ARTIFICIAL INTELLIGENCE

Perceptions, Priorities, and Expectations

April 2024

GSG
GLOBAL STRATEGY GROUP

IN THIS REPORT

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2   RISKS ASSOCIATED WITH INCREASED RELIANCE ON AI

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4   AI, TRUST, AND CORPORATE REPUTATION

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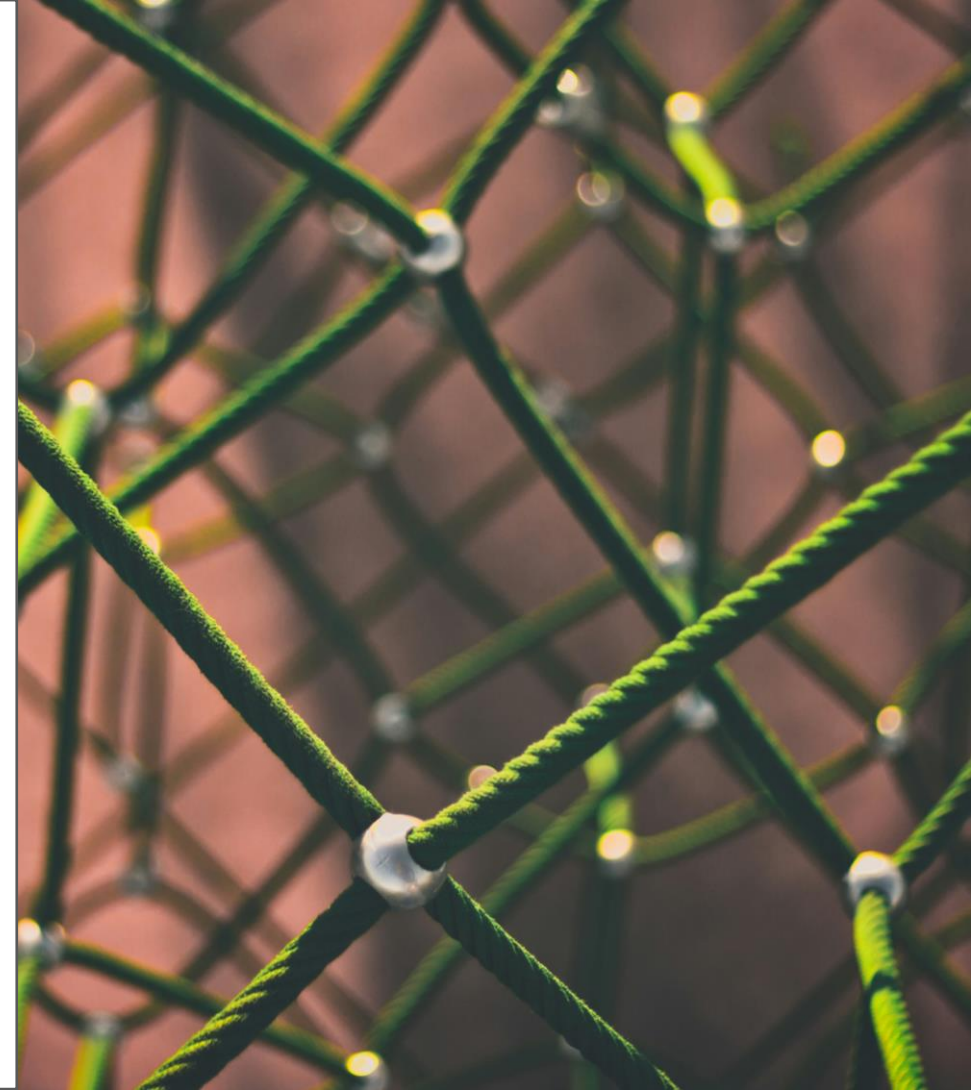
KEY FINDINGS

1

Voters broadly are skeptical and concerned about the repercussions of AI.

3

As corporations integrate AI into their workplaces, they should communicate that they continue to rely on people.

2

There is strong bipartisan support for more government regulation of AI.

4

For employers, proactive efforts to familiarize and educate workers about AI and the opportunities presented by it are essential.
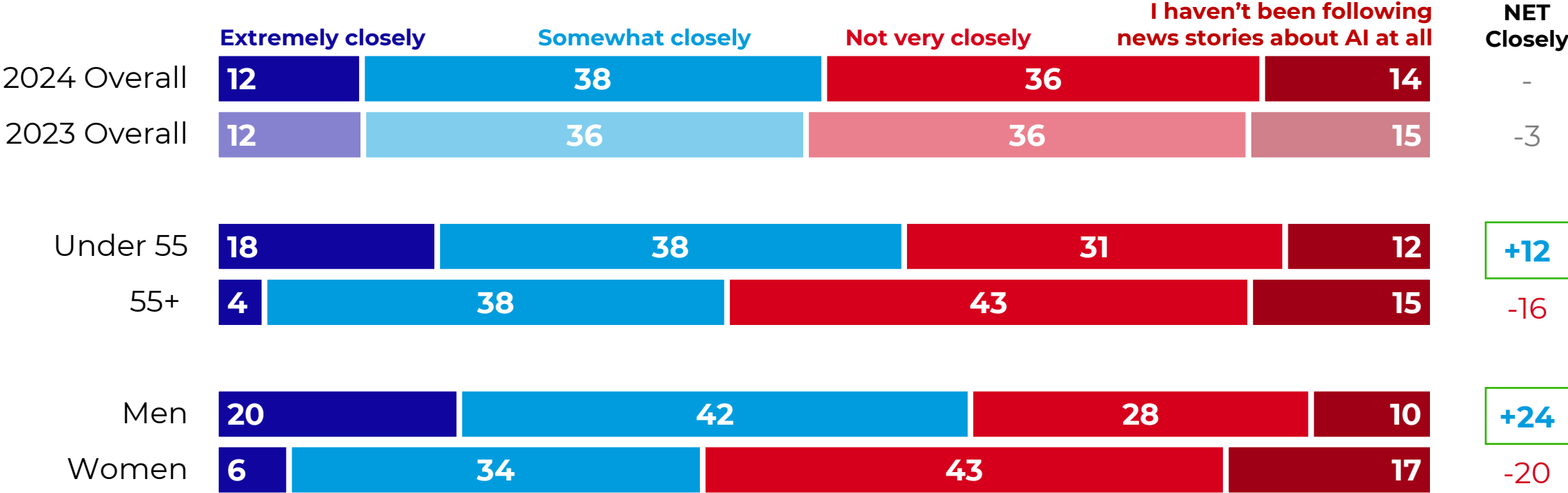
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AI Familiarity and Baseline Perceptions

AS SEEN LAST YEAR, ONLY A CORE GROUP OF VOTERS ARE PAYING CLOSE ATTENTION TO NEWS ABOUT AI; MEN AND YOUNGER AMERICANS ARE THE MOST ENGAGED

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

	Extremely closely	Somewhat closely	Not very closely	I haven't been following news stories about AI at all	NET Closely
2024 Overall	12	38	36	14	-
2023 Overall	12	36	36	15	-3
Under 55	18	38	31	12	+12
55+	4	38	43	15	-16
Men	20	42	28	10	+24
Women	6	34	43	17	-20

NOTE: 2023 data is from GSG's 2023 Artificial Intelligence report.

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ONE-THIRD OF VOTERS HAVE USED GENERATIVE AI TOOLS

Have you previously used one or more generative AI tools, for example: ChatGPT, Microsoft Copilot, Google Gemini, or DALL-E?

