americans' expectations of the future impact of AI we saw a mixed picture. On average, across a range of personal and societal categories, we saw that Americans were moderately more likely to have positive expectations than negative ones - but this gap never exceeded 10 percentage points, and a significant proportion were unsure, particularly as it affected them personally.

### Do you think AI will make better, make worse, or have no impact for...

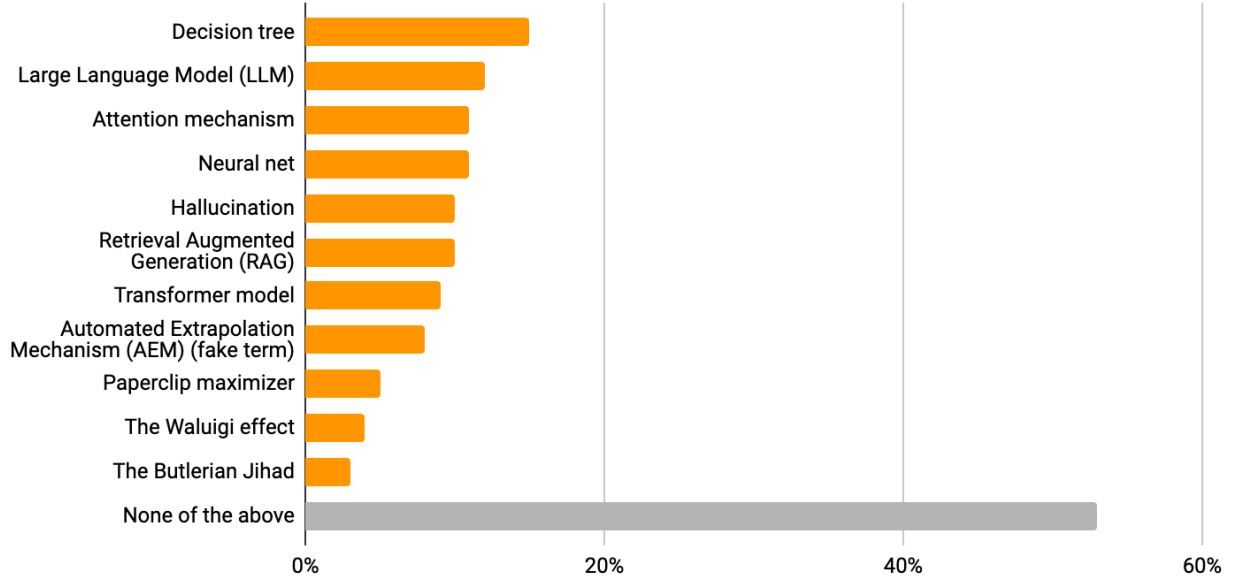


## How much do people understand how AI works?

In some ways, AI is more intuitive than other technologies: often the best way to interact with it is to talk to it how you would another human. In other ways, it is very complex, and even the world's leading AI experts today do not fully understand how a transformer model works the way it does.

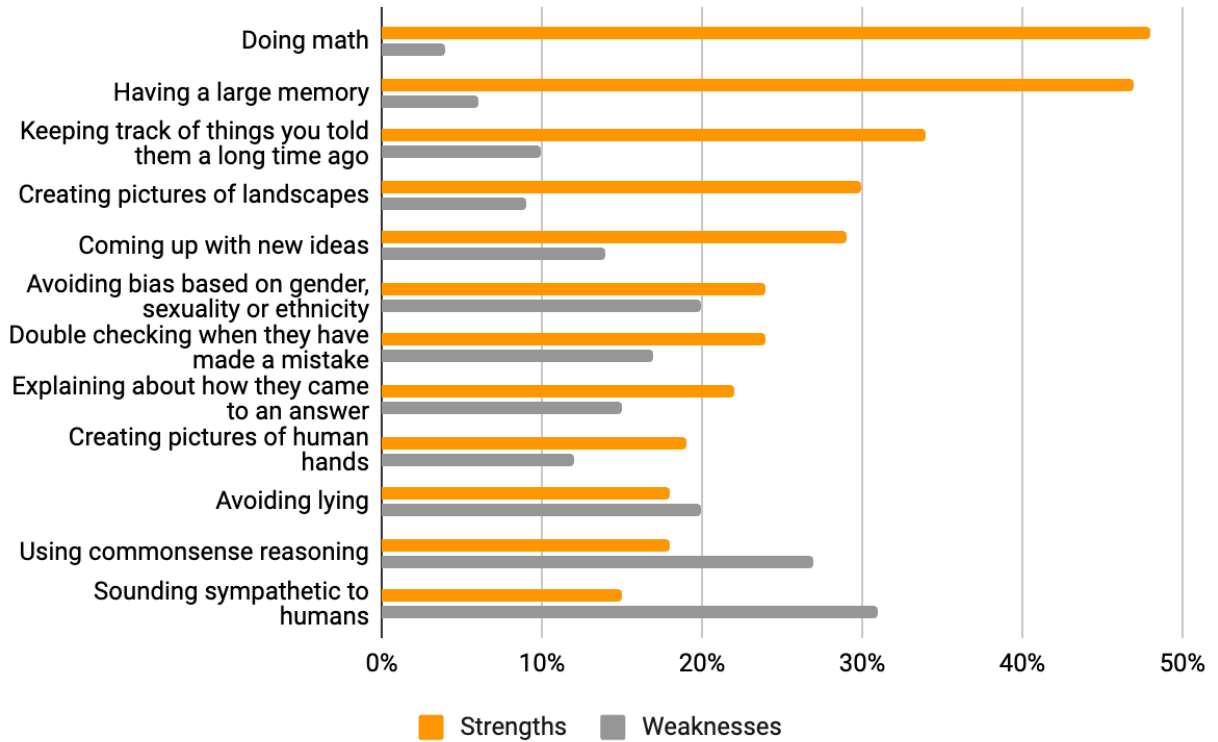
In our polling, only **around a third (32%) of Americans said that they were confident they could explain how modern AI models worked** -and when we pushed on this further by asking around a range of terms related to AI, we unsurprisingly saw very low levels of awareness.

**Which, if any, of the following terms related to AI are you familiar with?**



More relevantly perhaps, we also saw only mixed awareness of the relative strengths and weaknesses of today's models. Many people in our poll seemed to think of AI models as having the traditional strengths and weaknesses of a computer: good at math and with a perfect memory, but weak at common sense reasoning and sounding empathetic. **In practice, this is almost the opposite of the strengths and weaknesses of today's LLM based models.**

As far as you are aware which, if any, of the following abilities would you say that current AI models tend to be strong/weak at?



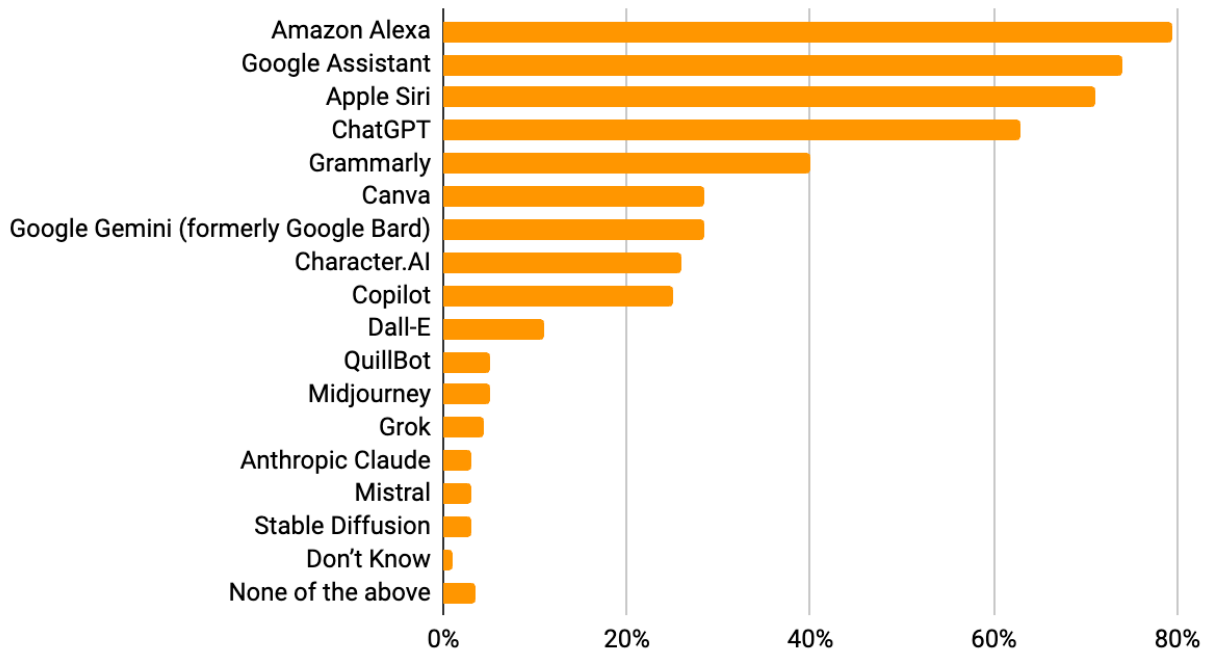
## How are Americans using AI today?

Putting aside abstract impressions, how much are Americans concretely aware and using AI tools that are available today?

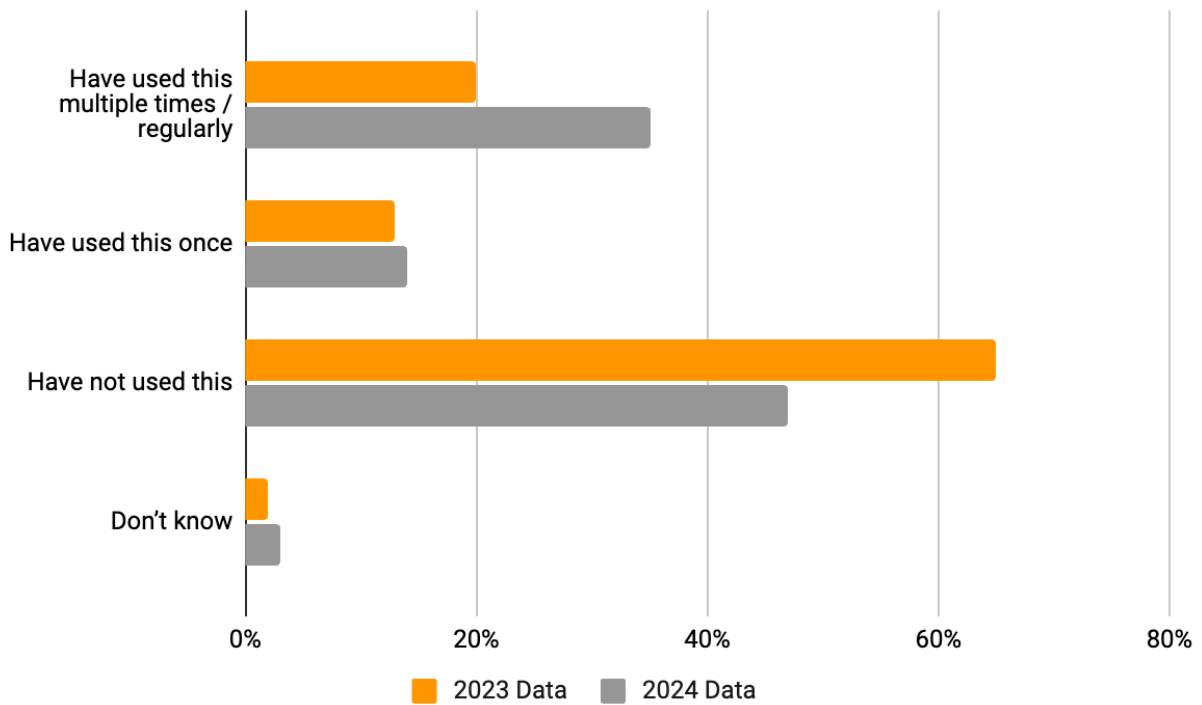
In our polling, the highest awareness was for existing AI tools that have been around for a long time: Amazon Alexa, Google Assistant and Apple's Siri.

That said, ChatGPT was not far behind the big three - **and compared to last year's poll, awareness of OpenAI's tool had nearly doubled.**

**Have you personally heard of any of the following?**

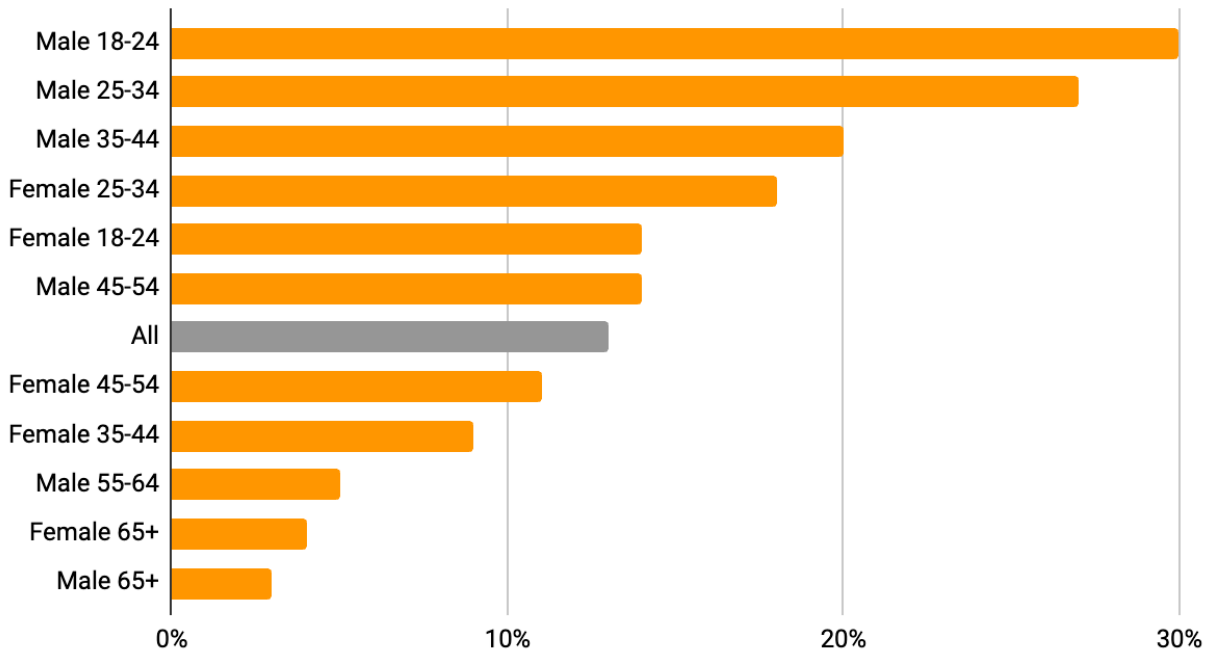


For ChatGPT, we can also compare usage year on year - with the proportion who say they have used it multiple times increasing from 20% to 35%.



