

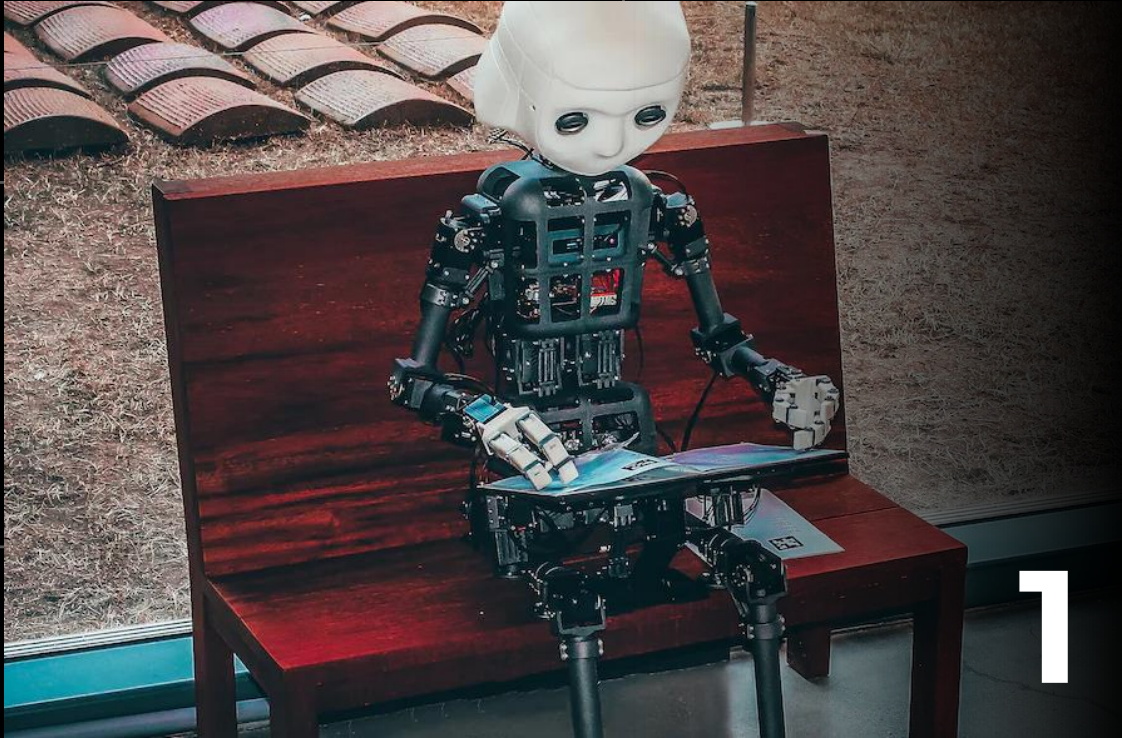
ARTIFICIAL INTELLIGENCE

Perceptions,
Priorities,
and Expectations

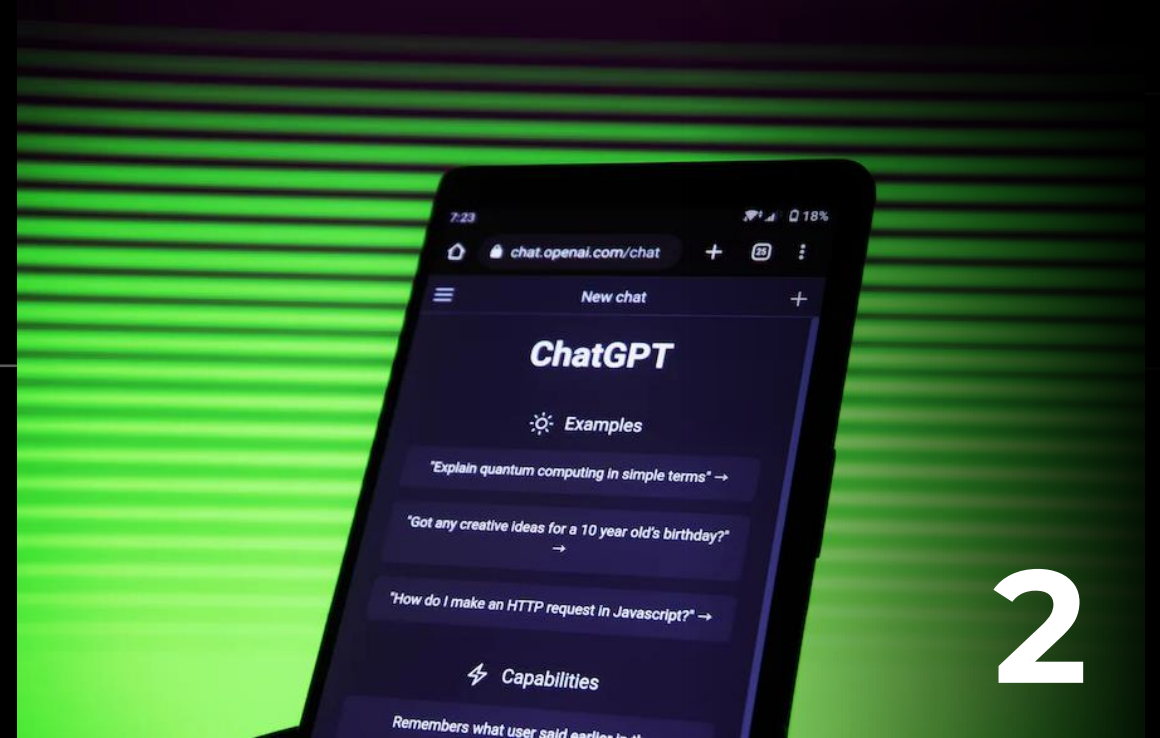
May 2023

IN THIS REPORT

AI Familiarity and Baseline Perceptions



What's Next in AI



KEY FINDINGS

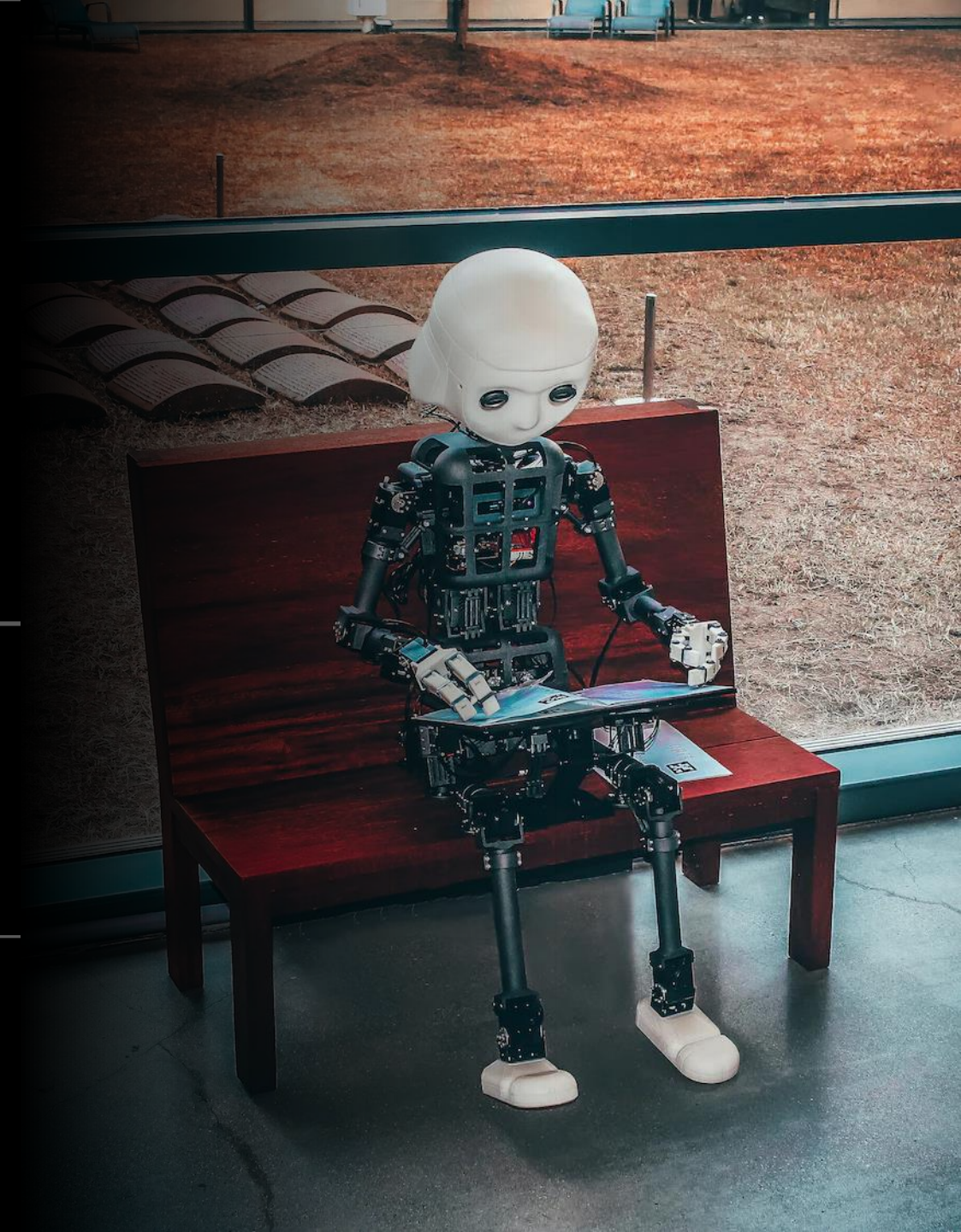
1 With just a small group of voters closely following news about AI, the broader public is reflexively skeptical and concerned about the technology

