

The Essential Report – Views on AI

25 May 2021



The Essential Report

Date: 25/05/2021

Prepared By: Essential Research

Data Supplied by:



Our researchers are members of the Research Society.



About this poll

This report summarises the results of a fortnightly omnibus conducted by Essential Research with data provided by Qualtrics. The survey was conducted online from 19th to 23rd May 2021 and is based on 1,100 respondents.

The methodology used to carry out this research is described in the appendix at the end of the report.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Concern towards use of facial recognition technology and AI

Q Thinking now about the use of facial recognition technology and Artificial Intelligence (AI), how concerned are you about the following?

| | TOTAL: Concerned | TOTAL: Not concerned | Very concerned | Quite concerned | Not that concerned | Not at all concerned |
|--|---------------------|-------------------------|----------------|-----------------|-----------------------|-------------------------|
| Companies using AI to make decisions about me | 73% | 27% | 37% | 36% | 21% | 6% |
| The government using AI to make decisions about me | 70% | 30% | 36% | 34% | 23% | 6% |
| Corporations using facial recognition technology | 59% | 41% | 27% | 33% | 32% | 9% |
| Law enforcement agencies using facial recognition technology | 47% | 53% | 19% | 28% | 38% | 15% |

Support for measures involving the use of AI and automation

Q To what extent would you support or oppose the following measures involving the use of Artificial Intelligence (AI) and automation?

| | TOTAL: Support | TOTAL: Oppose | Strongly support | Somewhat support | Neither oppose nor support | Somewhat oppose | Strongly oppose | Unsure |
|---|-------------------|------------------|---------------------|---------------------|----------------------------------|--------------------|--------------------|--------|
| Require a human to have oversight and accountability for all automated government decisions | 62% | 12% | 40% | 23% | 19% | 5% | 6% | 7% |
| Require all AI to comply with anti-discrimination laws in Australia | 60% | 13% | 39% | 21% | 21% | 6% | 6% | 7% |
| Pause the use of facial recognition technology in Australia until safeguards are in place | 55% | 15% | 33% | 23% | 24% | 10% | 5% | 6% |
| Establish a special government authority to oversee AI in Australia | 55% | 14% | 28% | 27% | 23% | 8% | 7% | 8% |



Concern towards use of facial recognition technology and AI

Q Thinking now about the use of facial recognition technology and Artificial Intelligence (AI), how concerned are you about the following?

Law enforcement agencies using facial recognition technology

| | Total | Gender | | Age | | | Education | | |
|----------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Very concerned | 19% | 25% | 14% | 20% | 25% | 14% | 13% | 19% | 24% |
| Quite concerned | 28% | 29% | 26% | 33% | 28% | 22% | 25% | 27% | 31% |
| Not that concerned | 38% | 32% | 44% | 35% | 33% | 45% | 43% | 40% | 31% |
| Not at all concerned | 15% | 14% | 16% | 12% | 14% | 19% | 19% | 14% | 14% |
| TOTAL: Concerned | 47% | 54% | 41% | 54% | 53% | 36% | 38% | 46% | 55% |
| TOTAL: Not concerned | 53% | 46% | 59% | 46% | 47% | 64% | 62% | 54% | 45% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Very concerned | 21% | 19% | 21% | 12% | 17% | 18% | 22% | 22% | 19% | 13% |
| Quite concerned | 29% | 26% | 25% | 30% | 26% | 30% | 22% | 33% | 22% | 21% |
| Not that concerned | 37% | 41% | 36% | 46% | 34% | 37% | 40% | 33% | 43% | 45% |
| Not at all concerned | 12% | 14% | 18% | 12% | 23% | 14% | 17% | 12% | 15% | 21% |
| TOTAL: Concerned | 51% | 45% | 46% | 42% | 43% | 49% | 43% | 54% | 41% | 34% |
| TOTAL: Not concerned | 49% | 55% | 54% | 58% | 57% | 51% | 57% | 46% | 59% | 66% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Very concerned | 21% | 16% | 19% | 33% | 19% | 16% | 22% | 20% | 19% |
| Quite concerned | 28% | 28% | 26% | 31% | 25% | 31% | 28% | 30% | 26% |
| Not that concerned | 38% | 38% | 39% | 28% | 41% | 40% | 34% | 32% | 41% |
| Not at all concerned | 13% | 19% | 16% | 8% | 16% | 13% | 16% | 18% | 13% |
| TOTAL: Concerned | 49% | 44% | 45% | 64% | 44% | 47% | 50% | 50% | 45% |
| TOTAL: Not concerned | 51% | 56% | 55% | 36% | 56% | 53% | 50% | 50% | 55% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Concern towards use of facial recognition technology and AI

Q Thinking now about the use of facial recognition technology and Artificial Intelligence (AI), how concerned are you about the following?

