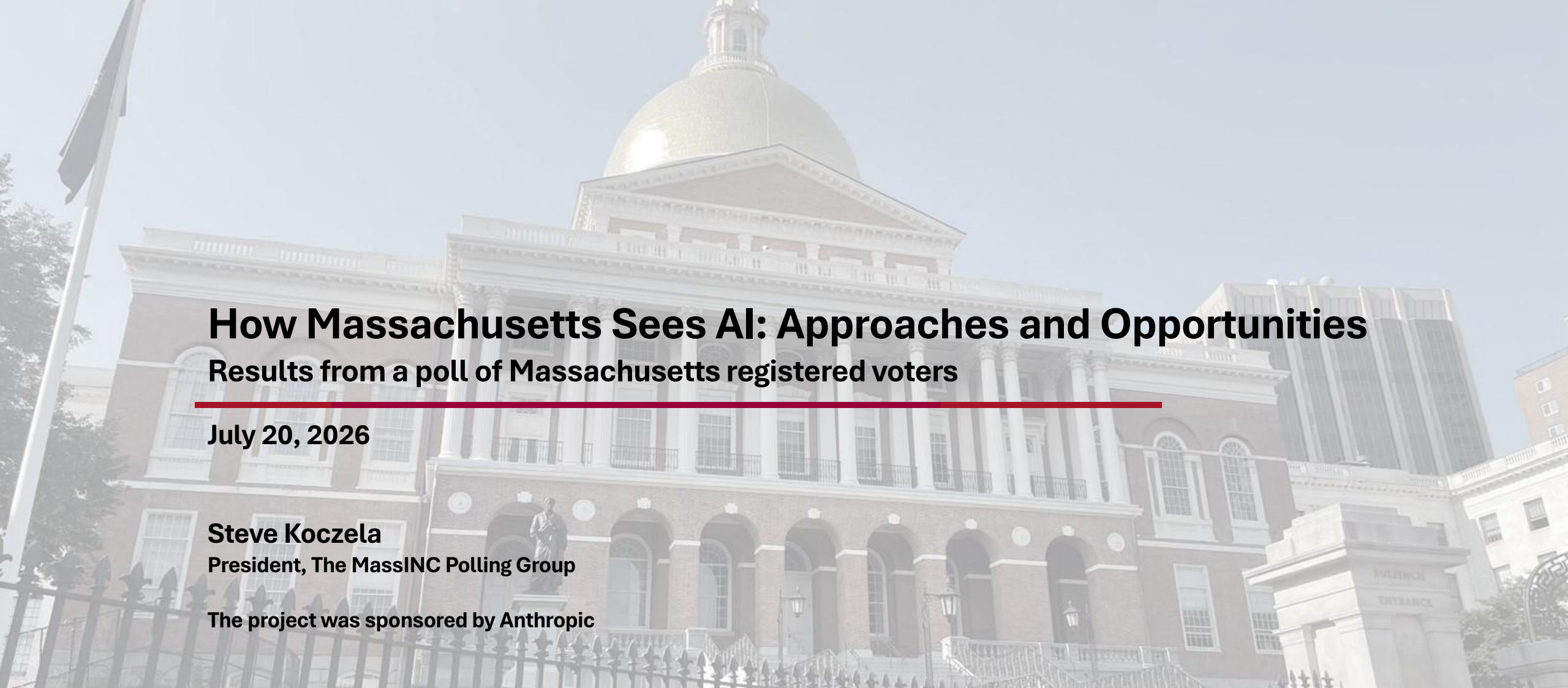




How Massachusetts Sees AI: Approaches and Opportunities

Results from a poll of Massachusetts registered voters

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The project was sponsored by Anthropic

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Survey Background

- Results are based on a survey of 1,264 Massachusetts registered voters. Oversamples were included to boost total response counts among Black, Latino, and AAPI voters to at least 150 each.
- The survey was conducted via live telephone, text to web, and online survey interviewing June 23 – June 1, 2026 via registration-based sampling procedures.
- Results were weighted by race, age, gender, education, political party, and county to reflect known and estimated population parameters for Massachusetts registered voters.
- This poll was sponsored by Anthropic and conducted by The MassINC Polling Group.