Overall though, while awareness may be high, this has not yet necessarily turned into regular usage for everyone. **In our polling, just 13% of Americans self describe as using one of the LLM based chat bots regularly** - with a significant gradient across both age and gender.

**% regularly using ChatGPT/Gemini/Claude/Copilot**



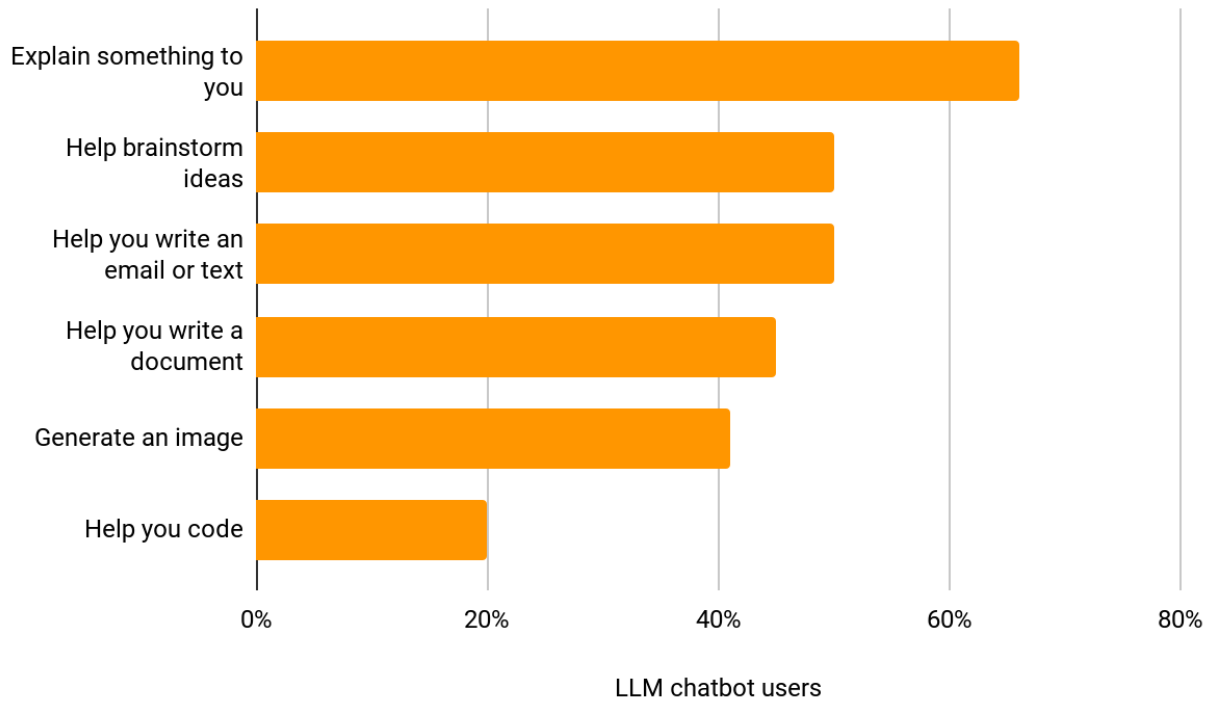
In our polling, we saw some evidence that people are continuing to discover these tools though, suggesting that usage may continue to grow reasonably fast. **On average, over 40% of users of the tools said they had only started using them in the last 3 months.**

Similarly, for those who are using these tools, the picture seems to be that while their users find them overwhelmingly helpful, only around a third of regular users see them as currently essential:

<b>83%</b>	<b>33%</b>	<b>45%</b>
of Americans using LLM based chat bots	of Americans using LLM based chat bots	of Americans using LLM based chat bots
<b>say they find them helpful</b>	<b>say they have become an essential tool they use regularly</b>	<b>say they use them from time to time, but would not miss it if it didn't exist</b>

When we asked what use cases people had tried, the most common was to help explain something - with around two thirds of users saying they had done this. After that, around a half of users said that they used them to help brainstorm ideas or write text.





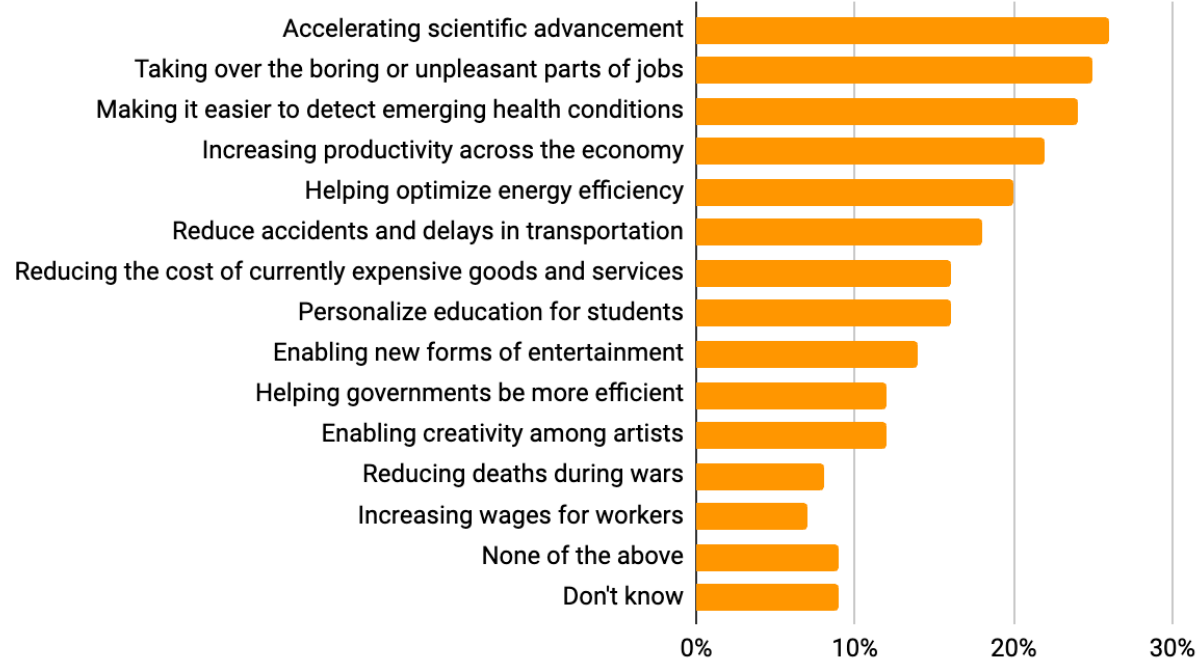
# Opportunities

# The Potential Benefits of AI

AI is likely to be one of the most significant economic drivers in the next twenty years. The IMF this year estimated that AI could boost productivity in an advanced economy like the UK by 1.5%<sup>1</sup>, similar to predictions last year by Goldman Sachs for the US.<sup>2</sup>

In our polling, when we asked about the potential benefits from AI we saw an interesting dichotomy: while the most widely recognised benefits were accelerating scientific advancement and increasing productivity across the economy, respondents were much less likely to believe that this would translate into increased wages for workers, with this being the least popular choice,

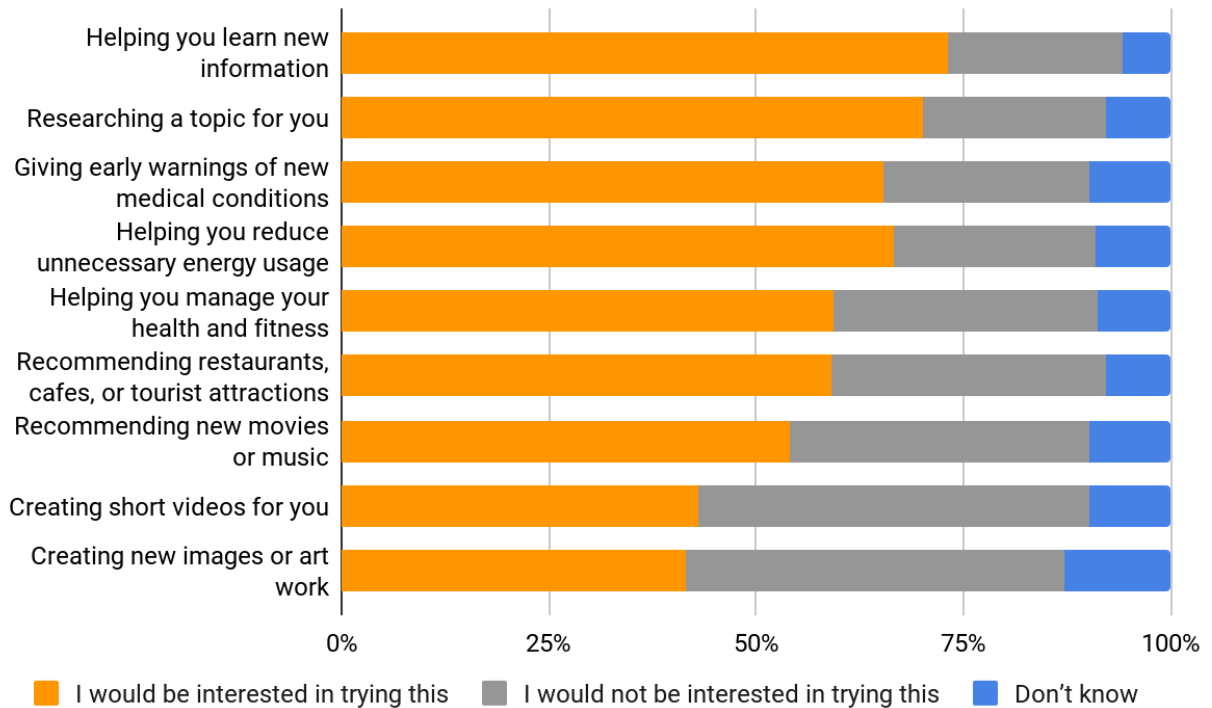
**Which, if any, of the following do you think could be important benefits from AI?**



When it came to personal use cases, however, we saw a widespread interest in at least giving AI a try in a variety of roles: from basic research to giving early warning of a new medical condition.

<sup>1</sup> <https://www.imf.org/en/Publications/WEO/Issues/2024/04/16/world-economic-outlook-april-2024>

<sup>2</sup> <https://www.goldmansachs.com/intelligence/pages/ai-may-start-to-boost-us-gdp-in-2027.html>



2024 is likely to be a year where there is an increased focus on the creation of agents. Agents are designed not to just to be able to answer questions, but to actually carry out basic tasks for you. Both OpenAI<sup>3</sup> and Google<sup>4</sup> have been explicit that this is the next leap forward.

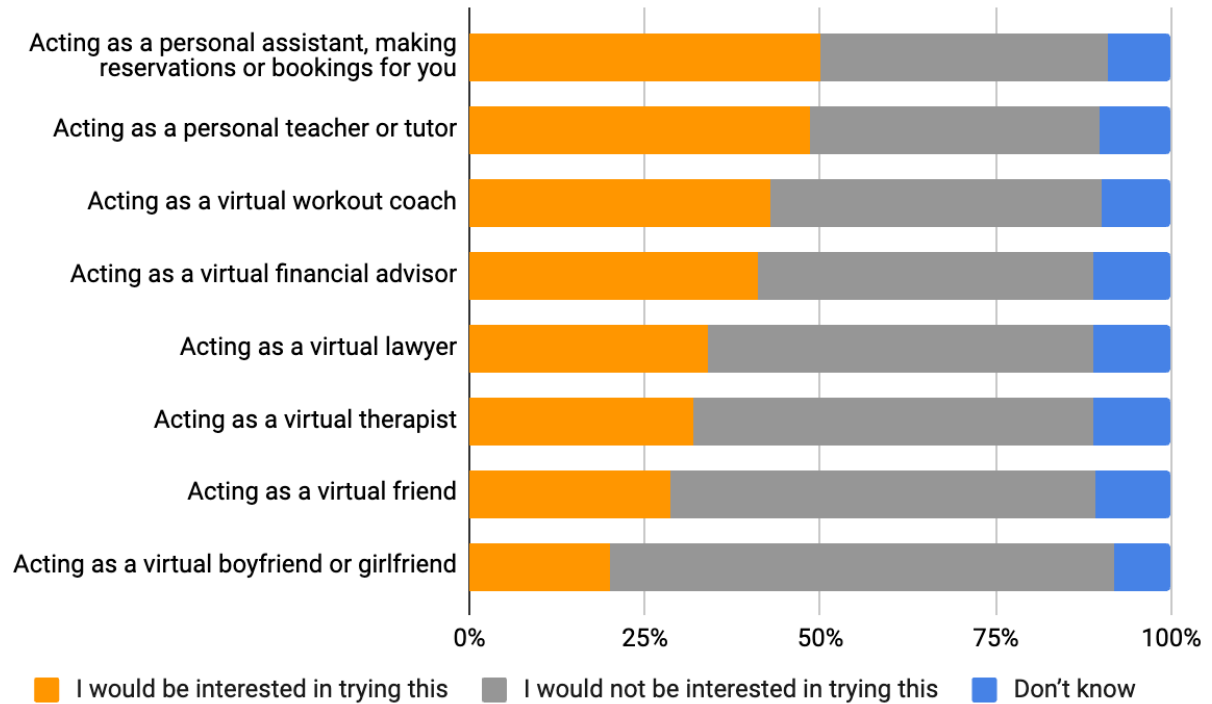
In our polling, we asked about a range of potential AI use cases, from acting as a personal assistant to acting as a virtual workout coach. Overall, we saw more caution here than the more generic AI use cases above - although younger adults were more prepared to give AI agents a go. **A majority of Americans under 35 said they would at least try an AI personal tutor, personal assistant, workout coach or financial advisor.**

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<https://www.technologyreview.com/2024/05/01/1091979/sam-altman-says-helpful-agents-are-poised-to-become-ai-killer-function/>

