

TO Interested Parties
FROM Adam Rosenblatt, Bold Decision
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RE California Statewide Survey regarding AI



EXECUTIVE SUMMARY

- ✓ Our recent statewide survey finds that California likely voters have heard a great deal about Artificial Intelligence (AI), they generally feel positive about the topic, and they are excited about the opportunities AI can bring to the state.
- ✓ However, **likely voters express great concern that state legislation such as SB 1047 may hamper the development of new innovations and would create a negative impact on jobs and the California economy.**
- ✓ By a 2:1 margin, California likely voters say the policies for the safe and responsible development of AI are best addressed at the federal level – rather than the state level.

KEY FINDINGS

Californians are hearing about AI and are general favorable towards the topic

Virtually all California likely voters have heard something recently on the topic of Artificial Intelligence, including 87% who say they have heard “a lot” or “some” recently (42% + 45%, respectively). By a 7-percentage-point margin, California likely voters say they are more likely to hold a positive view of AI rather than a negative view (33% to 26%, respectively), though fully 2 in 5 (41%) are either neutral or have no opinion.

Strong demand for California to be the leader on AI

4 out of 5 California likely voters (80%) say it is “very” or “somewhat” important for California to be the leader in the AI industry. They recognize the rich history of the state and Silicon Valley in particular for driving innovation and economic opportunity.

46% oppose SB1047 compared to just 28% support

When presented information regarding a new proposed state law concerning AI (SB1047), likely voters are much more inclined to say they oppose the proposal (46%) rather than support it (28%). In fact, the percentage who say they “strongly oppose” is nearly double the percentage who say “strongly support” (21% to 11%, respectively). While one in four likely voters (26%) are neutral on this question, there is a clear 18-percentage-point gap between support and oppose: almost half of voters are opposed, while just over a quarter support the idea.

Californians want AI policies to be set by the federal government – not California

Likely voters indicate serious concerns about state driven regulation such SB 1047 and they much prefer for this issue to be nationally addressed by Washington DC policymakers rather than state lawmakers in Sacramento. By a clear 2:1 margin, likely voters say that policies for the safe and responsible development of AI would be best addressed “at the federal level” (51%) rather than “at a state level” (25%).

METHODOLOGY: Bold Decision (bold-decision.com) conducted N=1,005 statewide online interviews among California November 2024 general election likely voters from Friday August 9 – Monday August 12, 2024. The overall margin of error is +/- 3.09% at the 95% confidence interval and higher for subgroups; some findings may total more or less than 100% due to rounding.

KEY HIGHLIGHTS (DISPLAYING FULL QUESTION WORDING & RESPONSES)

1 How much have you heard recently about the topic of Artificial Intelligence (AI)?

California Likely Voters (%)	
A lot	42
Some	45
Just a little	12
Nothing at all	2

2 Generally speaking, do you hold a positive or negative view when it comes to the topic of Artificial Intelligence (AI)?

California Likely Voters (%)	
Positive	33
Negative	26
Neutral	37
Don't know / not sure	4

3 As you may know, the state of California has historically been a global leader in innovation and high tech industry for many years in Silicon Valley and beyond.

Many believe that new innovations driven AI (Artificial Intelligence) will benefit the lives of everyday consumers in California and throughout the world.

In addition, experts estimate that AI could lead to \$400 billion in investment and up to 11 million new jobs created in California in the next 5 years alone.

In your opinion, how important is it for California to be the leader in the AI industry?

California Likely Voters (%)	
Very important	42
Somewhat important	38
Only a little important	10
Not at all important	10

- 4 Lawmakers in Sacramento have proposed a new state law – SB 1047 – that would create a new California state regulatory agency to determine how AI models can be developed.

This new law would require small startup companies to potentially pay tens of millions of dollars in fines if they don't implement orders from state bureaucrats.

Some say burdensome regulations like SB 1047 would potentially lead companies to move out of state or out of the country, taking investment and jobs away from California.

Given everything you just read, do you support or oppose a proposal like SB 1047?

California Likely Voters (%)	
TOTAL SUPPORT	28
TOTAL OPPOSE	46
Strongly support	11
Somewhat support	18
Neutral	26
Somewhat oppose	25
Strongly oppose	21

- 5 In your opinion, are policies for the safe and responsible development of AI best addressed...

California Likely Voters (%)	
At a federal level	51
At a state level	25
Don't know / not sure	24