AI Familiarity and Usage

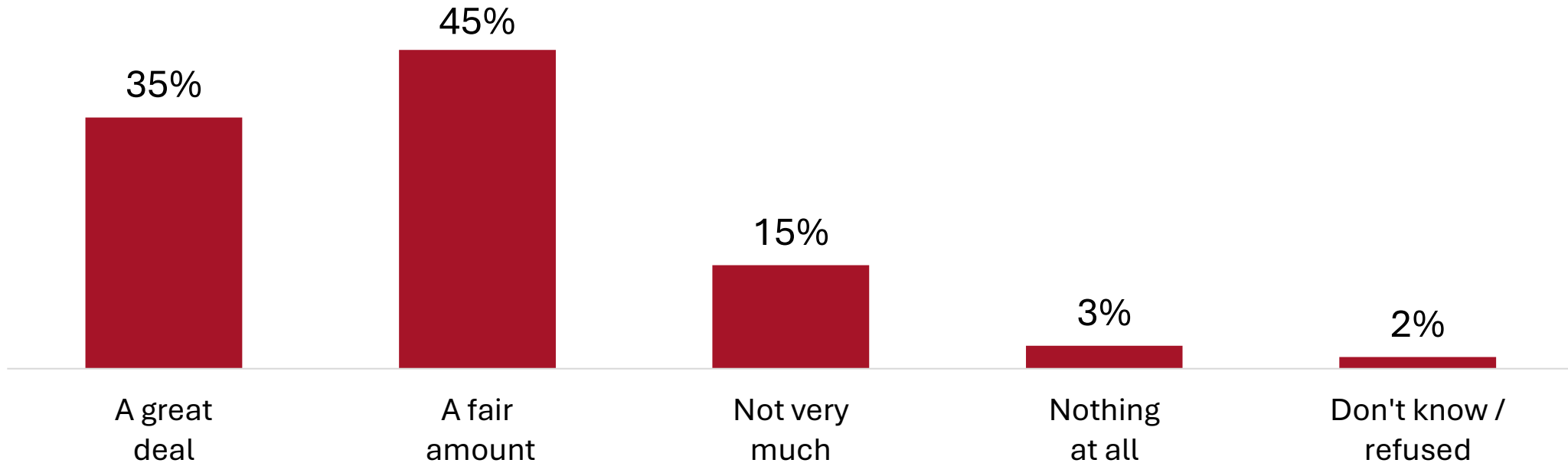


Heard or read about AI overall

- A large majority of Massachusetts voters report having heard or read at least a fair amount about AI.

Voters are broadly familiar with AI, and have heard or read at least a fair amount