Yes, have used one or more generative AI tools **36**

No, have not used one or more generative AI tools **56**

Not sure 8

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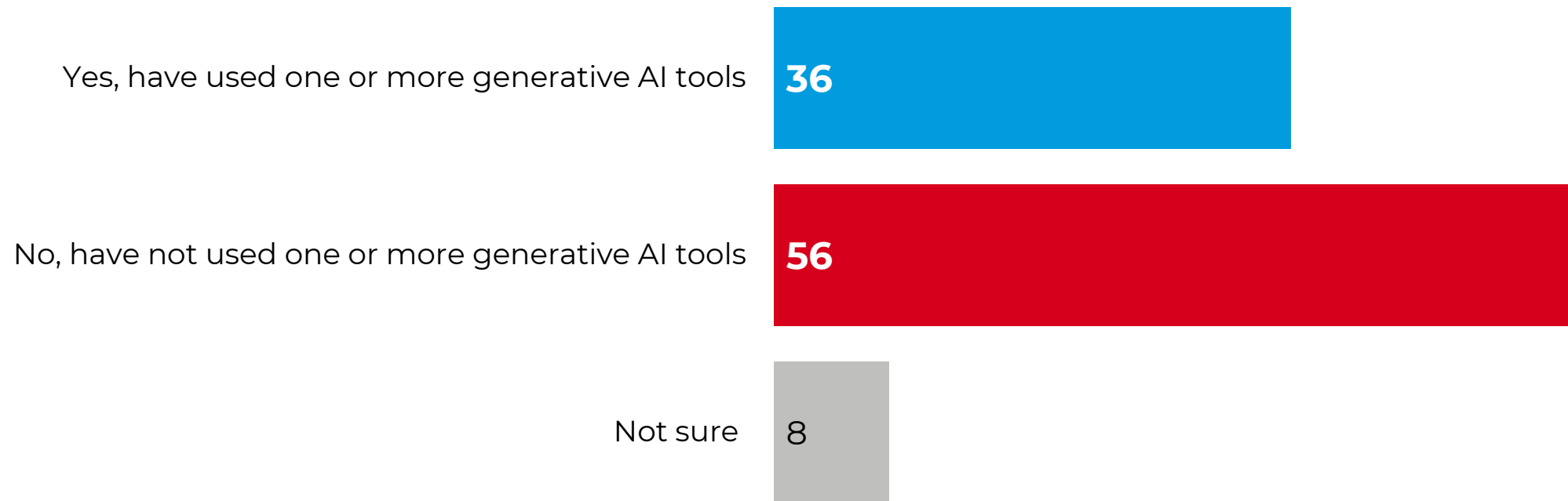
THERE HAS BEEN A NOTABLE UPTICK IN VOTERS WHO ARE FAMILIAR WITH AND FAVORABLE OF CHATGPT

Please indicate whether you have a favorable or unfavorable opinion of each.

	Very favorable	Somewhat favorable	Can't rate/Haven't heard of	Somewhat unfavorable	Very Unfavorable
2024 Artificial Intelligence	12	31	18	22	18
2023 Artificial Intelligence	11	32	18	22	17
2024 ChatGPT	12	23	40	13	12
2023 ChatGPT	6	12	55	12	15

NOTE: 2023 data is from GSG's 2023 Artificial Intelligence report.

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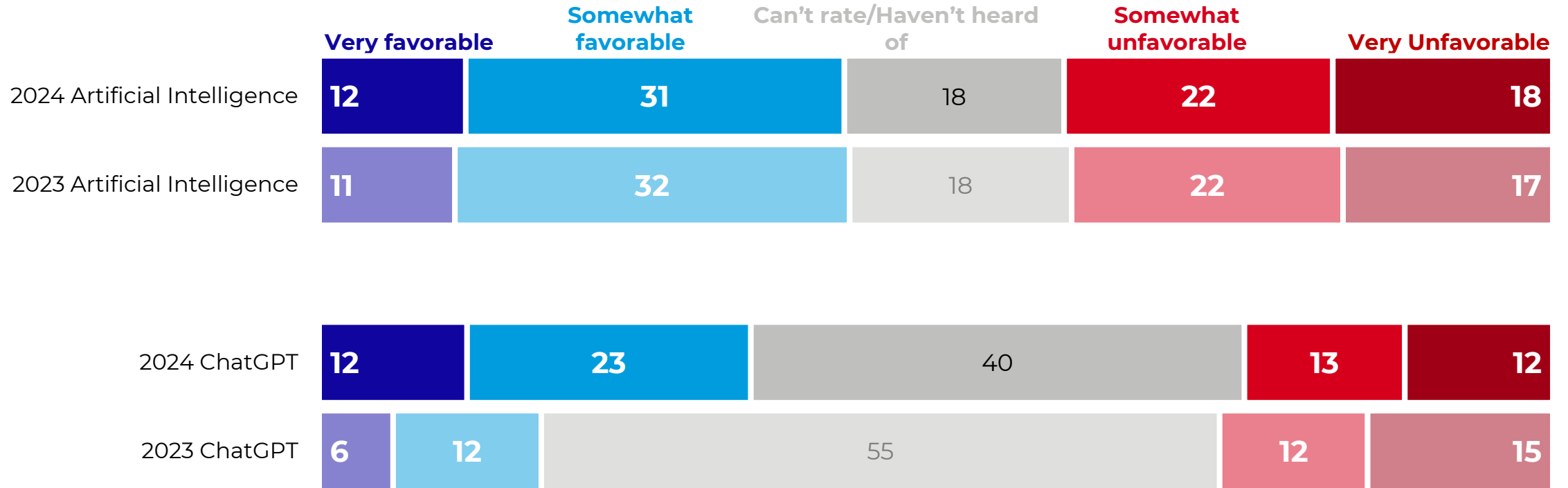
VOTERS ARE OPTIMISTIC ABOUT THE POSITIVE IMPACTS AI CAN HAVE ON FRAUD DETECTION, WORKPLACE EFFICIENCY, AND INNOVATION AND ADVANCEMENTS IN MEDICINE

You will now see a list of things AI tools could impact. Please indicate how much of an impact, if any, you think AI will have on each one.

NET Positive Impact

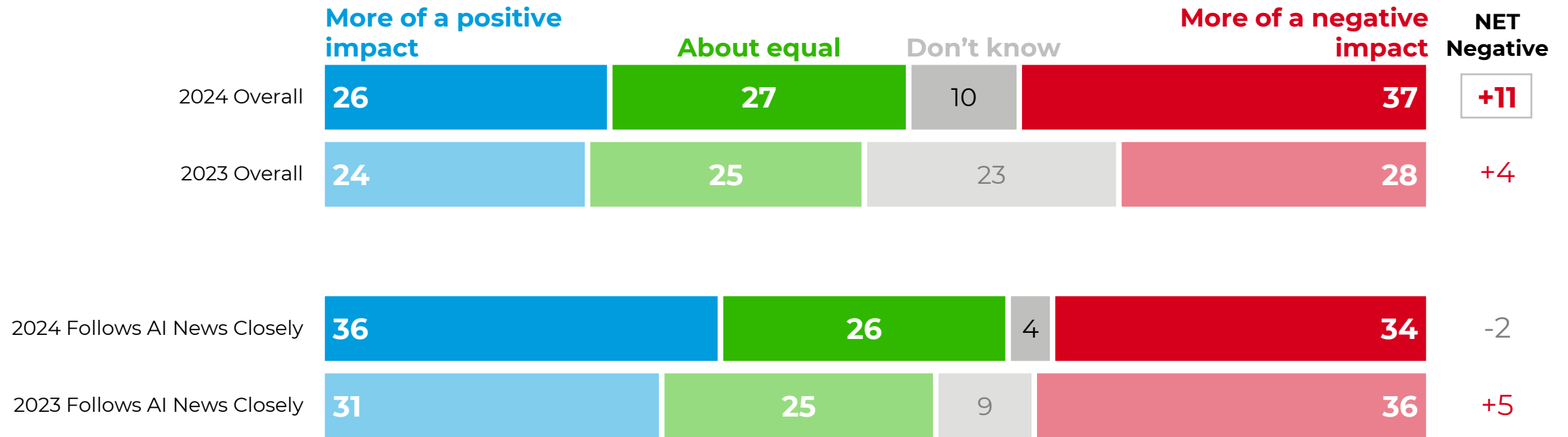|	Positive impact	No impact	Negative impact	Overall	Follows AI News	Does Not Follow AI
Fraud detection	67	16	17	+50	+57	+43
Efficiency in the workplace	63	19	18	+45	+54	+37
Innovation	63	22	15	+48	+52	+42
Effectiveness in discovering new drugs and medical treatments	60	25	15	+45	+55	+34
Accuracy of medical diagnoses	58	19	23	+35	+44	+25
Virtual customer service	50	20	30	+20	+34	+6
Reliability of public transportation	46	32	22	+24	+29	+19
Automated investment decisions	44	25	31	+13	+26	-
Election security	44	25	31	+13	+21	+4
National security	42	20	37	+5	+16	-5
Accuracy of what's being reported in news	41	26	33	+8	+18	-1
Improved loan and credit decisions	41	29	31	+10	+20	-1

