Oregon Values and Beliefs Center

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INTRODUCTION & METHODOLOGY

From August 4-11, 2023, the Oregon Values and Beliefs Center conducted a statewide survey of Oregonians' values and beliefs on the topic of artificial intelligence (AI), adding a few questions about Oregon's social/political climate.

Research Methodology: The online survey consisted of 2,710 Oregon residents ages 18+ and took approximately 15 minutes to complete. This is a sufficient sample size to assess Oregonians' opinions generally and to review findings by multiple subgroups.

Respondents were contacted by using professionally maintained online panels. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing, validation, and real time monitoring of responses. To ensure a representative sample, demographic quotas were set, and data weighted by area of the state, gender, age, and education.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. This survey's margin of error for the full sample is ±1.88%.

Oregon Values and Beliefs Center: This research was completed as a community service by the Oregon Values and Beliefs Center. OVBC is an independent and non-partisan organization and an Oregon charitable nonprofit corporation. Representative OVBC projects include opinion research about race-based crimes for the Asian Health and Service Center, as well as research about early childhood education and the cost of childcare for the Children's Institute.

OVBC July-August Survey 2023
Survey Topic: Social/Political Climate & Artificial Intelligence

Welcome to our OVBC July-August Survey, [OVBC Panel:] Name!

This month's survey focuses on the topic of artificial intelligence.

Please be assured your personal identity will be kept anonymous. This survey should take about 10-15 minutes. Random and robotic responders and those using hate speech are subject to disqualification through validity analytics.

OVBC is an Oregon-based nonprofit, nonpartisan team that uses a representative sample of Oregonians to provide valid opinion research. We share our findings with elected officials, policymakers, the public, and other researchers. Again, be assured that your name will not be connected to any of your responses in our reporting. [OVBC panel:] You will be asked if you are willing to be contacted by a journalist about your answers to this survey and participation in OVBC.

Thank you.

INTRODUCTION

After a few questions about Oregon, your area of the state, and how you are doing, this survey focuses on Artificial Intelligence (AI).

1. All things considered, do you think Oregon is headed in the right direction, or is it off on the wrong track?

Response category	*N* = 2,710	
Right direction strongly	7%	45%
Right direction somewhat	38%	
Wrong track somewhat	22%	46%
Wrong track strongly	24%	
Don't know/Not sure	9%	

2. How worried are you about the future of your area of Oregon?

Response category	*N* = 2,710	
Not at all worried	4%	24%
Not too worried	20%	
Somewhat worried	43%	73%
Very worried	30%	
Don't know/Not sure	3%	

3. In a short sentence or two, what is the most important issue you would like the elected leaders in your area of Oregon to do something about? **[Open, required]** [*See separate verbatim file.*]

Response category	*N* = 2,710
Homelessness	44%
Drugs, Addiction, Substance Use and Abuse: including treatment	16%
Housing: supply, affordability, rent control	15%
Crime	12%
Civic & Political Climate: Divisiveness, partisanship, civility, common ground, public interest, rights and freedoms	7%
Climate Change: global warming, climate change mitigation	5%
Criminal Justice Reform (other than police): including prosecution, sentencing, public defenders, Measure 110	5%
Economic Equality: justice, income inequality, living wages, UBI, influence of business interests	5%

Government Accountability and Transparency: including spending, effectiveness, and corruption	4%
Cost, Prices, Inflation: food, gas	4%
Mental Health	4%

4. Oregon is divided over many issues including the role of government and the value of certain public services, but do you believe there are things that all Oregonians value about living in Oregon that cut across political divides and represent common ground we can stand on together to make our state a better place?

Response category	*N* = 2,710
Yes	67%
No	9%
Don't know/Not sure	23%

Considering everything that's happened to your area of Oregon in the last 10 years, let us know how are you doing.

Response category, *N* = 2,710	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	DK/NS
5. Economically, I feel like I'm being left behind	17%	23%	27%	27%	6%
6. Socially, I feel left out or disconnected from my community	16%	30%	32%	16%	6%
7. I feel I'm doing well economically	21%	24%	34%	18%	3%
8. I feel very connected to and happy about my community	13%	27%	38%	17%	4%

ARTIFICIAL INTELLIGENCE

9. In a few words or a short phrase, what do you think about Artificial Intelligence or AI? **[Open, required]** [*See separate verbatim file.*]

Which of the following are examples of Artificial Intelligence (AI) today? **[Randomize]**

Response category, *N* = 2,710	Yes	No	Unsure
10. ChatGPT	72%	6%	23%
11. Virtual Assistants (Siri, Alexa, etc.)	81%	8%	11%
12. E-Commerce (personalized shopping, virtual assistants/chatbots, fraud prevention)	66%	14%	20%
13. Autonomous vehicles	69%	13%	18%
14. Span filters	43%	26%	31%
15. Image and Facial Recognition software	75%	12%	13%
16. Recommendation Systems and Online Algorithms (autofill, social media tracking, stock tracking)	65%	15%	20%
17. GPS and mapping technologies	51%	27%	22%
18. Robotics	72%	13%	15%
19. Cybersecurity (treat prevention, flaw identification, responding to threats, identifying unknown threats)	58%	17%	26%