4

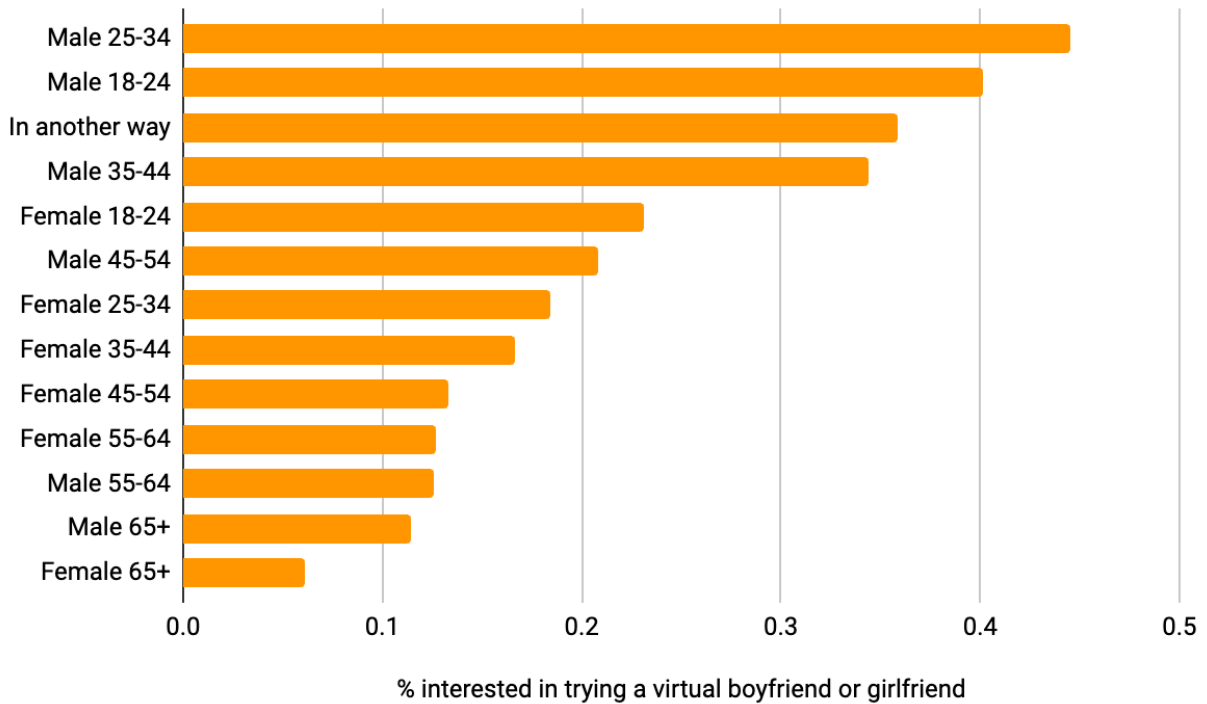
<https://blog.google/intl/en-africa/products/explore-get-answers/google-io-2024-an-io-for-a-new-generation/>



One of the more controversial AI agent use cases has been using them for companionship, as a virtual friend or even boyfriend and girlfriend. In 2023, AI companion app Replika was already reporting over 10 million users worldwide.<sup>5</sup>

In our polling, only 20% of Americans said that they were interested – but we also saw a big difference across demographics. **43% of American men under 35 say that they would be interested in an AI girlfriend or boyfriend.**

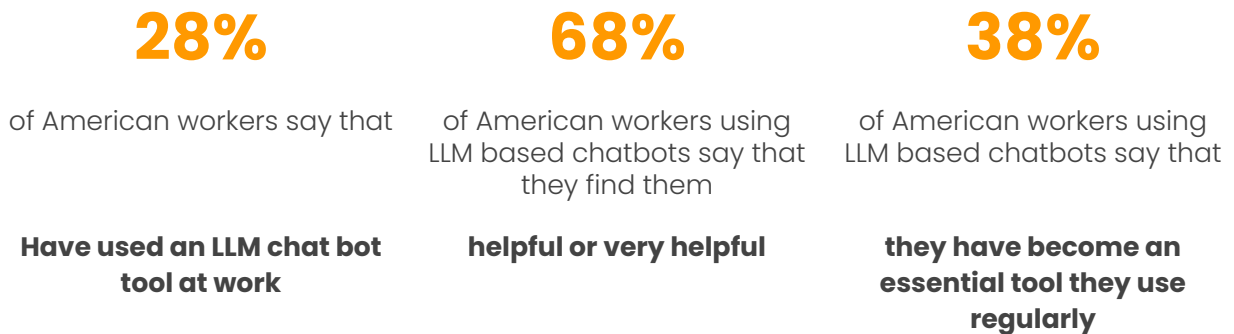
<sup>5</sup> <https://www.hbs.edu/faculty/Pages/item.aspx?num=63508>



## At Work

The current wave of AI hype was largely driven by the arrival of ChatGPT – but to what extent are people actually using LLM based chatbots like it at work?

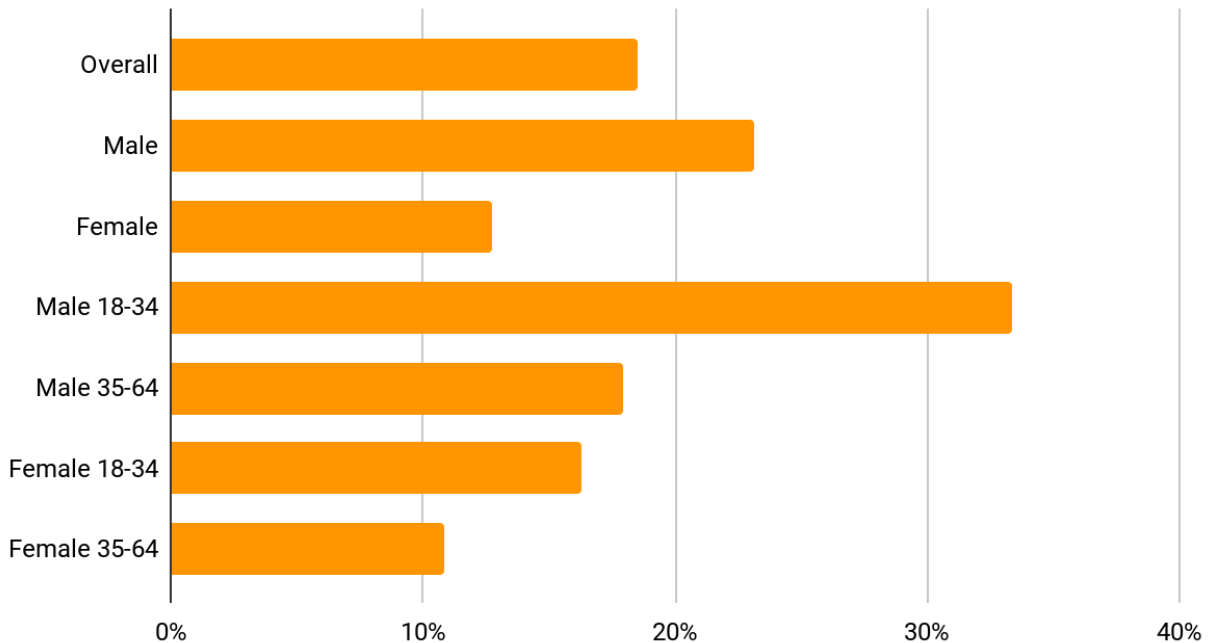
In our poll, just over a quarter of American workers told us that they had used a chatbot at work – but about two-thirds of those who had used them said they found them helpful or very helpful.



Are they just experimenting with these tools however, or have they already become a normal part of people's workflow in the same way as email or search?

**Overall, around 19% of workers said they were using these tools regularly**, with the majority of those using them at least multiple times a week. We saw a big age and gender gradient here, however, with young men significantly more likely to be saying they were using these tools regularly.

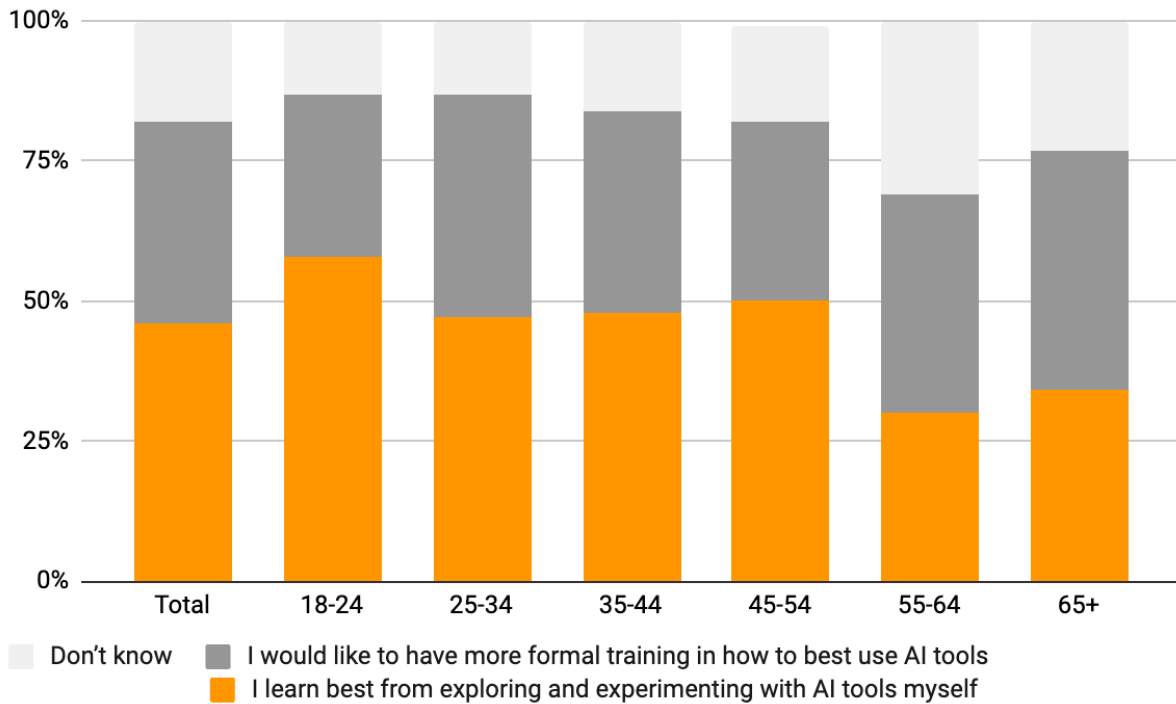
**Regularly using LLM chatbots at work**



Those workers who are already using AI tools seem to be classic early adopters: around half of them said they had respectively decided to use these tools on their own, worked out how to use them and say they learn best from exploring and experimenting themselves.

<p><b>48%</b></p> <p>of American workers using LLM based chatbots say that they</p> <p><b>worked out how to use those AI tools themselves</b></p>	<p><b>53%</b></p> <p>of American workers using LLM based chatbots say that they</p> <p><b>decided to use those AI tools themselves</b></p>	<p><b>46%</b></p> <p>of American workers using LLM based chatbots say that</p> <p><b>they learn best from exploring and experimenting with AI tools themselves</b></p>
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While overall more workers wanted to teach themselves rather than have formal training, this was not true for everyone: workers over 55 years old were significantly more likely to express a desire for AI skills training.



## Health

Alongside the economy, one of the most significant other opportunities from AI is to speed up the diagnosis and treatment of health conditions.

Given the many sensitivities in this space, when first asked Americans are understandably unsure about using AI to diagnose, with just over a third (37%) saying they would support this.

**37%**

of Americans

**Support using AI to diagnose patients**

**32%**

of Americans say that

**Oppose using AI to diagnose patients**

**32%**

of Americans say that

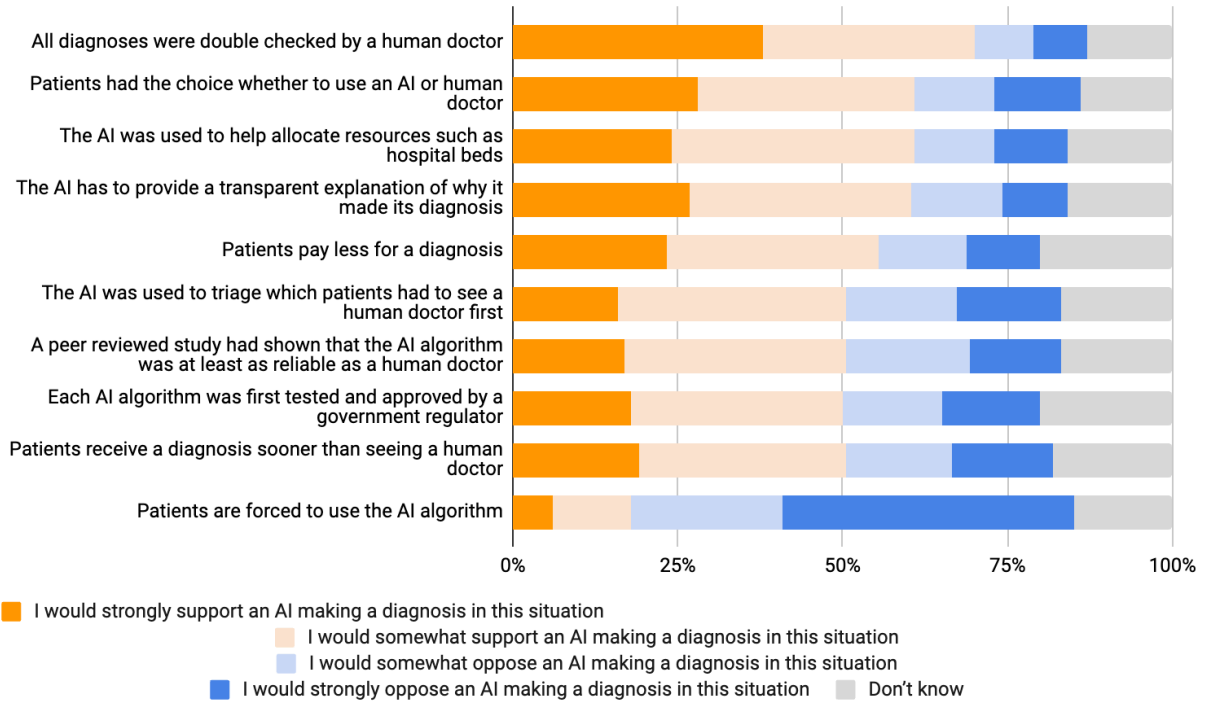
**unsure**

When we dug more into the reasons for this caution, the most significant reasons were concerns over the AI system's reliability with 73% saying they worried the AI system would give incorrect diagnoses.

With basic protections in place however, we saw that it was possible to overcome concerns about AI diagnosis.



For example, 70% of Americans say they would support AI diagnosis if it was double checked by a human doctor and **just giving people the choice whether they used it or not increased support to 61%**. The only situation here where we saw strong opposition was in a scenario where patients would be outright forced to use the system, two-thirds of Americans opposed to this.