8

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Concerns About AI

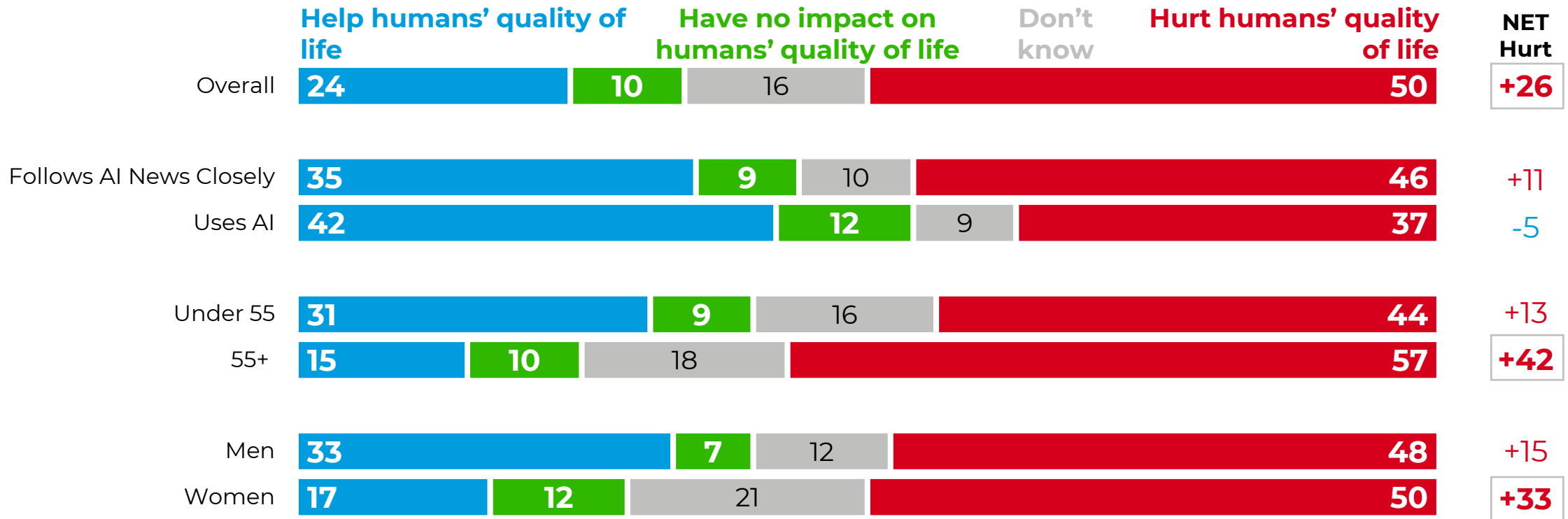# THE ELECTORATE IS GROWING MORE WORRIED ABOUT THE RISKS OF AI

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?

	More of a positive impact	About equal	Don't know	More of a negative impact	NET Negative
2024 Overall	26	27	10	37	+11
2023 Overall	24	25	23	28	+4
2024 Follows AI News Closely	36	26	4	34	-2
2023 Follows AI News Closely	31	25	9	36	+5

Key Demographic Insight: *Men are much more likely to think AI advancements would have a positive impact on society when compared to women – 35% of men believe it will have a positive impact, while only 17% of women believe the same.*

NOTE: 2023 data is from GSG's 2023 Artificial Intelligence report.

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VOTERS WORRY THAT GIVING MACHINES THE ABILITY TO MIMIC HUMAN LANGUAGE WILL CAUSE MORE HARM THAN GOOD

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

	Help humans' quality of life	Have no impact on humans' quality of life	Don't know	Hurt humans' quality of life	NET Hurt
Overall	24	10	16	50	**+26**
Follows AI News Closely	35	9	10	46	+11
Uses AI	42	12	9	37	-5
Under 55	31	9	16	44	+13
55+	15	10	18	57	**+42**
Men	33	7	12	48	+15
Women	17	12	21	50	**+33**

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CONCERNS ABOUT AI STEM FROM FEARS OF WIDESPREAD JOB LOSSES, MISINFORMATION & DEEPFAKES, AND CYBER/NATIONAL SECURITY

You will now see a list of concerns some have articulated when it comes to the potential impact of advancements in AI. Please select up to four you personally find most concerning.
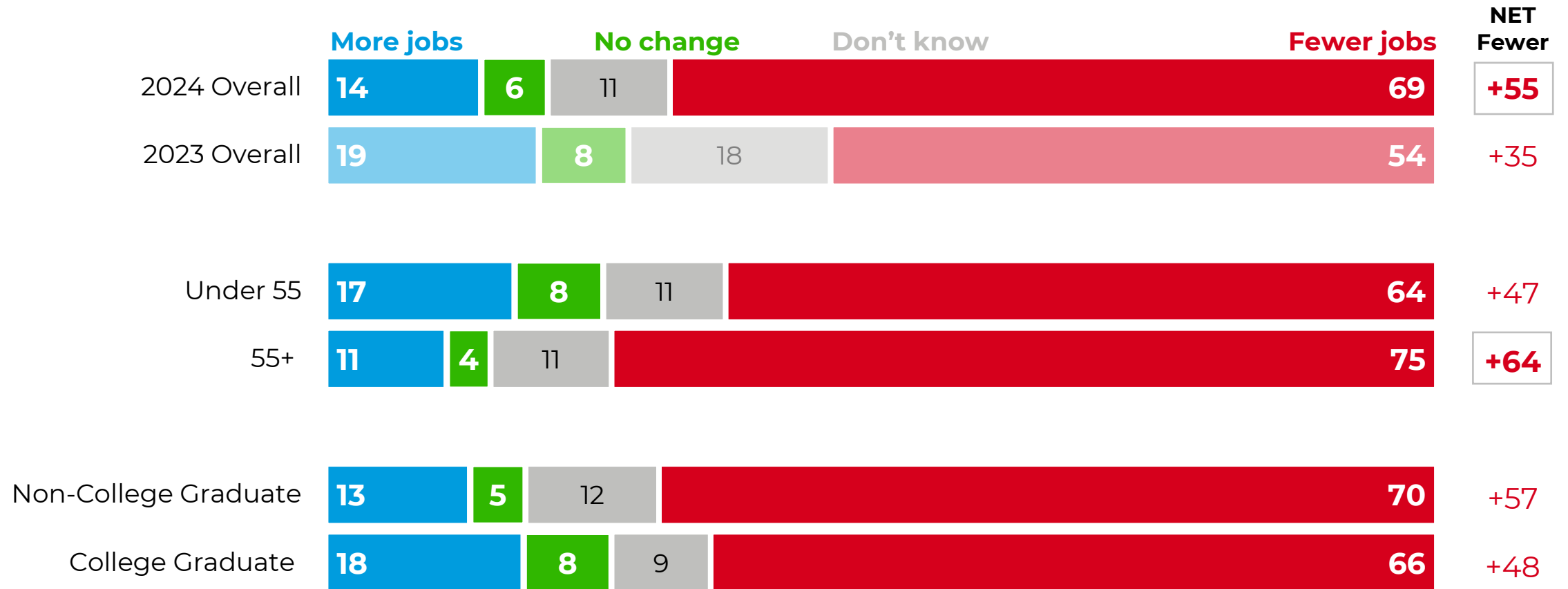
	Total	Under 55	55+
Key Language Insight: *47% of voters are "somewhat" or "very" familiar with the term "deepfakes."*			
AI could be used in cyber attacks	36	32	**41**
AI could produce false or alternate versions of images and/or videos	31	29	33
AI could be used by foreign nations to threaten U.S. national security	31	26	**38**
AI could lead to job loss across industries	31	29	33
AI could compromise data privacy	29	28	31
AI could spread false news stories and misinformation about important topics	24	18	33
AI could produce inaccurate or misleading content	24	21	28
AI could spread misinformation that may impact the 2024 presidential election	24	19	31
AI could use inaccurate or misleading content as source material	20	20	19
None of the above	7	8	6