Corporations using facial recognition technology

| | Total | Gender | | Age | | | Education | | |
|----------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Very concerned | 27% | 31% | 22% | 25% | 30% | 24% | 23% | 27% | 29% |
| Quite concerned | 33% | 32% | 33% | 30% | 33% | 35% | 27% | 34% | 36% |
| Not that concerned | 32% | 29% | 35% | 37% | 28% | 32% | 40% | 32% | 27% |
| Not at all concerned | 9% | 8% | 10% | 8% | 8% | 9% | 10% | 7% | 9% |
| TOTAL: Concerned | 59% | 63% | 56% | 55% | 63% | 59% | 50% | 61% | 65% |
| TOTAL: Not concerned | 41% | 37% | 44% | 45% | 37% | 41% | 50% | 39% | 35% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Very concerned | 29% | 26% | 25% | 19% | 28% | 25% | 29% | 26% | 30% | 23% |
| Quite concerned | 34% | 31% | 31% | 34% | 31% | 34% | 31% | 36% | 24% | 32% |
| Not that concerned | 29% | 35% | 33% | 39% | 30% | 32% | 32% | 30% | 36% | 35% |
| Not at all concerned | 8% | 8% | 10% | 8% | 11% | 9% | 9% | 7% | 9% | 10% |
| TOTAL: Concerned | 63% | 57% | 56% | 53% | 59% | 59% | 60% | 63% | 55% | 55% |
| TOTAL: Not concerned | 37% | 43% | 44% | 47% | 41% | 41% | 40% | 37% | 45% | 45% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Very concerned | 27% | 22% | 20% | 47% | 28% | 24% | 26% | 24% | 28% |
| Quite concerned | 36% | 33% | 35% | 27% | 30% | 36% | 34% | 33% | 33% |
| Not that concerned | 29% | 36% | 34% | 20% | 33% | 32% | 33% | 32% | 32% |
| Not at all concerned | 8% | 9% | 10% | 6% | 9% | 8% | 7% | 11% | 7% |
| TOTAL: Concerned | 63% | 55% | 55% | 74% | 58% | 60% | 59% | 57% | 61% |
| TOTAL: Not concerned | 37% | 45% | 45% | 26% | 42% | 40% | 41% | 43% | 39% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Concern towards use of facial recognition technology and AI

Q Thinking now about the use of facial recognition technology and Artificial Intelligence (AI), how concerned are you about the following?

The government using AI to make decisions about me

| | Total | Gender | | Age | | | Education | | |
|----------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Very concerned | 36% | 35% | 37% | 32% | 37% | 39% | 32% | 40% | 34% |
| Quite concerned | 34% | 36% | 33% | 32% | 37% | 33% | 35% | 33% | 36% |
| Not that concerned | 23% | 22% | 25% | 29% | 20% | 22% | 24% | 22% | 24% |
| Not at all concerned | 6% | 7% | 6% | 6% | 6% | 7% | 9% | 5% | 6% |
| TOTAL: Concerned | 70% | 71% | 70% | 65% | 74% | 72% | 67% | 74% | 70% |
| TOTAL: Not concerned | 30% | 29% | 30% | 35% | 26% | 28% | 33% | 26% | 30% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Very concerned | 38% | 33% | 39% | 29% | 40% | 34% | 41% | 33% | 40% | 37% |
| Quite concerned | 35% | 35% | 28% | 37% | 33% | 34% | 34% | 37% | 31% | 34% |
| Not that concerned | 21% | 26% | 25% | 30% | 18% | 26% | 19% | 25% | 23% | 22% |
| Not at all concerned | 6% | 5% | 9% | 4% | 9% | 6% | 6% | 5% | 6% | 7% |
| TOTAL: Concerned | 73% | 69% | 66% | 66% | 73% | 68% | 75% | 70% | 71% | 71% |
| TOTAL: Not concerned | 27% | 31% | 34% | 34% | 27% | 32% | 25% | 30% | 29% | 29% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Very concerned | 37% | 30% | 35% | 59% | 40% | 34% | 32% | 32% | 39% |
| Quite concerned | 36% | 36% | 33% | 31% | 32% | 39% | 33% | 36% | 33% |
| Not that concerned | 21% | 28% | 24% | 8% | 22% | 23% | 28% | 24% | 23% |
| Not at all concerned | 7% | 6% | 8% | 2% | 6% | 4% | 7% | 8% | 6% |
| TOTAL: Concerned | 72% | 66% | 68% | 90% | 72% | 73% | 65% | 69% | 71% |
| TOTAL: Not concerned | 28% | 34% | 32% | 10% | 28% | 27% | 35% | 31% | 29% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Concern towards use of facial recognition technology and AI