2 There is strong bipartisan support for federal regulation of AI

3 For companies wading into this space, the data shows that proactive efforts to familiarize and educate the public about the opportunities presented by the technology will be paramount

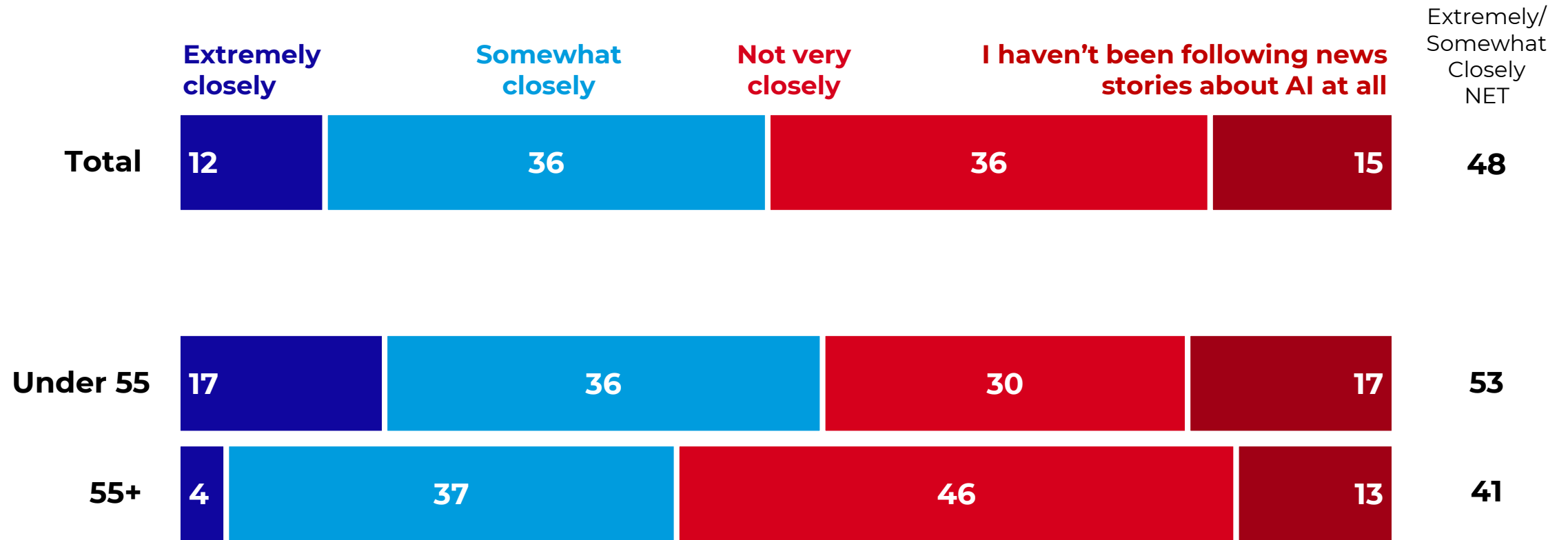


AI Familiarity and Baseline Perceptions



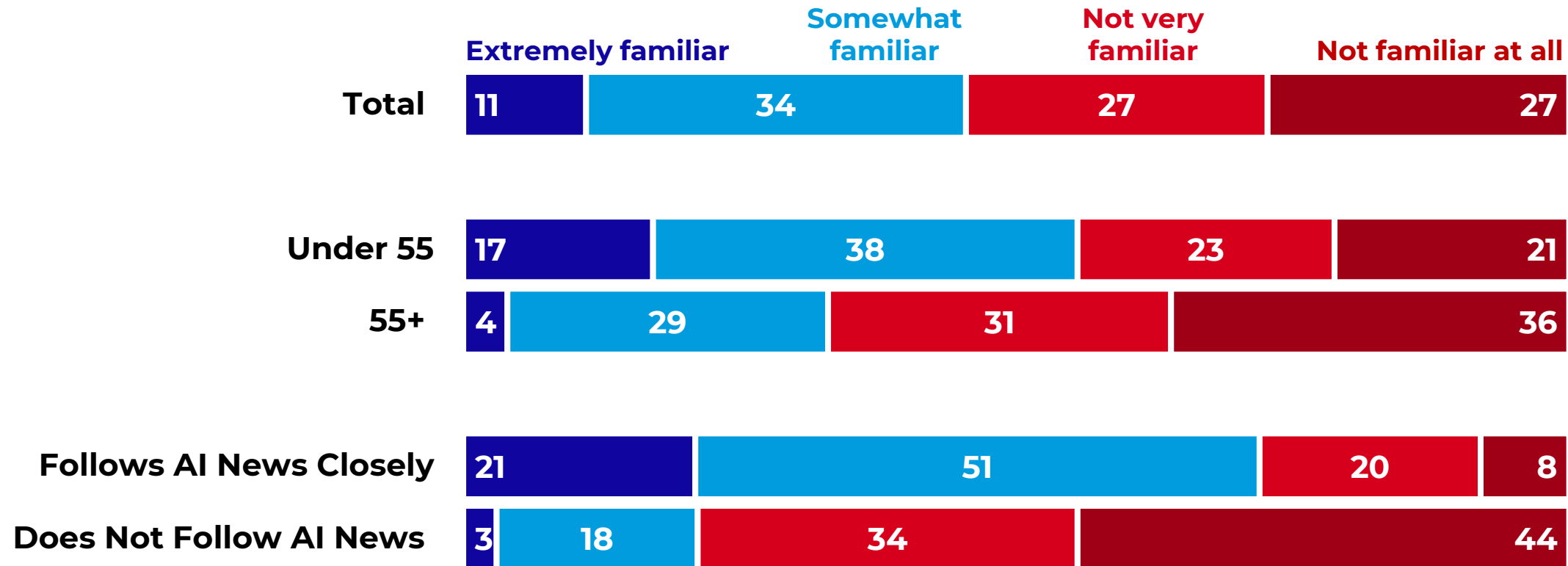
DESPITE A HIGH AND RISING VOLUME OF COVERAGE, ONLY A CORE GROUP OF VOTERS ARE PAYING CLOSE ATTENTION TO NEWS ABOUT AI

