

# Keeping America at the Forefront of AI Innovation

*2025 Market Research Report*

*February 2025*

— Authored by: —

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Bold policies for a more  
functional future.

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# Introduction

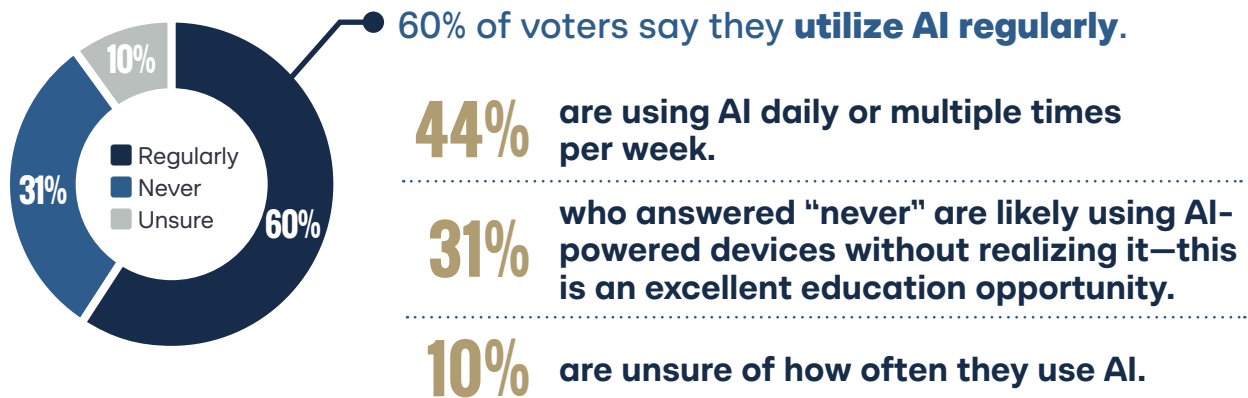
Artificial intelligence is already transforming the way Americans live, work, and solve complex challenges. From life-saving medical research to economic growth and national security, AI has the potential to drive historic advancements. Yet, as with any emerging technology, AI raises concerns about misuse and the need for responsible governance.

Policymakers face a choice: they can create an environment that fosters innovation while addressing targeted risks, or they can overregulate, driving AI research and investment elsewhere. This briefing outlines where voters stand on AI—what excites them, what concerns them, and what they expect from lawmakers. The data is clear: Americans want policies that protect them from harm without stifling progress.

The United States must lead in AI development, not surrender that leadership to global competitors. With smart, consistent policies guided by experts, we can harness AI's full potential while ensuring accountability and security.

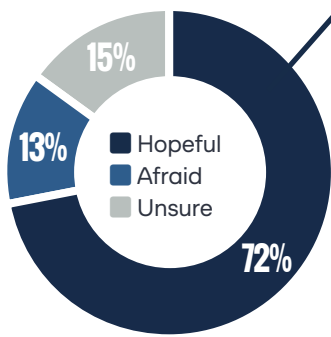
*\*Totals may not equal 100 percent due to rounding*

## Americans Use and Rely on AI More Than They Realize



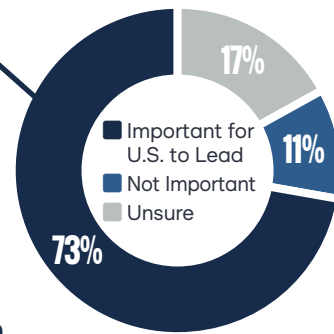


# Voters See AI as a Source of Progress, Not a Threat



A majority (72%) are **hopeful for the advances that AI technology can bring**. It simply isn't true that most people are "very afraid of AI" as the media would have us all believe. That segment of the voting population is only 13%.

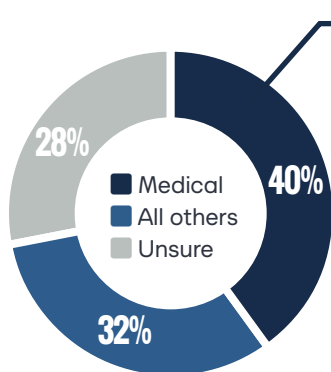
Nearly 3/4 of voters say it is important for the **U.S. to lead the world in AI technology advancements**.



**62%** of those who feel the U.S. should lead in AI say it is "very important."

# AI's Greatest Value is in Solving Real-World Problems

Americans are most excited about AI's potential in medical breakthroughs.

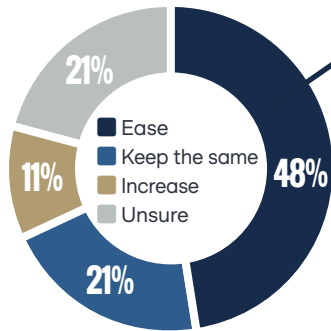
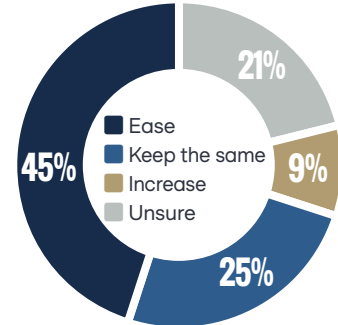


When given a list of AI technology they are **most excited about** (Medical, Financial, Agriculture & Energy, National Defense), **medical** came in first with 40%.

**70%** say regulations on AI to develop cures for rare diseases should be eased or kept the same.

# AI's Greatest Value is in Solving Real-World Problems, *continued*

70% support AI development that **reduces the cost of living**; 64% of those want **fewer restrictions** to encourage progress.

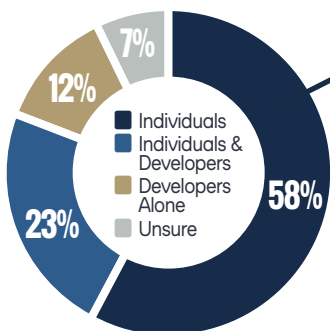
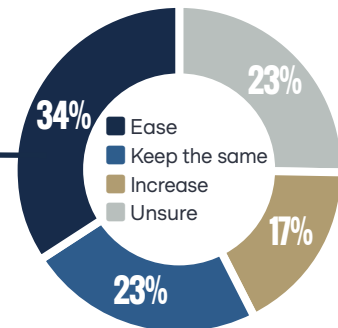


Two-thirds of Americans support **advancements in AI for public safety, natural disaster prediction, and government efficiency.**

**11%** think this type of AI development should be more regulated—a significant minority.

# Voters Want AI Regulations That Are Smart, Not Overreaching

A majority (57%) believe **national security AI research is already sufficiently regulated or should face fewer restrictions.**

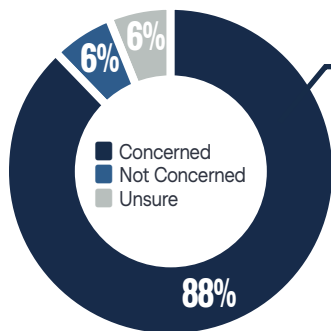
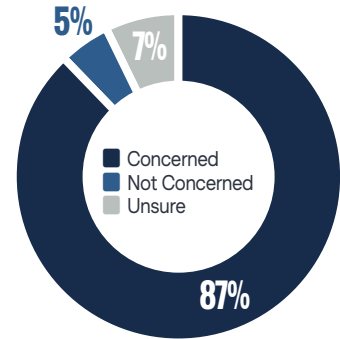


Americans overwhelmingly (81%) say **individuals should be held responsible if they misuse AI to commit a crime.**

## Voters Want AI Regulations That Are Smart, Not Overreaching, *continued*

87% of voters are deeply concerned about **AI being used to generate child pornography.**

**Policymakers cannot ignore this issue, but solutions should be targeted, not overly broad in such a way that would create loopholes.**



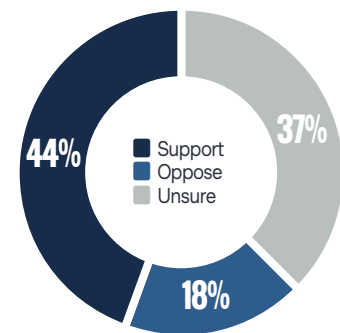
88% worry about **foreign countries using AI to steal personal information.**

**National security protections should focus on stopping foreign threats rather than restricting AI innovation domestically.**

## Voters Want Thoughtful, Expert-Driven AI Policy, Not Patchwork State Regulations

Virtually no one opposes an **independent AI advisory council to guide elected leaders** when it comes to regulating this industry.

**There is a distinct opportunity to speak to voters on this issue and gain support for advisory roles that speak to unified solutions in AI regulation.**

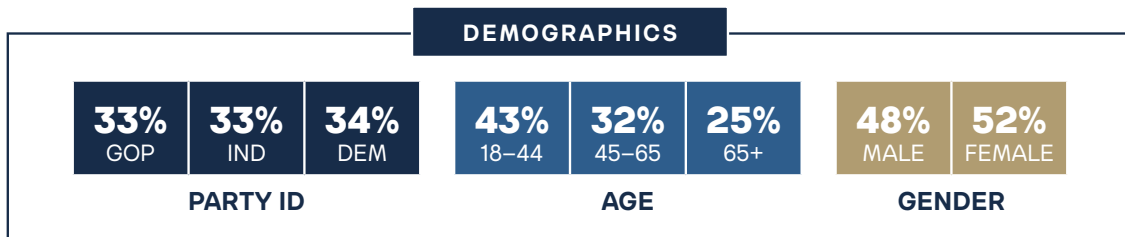


# Conclusion

## Policymakers Should Encourage AI Innovation While Addressing Targeted Risks

Americans see AI as a tool for progress in medical research, cost-of-living reductions, and public safety. They want accountability for AI misuse but reject broad, reactionary restrictions that could stifle U.S. leadership in this technology. State-level overregulation could create inconsistency, slow innovation, and drive AI research overseas. A balanced, expert-driven federal approach is the best way forward.

View the full polling results at [ciceroinstitute.org/research/voters-weight-in-on-ai-and-americas-future/](https://ciceroinstitute.org/research/voters-weight-in-on-ai-and-americas-future/) or scan the QR code.



Results for this poll were collected using a sampling frame that gathered responses from 1,170 likely national voters during live calls, online panels, and automated telephone interviews conducted by Cor Strategies, Inc.

The survey was conducted February 6–10, 2025. The margin of sampling error is  $\pm 2.87$  percentage points. The margin of sampling error may be higher or lower for subgroups. Results presented may not always appear to total 100 percent due to rounding.

Data were post-stratified using weighted demographic information from the U.S. Census Bureau's Current Population Survey Voting and Registration Supplement and the state election authorities.

Demographic information for actual voters in past elections was used to construct sample target weights.

***Cicero Institute paid for all costs associated with this survey.***



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