20. Which of the following have you experienced? (Check all that apply) **[Randomize, except "None of these"]**

Response category	*N* = 2,710
ChatGPT	30%
Virtual Assistants (Siri, Alexa, etc.)	65%
E-Commerce (personalized shopping, virtual assistants/chatbots, fraud prevention)	50%
Autonomous vehicles	9%
Span filters	59%
Image and Facial Recognition software	48%
Recommendation Systems and Online Algorithms (autofill, social media tracking, stock tracking)	61%
GPS and mapping technologies	73%
Robotics	20%
Cybersecurity (treat prevention, flaw identification, responding to threats, Identifying unknown threats)	39%
None of these	7%

21. Technologists anticipate that AI will perform any intellectual tasks that a human being can do, including reasoning, problem-solving, and learning from experience. How close are we to this?

Response category	*N* = 2,710
Not going to happen	7%
Within a generation	26%
Within the next 5 years	27%
Already there, they just haven't released the products	25%
Don't know/Not sure	15%

- 21a. Please feel free to share any additional thoughts you have, here: (optional) [open, optional] [*See separate verbatim file.*]

22. Which of the following best describes how you think about AI risks?

Response category	*N* = 2,710
In the short-term, the benefits of AI outweigh the risk, but I am unsure of the long-term	26%
In the short-term, the benefits of AI do NOT outweigh the risks	11%
The benefits of AI outweigh the risks in the short and long term	13%
The benefits of AI do NOT outweigh the risks in the short and long term	27%
Other--specify	6%
Don't know/Not sure	18%

- 22a. Is there anything else you would like to share regarding how you think about risks associated with AI? **[Open, optional]**

23. In what area of society do you think AI could be <u>most</u> beneficial? **[Open, optional]** [*See separate verbatim file.*]

24. In what area of society do you think AI may be <u>least</u> beneficial? **[Open, optional]** [*See separate verbatim file.*]

25. Which of the following concerns you about AI development? (Check all that apply)

Response category	*N* = 2,710
Control and Safety: The application of AI leads to unintended and unmanageable consequences	74%
Unemployment and Socioeconomic Disparities: Widespread job loss and income inequality	59%
Ethical Concerns: AI makes decisions that raise complex ethical dilemmas for society	61%
Security and Malicious Use: AI technology is exploited for destructive purposes like hacking and cyber warfare	73%
Existential Risk: AI technology poses a potential threat to humanity	47%
Other—specify	4%
I am not concerned about AI development	4%
Don't know/Not sure	4%

25a. Feel free to comment on any of these issues here **[Open, optional]** [*See separate verbatim file.*]

26. Which of the following potential threats to humanity do you believe is most likely to occur **short-term**: **[Randomize, except "other" and "don't know"]**

Response category	*N* = 2,710
Climate change	27%
Nuclear war	8%
Social, political, and economic effects of AI	37%
Another global pandemic	12%
Other--specify	5%
Don't know/Not sure	11%

27. Which of the following potential threats to humanity do you believe is most likely to occur **long-term**: **[Randomize, except "other" and "don't know"]**

Response category	*N* = 2,710
Climate change	30%
Nuclear war	17%
Social, political, and economic effects of AI	29%
Another global pandemic	10%
Other--specify	4%
Don't know/Not sure	11%

28. Which one of the following strategies would you recommend the **Federal** Government take regarding AI? **(Check all that apply)**

Response category	*N* = 2,710
Conduct basic research and development	35%
Fund continued research and development by AI companies and non-government organizations	25%
Closely monitor AI development but take a hands-off approach for now	31%
Pass regulations to make sure all AI research and development is done in the interest of the public	58%
Ban the use of new AI models by all state government officials and offices	17%
Ban further AI development until more is known about the risks posed by the technology	20%
Other--specify	5%

Don't know/Not sure	10%

29. Which one of the following strategies would you recommend the **State** Government take regarding AI? **(Check all that apply)**

Response category	*N* = 2,710
Recruit AI companies and research organizations to Oregon so that the state can become a leader in the technology	25%
Closely monitor AI developments, but do not actively support or slow its development	34%
Pass regulations to help make sure all AI research and development is done in the interest of the public	57%
Ban the use of new AI models by all state government officials and offices	20%
Other--specify	4%
Don't know/Not sure	11%

30. Which of the following individuals and/or organizations do you trust to make decisions related to AI? **(Check all that apply) [Randomize]**