Q Thinking now about the use of facial recognition technology and Artificial Intelligence (AI), how concerned are you about the following?

Companies using AI to make decisions about me

| | Total | Gender | | Age | | | Education | | |
|----------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Very concerned | 37% | 38% | 37% | 30% | 38% | 43% | 32% | 41% | 38% |
| Quite concerned | 36% | 34% | 37% | 38% | 35% | 34% | 37% | 35% | 37% |
| Not that concerned | 21% | 21% | 20% | 26% | 21% | 16% | 23% | 19% | 20% |
| Not at all concerned | 6% | 7% | 6% | 7% | 6% | 7% | 7% | 5% | 6% |
| TOTAL: Concerned | 73% | 72% | 74% | 68% | 74% | 77% | 70% | 76% | 74% |
| TOTAL: Not concerned | 27% | 28% | 26% | 32% | 26% | 23% | 30% | 24% | 26% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Very concerned | 38% | 34% | 40% | 27% | 45% | 35% | 42% | 33% | 41% | 44% |
| Quite concerned | 39% | 38% | 28% | 40% | 32% | 36% | 36% | 39% | 33% | 32% |
| Not that concerned | 17% | 22% | 25% | 27% | 15% | 23% | 16% | 22% | 21% | 16% |
| Not at all concerned | 6% | 6% | 7% | 7% | 9% | 6% | 7% | 6% | 5% | 7% |
| TOTAL: Concerned | 77% | 72% | 68% | 67% | 76% | 71% | 77% | 72% | 74% | 76% |
| TOTAL: Not concerned | 23% | 28% | 32% | 33% | 24% | 29% | 23% | 28% | 26% | 24% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Very concerned | 40% | 33% | 34% | 57% | 43% | 36% | 32% | 32% | 41% |
| Quite concerned | 34% | 37% | 40% | 29% | 33% | 39% | 37% | 37% | 35% |
| Not that concerned | 19% | 24% | 16% | 11% | 18% | 21% | 25% | 23% | 19% |
| Not at all concerned | 7% | 6% | 10% | 2% | 6% | 5% | 6% | 7% | 6% |
| TOTAL: Concerned | 74% | 70% | 74% | 86% | 76% | 74% | 69% | 70% | 75% |
| TOTAL: Not concerned | 26% | 30% | 26% | 14% | 24% | 26% | 31% | 30% | 25% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Support for measures involving the use of AI and automation

Q To what extent would you support or oppose the following measures involving the use of Artificial Intelligence (AI) and automation?

Pause the use of facial recognition technology in Australia until safeguards are in place