How closely have you been following news stories about artificial intelligence (AI) technology?



FAMILIARITY WITH GENERATIVE AI TOOLS LIKE CHATGPT IS STILL GENERALLY LOW

How familiar would you say you are with ChatGPT, which is an AI-based computer program that can generate humanlike text responses to questions and prompts?



VERY FEW VOTERS HAVE ACTUALLY USED TOOLS LIKE CHATGPT

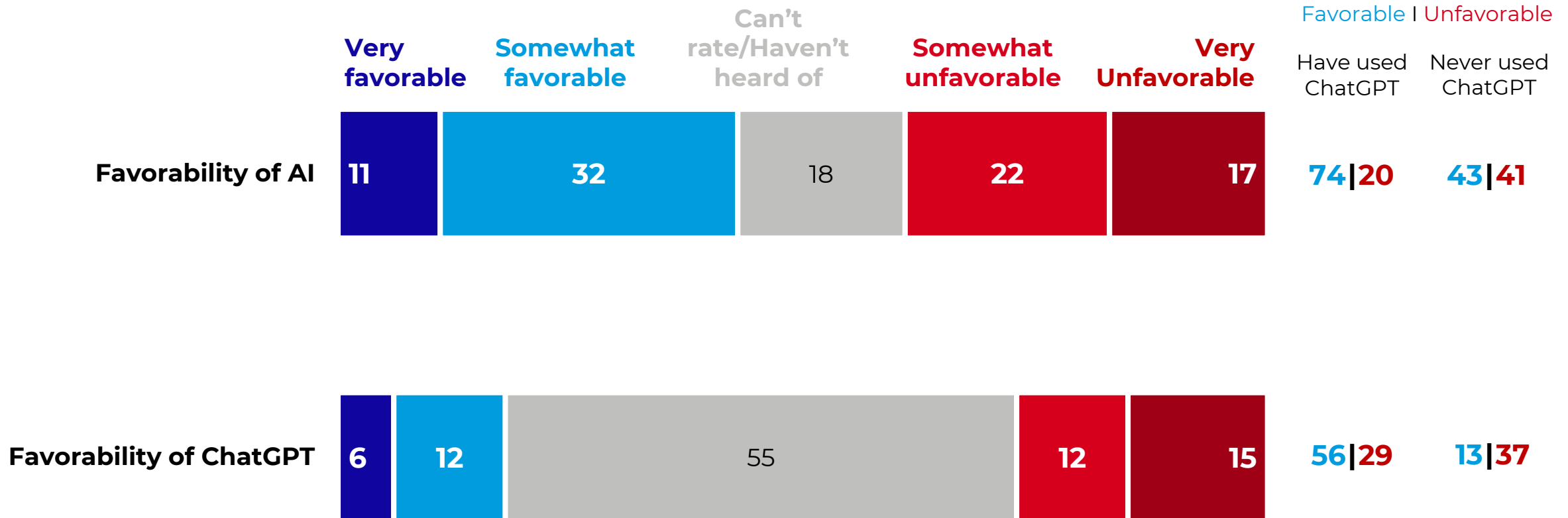
[IF FAMILIAR WITH CHATGPT] Which of the following best describes your interactions with ChatGPT?

		Under 55	55+	Follows AI News Closely	Does Not Follow AI News
I've used it myself to generate text	16	21	6	20	8
I've seen text it generated by someone else, but haven't used it myself	28	32	22	36	17
I've never seen it generate text, but I'm aware of what it is	43	39	50	40	55
Not sure	13	8	21	4	20

Those who have personally used ChatGPT are more likely to be:

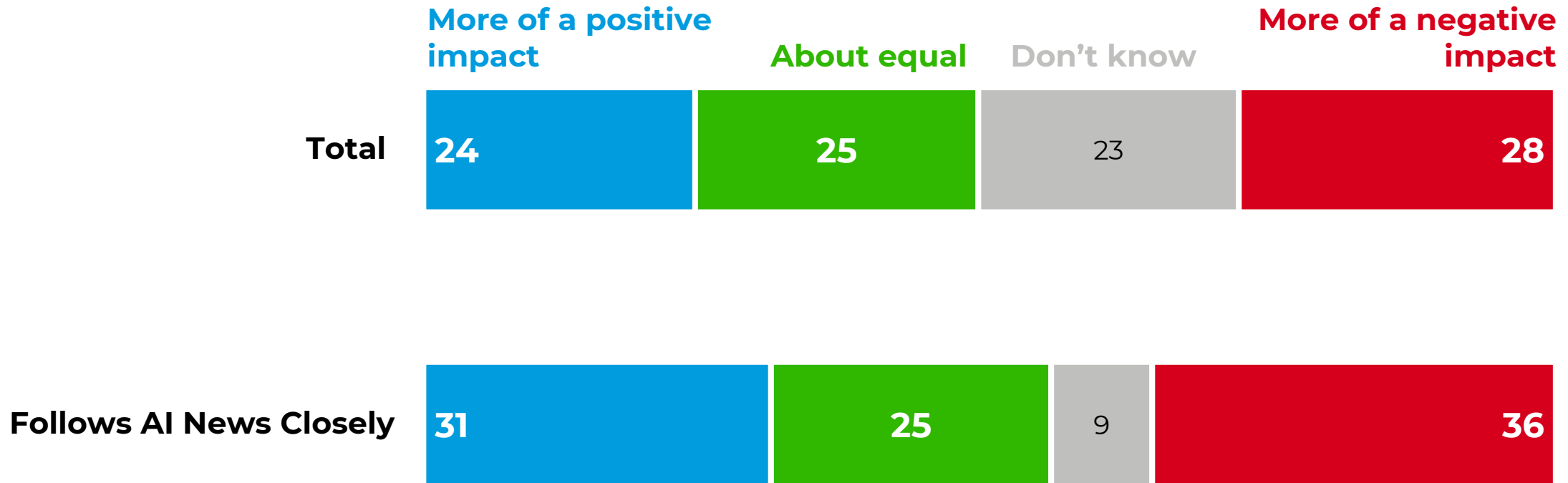
- Male (70%)
- Under 55 (84%)
- Urban (38%)
- People of Color (42%)