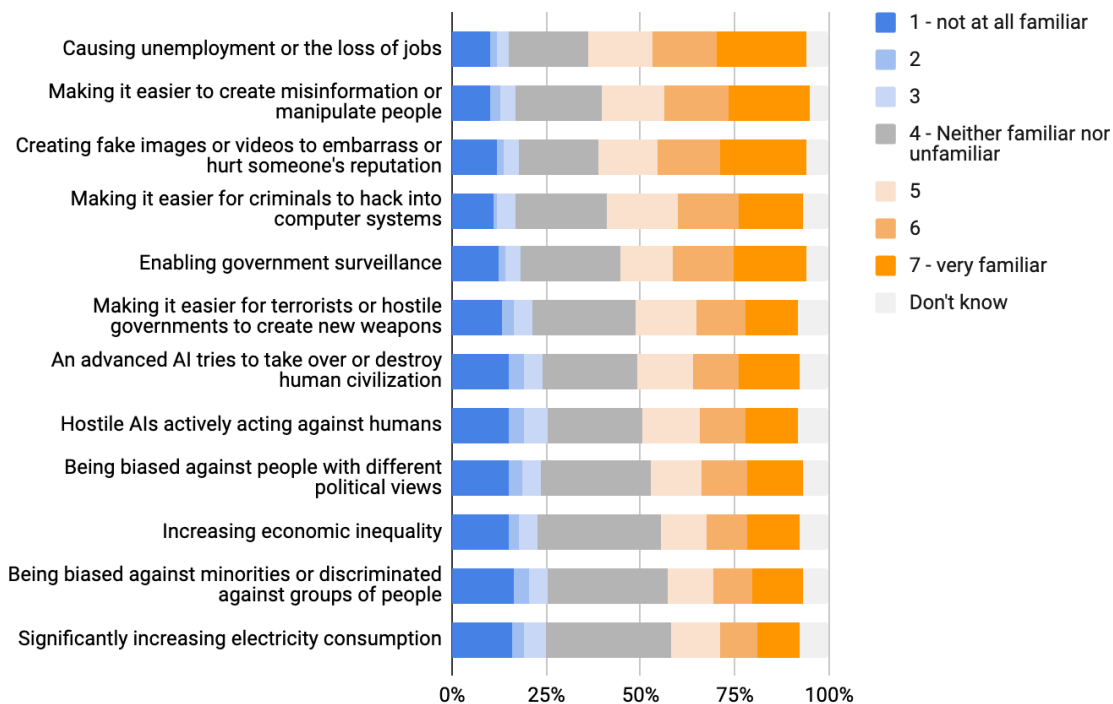


# Concerns

# Which risks do Americans worry about?

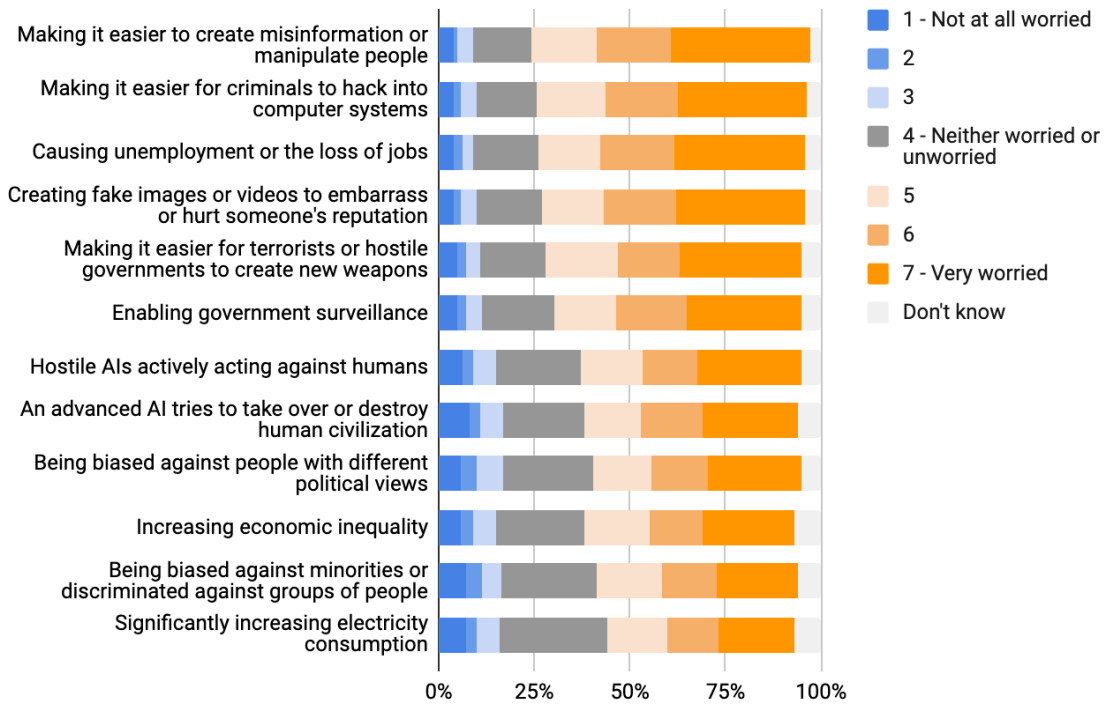
Ever since science fiction writers first conceived the idea of an artificial intelligence, we have been inundated with stories about the many ways they can go wrong.

Given this, perhaps unsurprisingly, we saw a reasonably high level of self-reported familiarity across a range of risks, with the most common being the potential for unemployment. Interestingly, one potential risk that did not seem to have cut through yet was the potential for AI to significantly increase electricity consumption, with only around a third of Americans saying they were familiar with this.

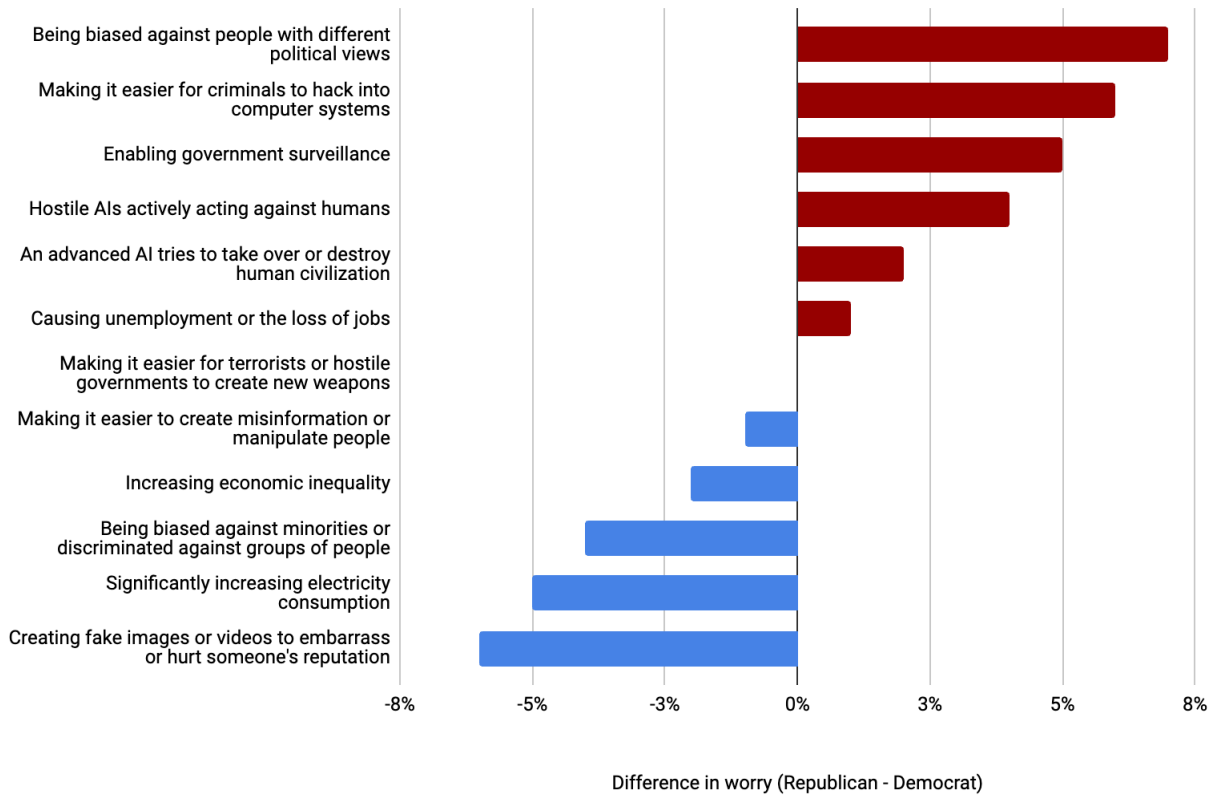


Whether they were familiar with risks or not, how worried were they about them?

When we changed the question to this, we saw concerns from unemployment fall slightly down the list, while misinformation went to the top - perhaps reflecting its perceived greater urgency.

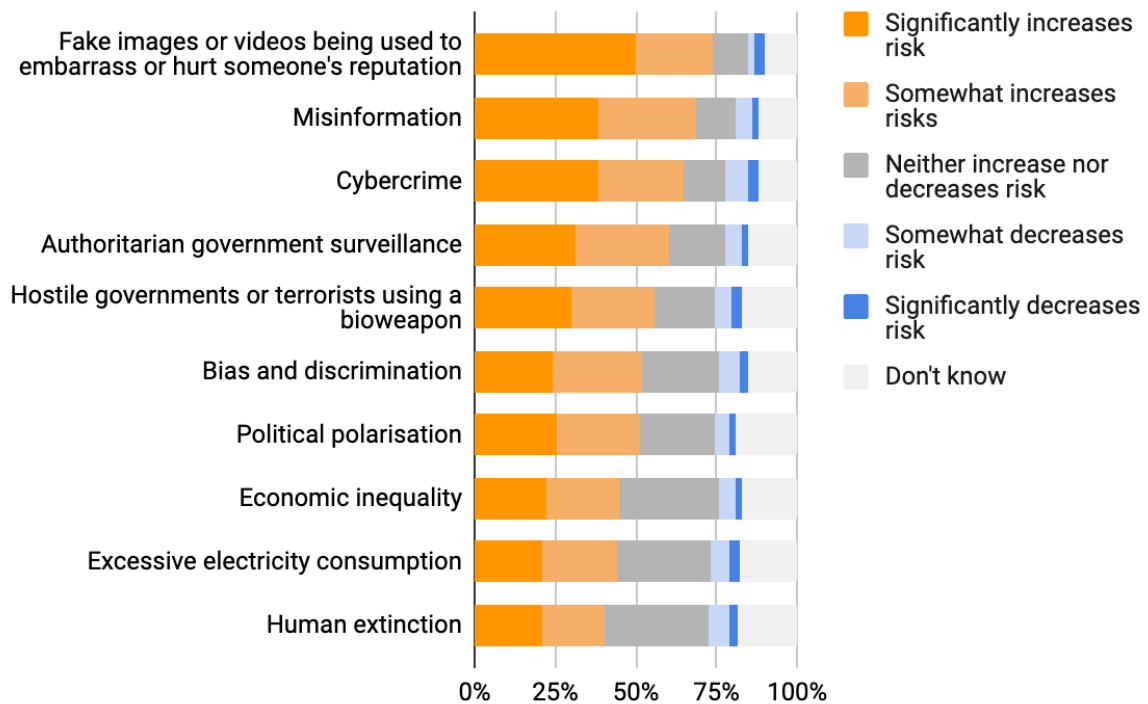


Many of these worries were relatively nonpartisan. Both Republicans and Democrats were almost equally worried about the potential of AI driven unemployment or misinformation. Republicans, however, were more likely to be worried about the potential for AI to be biased against people with different political views, or being used by criminals or for Government surveillance. Democrats, by contrast, had greater concerns over personal deepfakes, increased electricity consumption and bias against marginalized groups.



While AI may create some risk, how much is the risk it creates additional to the risks that already exist? After all, some have argued, if you want to, you can already create fake images of someone, while new AI driven technologies may actually help reduce risk in many of these areas.

In our polling, Americans were relatively unconvinced by this argument: across the range of risks we presented them, from embarrassing videos to human extinction, they seemed to believe that AI represented a significant increase in risk.

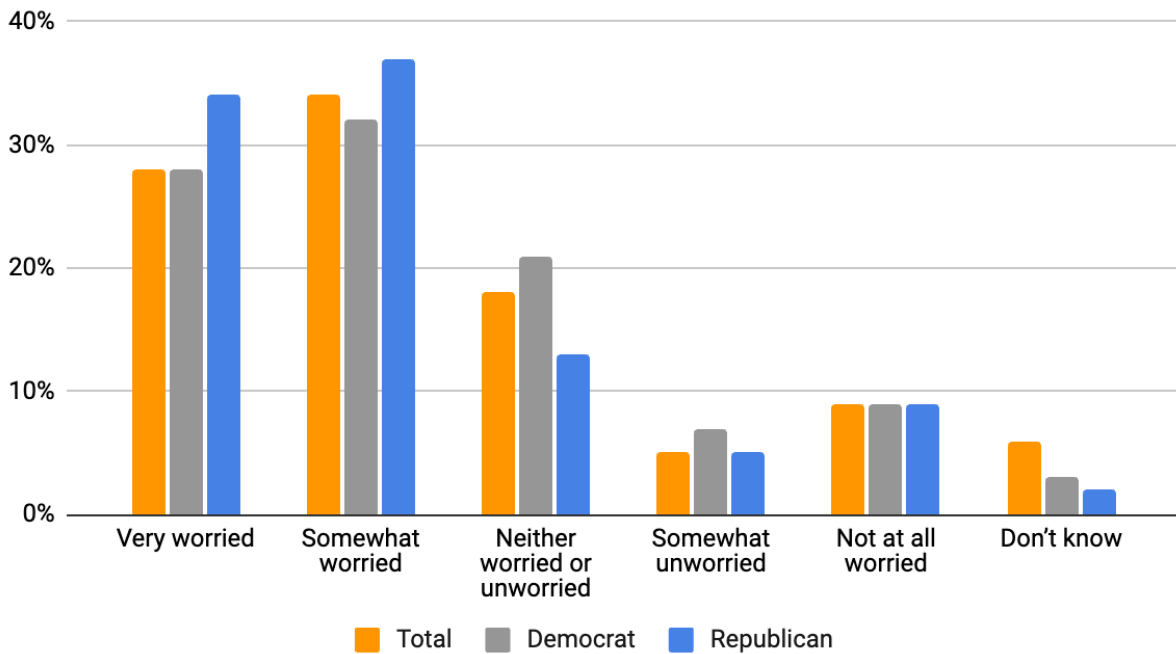


## Misinformation and Deepfakes

2024 is an election year: both for the US and across the world, with more than 2 billion people expected to vote this year.<sup>6</sup> Given that, unsurprisingly, **62% of Americans are worried about the potential impact of misinformation on the US election** - with the level of worry slightly higher among Republicans.