| | Total | Gender | | Age | | | Education | | |
|----------------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Strongly support | 33% | 32% | 34% | 22% | 31% | 44% | 28% | 37% | 31% |
| Somewhat support | 23% | 24% | 22% | 22% | 23% | 23% | 19% | 23% | 27% |
| Neither support nor oppose | 24% | 24% | 24% | 30% | 23% | 20% | 31% | 22% | 20% |
| Somewhat oppose | 10% | 11% | 9% | 14% | 9% | 6% | 10% | 7% | 14% |
| Strongly oppose | 5% | 6% | 5% | 6% | 7% | 3% | 5% | 6% | 5% |
| Unsure | 6% | 4% | 7% | 5% | 7% | 5% | 7% | 6% | 3% |
| TOTAL: Support | 55% | 55% | 55% | 44% | 55% | 66% | 47% | 60% | 58% |
| TOTAL: Oppose | 15% | 16% | 13% | 20% | 16% | 9% | 14% | 13% | 18% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Strongly support | 30% | 32% | 38% | 30% | 37% | 32% | 35% | 27% | 31% | 47% |
| Somewhat support | 26% | 22% | 21% | 19% | 19% | 23% | 21% | 26% | 19% | 22% |
| Neither support nor oppose | 24% | 27% | 21% | 33% | 22% | 26% | 22% | 24% | 28% | 21% |
| Somewhat oppose | 10% | 9% | 10% | 7% | 8% | 10% | 9% | 12% | 8% | 5% |
| Strongly oppose | 5% | 5% | 5% | 5% | 8% | 5% | 5% | 6% | 7% | 1% |
| Unsure | 6% | 5% | 5% | 5% | 5% | 5% | 8% | 5% | 7% | 4% |
| TOTAL: Support | 56% | 54% | 59% | 50% | 57% | 55% | 56% | 53% | 50% | 69% |
| TOTAL: Oppose | 14% | 14% | 15% | 12% | 17% | 15% | 14% | 18% | 15% | 6% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Strongly support | 36% | 34% | 20% | 46% | 38% | 33% | 26% | 27% | 36% |
| Somewhat support | 22% | 27% | 24% | 15% | 20% | 26% | 27% | 25% | 21% |
| Neither support nor oppose | 24% | 21% | 35% | 15% | 26% | 23% | 22% | 24% | 24% |
| Somewhat oppose | 9% | 9% | 11% | 10% | 6% | 10% | 14% | 13% | 7% |
| Strongly oppose | 5% | 5% | 6% | 7% | 4% | 4% | 8% | 6% | 5% |
| Unsure | 4% | 4% | 4% | 7% | 7% | 4% | 4% | 5% | 6% |
| TOTAL: Support | 58% | 60% | 44% | 61% | 58% | 59% | 52% | 52% | 57% |
| TOTAL: Oppose | 13% | 15% | 17% | 17% | 10% | 14% | 23% | 19% | 12% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Support for measures involving the use of AI and automation

Q To what extent would you support or oppose the following measures involving the use of Artificial Intelligence (AI) and automation?

Require a human to have oversight and accountability for all automated government decisions

| | Total | Gender | | Age | | | Education | | |
|----------------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Strongly support | 40% | 39% | 40% | 24% | 38% | 55% | 36% | 45% | 37% |
| Somewhat support | 23% | 24% | 22% | 24% | 22% | 23% | 19% | 19% | 30% |
| Neither support nor oppose | 19% | 20% | 18% | 28% | 19% | 12% | 25% | 18% | 17% |
| Somewhat oppose | 5% | 6% | 5% | 9% | 6% | 2% | 6% | 5% | 5% |
| Strongly oppose | 6% | 6% | 6% | 9% | 8% | 2% | 6% | 7% | 6% |
| Unsure | 7% | 5% | 8% | 6% | 7% | 7% | 9% | 6% | 4% |
| TOTAL: Support | 62% | 63% | 62% | 48% | 59% | 78% | 54% | 64% | 67% |
| TOTAL: Oppose | 12% | 12% | 12% | 18% | 15% | 4% | 12% | 12% | 12% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Strongly support | 37% | 36% | 47% | 37% | 46% | 38% | 44% | 33% | 38% | 57% |
| Somewhat support | 28% | 23% | 20% | 24% | 14% | 24% | 20% | 26% | 19% | 20% |
| Neither support nor oppose | 17% | 21% | 16% | 27% | 20% | 20% | 16% | 21% | 21% | 14% |
| Somewhat oppose | 5% | 5% | 5% | 4% | 7% | 6% | 5% | 7% | 6% | 1% |
| Strongly oppose | 5% | 8% | 7% | 3% | 8% | 6% | 6% | 8% | 8% | 1% |
| Unsure | 7% | 6% | 5% | 5% | 5% | 6% | 9% | 6% | 8% | 6% |
| TOTAL: Support | 65% | 60% | 67% | 61% | 60% | 62% | 64% | 59% | 58% | 77% |
| TOTAL: Oppose | 10% | 13% | 12% | 7% | 15% | 12% | 11% | 14% | 14% | 2% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Strongly support | 43% | 39% | 44% | 44% | 48% | 42% | 29% | 33% | 44% |
| Somewhat support | 21% | 30% | 15% | 20% | 15% | 25% | 31% | 24% | 22% |
| Neither support nor oppose | 19% | 17% | 24% | 13% | 20% | 18% | 19% | 21% | 18% |
| Somewhat oppose | 5% | 6% | 6% | 6% | 4% | 5% | 8% | 7% | 5% |
| Strongly oppose | 8% | 5% | 5% | 10% | 5% | 5% | 10% | 9% | 5% |
| Unsure | 5% | 5% | 6% | 7% | 8% | 5% | 4% | 7% | 7% |
| TOTAL: Support | 63% | 68% | 59% | 63% | 64% | 67% | 60% | 57% | 66% |
| TOTAL: Oppose | 13% | 10% | 11% | 16% | 9% | 11% | 17% | 15% | 10% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Support for measures involving the use of AI and automation