GENERATIVE AI TOOLS ARE LESS WELL-KNOWN TO VOTERS THAN AI BROADLY, AND FAVORABILITY REFLECTS THIS



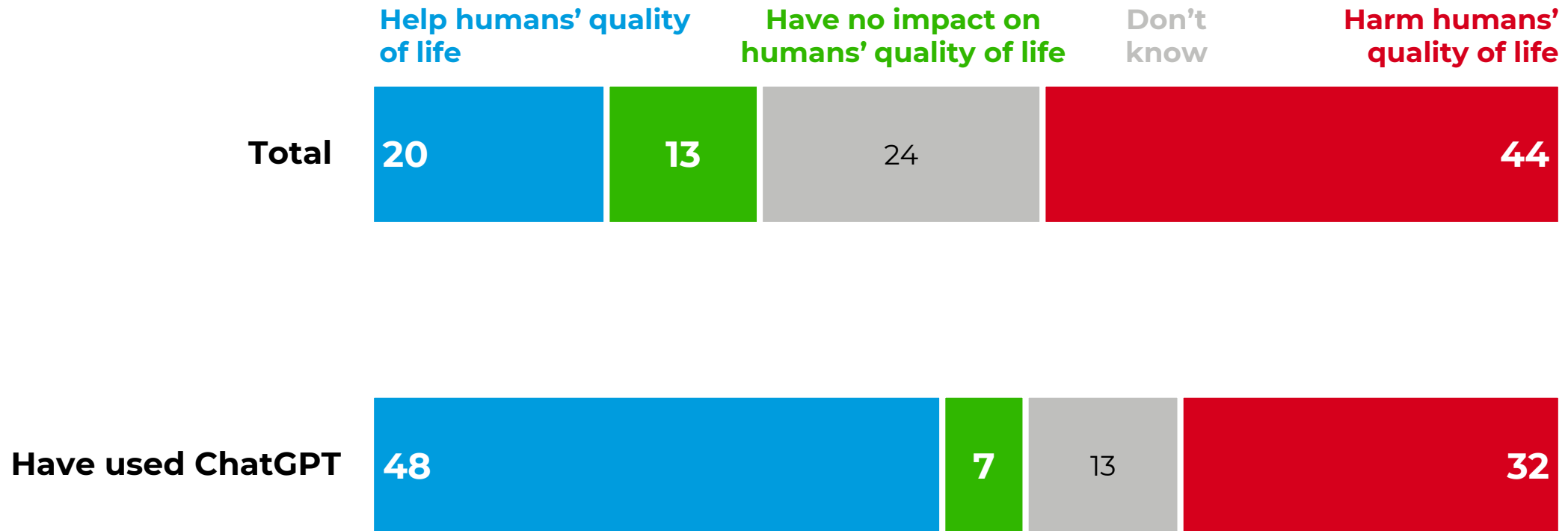
AMERICANS ARE DIVIDED ON THE IMPACTS AI WILL HAVE – AND THOSE WHO ARE FOLLOWING DEVELOPMENTS SEE THE RISKS MORE CLEARLY

In your opinion, do you think that advancements in AI technology will have more of a positive impact on society or more of a negative impact on society?



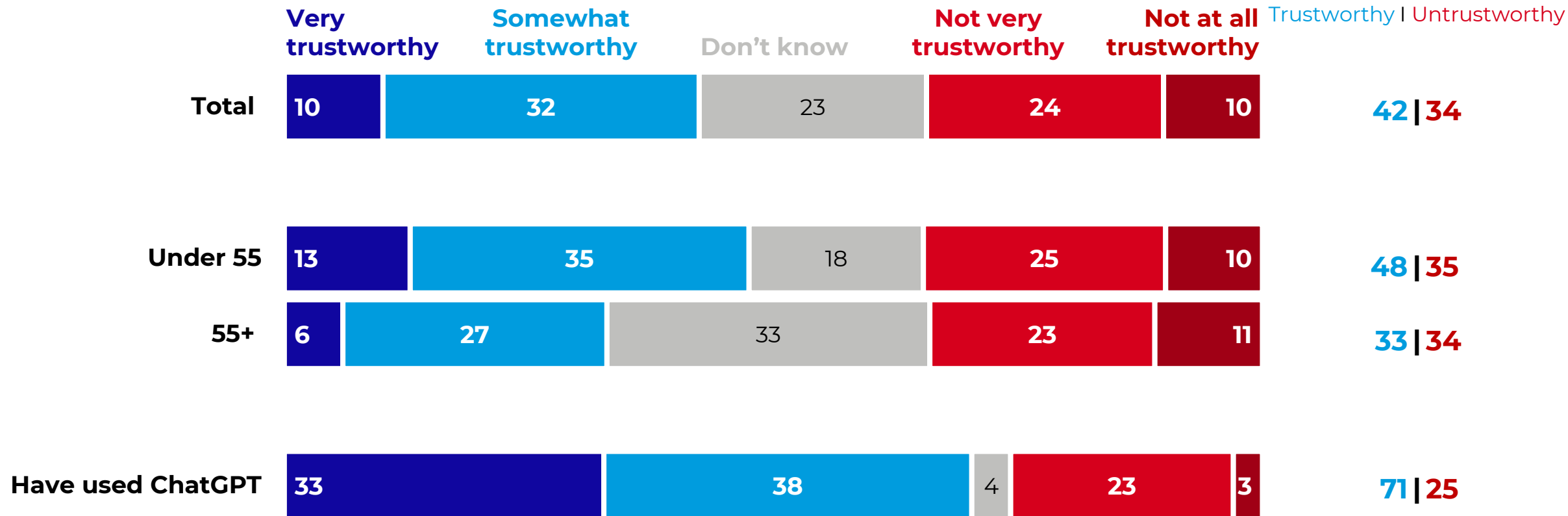
WHEN IT COMES TO GENERATIVE AI, THERE IS CLEAR SENTIMENT THAT IT CAN CAUSE MORE HARM THAN GOOD

Do you think having machines with the ability to mimic human language will help or hurt human beings' quality of life?