NOTE: Only items that rose to the top are shown on this slide.
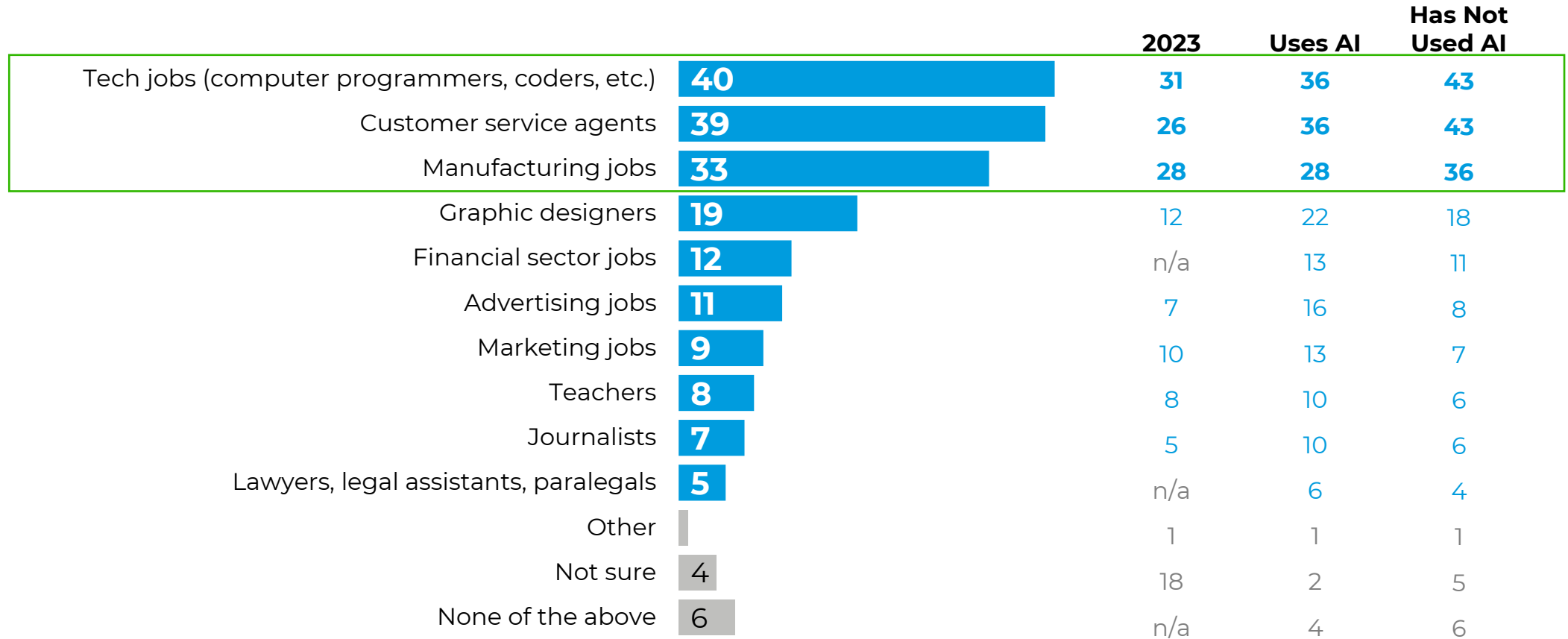
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CONCERNS OVER AI'S THREATS TO THE WORKFORCE ARE GROWING

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

	More jobs	No change	Don't know	Fewer jobs	NET Fewer
2024 Overall	14	6	11	69	+55
2023 Overall	19	8	18	54	+35
Under 55	17	8	11	64	+47
55+	11	4	11	75	+64
Non-College Graduate	13	5	12	70	+57
College Graduate	18	8	9	66	+48

NOTE: 2023 data is from GSG's 2023 Artificial Intelligence report.

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CONCERN ABOUT JOB LOSS IS CONCENTRATED WITHIN THE TECH, CUSTOMER SERVICE, AND MANUFACTURING INDUSTRIES

AI could lead to humans being replaced by AI in the workplace. Please indicate the TWO types of jobs you believe are most likely to replace humans with AI.

		2023	Uses AI	Has Not Used AI
Tech jobs (computer programmers, coders, etc.)	40	31	36	43
Customer service agents	39	26	36	43
Manufacturing jobs	33	28	28	36
Graphic designers	19	12	22	18
Financial sector jobs	12	n/a	13	11
Advertising jobs	11	7	16	8
Marketing jobs	9	10	13	7
Teachers	8	8	10	6
Journalists	7	5	10	6
Lawyers, legal assistants, paralegals	5	n/a	6	4
Other		1	1	1
Not sure	4	18	2	5
None of the above	6	n/a	4	6

NOTE: 2023 data is from GSG's 2023 Artificial Intelligence report.
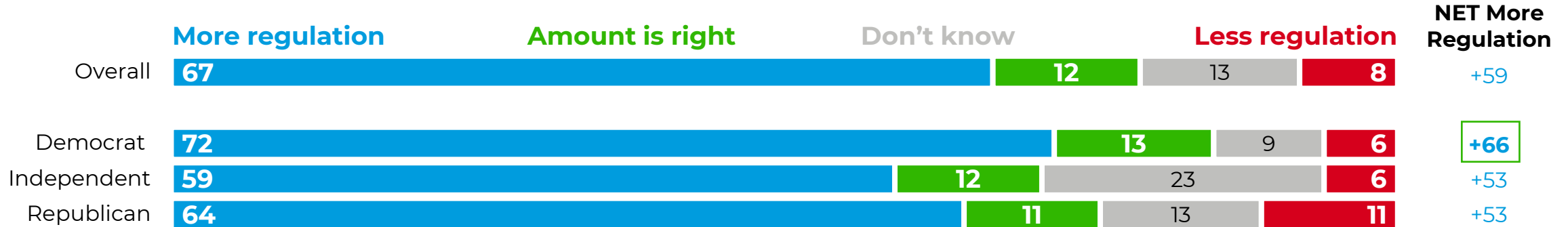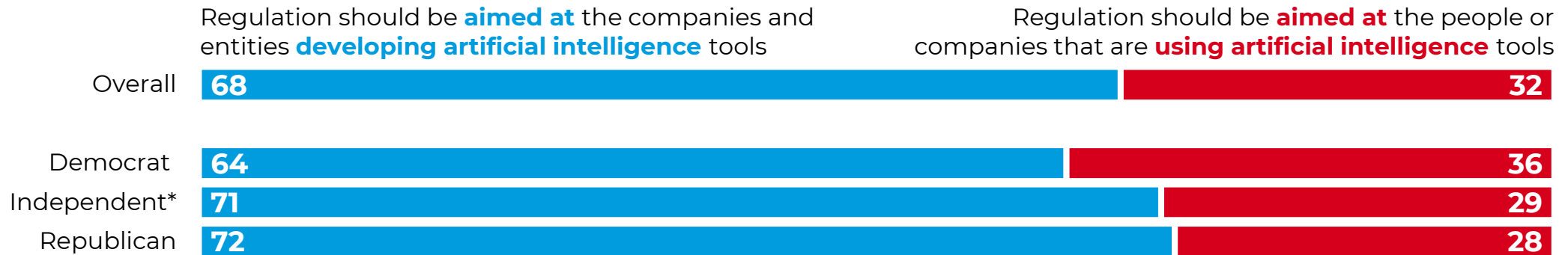
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Regulating AI

VOTERS ACROSS PARTY LINES WANT MORE AI REGULATION, AND THEY WANT REGULATION TO BE AIMED AT THE COMPANIES CREATING AI, NOT THE PEOPLE USING IT

Do you think there should be more or less government regulation of artificial intelligence?