Q To what extent would you support or oppose the following measures involving the use of Artificial Intelligence (AI) and automation?

Require all AI to comply with anti-discrimination laws in Australia

| | Total | Gender | | Age | | | Education | | |
|----------------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Strongly support | 39% | 40% | 38% | 29% | 36% | 51% | 31% | 42% | 43% |
| Somewhat support | 21% | 20% | 21% | 18% | 21% | 23% | 20% | 20% | 24% |
| Neither support nor oppose | 21% | 22% | 20% | 28% | 21% | 14% | 26% | 20% | 17% |
| Somewhat oppose | 6% | 6% | 7% | 11% | 6% | 2% | 8% | 5% | 7% |
| Strongly oppose | 6% | 8% | 5% | 7% | 8% | 4% | 6% | 7% | 6% |
| Unsure | 7% | 5% | 9% | 7% | 9% | 6% | 9% | 8% | 4% |
| TOTAL: Support | 60% | 60% | 59% | 47% | 57% | 73% | 50% | 61% | 67% |
| TOTAL: Oppose | 13% | 14% | 12% | 19% | 14% | 7% | 14% | 11% | 13% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Strongly support | 36% | 38% | 42% | 39% | 47% | 39% | 39% | 35% | 36% | 55% |
| Somewhat support | 26% | 18% | 20% | 19% | 16% | 22% | 19% | 23% | 17% | 23% |
| Neither support nor oppose | 19% | 24% | 20% | 23% | 17% | 22% | 18% | 22% | 23% | 12% |
| Somewhat oppose | 6% | 6% | 6% | 9% | 8% | 6% | 7% | 7% | 8% | 1% |
| Strongly oppose | 6% | 8% | 5% | 3% | 8% | 6% | 7% | 8% | 6% | 3% |
| Unsure | 7% | 7% | 7% | 7% | 4% | 5% | 10% | 6% | 9% | 6% |
| TOTAL: Support | 62% | 56% | 62% | 57% | 63% | 60% | 58% | 57% | 52% | 78% |
| TOTAL: Oppose | 12% | 13% | 11% | 12% | 16% | 12% | 14% | 15% | 15% | 4% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Strongly support | 43% | 39% | 39% | 40% | 42% | 43% | 36% | 33% | 42% |
| Somewhat support | 21% | 24% | 20% | 21% | 21% | 22% | 21% | 22% | 20% |
| Neither support nor oppose | 20% | 18% | 23% | 14% | 18% | 20% | 22% | 22% | 20% |
| Somewhat oppose | 4% | 7% | 10% | 9% | 7% | 3% | 9% | 8% | 5% |
| Strongly oppose | 7% | 6% | 4% | 8% | 5% | 8% | 7% | 9% | 5% |
| Unsure | 5% | 5% | 4% | 8% | 8% | 5% | 4% | 6% | 8% |
| TOTAL: Support | 64% | 63% | 59% | 60% | 62% | 65% | 57% | 55% | 62% |
| TOTAL: Oppose | 11% | 14% | 14% | 17% | 12% | 11% | 16% | 17% | 10% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Support for measures involving the use of AI and automation

Q To what extent would you support or oppose the following measures involving the use of Artificial Intelligence (AI) and automation?