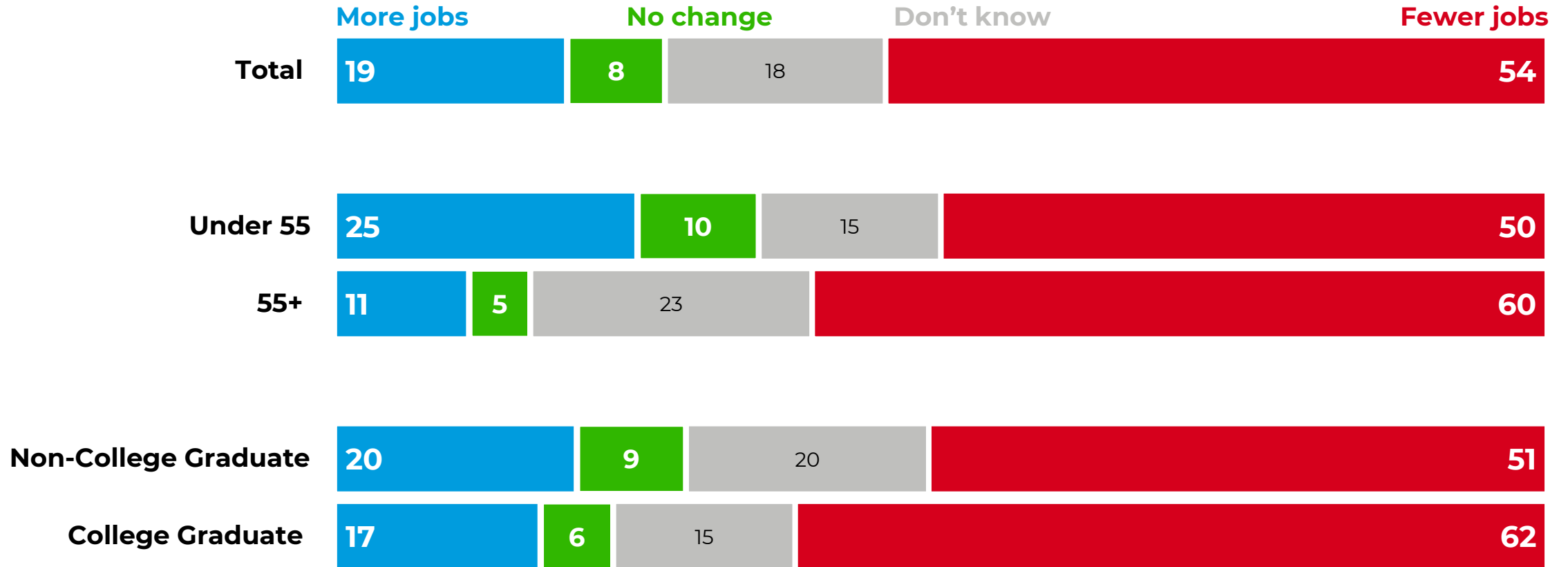
VOTERS AREN'T SURE IF THEY CAN TRUST THE RESULTS OF CHATGPT

[IF FAMILIAR WITH CHATGPT] Do you believe the answers provided by ChatGPT are trustworthy or are they untrustworthy?



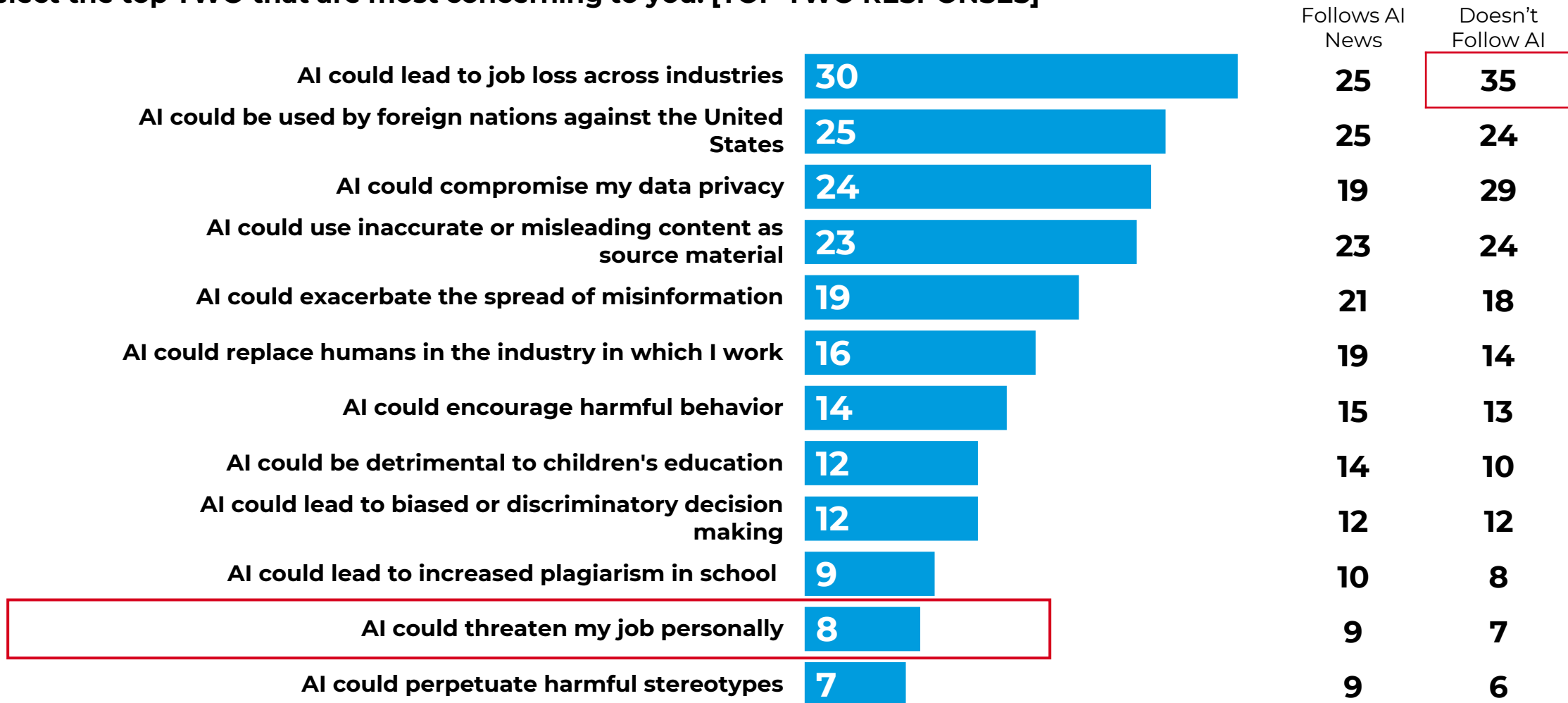
THERE IS A GENERAL FEAR THAT AI WILL THREATEN PEOPLE'S JOBS

Do you think that advancements in AI will overall lead to there being more jobs for people or fewer jobs?



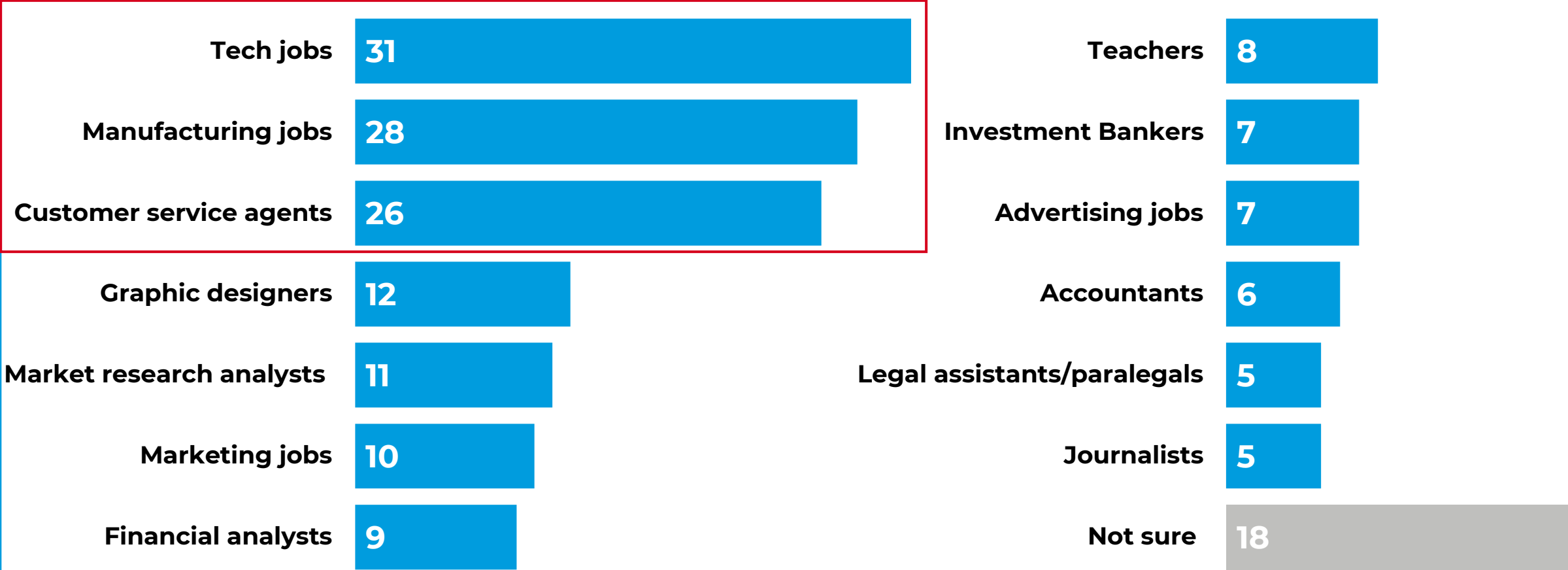
WHILE CROSS-INDUSTRY JOB LOSS TOPS VOTER CONCERNS ABOUT AI, FEW THINK THAT THEIR OWN JOB IS AT RISK

Below is a list of concerns some have articulated when it comes to the potential impact of advancements in AI. Please select the top TWO that are most concerning to you. [TOP TWO RESPONSES]

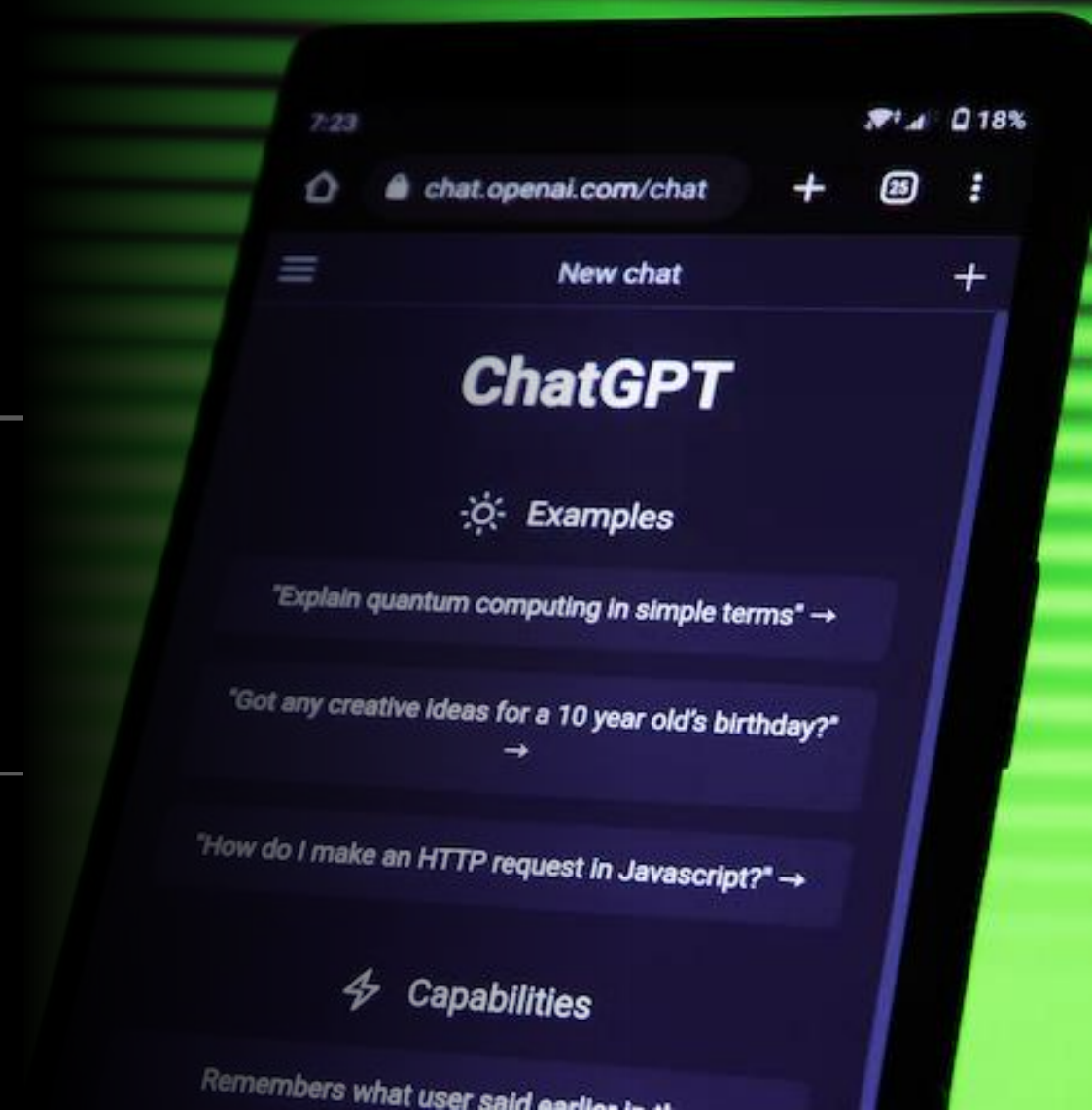


CONCERN ABOUT JOB LOSSES IS CONCENTRATED WITHIN THE TECH, MANUFACTURING, AND CUSTOMER SERVICE SECTORS

Industries most likely to replace humans with AI [TOP TWO RESPONSES]

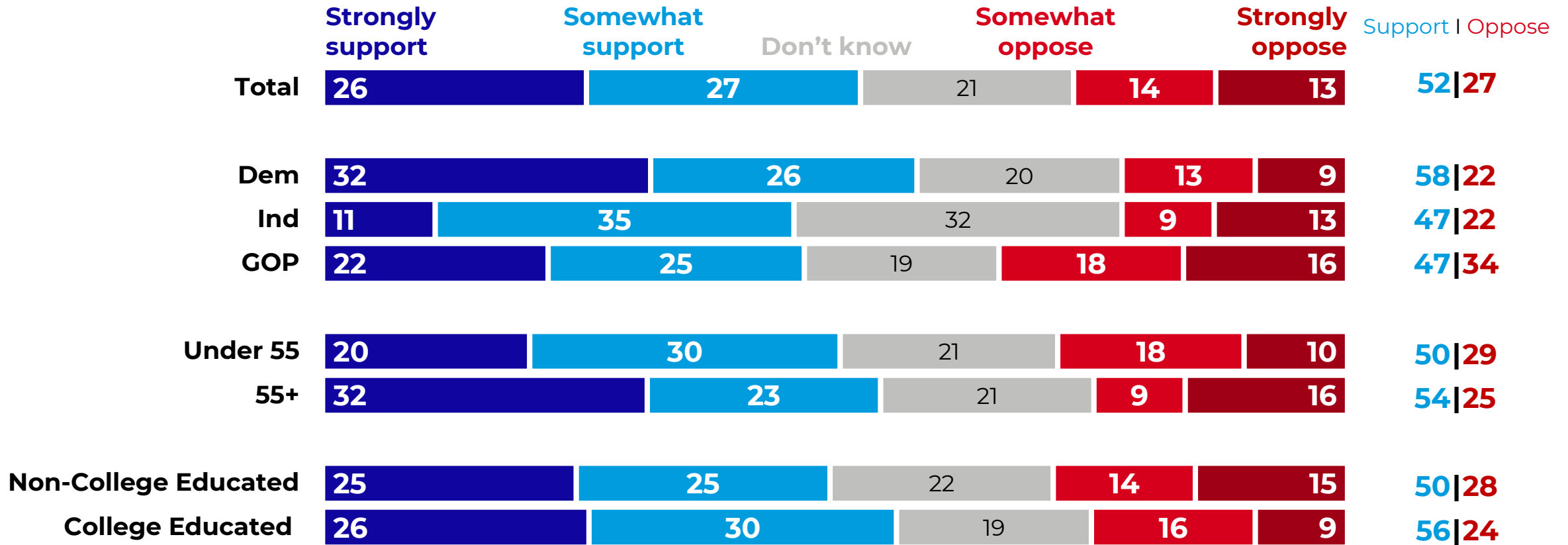


What's Next in AI



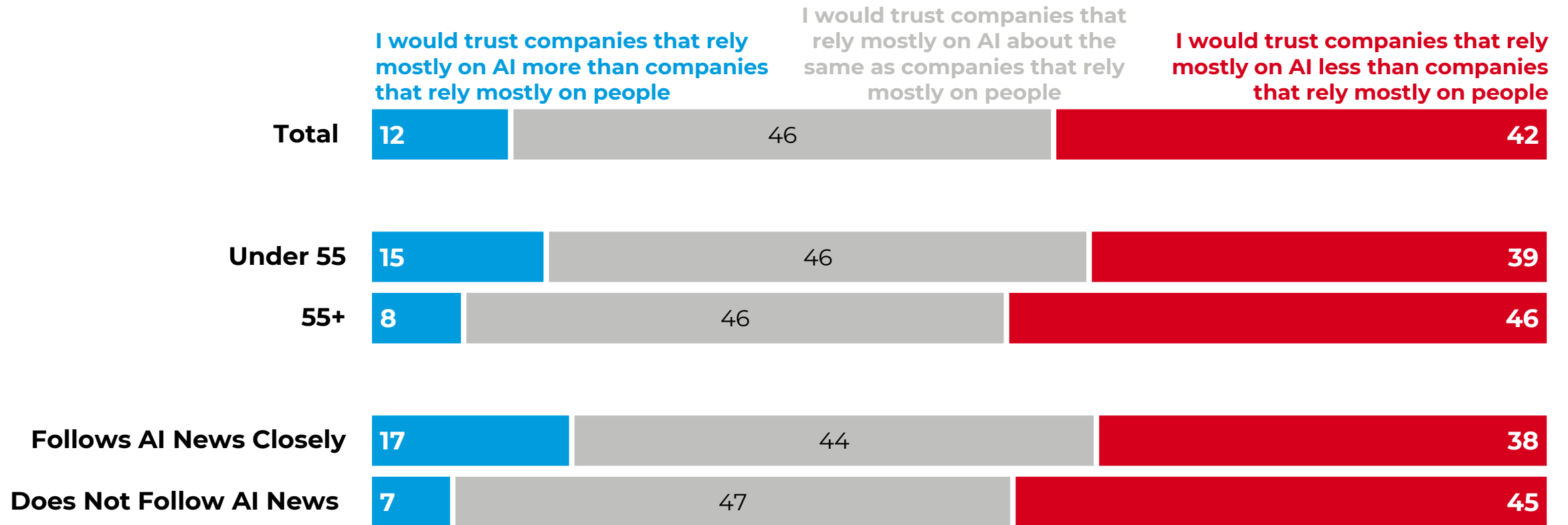
THERE IS A CLEAR, BIPARTISAN APPETITE FOR AI REGULATION

Would you support or oppose having a federal agency regulate the use of artificial intelligence similar to how the Food and Drug Administration [FDA] regulates the approval of drugs and medical devices?



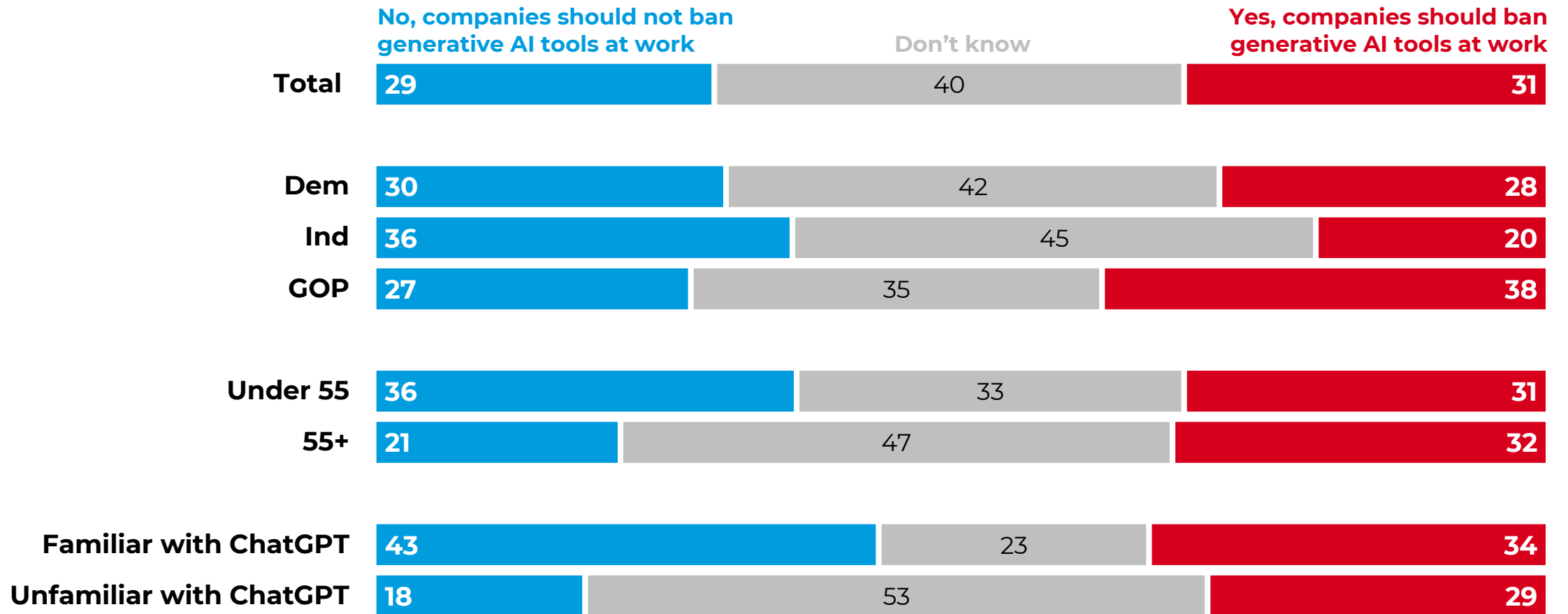
COMPANIES SEEKING TO INCREASE THEIR USAGE OF AI MUST ADDRESS THE TRUST DEFICIT

As you may know, companies are increasingly relying on AI...would you trust a company that relies mostly on AI for tasks that have traditionally been performed by people more, less, or about the same as companies that rely mostly on people?