Response category	*N* = 2,710
Governments	17%
Technology companies	23%
The scientific community	47%
Leading teaching universities (e.g., Stanford, Carnegie Mellon, MIT)	37%
International bodies like the United Nations	20%
Religious/Spiritual leaders	8%
Ethics experts	40%
Ordinary people	22%
Other--specify	7%
Don't know/Not sure	17%

31. What qualities and attributes should an individual or organization have for making decisions related to AI? **[Open, required]**

Below are initiatives that have been suggested as responses to AI development. For each, indicate whether you think it is needed. **[Randomize]**

Response category, *N* = 2,710	No strongly	No somewhat	Yes Somewhat	Yes strongly	DK/NS
32. A national "Citizen's Assembly" makes AI development decisions and is informed by technology business experts, leading AI researchers, government officials on policies and regulations, and ethicists on pros and cons to society	11%	9%	32%	27%	21%
33. AI literacy programs for K-12 students	12%	8%	31%	33%	17%
34. Availability of unemployment benefits for those whose jobs become obsolete because of AI	8%	8%	27%	46%	12%
35. A universal basic income that guarantees a living wage to all Americans, regardless of whether they have a job	21%	11%	21%	34%	13%
36. Guaranteed jobs for citizens, funded by the federal government	19%	12%	23%	29%	17%

Response category, *N* = 2,710	No strongly	No somewhat	Yes Somewhat	Yes strongly	DK/NS
37. An "AI tax" to fund expanded programs and services for those whose jobs have been supplanted	17%	10%	26%	27%	19%
38. Incentives for advancements in technology that allow low and middle income residents more affordable access to necessities, like food, housing, and utilities	7%	6%	27%	46%	15%
39. International cooperation with allies to control access to AI technology, reducing the chances of adversaries obtaining it and using it for weaponry and cyberwarfare techniques	8%	6%	26%	43%	18%

40. Feel free to share comments on any aspects of this survey here: **[open, optional]** [*See separate verbatim file.*]

DEMOGRAPHICS

These questions ensure our sample is representative of the population. This information is used for no other purpose.

64. What year were you born?

Response category	*N* = 2,710
18-29	19%
30-44	27%
45-54	15%
55-64	16%
65-74	16%
75+	7%

65. What is the highest level of education you have attained?

Response category	*N* = 2,710
Less than high school	5%
High school diploma/GED	27%
2-yr degree/some college/trade	34%
4-yr degree/college degree	17%
Graduate degree/professional school	17%

66. I describe my gender as:

Response category	*N* = 2,710
Man	49%
Woman	48%
Non-binary, Gender Non-conforming	3%
Transgender	1%
Other	*n* = 5
I prefer not to answer	*n* = 9

67. Knowing that there may not be a perfect match, which of these descriptions would you think used by the US Census best describes your race and/or ethnicity? Please select all that apply.

Response category	*N* = 2,710
Asian	5%
Black or African American	5%

Hispanic or Latino/a/x	9%
Native American, Native American or Alaska Native	7%
Native Hawaiian or other Pacific Islander	1%
White	78%
Another race or ethnicity not listed above	2%
Prefer not to answer	3%

68. Area (From County)

Response category	*N* = 2,710
Tri-county	43%
Willamette Valley	27%
Rest of state	31%

69. Area (From County)

Response category	*N* = 2,710
Central Oregon	8%
Eastern Oregon	5%
Metro Portland	43%
North Coast	4%
Northern Willamette Valley	12%
South Coast	3%
Southern Oregon	8%
Southern Willamette Valley	17%

70. What is your party registration?

Response category	*N* = 2,710
Democrat	41%
Republican	22%
Independent Party of Oregon	13%
Some other party	2%
Non-affiliated	14%
Not registered to vote	8%

71. Do you rent or own your home?

Response category	*N* = 2,710
Own	54%
Rent	36%
Another arrangement	10%

72. Do you have school-age children in your household?

Response category	*N* = 2,710
Yes	24%
No	76%

73. What was your total household income in 2022? Remember to include everyone, and your best guess is okay.

Response category	*N* = 2,710
Less than $25,000	21%
$25,000-49,999	23%
$50,000-74,999	19%
$75,000-99,999	13%
$100,000-149,999	14%
$150,000 or more	9%
Refused	1%

74. When it comes to most economic issues, do you consider yourself. . .

Response category	*N* = 2,710
Very liberal	17%
Somewhat liberal	22%
Middle of the road	34%
Somewhat conservative	18%
Very conservative	9%

75. When it comes to most social issues, do you consider yourself. . .

Response category	*N* = 2,710
Very liberal	23%
Somewhat liberal	24%
Middle of the road	30%
Somewhat conservative	14%
Very conservative	9%

76. Do you consider the area you live in to be

Response category	*N* = 2,710
Urban	30%
Suburban	38%
Rural changing to suburban	13%
Rural	20%