Establish a special government authority to oversee AI in Australia

| | Total | Gender | | Age | | | Education | | |
|----------------------------|--------------|--------|--------|-------|-------|-----|---------------------|-----------------------------|----------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Secondary Education | Professional Qualifications | University Education |
| Strongly support | 28% | 30% | 26% | 18% | 27% | 39% | 23% | 29% | 32% |
| Somewhat support | 27% | 29% | 25% | 29% | 24% | 28% | 23% | 29% | 29% |
| Neither support nor oppose | 23% | 21% | 24% | 30% | 22% | 17% | 28% | 21% | 21% |
| Somewhat oppose | 8% | 7% | 8% | 12% | 8% | 4% | 10% | 7% | 8% |
| Strongly oppose | 7% | 7% | 6% | 6% | 10% | 5% | 6% | 7% | 5% |
| Unsure | 8% | 5% | 10% | 7% | 9% | 7% | 10% | 7% | 6% |
| TOTAL: Support | 55% | 59% | 52% | 46% | 51% | 67% | 46% | 58% | 61% |
| TOTAL: Oppose | 14% | 15% | 14% | 18% | 18% | 9% | 16% | 14% | 13% |
| Base (n) | 1,100 | 539 | 561 | 341 | 379 | 380 | 273 | 438 | 353 |



| | State | | | | | Location | | Employment Status | | |
|----------------------------|-------|-----|-----|-----|-----|--------------|------------------|--------------------|------------------------|---------|
| | NSW | VIC | QLD | SA | WA | Capital City | Non-Capital City | In paid employment | Not in paid employment | Retired |
| Strongly support | 26% | 32% | 26% | 30% | 29% | 27% | 30% | 24% | 27% | 41% |
| Somewhat support | 29% | 23% | 33% | 28% | 21% | 28% | 24% | 28% | 21% | 30% |
| Neither support nor oppose | 22% | 24% | 21% | 26% | 22% | 24% | 21% | 25% | 24% | 15% |
| Somewhat oppose | 8% | 10% | 5% | 6% | 9% | 8% | 8% | 9% | 10% | 3% |
| Strongly oppose | 6% | 5% | 7% | 3% | 14% | 6% | 7% | 6% | 9% | 3% |
| Unsure | 9% | 6% | 9% | 7% | 6% | 7% | 10% | 7% | 9% | 7% |
| TOTAL: Support | 55% | 55% | 58% | 59% | 49% | 56% | 54% | 53% | 48% | 71% |
| TOTAL: Oppose | 14% | 15% | 11% | 8% | 23% | 14% | 16% | 16% | 18% | 6% |
| Base (n) | 350 | 277 | 221 | 89 | 111 | 738 | 362 | 587 | 240 | 231 |

| | Federal Voting Intention | | | | Household Income* | | | Household Composition | |
|----------------------------|--------------------------|--------------------|--------|--------------|---------------------|-------------------|--------------------|-----------------------|-----------------------|
| | Labor | Liberal + National | Greens | TOTAL: Other | TOTAL: Lower Income | TOTAL: Mid Income | TOTAL: High Income | Dependent Children | No Dependent Children |
| Strongly support | 28% | 33% | 26% | 32% | 30% | 33% | 23% | 24% | 31% |
| Somewhat support | 27% | 29% | 25% | 24% | 27% | 27% | 29% | 26% | 28% |
| Neither support nor oppose | 24% | 20% | 26% | 17% | 21% | 21% | 26% | 25% | 21% |
| Somewhat oppose | 9% | 8% | 12% | 6% | 7% | 7% | 11% | 11% | 6% |
| Strongly oppose | 6% | 4% | 7% | 13% | 7% | 5% | 7% | 7% | 6% |
| Unsure | 6% | 6% | 4% | 8% | 8% | 7% | 4% | 7% | 8% |
| TOTAL: Support | 56% | 62% | 51% | 56% | 57% | 60% | 52% | 50% | 59% |
| TOTAL: Oppose | 15% | 12% | 19% | 18% | 14% | 12% | 18% | 18% | 12% |
| Base (n) | 369 | 410 | 105 | 112 | 378 | 336 | 296 | 424 | 676 |



Appendix: Household income definitions*

| | |
|---------------------|---|
| TOTAL: Lower Income | Up to \$51,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |
| TOTAL: Mid Income | \$52,000 to \$103,999 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |
| TOTAL: High Income | More than \$104,000 per year Total of all wages/salaries, government benefits, pensions, allowances and other income that your household usually receives (GROSS – before tax and superannuation deductions) |

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a fortnightly online omnibus conducted by Qualtrics.

Every two weeks, the team at Essential considers issues that are topical, and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect current media and social issues.

The response rate varies each week, but usually delivers 1000+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting.

The online omnibus is live from the Wednesday night and closed on the following Sunday. Incentives are offered to participants. Essential Research uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against Australian Bureau of Statistics (ABS) data.

All Essential Research staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour.