

TO: Interested parties  
 FR: Mark Riddle, Future Majority President  
 DT: June 30, 2023  
 RE: **Voter Concerns about AI's Impact on Freedom and Democracy**

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The rise of Generative AI platforms presents the potential for alarming threats to democracies around the world. Recent voter surveys show that the capacity for generating manipulated audio and video, such as fake news or deepfakes of politicians, is of significant concern to voters.

There is clear bipartisan concern about this rapidly expanding technology. A Change Research national survey from earlier this year shows that a broad 88% of voters say they are concerned about the ability to create deepfakes and make them seem real.

***How concerned are you about the ability for people to use artificial intelligence to make it seem like elected officials, government officials, and others are saying things they are not saying?***

	Total	Dem	Ind	Rep
<b>Very concerned</b>	<b>60</b>	57	49	66
Somewhat concerned	28	34	30	22
Not too concerned	6	4	11	5
Not concerned at all	3	2	5	4
Not sure	3	2	5	4
<b>Total concerned</b>	<b>88</b>	<b>92</b>	<b>79</b>	<b>87</b>
<b>Total not concerned</b>	<b>9</b>	<b>6</b>	<b>16</b>	<b>9</b>

The survey also presented voters with a deepfake video of President Biden's State of the Union Address and asked voters their opinions about it. A plurality of voters (45%) responded that the altered video was more concerning than funny or amusing, while 28% found it funny and amusing and 26% were neither amused nor found it concerning.

***"The following is a video altering President Joe Biden's State of the Union address. Please watch at least some of it, even just a few seconds. Do you find this video:"***

	Total	Dem	Ind	Rep
More funny and amusing than concerning	28	22	37	32
<b>More concerning than funny or amusing</b>	<b>45</b>	52	31	43
Not funny, amusing, or concerning	26	26	32	25

Similarly, 76% of voters responded that they think artificial intelligence will have an overall negative impact on political campaigns and 63% said that AI will have a negative impact on how the government functions. Like other measures tested, these trends were reflective across party lines. Just 11% of Democrats, 9% of Republicans, and 8% of Independents responded that political campaigns would be positively impacted by AI.

It is clear that voters are concerned about these advances in generative AI technology. Wide margins support slowing down on releasing AI technology. In Future Majority's May survey of competitive congressional districts, voters overwhelmingly supported pausing the rollout of Generative AI technologies like ChatGPT because of national and economic security concerns.

***Do you support or oppose pausing the rollout of artificial intelligence software like ChatGPT so the government can better study the impact it will have on jobs and national security?***

	Total	Dem	Ind	Rep
<b>Strongly support</b>	<b>45</b>	41	40	53
Somewhat support	26	29	27	20
Somewhat oppose	11	11	14	8
Strongly oppose	8	7	10	9
Not sure	10	11	9	10
<b>Total support</b>	<b>70</b>	71	67	73
Total oppose	20	18	24	17

**A bipartisan majority of voters is ready for leaders to put policies in place that prepare for AI's future.** 85% of voters in Change Research's national survey agreed (including more than half who strongly agree) that we need regulations on this new technology.

***Do you agree or disagree with the following statement: "As we continue to embrace Artificial intelligence in more areas of our lives, it is important to be aware of the potential risks and drawbacks. Unregulated use of AI could lead to job displacement, biases and discrimination, and privacy concerns. Additionally, AI may not always be able to make ethical decisions or understand human values. We must proceed with caution and develop robust regulations to ensure that AI is used safely, ethically, and for the benefit of all."***

	Total	Dem	Ind	Rep
<b>Strongly agree</b>	<b>54</b>	62	47	48
Somewhat agree	31	30	26	33
Somewhat disagree	6	3	15	6
Strongly disagree	3	1	3	5
Not sure	6	4	8	7
<b>Total agree</b>	<b>85</b>	92	74	81
Total disagree	9	4	18	12

**As we expressed in our first memo on voter attitudes toward artificial intelligence, the crossroads is here. American leaders must step up to deliver for the wide, bipartisan majority of voters who want America to lead this new frontier while also protecting human innovation and jobs.**

**Recommendations:**

- **Leaders should prioritize making Artificial Intelligence as inclusive and equitable as possible.** The Biden Administration laid out a [Blueprint for an AI Bill of Rights](#), which emphasizes the administration's framework for protecting our freedoms, ensuring equal opportunity remains, and protecting Americans' access to critical resources and services. As the data shows, 85% of voters believe AI should be embraced, but it needs to be regulated, with many of the concerns being what the Biden Administration already seeks to solve.
- **Ensure data privacy and the Right to Know.** Voters overwhelmingly support regulation on AI technology, and that also extends to data privacy. The Biden Administration wants to protect Americans from abusive data practices through built-in protections, and you should have agency over how data about you is used. 75% of voters in Future Majority's congressional districts survey say that technology has played a big role Americans' losing privacy and control over data.
- **America needs to study AI more.** AI is developing rapidly, and the government has to get ahead of it to ensure ethical AI use while still harnessing its power. Industry leaders like OpenAI's Sam Altman are [advocating](#) for Washington to lead on regulating AI due to the numerous risks involved. He is not alone, as the data shows that wide majorities of voters agree.

**Methodology:**

Future Majority conducted a voter survey of the competitive congressional districts (districts Joe Biden won in 2020 that Republicans won in 2022, as well as districts a Republican won by less than five points in 2022) on a wide range of issues. The survey of 2,461 voters was conducted by Change Research from May 6-9, 2023.

Change Research conducted a national voter survey on artificial intelligence and technology issues. The survey of 1,326 voters was conducted from February 22-24, 2023.