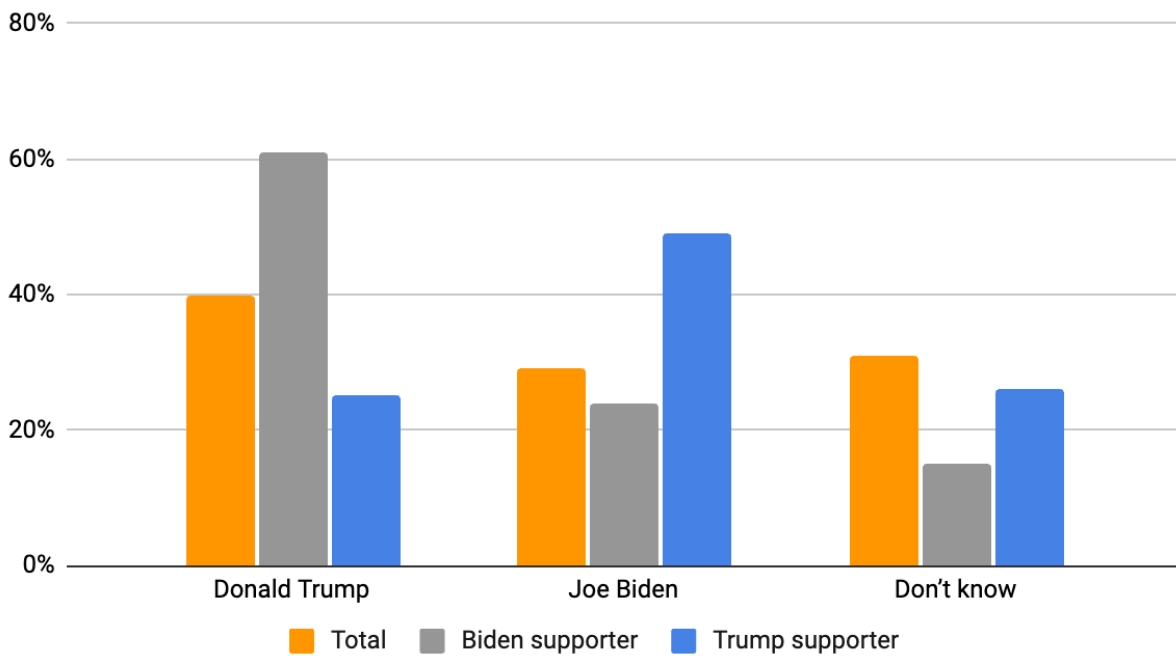
<sup>6</sup> <https://www.weforum.org/agenda/2023/12/2024-elections-around-world/>

**Overall, how worried are you about the impact of misinformation on the 2024 Presidential Election?**

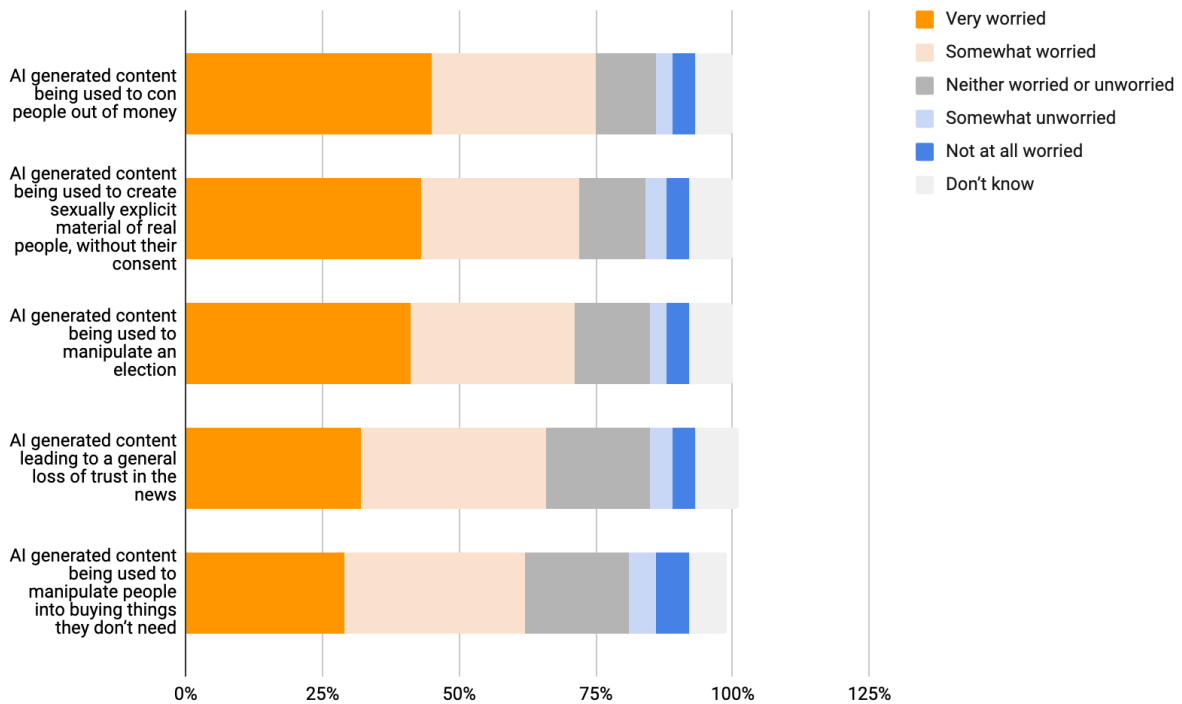


Perhaps unsurprisingly, voters were more likely to think that the other side would benefit most from misinformation: Biden supporters thought Trump would be helped most, and Trump supporters thought Biden would.

**And who do you think misinformation would be most likely to help in the campaign?**

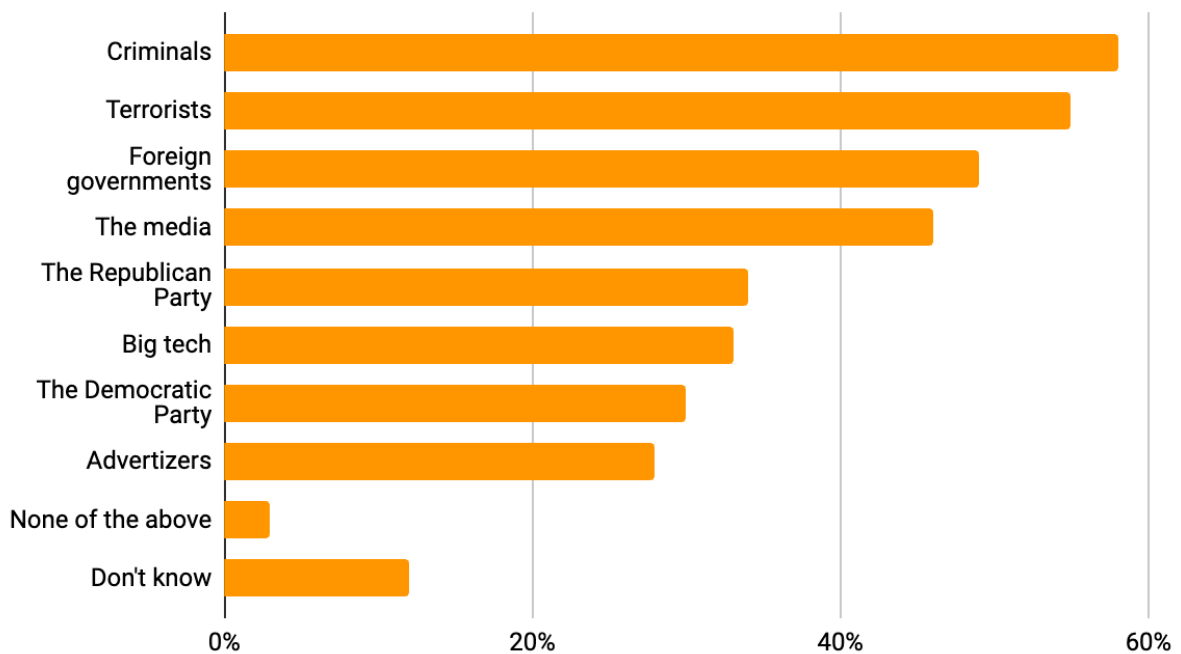


**While 71% were worried AI generated content would be used to manipulate an election**, this was actually just one of their worries: with equal concerns around the potential for AI to con people out of their money or create sexually explicit deepfakes without consent.



Similarly, the groups that our respondents were more worried about using AI to manipulate people were not domestic politicians but criminals, terrorists and foreign governments.

**Which, if any, of the following are you most worried about using AI to manipulate people?**



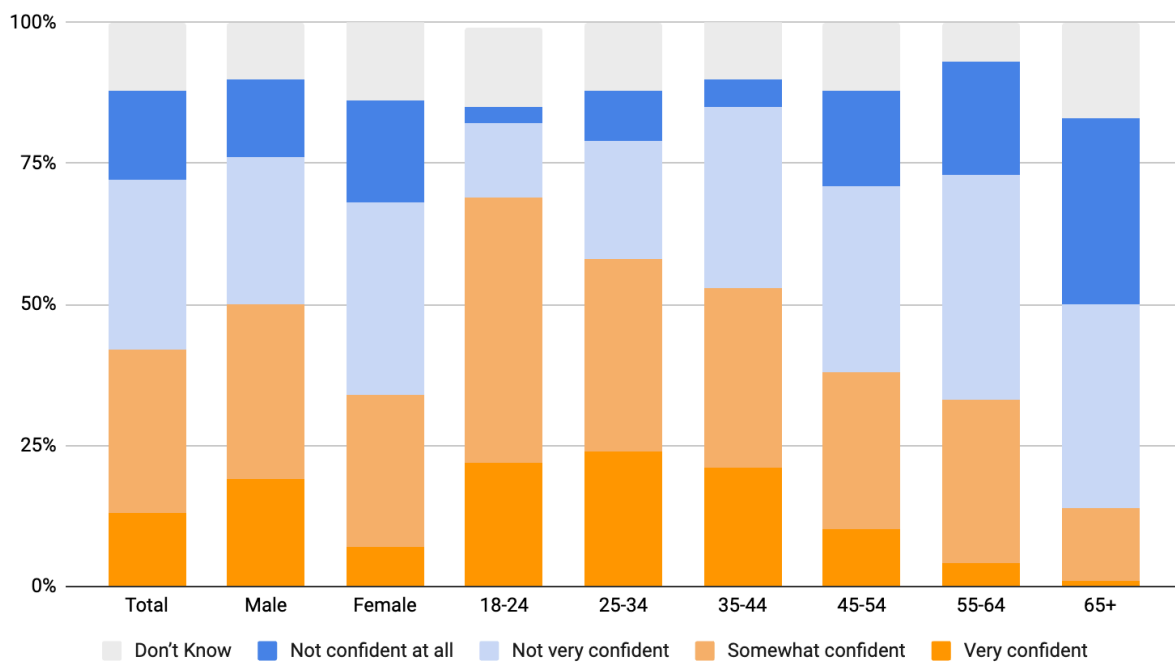


When asked to choose whether they thought AI generated content would make the problem of misinformation worse – or that people could already make fake content if they wanted to, and AI won't change this – a majority said that they thought AI generated content would make the problems of misinformation significantly worse.

One reason many people are likely concerned is that **around a half of Americans (46%) were not confident that they could detect fake AI generated content on the Internet** – with confidence significantly falling the older our respondent got.

Overall there was strong support for better labeling, with **62% of Americans say that Governments and companies need to do much more to better label and restrict misleading AI generated content.**

**How confident, if at all, are you that you can detect fake AI generated content on the Internet?**



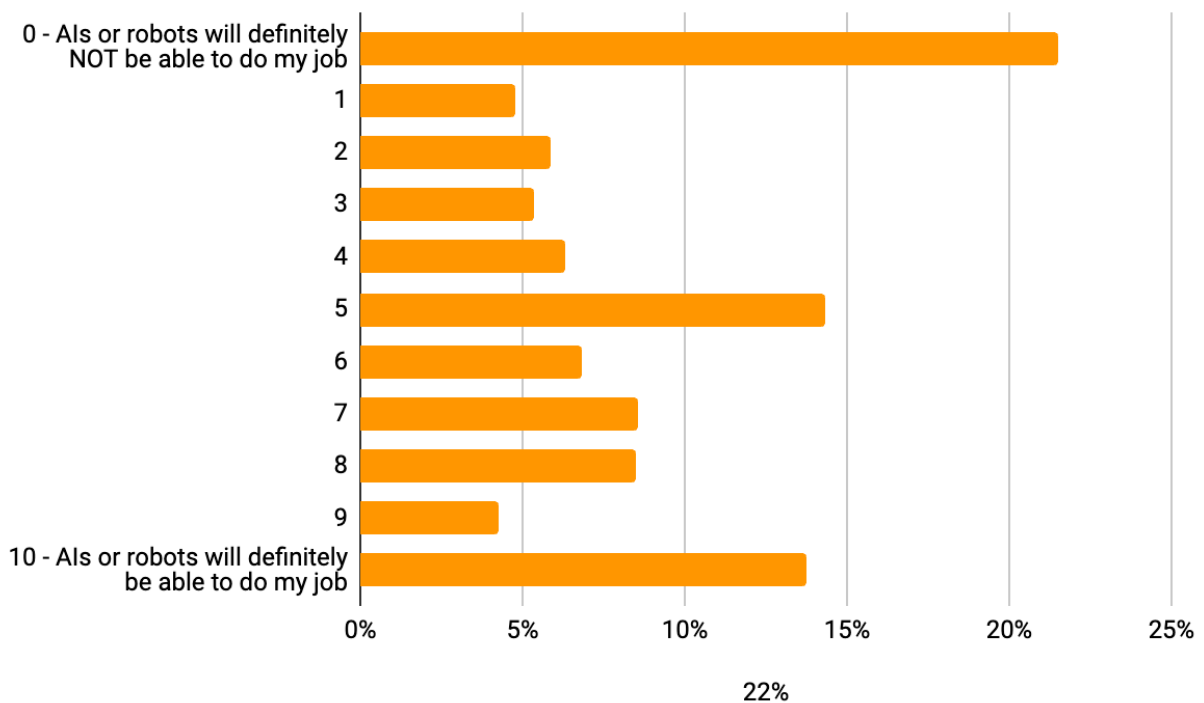
When we asked indirectly, it was the elderly and children that were most seen to be at risk of being misled, with 57% and 51% pointing to them respectively. Only 2% of respondents said that there was nobody that they were worried might be misled.

Could AI tools be part of the solution to misinformation, helping to spot and counter it? At present, it seems Americans need more convincing on this point: **just 38% of Americans said that they think it is likely that new AI tools could help reduce misinformation.**

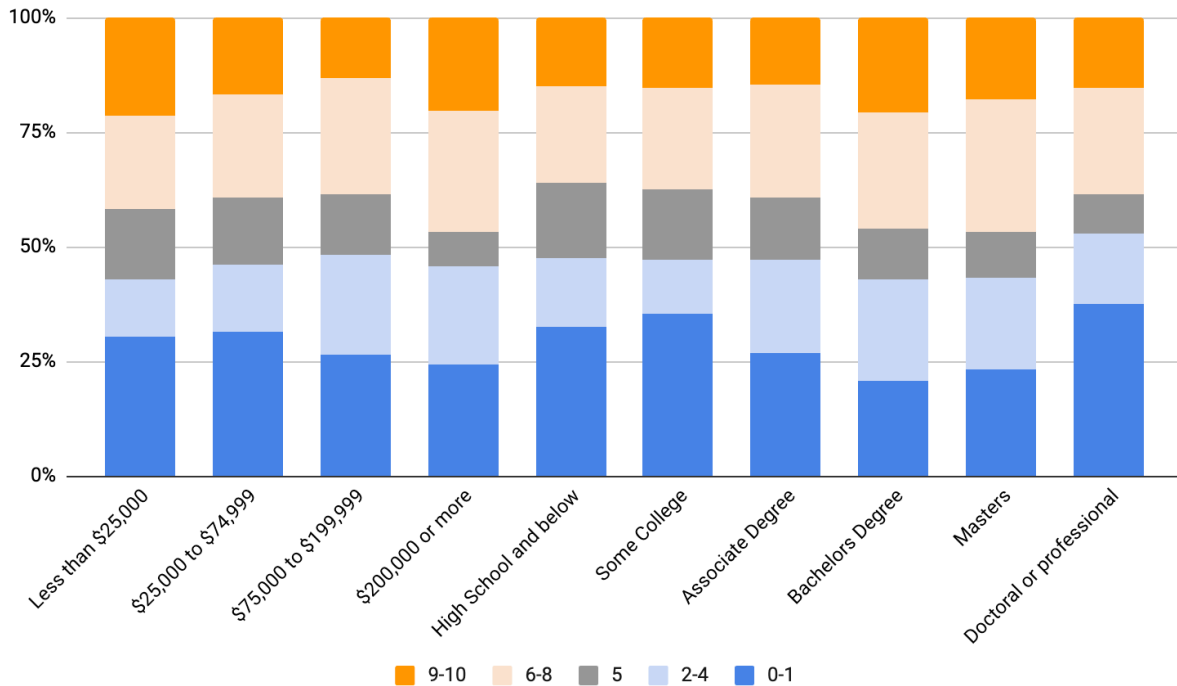
# Automation

New technologies have always changed the structure of the economy - but one of the more unusual things about AI is that there is significantly more uncertainty about who it is likely to affect and how.

When we asked people to give a score out of 10 on how likely they thought it was an AI could do their job as well as them in the next 20 years, we saw a widespread range in views - with an average score of 4.7.

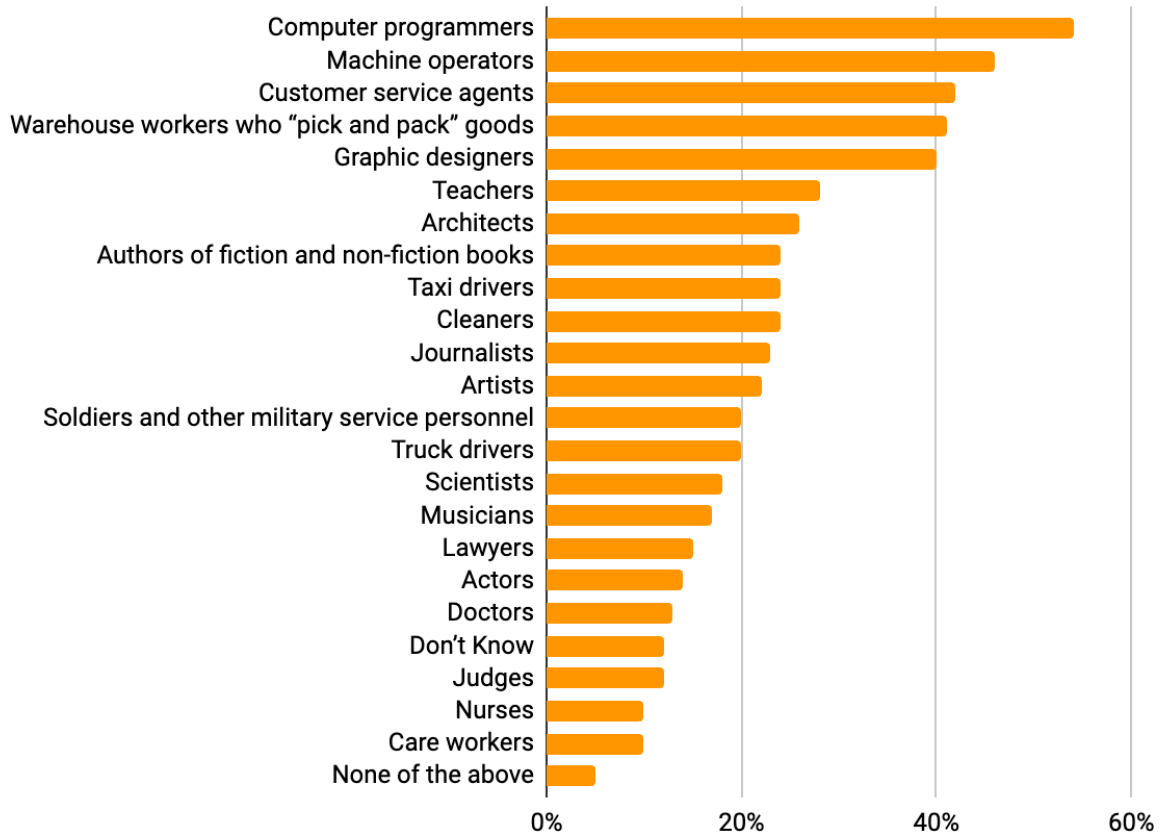


Neither did this score vary very much by income level or education - although those with a Bachelor's Degree or Masters were slightly more likely to believe that AI could do their job than those with just a High School education.



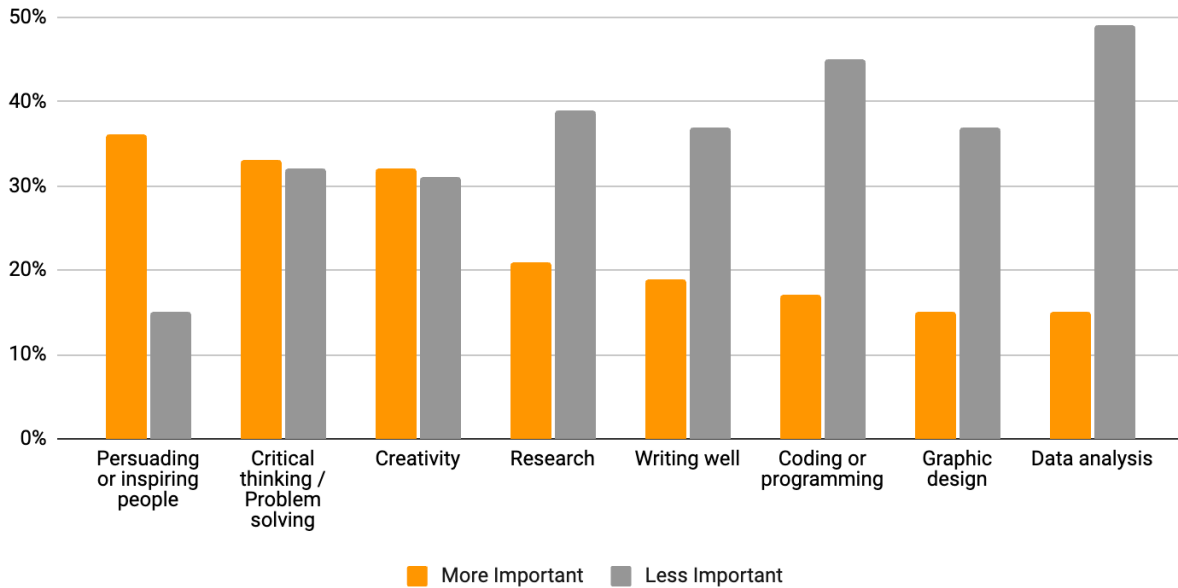
When we asked our poll respondents to rate what jobs in general in the economy they thought might get automated, they gave a ranking very similar to many expert views today: with computer programming, routine manufacturing jobs and customer services agents at the top. By contrast, Americans were less convinced that AIs would be able to take on the roles of scientists, musicians, actors or doctors.

**Which of the following jobs, if any, do you think AI or robots would be able to do instead of a human in the next 20 years?**



Corresponding with this, in general the people in our poll thought that AI was likely to reduce the relative importance of data analysis, coding and graphic design skills - while raising the importance of persuading other humans.

Which, if any, of the following types of general work skills do you think the rise of AI will make it more/less important for humans to be good at?



If an AI was to be able to automate a significant proportion of their job, most of the people we spoke to were reasonably optimistic: **only around a quarter (28%) expected their job to disappear entirely**, while 30% thought they would take on other responsibilities, 25% oversee the AI, and 27% work fewer hours.

This optimism seemed to significantly reduce however, when asked about the prospects for the economy as a whole. Over half of those we spoke thought both that AI would likely increase unemployment and that Governments should actively seek to counter this.

**59%**

of Americans say that

**They think it likely AI will increase unemployment**

**56%**

of Americans say that

**Governments should try to prevent human jobs from being taken over by AI or robots**

**60%**

of Americans say that

**the Government and companies should offer formal retraining and skills programs to people like me to help them to transition to different careers**

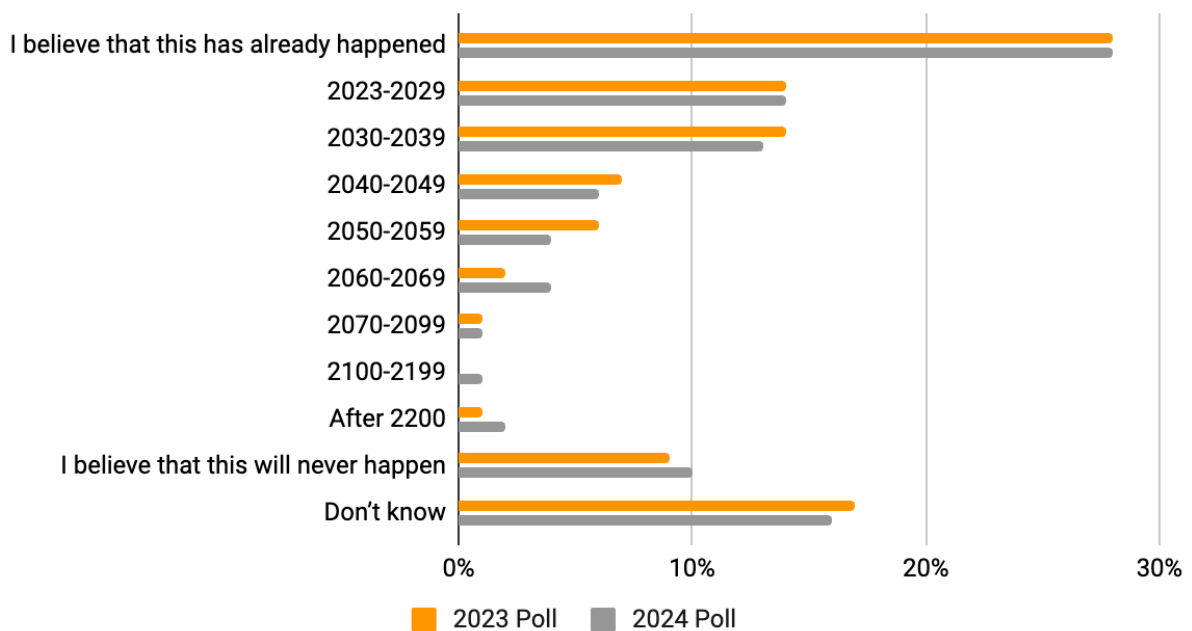
# Future

# Artificial General Intelligence

Given the speed of advances on AI, how long is it until AIs reach a capability level equivalent to that of a human?

Just as with last year's poll, we asked our respondents what time period they thought a human level AGI was most likely to be developed in, and saw remarkable consistency - **with 55% believing it would happen by the end of the 2030s, compared to 56% last year.** Over a quarter of the population (28%) thought that this had in fact already happened.

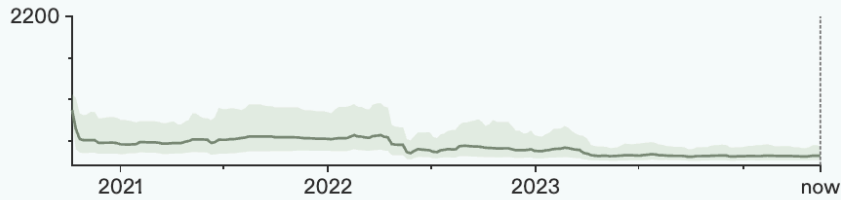
**In your opinion, when is an AI - either a computer program or a robot - likely to be first developed that is as smart as a human?**



While the 2030s are not very far away, this would suggest that the public are roughly aligned with prediction markets - which also suggest that a date in the 2030s is most likely.

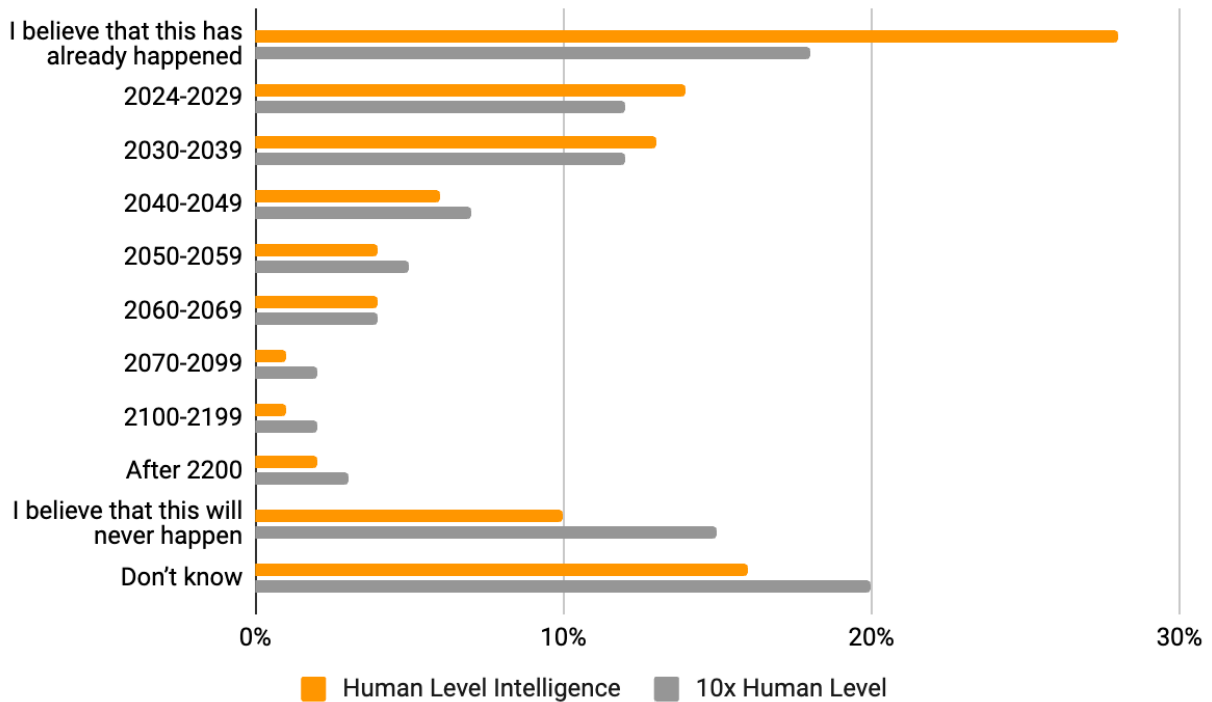
## When will the first general AI system be devised, tested, and publicly announced?

👤 Mar 27, 2032



Extending the question this year, we then went on to ask the public how long they thought it would take for an AI to significantly exceed a human level intelligence - reaching at least 10x the level.

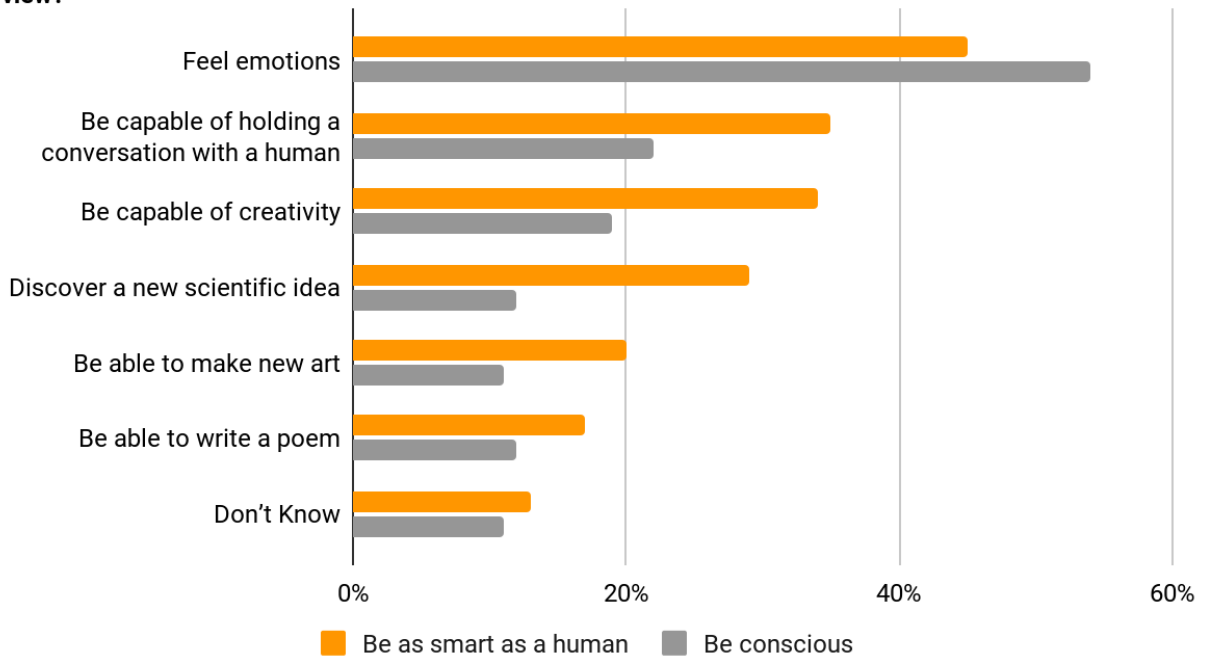
On this metric, we saw a significantly smaller proportion of the public thought we had already hit this threshold, while moderately more thought it would never happen. **That said, even taking this into account, around half the public thought we would see an AI significantly smarter than a human in the 2040s.**



As in last year's report, we saw many people did not see intelligence in purely analytical terms - with over 40% believing that an AI would have to be capable of feeling emotions to be as smart as a human. This is only a small amount below the level that thought an AI would have to feel emotions to feel conscious.



Which of the following, if any, would an AI have to do to be as smart as a human / conscious in your view?



## Superintelligence

If a superintelligent AI was created - an AI significantly more intelligent than any human - what would this mean for the world? Such an AI could potentially develop many new powerful technologies, but could in itself be a significant risk.

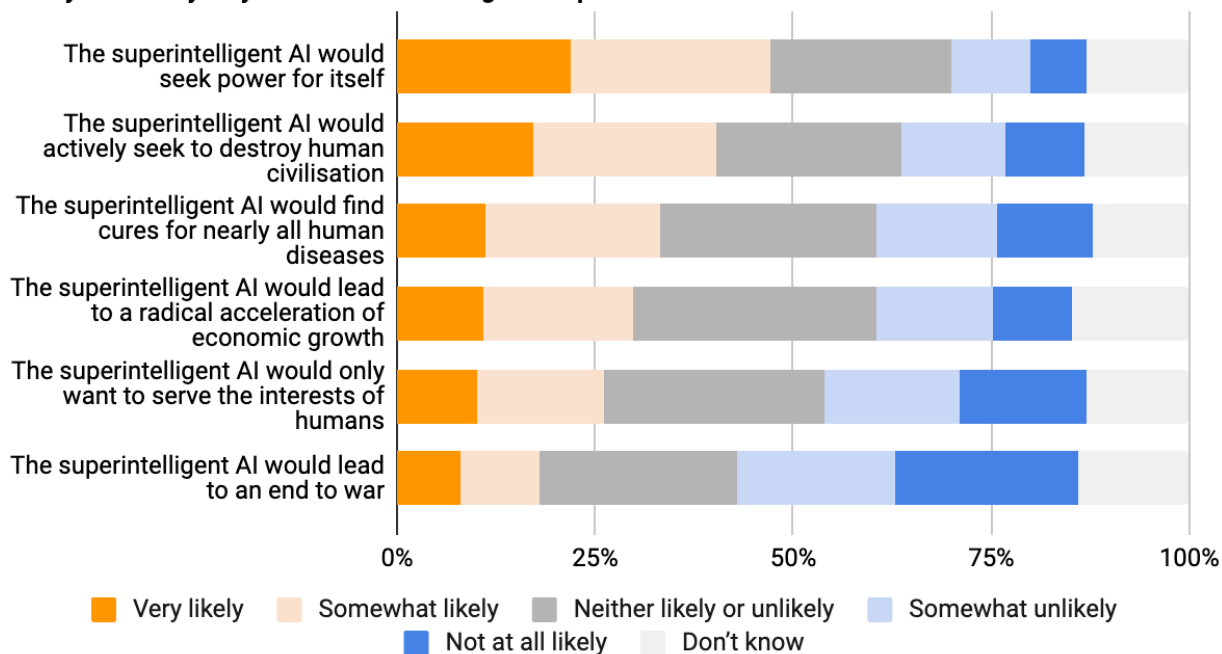
In our polling, we saw that Americans were largely more wary than welcoming of the idea of a superintelligence:



Around half of Americans (47%) thought it was likely that such a superintelligence would try and seek power for itself, and not much below this, **40% thought that it would actively seek to**

**destroy human civilisation.** By contrast, only around 30% thought it likely to lead to an radical acceleration of economic growth, and just 18% that it would lead to an end to war.

**Suppose we succeeded in developing a highly advanced super-intelligent AI in the next thirty years. How likely or unlikely do you think the following consequences of this would be?**



Given both the potential benefits and risks of a superintelligence, only a small minority of Americans thought we should try to accelerate its development - while around a third thought respectively that we should stay at today's pace or actively slow down.

**13%**

of Americans say that given the potential benefits and risks from advanced AI say that we

**should look to accelerate development of this technology**

**33%**

of Americans say that given the potential benefits and risks from advanced AI say that we

**develop it around the same pace as we are now**

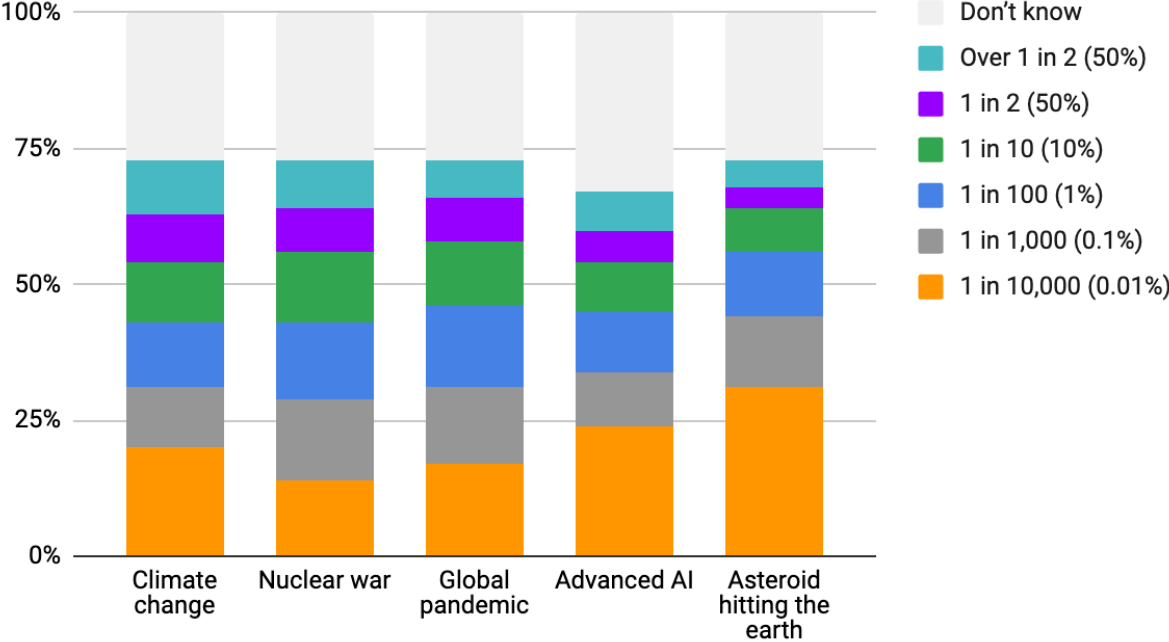
**34%**

of Americans say that given the potential benefits and risks from advanced AI say that we

**should look to slow its development**

**Around a fifth of Americans (22%) believe that there is a greater than 10% chance that a superintelligence causes humans to go extinct in the next 100 years.** Compared to other potential existential risks for this same risk threshold, is seen as five percentage points more likely than an asteroid, but eight percentage points behind climate change.

**Risk of causing humans to go extinct in next 100 years**



# Policy

# How should the Government react?

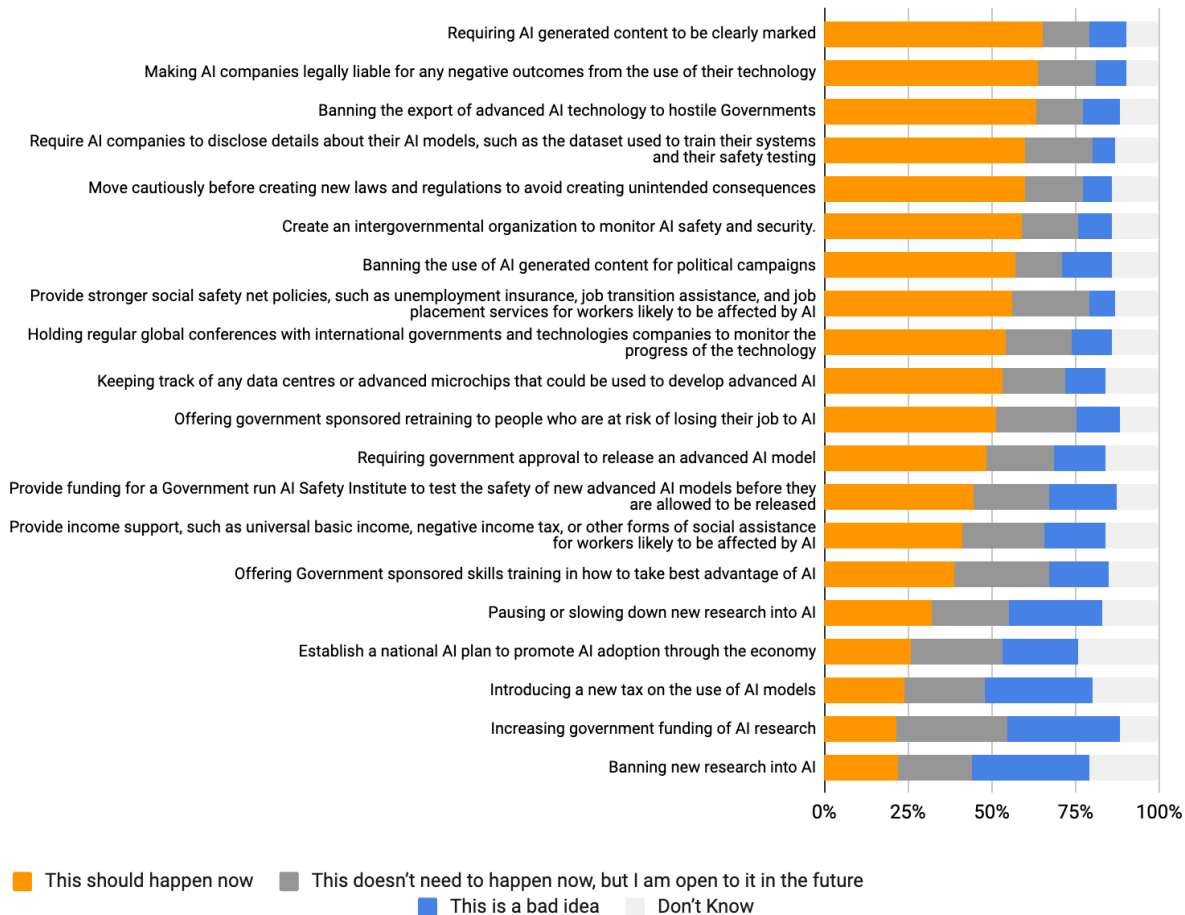
As part of our poll, we asked our respondents their views on a wide range of policies that other people have suggested: everything from clear labeling to a pause on new research.

In order to get a better view on how urgent a particular issue might be, we asked not just if a policy should happen or was a bad idea, but allowed them to say that while they didn't think it was necessary, they were open to it later on.