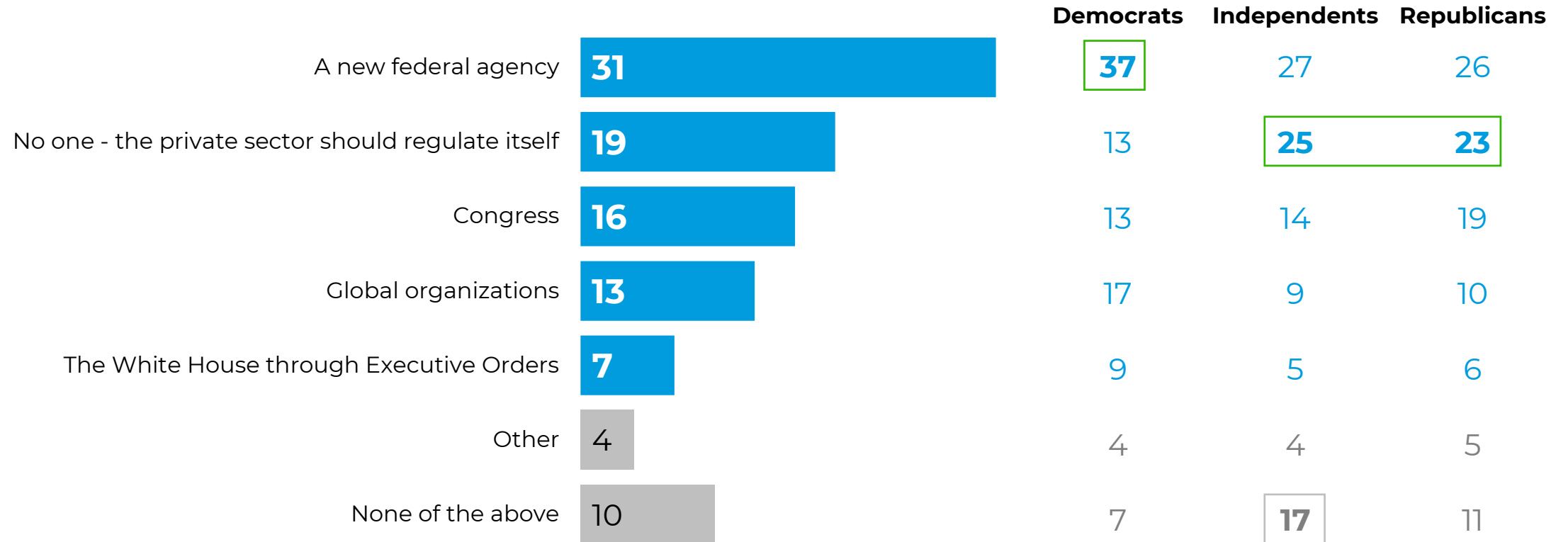|	More regulation	Amount is right	Don't know	Less regulation	NET More Regulation
Overall	67	12	13	8	+59
Democrat	72	13	9	6	+66
Independent	59	12	23	6	+53
Republican	64	11	13	11	+53

[IF WANTS MORE REGULATION] Should regulation be aimed at the companies and entities developing artificial intelligence tools, or the people or companies that are using artificial intelligence tools?

	Regulation should be **aimed at** the companies and entities **developing artificial intelligence** tools	Regulation should be **aimed at** the people or companies that are **using artificial intelligence** tools
Overall	68	32
Democrat	64	36
Independent*	71	29
Republican	72	28

16

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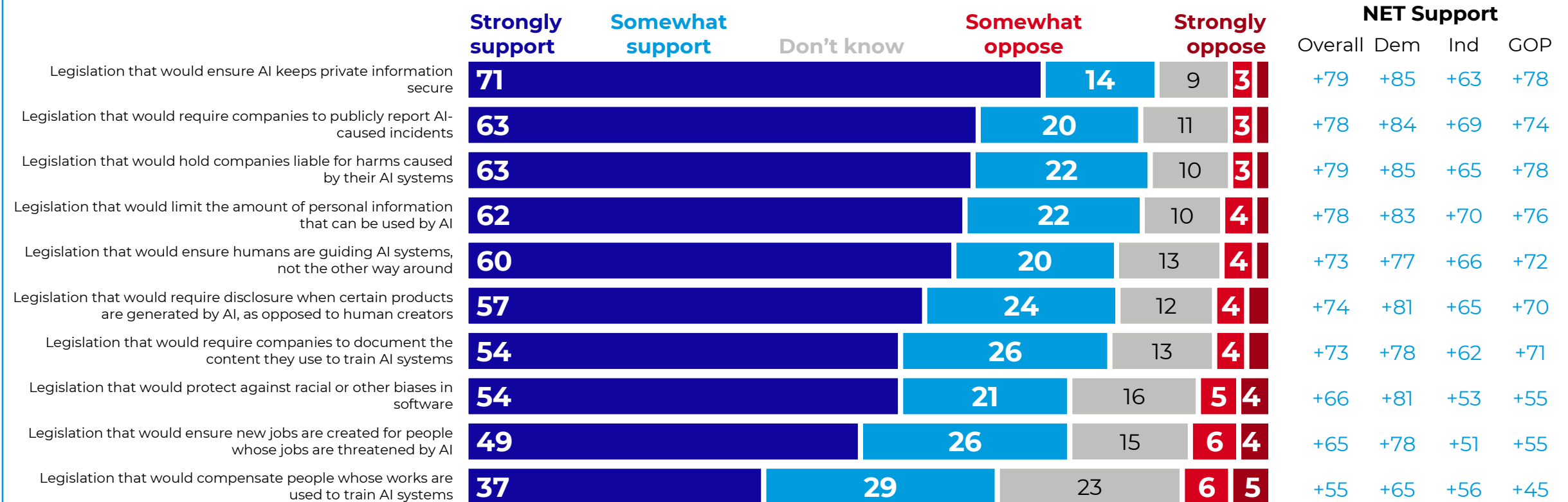*NOTE:* * Denotes small sample size (<100) .

VOTERS ARE SOMEWHAT DIVIDED ON WHO SHOULD REGULATE AI, BUT A NEW FEDERAL AGENCY IS THE MOST POPULAR OPTION

If you had to say, who should be in charge of regulating artificial intelligence?

