TO: Interested Parties
FR: Mark Riddle, Future Majority
RE: Voter Opinion on AI's Impact on the Future of Work
DT: June 5, 2023

Since the Industrial Revolution, America has met the demands of a modern world, creating prosperity and opportunity for American workers. Innovation has reduced the demand for manual labor by advances in machinery to make work safer and more efficient.

This desire to innovate is reflected in recent advances in artificial intelligence software. However, a recent study by the World Economic Forum shows that AI is likely to cause significant disruptions in the global labor market within the next five years, with a quarter of jobs estimated to change due to these advances in technology.

While there is cause for concern, there is also opportunity. AI advocates suggest that millions of jobs could be created with advances in AI technology. Leaders of today should focus on preparing for these likely outcomes.

Voters across the spectrum worry about artificial intelligence's impact on jobs and the economy

Despite the opportunities, voters across the spectrum are clearly anxious about AI's impact on the future of work. This sentiment transcends political affiliation - wide majorities of Democrats, Independents, and Republicans are concerned about the AI advances eliminating jobs in the labor market. In our recent survey of competitive congressional districts, more than two thirds of voters said they are concerned about artificial intelligence software eliminating jobs.

"Looking specifically at concerns people have about technology, please indicate how concerned you are about:"

		Total	Dem	Ind	GOP
Artificial intelligence software eliminating jobs	**Total Concerned**	**76**	74	75	80
	Total Not Concerned	**23**	25	24	18

A national survey conducted in February by Change Research underscores this anxiety and desire to better understand how these advances will impact our economic and national security. In nearly every measure tested, most voters thought that artificial intelligence would have a negative impact rather than a positive one.

When computer scientists are able to develop computers with artificial intelligence, what type of impact do you think it will have on the following?

		Total	Dem	Ind	GOP
Your income	**Total Positive Impact**	**8**	10	7	6
	Total Negative Impact	**43**	34	46	52
The U.S. economy	**Total Positive Impact**	**25**	34	19	18
	Total Negative Impact	**56**	44	62	68
The availability of good paying jobs in your area	**Total Positive Impact**	**12**	16	13	8
	Total Negative Impact	**60**	53	58	68

Our May survey builds on this wariness toward artificial intelligence. The data shows an already-anxious electorate, skeptical of promises and keenly aware of challenges presented by globalization and new technologies. **62% of voters respond that they believe that technology and technology companies - not specifically artificial intelligence - have played at least some role in the elimination of jobs**. This is not to suggest that voters are not aware of new opportunities that these innovations bring, but policy makers should address these underlying stressors as they consider potential guardrails for these new technologies.

"For each of the following concerns, how big of a role do you believe technology and technology companies have played in it."

		Total	Dem	Ind	GOP
The elimination of jobs	**Big role**	**28**	19	29	36
	Some role	**34**	39	30	33
	A little role	**22**	23	25	17
	No role at all	**9**	7	11	8
	Not sure	**8**	12	5	5

Voters are ready for guardrails on artificial intelligence technology

There is significant bipartisan support for regulation and consumer protection related to advances in artificial intelligence. In Change Research's February national voter survey, a majority of respondents agreed that the U.S. Congress should create regulations around the safe use of artificial intelligence.

"Which statement do you agree with more even if neither is exactly right?"

	Total	Dem	Ind	GOP
The U.S. Congress should create regulations around the safe use of artificial intelligence that protects jobs, national security, and preventing fraud	**66**	82	60	51
The U.S. Congress should let entrepreneurs and the people who understand these new technologies build them safely and not stifle the growth of products that could save lives and make our economy stronger	**18**	8	23	27
Not sure	**16**	9	17	23

In our May study of congressional districts, a wide majority of voters (71%) support pausing the rollout of AI software like ChatGPT to better prepare for its impacts. They are not alone. More than 1,000 tech leaders, researchers, and others have urged a moratorium on the development of the most powerful artificial intelligence systems. A 2022 study of AI experts shows that the median respondent believes that the long-term effects on humanity will be "extremely bad."

"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	GOP
Strongly support	**45**	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

The crossroads is here: America either allows others to make the decisions that will shape the future of work both at home and abroad, or the American people determine how their future will look through bipartisan regulations of this emerging technology so workers are not left behind in this new industry.

Future Majority will continue to track voter attitudes about artificial intelligence and other technologies that impact the daily lives of Americans. In the meantime, we offer guiding principles for leaders at every level based on our analysis of data:

- **Leaders should develop a plan to implement an AI Bill of Rights and Ethics to protect Americans and jobs.** American innovation leads the world and must continue to do so with AI standards. Voters are aware of the vast amount of misinformation, lack of civility and unity in society, and fraud and interference in America. Our data shows that voters are concerned about and blame technology for misinformation, the gap between the rich and the poor, and people attacking others on their opinions. They also see how these challenges exist globally. It is crucial that these systems are designed and used in a way that respects human rights, promotes fairness, and avoids harm. AI needs guidelines to ensure it is accessible and fair for all.

- **Leaders should encourage and incentivize an AI Jobs Agenda.** The advancements and benefits brought by AI should not be monopolized by a select few. As we continue to witness unprecedented growth in AI development, it's vital that these advancements are leveraged for the benefit of all Americans, not just the technologically adept or financially privileged. This should include a concerted effort to protect American workers and unions while incentivizing new job development to limit disruptions. This means advocating for policies that encourage equitable access to AI technologies, promote digital literacy, and ensure that the economic benefits of AI are broadly distributed and accessible.

- **Regulating AI to prevent monopolies and protect competition.** As AI becomes increasingly important to our economy, there's a risk that a few dominant players could establish a disproportionate amount of control, stifling competition and innovation. Regulating AI to prevent monopolies and protect competition means implementing and enforcing policies that promote market fairness, prevent anti-competitive practices, and limit the concentration of power in the hands of a few companies. The Biden Administration has made an emphasis to promote competition in America. Voters want healthy competition in America, and now policymakers must extend that to the AI industry.

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.