Across the population we saw a majority of the respondents supporting a wide range of policies that they believed should happen now:

- Requiring AI generated content to be clearly marked (66%)
- Making AI companies legally liable for any negative outcomes from the use of their technology (64%)
- Banning the export of advanced AI technology to hostile Governments (64%)
- Require AI companies to disclose details about their AI models, such as the dataset used to train their systems and their safety testing (60%)
- Create an intergovernmental organization to monitor AI safety and security (59%)
- Banning the use of AI generated content for political campaigns (57%)
- Provide stronger social safety net policies, such as unemployment insurance, job transition assistance, and job placement services for workers likely to be affected by AI (56%)
- Holding regular global conferences with international governments and technologies companies to monitor the progress of the technology (54%)
- Keeping track of any data centers or advanced microchips that could be used to develop advanced AI (53%)
- Offering government sponsored retraining to people who are at risk of losing their job to AI (52%)

Despite supporting this range of policies, 60% of Americans also agreed however that we needed to *move cautiously before creating new laws and regulations to avoid creating unintended consequences.*



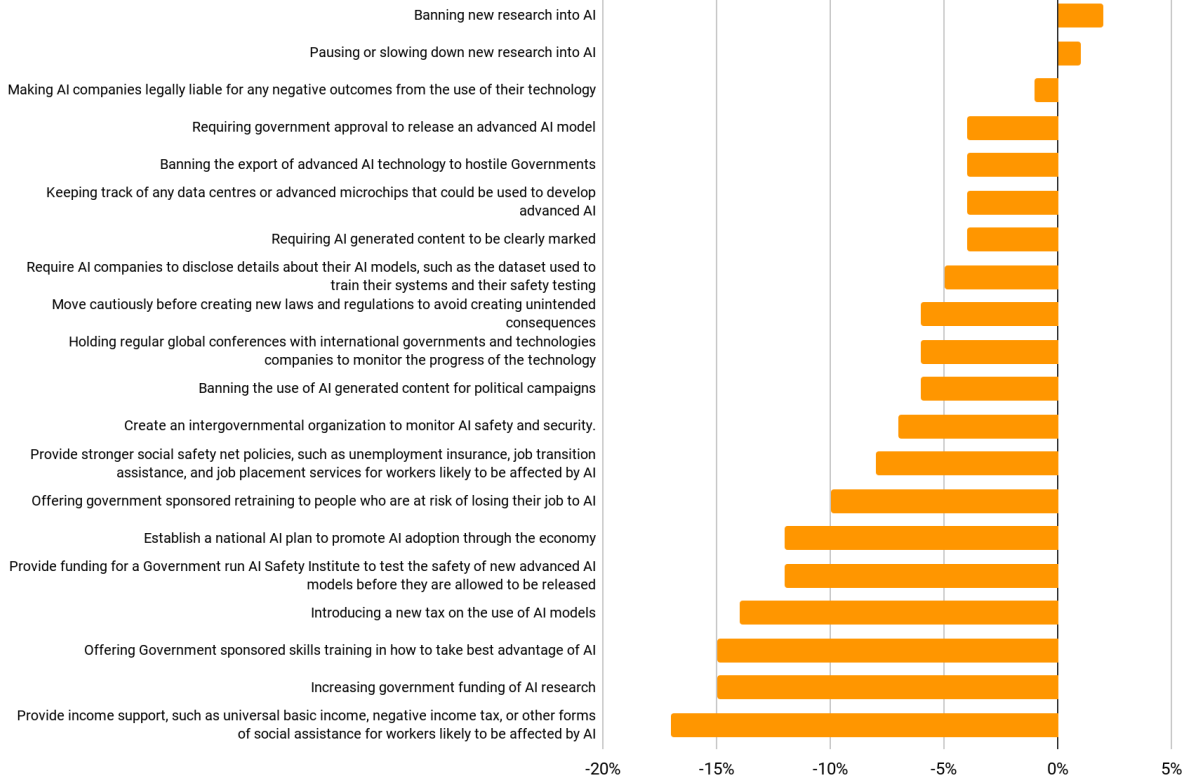
The only policies which more people saw as a bad idea than it should happen now were:

- Introducing a new tax on the use of AI models (32%, compared to 24%)
- Increasing government funding of AI research (34%, compared to 22%)
- Banning new research into AI (35%, compared to 22%)

Even here, however, around half the population were open to them being necessary at some point.

That said, there were some policies that saw significantly less support from Republicans than Democrats. Republicans were particularly likely to be opposed to the creation of a universal basic income, government funding of AI research, and government sponsored skills training. **By contrast, they were much less likely to disagree with making AI companies legally liable or requiring government approval to release an advanced model** - and actually slightly more likely to support an outright ban.

The further left the bar, the more relatively disliked each policy is by Republicans



Net difference between Democrats and Republicans say each policy is a bad idea

## China

While a majority of other words might initially say they support more regulation overall, how strong is this support? Most pressingly, do they maintain this view even if it would have a material impact on AI progress overall - and threaten other countries taking the technological lead?

When we asked people to make a forced decision between the two, we saw much more mixed opinions:

**43%**

of Americans thought that

**The US should seek to stay at the technological frontier, developing new AI systems rapidly to ensure it**

**35%**

of Americans thought that

**The US should develop new AI systems responsibly, even if this means slowing down and letting other**

**21%**

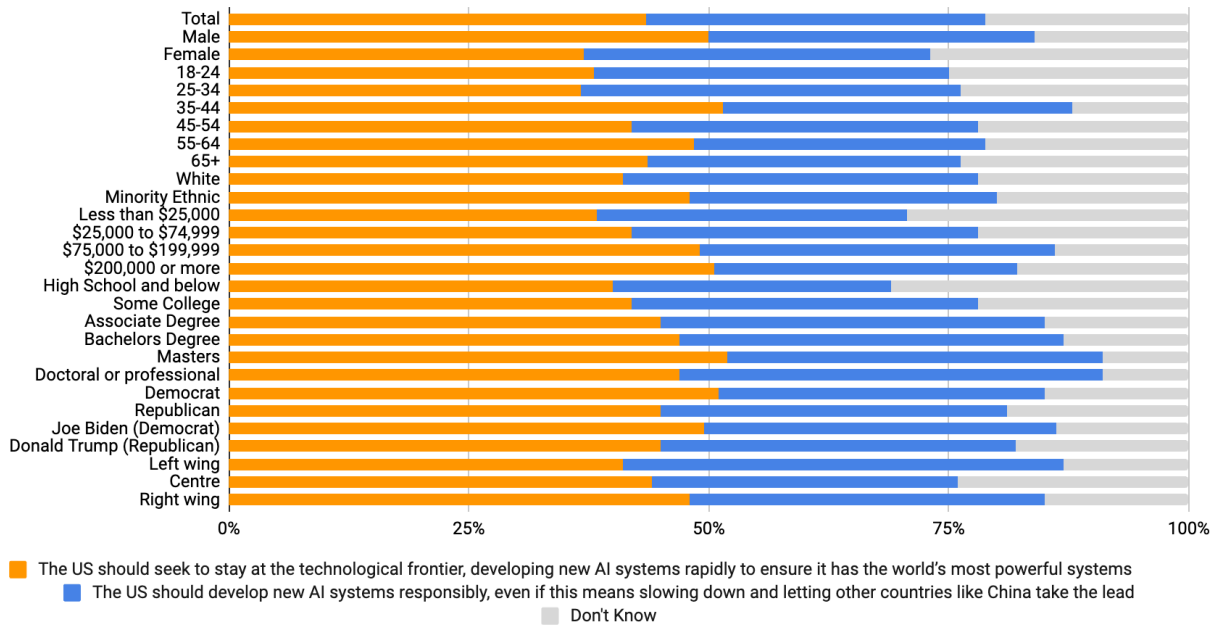
of Americans

**didn't know**

**has the world's most powerful systems**

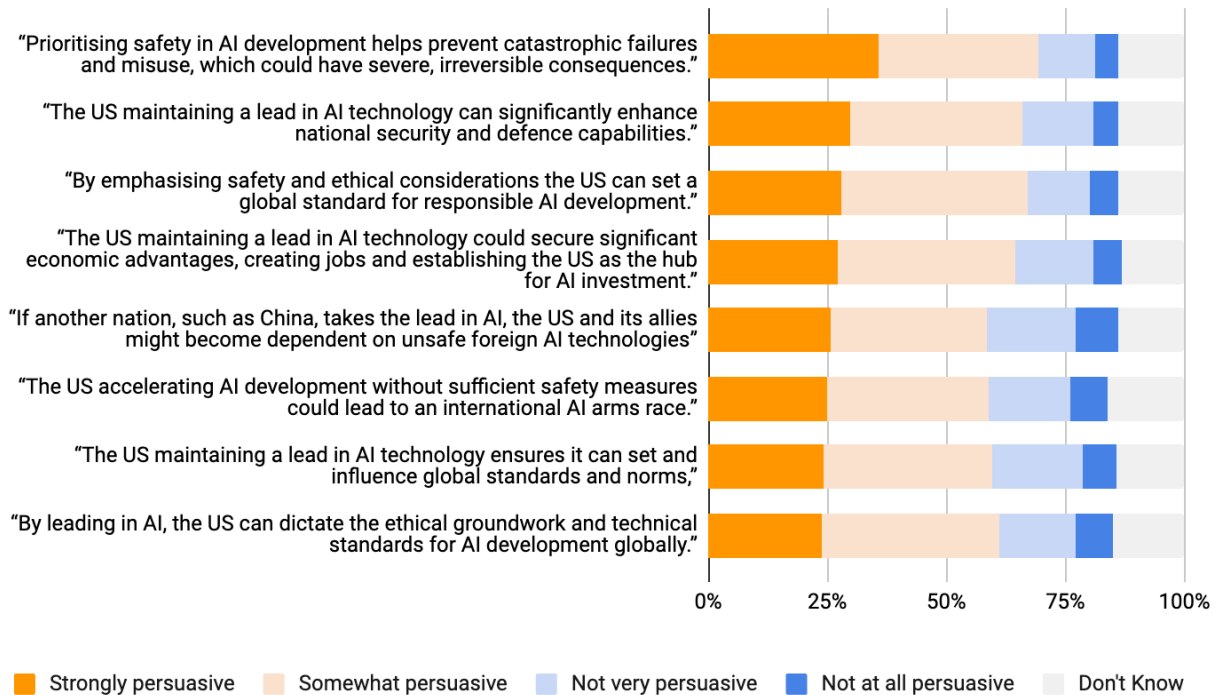
**countries like China take the lead**

This divide did not seem to be overwhelmingly driven by any particular demographic or ideology. Older, wealthier, better educated and more right wing Americans were slightly more likely to prioritize staying at the technological frontier, but even among those groups we say around a consistent third choosing responsible development instead, and a high level of people who didn't know.



Similarly, when we gave people a list of arguments for both sides - prioritizing staying at the lead, or responsible development - we saw almost equal agreement across all of them.





As part of the poll, we also asked to explain in a sentence or two why they chose one way or the other. In general, we saw that those who believed it was important that the US remain at the technological frontier had relative similar views on why it was dangerous to let other countries such as China get ahead - whereas those prioritised safety, had a broader range of reasons why feared moving too fast with AI.

<p><i>Those who believe <b>The US should seek to stay at the technological frontier, developing new AI systems rapidly to ensure it has the world's most powerful systems</b></i></p>	<p><i>Those who believe <b>The US should develop new AI systems responsibly, even if this means slowing down and letting other countries like China take the lead</b></i></p>
<p>I think AI could help in the development of many new products that could help individuals and save lives</p> <p style="text-align: right;">Female, 65+, Republican</p>	<p>I believe it is not good to rush into something just because you don't want anyone else to beat you</p> <p style="text-align: right;">Female, 55-64, Independent</p>
<p>I feel that the United States needs to keep up with the pace of technology and AI to remain competitive and not let other countries take the lead.</p> <p style="text-align: right;">Male, 35-44, Republican</p>	<p>The US has bigger issues that need to be worked out. Let another country take the lead in AI and the us can work on fixing itself</p> <p style="text-align: right;">Female, 25-34, Republican</p>
<p>The United States needs to be the #1 leader in AI to keep the world safe.</p>	<p>I think that people tried really hard to improve their social media and technology</p>

<p>Male, 35-44, Republican</p> <p>If America wants to be the most powerful nation in the world it will have to develop to be just that in all ways possible</p>	<p>before other countries and didn't think about the ethics about the technology. I think they should think about the ethics and effects while developing new ideas</p>
<p>Male, 25-34, Democrat</p> <p>Restrict tech advances won't stop them to exists, eventually they will appear and be common. We need to stop fearing the new things.</p>	<p>Female, 18-24, Democrat</p> <p>I think that the development of AI should be ethical first and foremost. The American government should not put its people in harm's way just because it wants to look superior to another country.</p>
<p>Female, 25-34, Republican</p> <p>Because if other countries are ahead of us in technology that could be damaging for cybersecurity and other elements so you want to stay ahead in technology with other countries</p>	<p>Female, 18-24, Independent</p> <p>I hate AI, we should stop using it completely at this point considering all it's doing is stealing from creative by skimming images and text, it's disgusting. If we can't put proper laws in place it should be eradicated</p>
<p>Female, 25-34, Independent</p> <p>Why let all the other countries benefit we should be the ones in front for once</p>	<p>Male, 18-24, Democrat</p> <p>It seems there are great potential dangers in AI application although I see China as a threat I think we can deal with China better than the threat of AI amok</p>
<p>Male, 35-44, Republican</p> <p>Because the United States needs to keep ahead of foreign nations when it comes to advances in technology. There's no telling what an irresponsible nation would do with advanced tech.</p>	<p>Male, 55-64, Republican</p> <p>I think doing things properly and with integrity is better than speed. Why do it fast and sloppy the first time when you could do it a bit slower and with excellence. And as you establish things you can always accelerate as you go.</p>
<p>Male, 35-44, Democrat</p> <p>Don't want China ahead in anything</p>	<p>Female, 18-24, Republican</p>
<p>Male, 45-54, Republican</p> <p>The US needs to always stay in the forefront of any new technology so that China and other countries don't run over us.</p>	<p>Since the 1990s when Congress fell behind, failing to legislate the Internet, our country has handled emerging technology irresponsibly. Just look at the mess we have with TikTok. It is time to correct course.</p>
<p>Female, 55-64, Democrat</p> <p>Not staying at the forefront of new technology could expose us to harm from nations, such as China, Russia, and Iran, that would seek to harm out defenses and infrastructure in ways that we could not resolve.</p>	<p>Female, 55-64, Democrat</p> <p>We don't want robots to take over</p> <p>Female, 25-34, Republican</p>

<p style="text-align: right;">Male, 65+, Democrat</p> <p>If we let countries like China to develop AI faster, they can use that to cripple our systems.</p>	<p>We should use technology responsibly and we should see what it can do instead of just trying to be ahead because it might fail and it will affect us.</p>
<p style="text-align: right;">Male, 35-44, Republican</p> <p>AI is an arms race similar to that of the space/nuke race of the 50/60s</p>	<p style="text-align: right;">Female, 18-24, Independent</p> <p>Regulation does not keep pace with innovation.</p>
<p style="text-align: right;">Male, 25-34, Independent</p> <p>The US's technological advances are what keeps most of the world in relative peace. I would worry if another nation would gain as much political power as the use because of having more advanced tech than the US</p>	<p style="text-align: right;">Male, 65+, Independent</p> <p>If you watched Terminator movie you wouldn't be asking such questions</p>
<p style="text-align: right;">Male, 18-24, Democrat</p> <p>I think the US concedes and allows China too much leeway with intellectual data shared or stolen and it needs to stop. AI advances can stop this stealing and misuse</p>	<p style="text-align: right;">Female, 55-64, Independent</p> <p>We do not know enough about how AI will affect all aspects of our lives whether it be good or bad. We need to take our time in development to assure that it will only benefit mankind and the world.</p>
<p style="text-align: right;">Female, 65+, Republican</p> <p>Other countries will have no limits. If we put limits on they will pass us. They don't give a crap about being responsible. The odds of us screwing up by putting limits on is greater than the odds of doing something bad.</p>	<p style="text-align: right;">Male, 55-64, Democrat</p> <p>AI can be used for harmful purposes, like creating deepfake photos and videos. It also is racially biased in its current state.</p>
<p style="text-align: right;">Male, 55-64, Republican</p>	<p style="text-align: right;">Female, 25-34, Democrat</p> <p>It is better to have a quality product functioning correctly than a flawed one sooner. Make it worth the wait and learn from others mistakes.</p> <p style="text-align: right;">Female, 25-34, Independent</p> <p>AI is scary, we don't need it</p> <p style="text-align: right;">Male, 55-64, Republican</p>