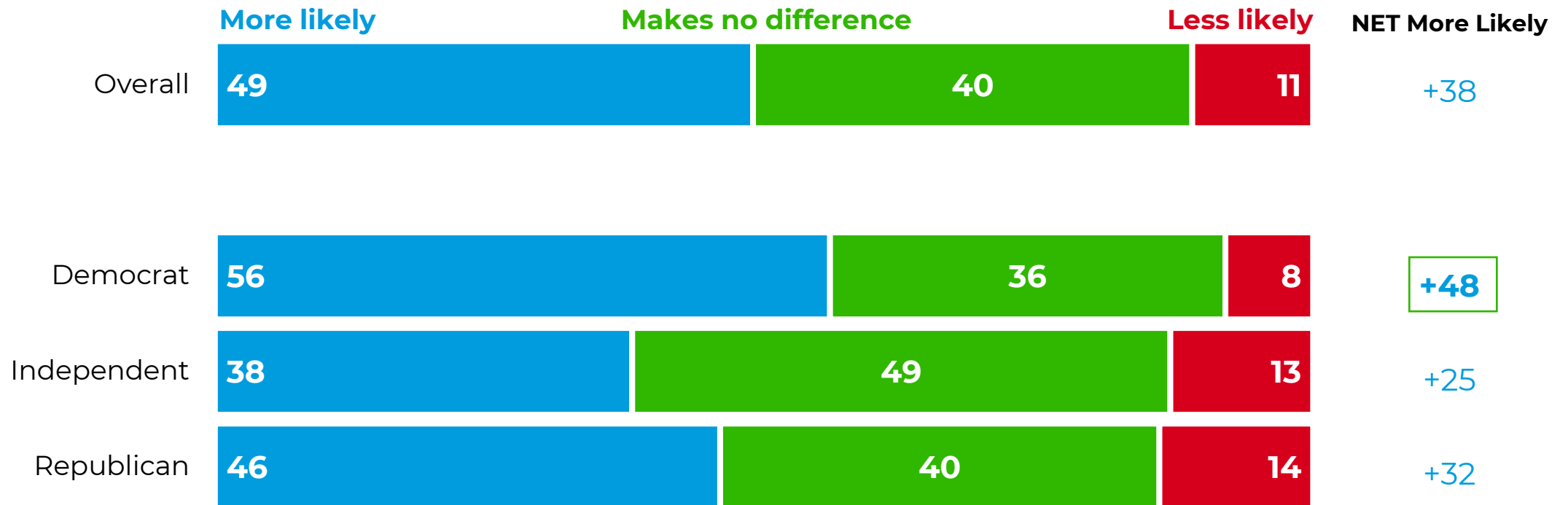|	Total	Democrats	Independents	Republicans
A new federal agency	31	37	27	26
No one - the private sector should regulate itself	19	13	25	23
Congress	16	13	14	19
Global organizations	13	17	9	10
The White House through Executive Orders	7	9	5	6
Other	4	4	4	5
None of the above	10	7	17	11

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VOTERS WANT AI REGULATIONS AIMED AT KEEPING DATA SECURE AND PENALIZING COMPANIES THAT CAUSE AI-RELATED HARMS

You will now see a list of potential legislation related to artificial intelligence. Please indicate if you support or oppose each one.

	Strongly support	Somewhat support	Don't know	Somewhat oppose	Strongly oppose	NET Support Overall	Dem	Ind	GOP
Legislation that would ensure AI keeps private information secure	71	14	9	3		+79	+85	+63	+78
Legislation that would require companies to publicly report AI-caused incidents	63	20	11	3		+78	+84	+69	+74
Legislation that would hold companies liable for harms caused by their AI systems	63	22	10	3		+79	+85	+65	+78
Legislation that would limit the amount of personal information that can be used by AI	62	22	10	4		+78	+83	+70	+76
Legislation that would ensure humans are guiding AI systems, not the other way around	60	20	13	4		+73	+77	+66	+72
Legislation that would require disclosure when certain products are generated by AI, as opposed to human creators	57	24	12	4		+74	+81	+65	+70
Legislation that would require companies to document the content they use to train AI systems	54	26	13	4		+73	+78	+62	+71
Legislation that would protect against racial or other biases in software	54	21	16	5	4	+66	+81	+53	+55
Legislation that would ensure new jobs are created for people whose jobs are threatened by AI	49	26	15	6	4	+65	+78	+51	+55
Legislation that would compensate people whose works are used to train AI systems	37	29	23	6	5	+55	+65	+56	+45

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CANDIDATES WHO SUPPORT INCREASING AI REGULATION COULD HAVE AN ELECTORAL EDGE

Would you be more or less likely to support a candidate for office if they support increasing regulation on artificial intelligence (AI) technology, or would it make no difference?
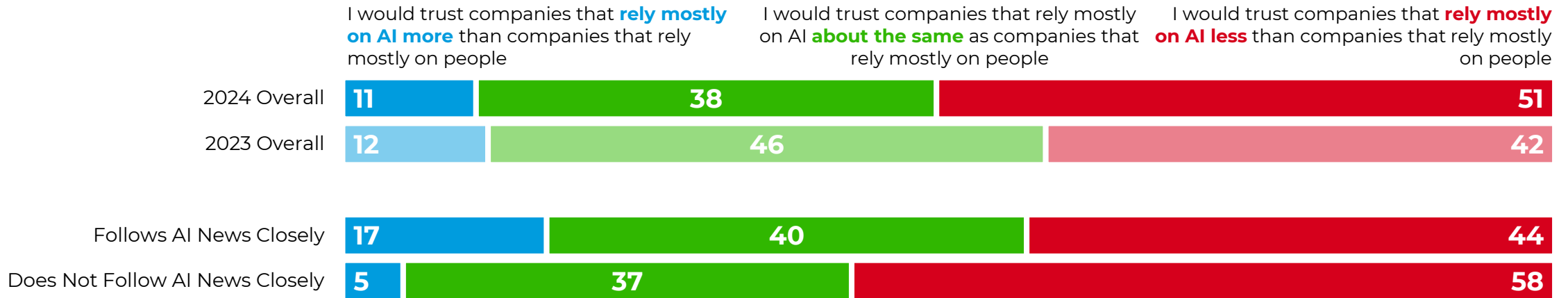
	More likely	Makes no difference	Less likely	NET More Likely
Overall	49	40	11	+38
Democrat	56	36	8	+48
Independent	38	49	13	+25
Republican	46	40	14	+32

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AI's Impact on
Corporate Reputation

THERE IS A DESIRE FOR COMPANIES TO CONTINUE TO RELY ON PEOPLE MORE THAN THEY RELY ON AI

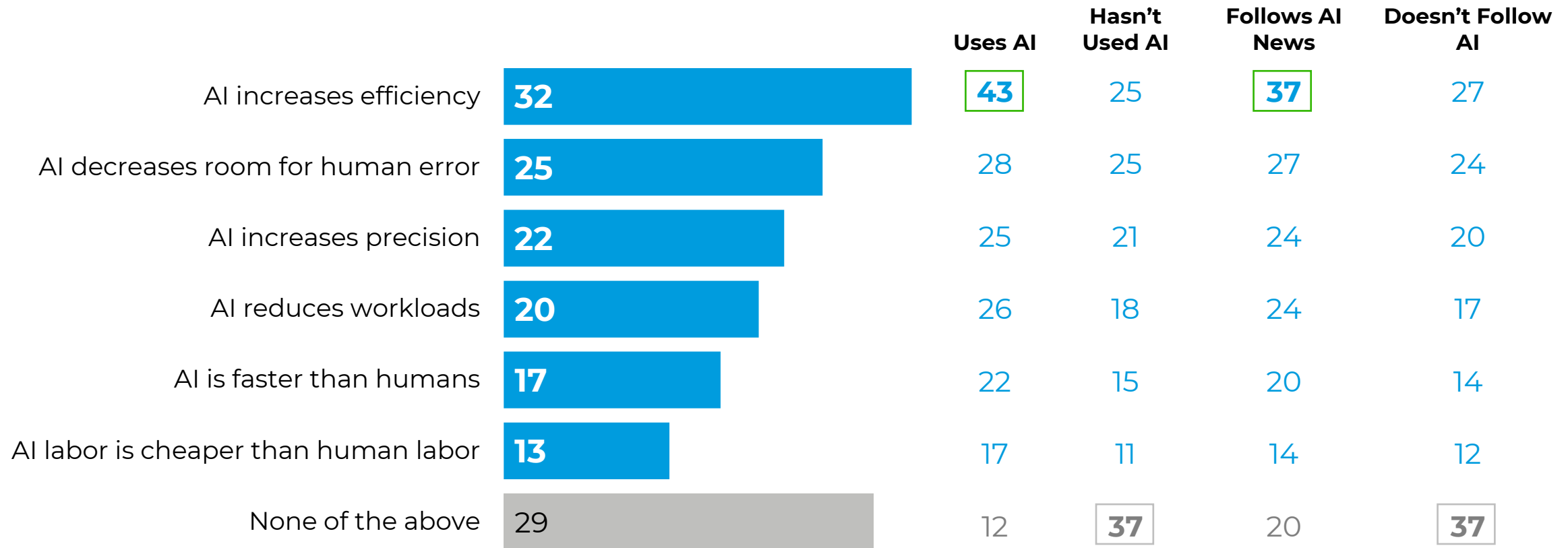## Would you trust a company that relies mostly on AI?

I would trust companies that **rely mostly on AI more** than companies that rely mostly on people

I would trust companies that rely mostly on AI **about the same** as companies that rely mostly on people

I would trust companies that **rely mostly on AI less** than companies that rely mostly on people

2024 Overall	11	38	51
2023 Overall	12	46	42
Follows AI News Closely	17	40	44
Does Not Follow AI News Closely	5	37	58

Is it okay for companies to replace people with AI?

Yes — **No**

	Yes	No
Overall	25	75
Follows AI News Closely	36	64
Does Not Follow AI News Closely	14	86

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NOTE: 2023 data is from GSG's [2023 Artificial Intelligence report](#).

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COMPANIES CAN RELY ON AI TO INCREASE EFFICIENCY, SO LONG AS HUMANS REMAIN IN THE EQUATION

Which of these would make you personally support a company increasingly relying on AI?

	Chart	Uses AI	Hasn't Used AI	Follows AI News	Doesn't Follow AI
AI increases efficiency	32	43	25	37	27
AI decreases room for human error	25	28	25	27	24
AI increases precision	22	25	21	24	20
AI reduces workloads	20	26	18	24	17
AI is faster than humans	17	22	15	20	14
AI labor is cheaper than human labor	13	17	11	14	12
None of the above	29	12	37	20	37

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VOTERS WANT COMPANIES TO DISCLOSE WHAT THEY ARE SHARING WITH AI AND IF THEY ARE REPLACING HUMAN WORKERS

Which of following should companies disclose?

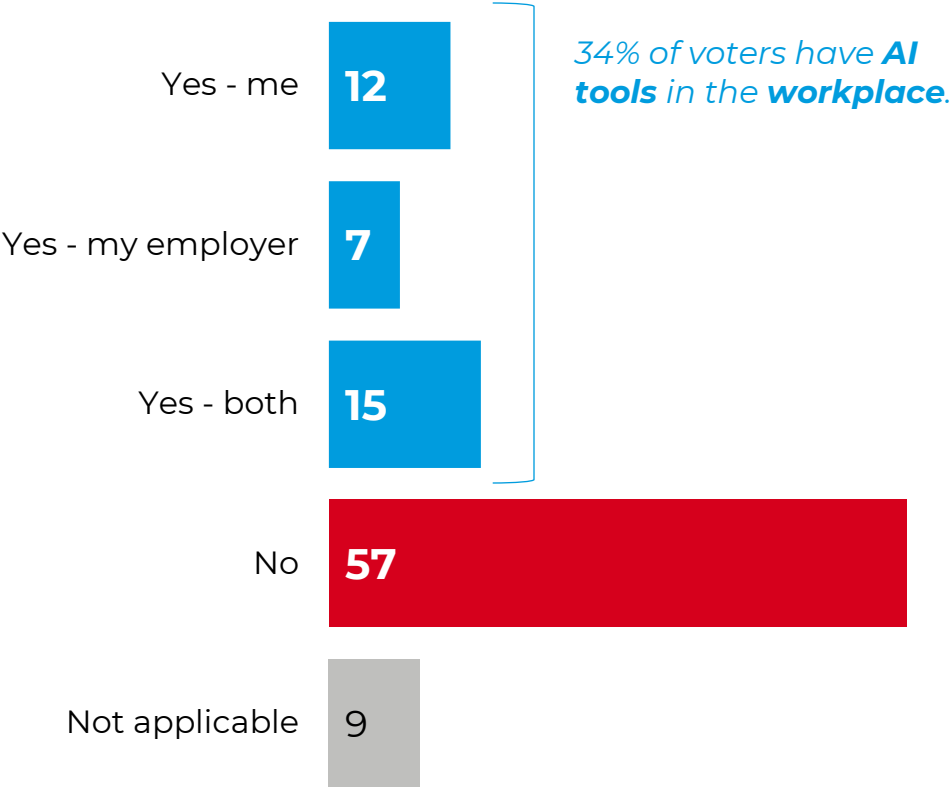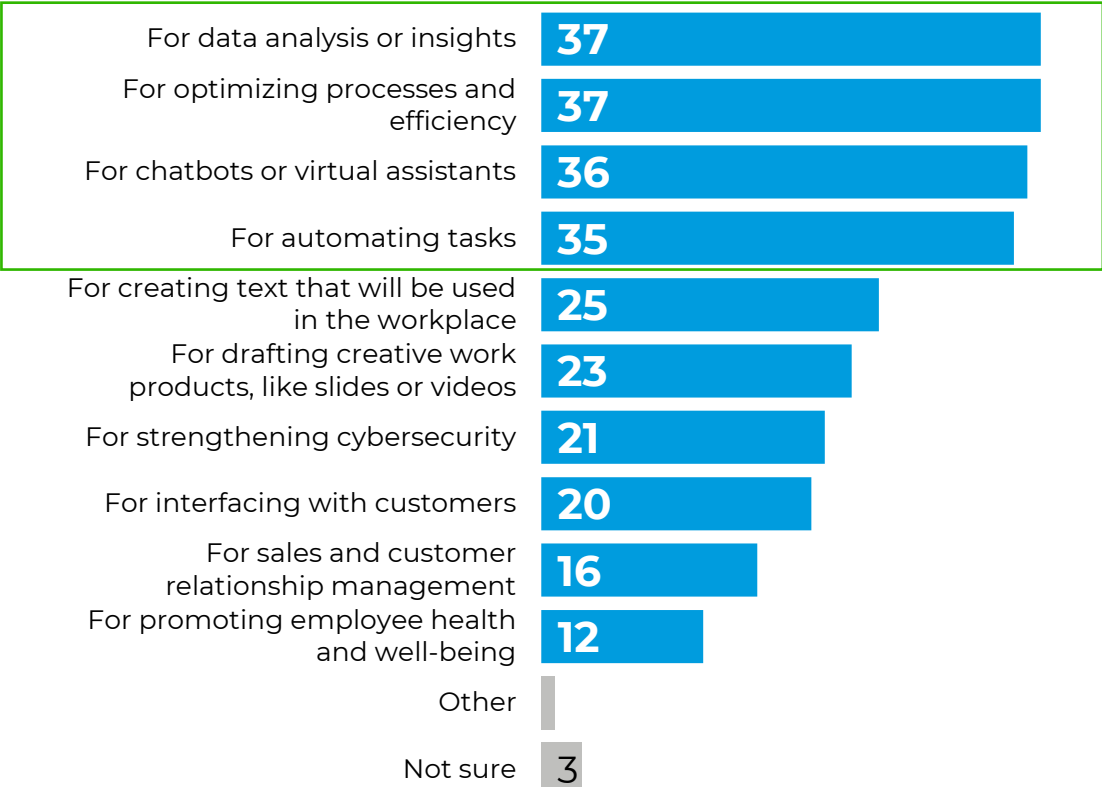|		Under 55	55+	Follows AI News	Doesn't Follow AI
The kinds of information a company is sharing with AI	**58**	53	**65**	54	**61**
The number of jobs a company cuts as a result of its reliance on AI	**55**	50	**61**	50	**60**
If a company is using AI to make hiring decisions	**53**	50	57	49	57
If a company is using AI for customer service	**49**	45	55	49	50
If a company is using AI to make financial decisions	**49**	44	57	49	50
The kinds of AI a company is creating	**48**	42	56	46	50
If a company is using AI to create original video and audio	**47**	42	55	50	45
The specific types of AI a company is using	**47**	41	54	42	52
If a company is using AI to analyze data	**41**	38	45	40	43
If a company is using AI to draft communications	**40**	36	44	42	37
If a company is using AI for marketing purposes	**37**	32	43	38	36
If a company is using AI to streamline processes	**33**	32	34	33	33
Other		1	2	2	-
None of the above - companies should not disclose use of AI	7	8	7	4	11