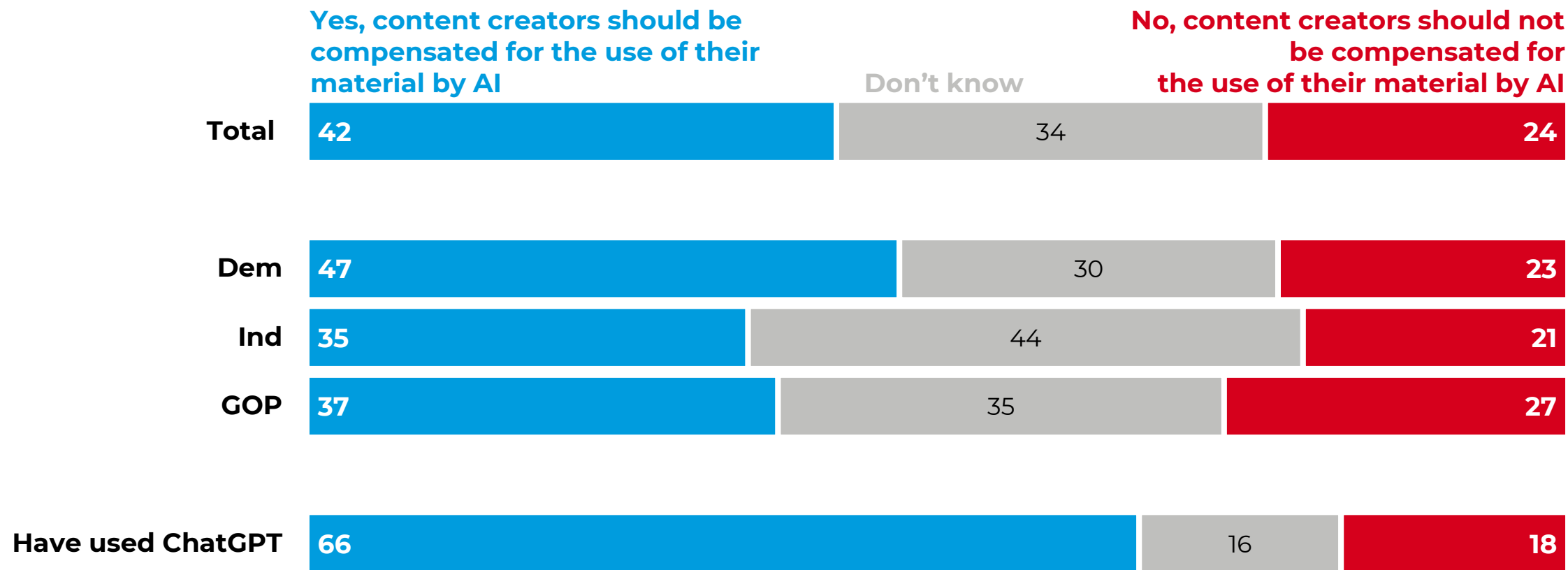
THOSE WHO KNOW MORE ABOUT AI TOOLS WANT TO KEEP THEM IN THE WORKPLACE, BUT OTHERS AREN'T SURE

Based on what you know or have heard about generative AI, do you think that companies should ban generative AI tools like ChatGPT, Google Bard, and Dall-E at work?



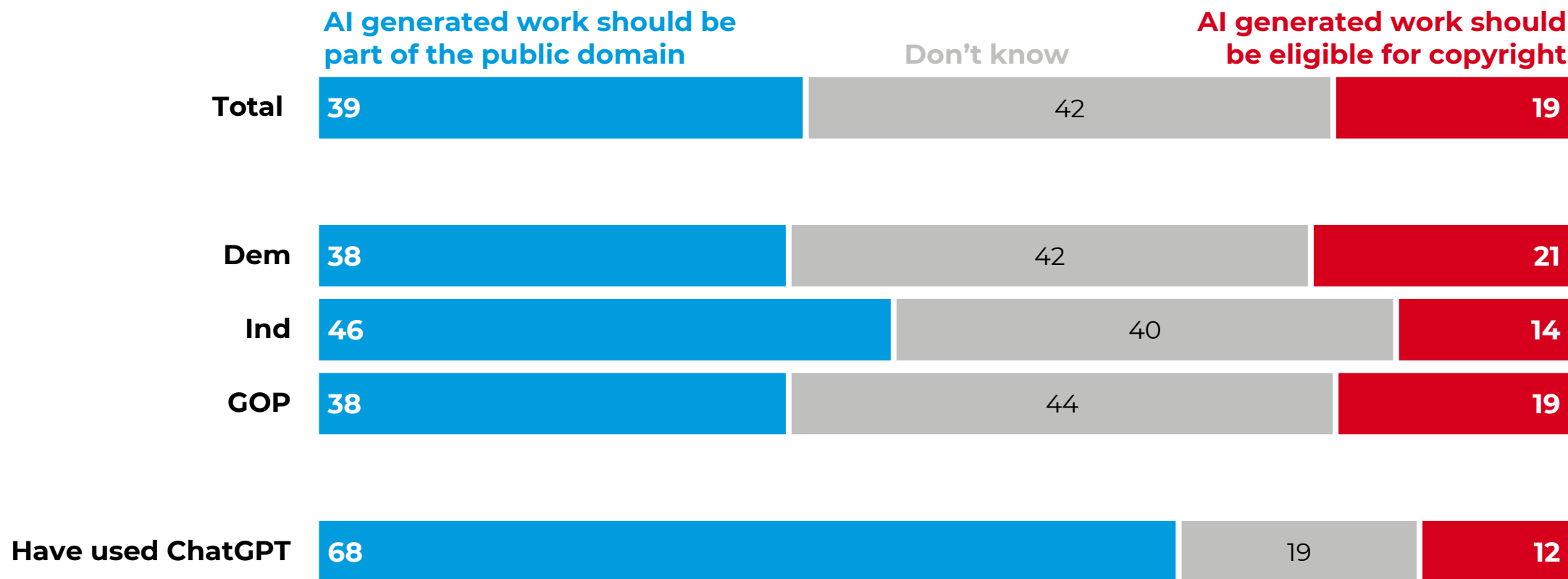
VOTERS, PARTICULARLY THOSE WHO UNDERSTAND CHATGPT, BELIEVE CONTENT CREATORS WHOSE WORK IS USED BY AI SHOULD BE COMPENSATED

Should content creators (such as authors, songwriters, artists, or social media personalities) be compensated for their work if it is used by AI to generate a new work?



AND CONVERSELY, MOST PEOPLE DON'T THINK WORK PRODUCT GENERATED SOLELY BY AI SHOULD COPYRIGHT ELGIBILE

Do you think that AI-generated content should be eligible for copyright protection, or should it be considered public domain?



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About The Report

Global Strategy Group conducted an online survey of **1,000 nationwide registered voters**.

The margin of error on this sample is +/-3.1%, and the survey was fielded between April 13 and April 16, 2023. Care has been taken to ensure that the geographic and demographic characteristics of the US population are properly represented.



About GSG

Global Strategy Group is the go-to public affairs, communications, and research partner for companies, causes, and campaigns. We work with our clients to build their reputations, tackle big challenges, and win.

Our corporate impact practice helps companies:

- Shape the public narrative on priority issues
- Create impact-driven initiatives that resonate with key audiences
- Build and protect their brand in a political environment

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