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AI in the Workplace

EMPLOYEES ALREADY USING AI IN THE WORKPLACE ARE MOSTLY DOING SO TO INCREASE EFFICIENCY

[IF EMPLOYED] Thinking about your own personal experience, do you or your employer use AI tools in the workplace?
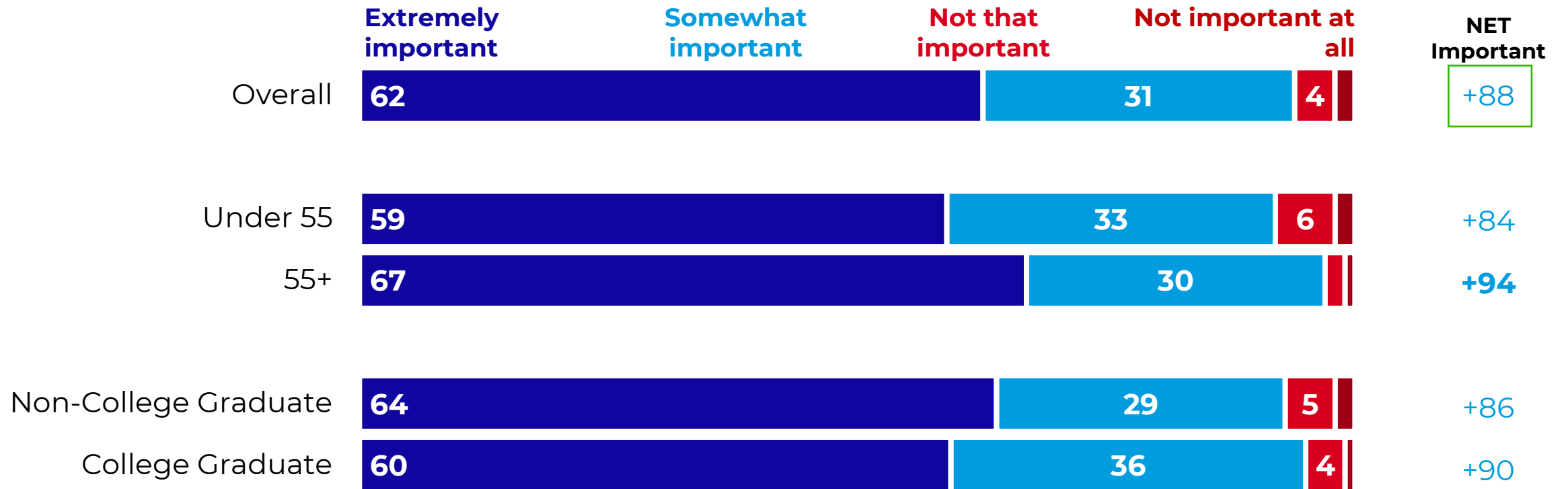
Yes - me **12**

*34% of voters have **AI tools** in the **workplace**.*

Yes - my employer **7**

Yes - both **15**

No **57**

Not applicable **9**

[IF USE AI IN WORKPLACE] In what ways do you or your employer use AI in the workplace?

For data analysis or insights **37**
For optimizing processes and efficiency **37**
For chatbots or virtual assistants **36**
For automating tasks **35**
For creating text that will be used in the workplace **25**
For drafting creative work products, like slides or videos **23**
For strengthening cybersecurity **21**
For interfacing with customers **20**
For sales and customer relationship management **16**
For promoting employee health and well-being **12**
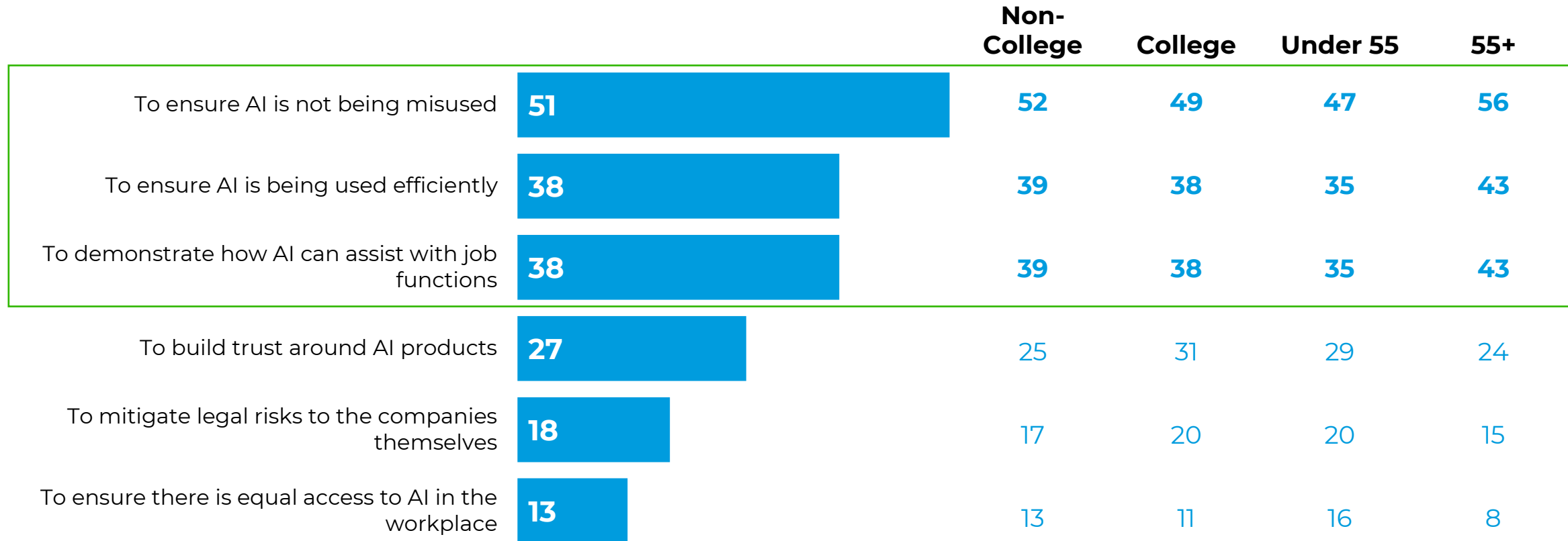Other
Not sure **3**

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THERE IS A CLEAR MANDATE FOR COMPANIES TO TRAIN AND PREPARE THEIR EMPLOYEES TO USE AI AS A PART OF THEIR JOBS

How important do you think it is that companies prepare employees for potential changes in job roles or responsibilities due to the integration of AI into their products and services?

	Extremely important	Somewhat important	Not that important	Not important at all	NET Important
Overall	62	31		4	+88
Under 55	59	33		6	+84
55+	67	30			**+94**
Non-College Graduate	64	29		5	+86
College Graduate	60	36		4	+90

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COMPANIES NEED TO COMMUNICATE INTERNALLY ABOUT AI TO HELP ENSURE THEIR WORKERS ARE USING IT PROPERLY

What do you personally consider the most important reasons to communicate about AI in the workplace?

		Non-College	College	Under 55	55+
To ensure AI is not being misused	51	52	49	47	56
To ensure AI is being used efficiently	38	39	38	35	43
To demonstrate how AI can assist with job functions	38	39	38	35	43
To build trust around AI products	27	25	31	29	24
To mitigate legal risks to the companies themselves	18	17	20	20	15
To ensure there is equal access to AI in the workplace	13	13	11	16	8

Key Contextual Insight: *Out of all employed voters, only 19% have AI protocols or standards in their workplace.*

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ARTIFICIAL INTELLIGENCE

Perceptions, Priorities, and Expectations

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About The Report

Global Strategy Group conducted an online survey of **1,003 nationwide registered voters.**

The margin of error on this sample is +/-3.1%, and the survey was fielded between March 4 and March 7, 2024. 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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