% who say they have heard / read _____ about artificial intelligence



Overall familiarity with generative AI

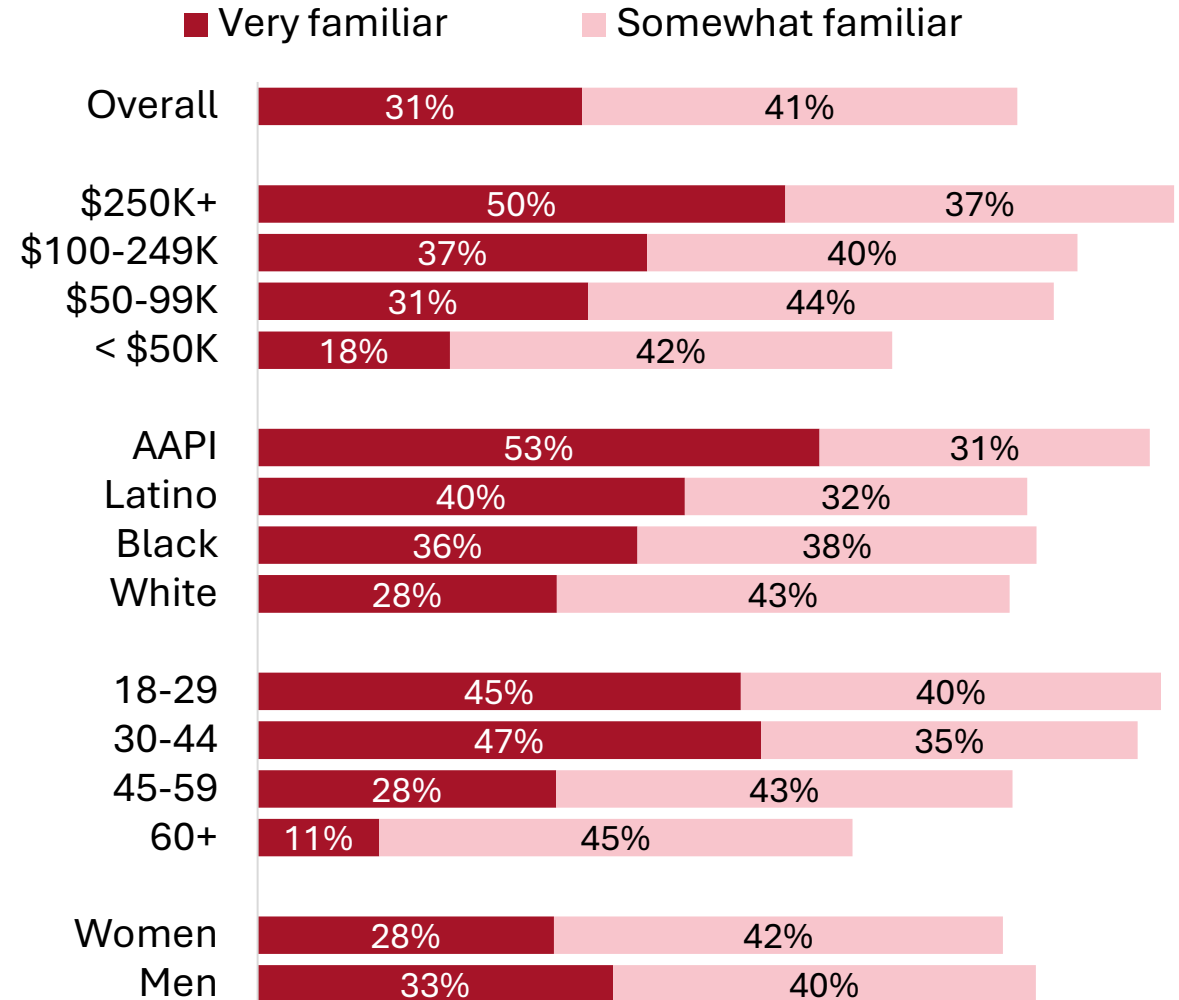
- Younger voters, upper income voters, and voters of color each report higher levels of familiarity with generative AI.
- This echoes themes we have seen in other Massachusetts polling among other population groups like parents or small business owners.

How familiar are you with generative AI tools, such as tools that can create text, images, or other output in response to a prompt?



Most are familiar with generative AI tools, with some variation

% who say they are familiar with generative AI tools



AI tool usage frequency

- Most voters report using AI tools to some degree, 39% saying they use them multiple times a week. Voters may use additional tools without realizing it.

Reported usage frequency	%
Every day	19%
A few times a week	20%
A few times a month	14%
Once a month or so	8%
Less often	10%
Not at all	27%
Don't know / refused	2%

A total of 61% report using AI tools at least once a month. 39% say they use them multiple times per week.

Concern about AI impacts

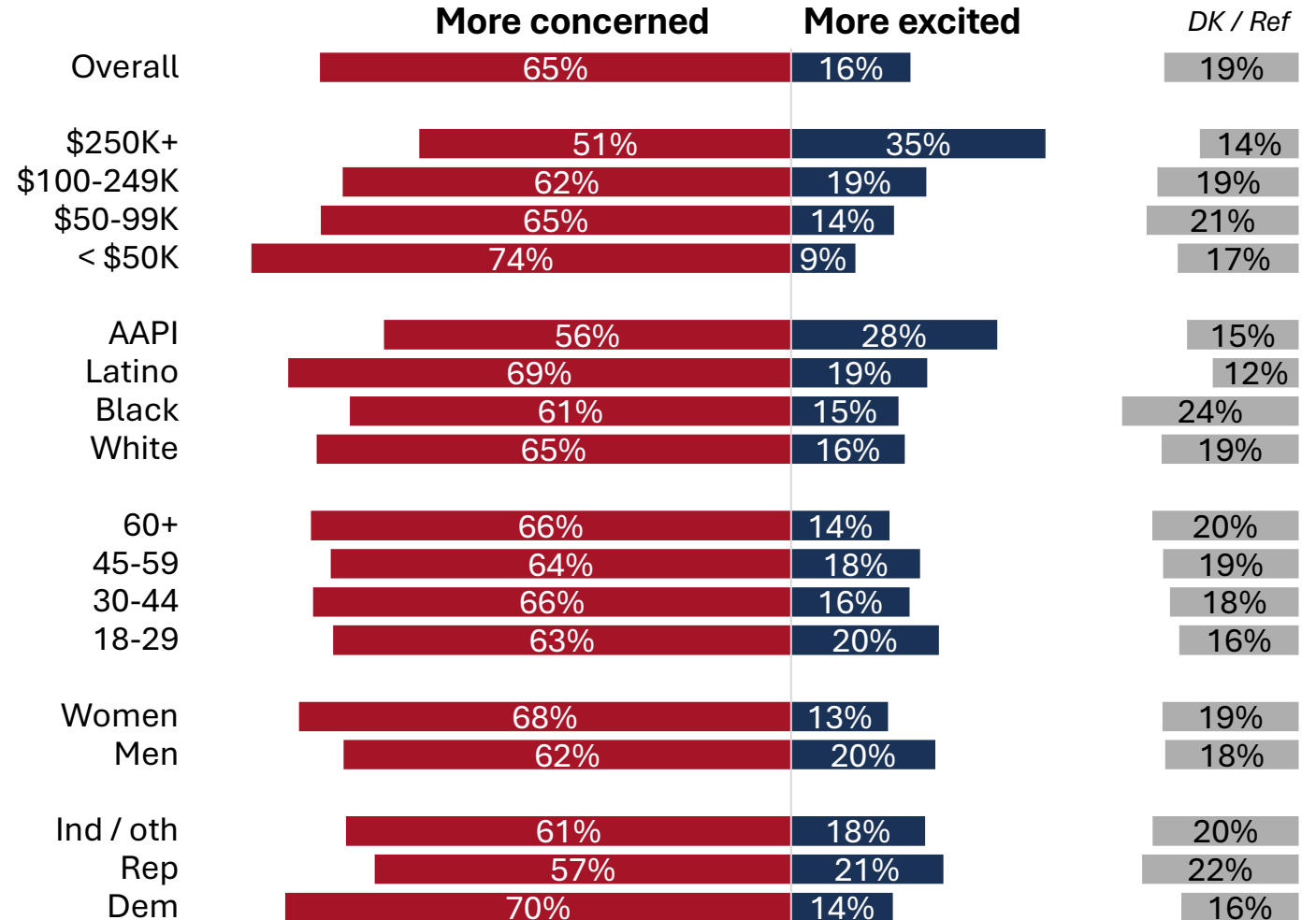


More concerned than excited

- Across every demographic group, concern about AI's potential dangers outweigh excitement at its potential benefits to humanity.
- This view is particularly elevated among lower income voters relative to higher income voters.

More say they are concerned about AI dangers than excited by AI potential

% who say they are more concerned or excited

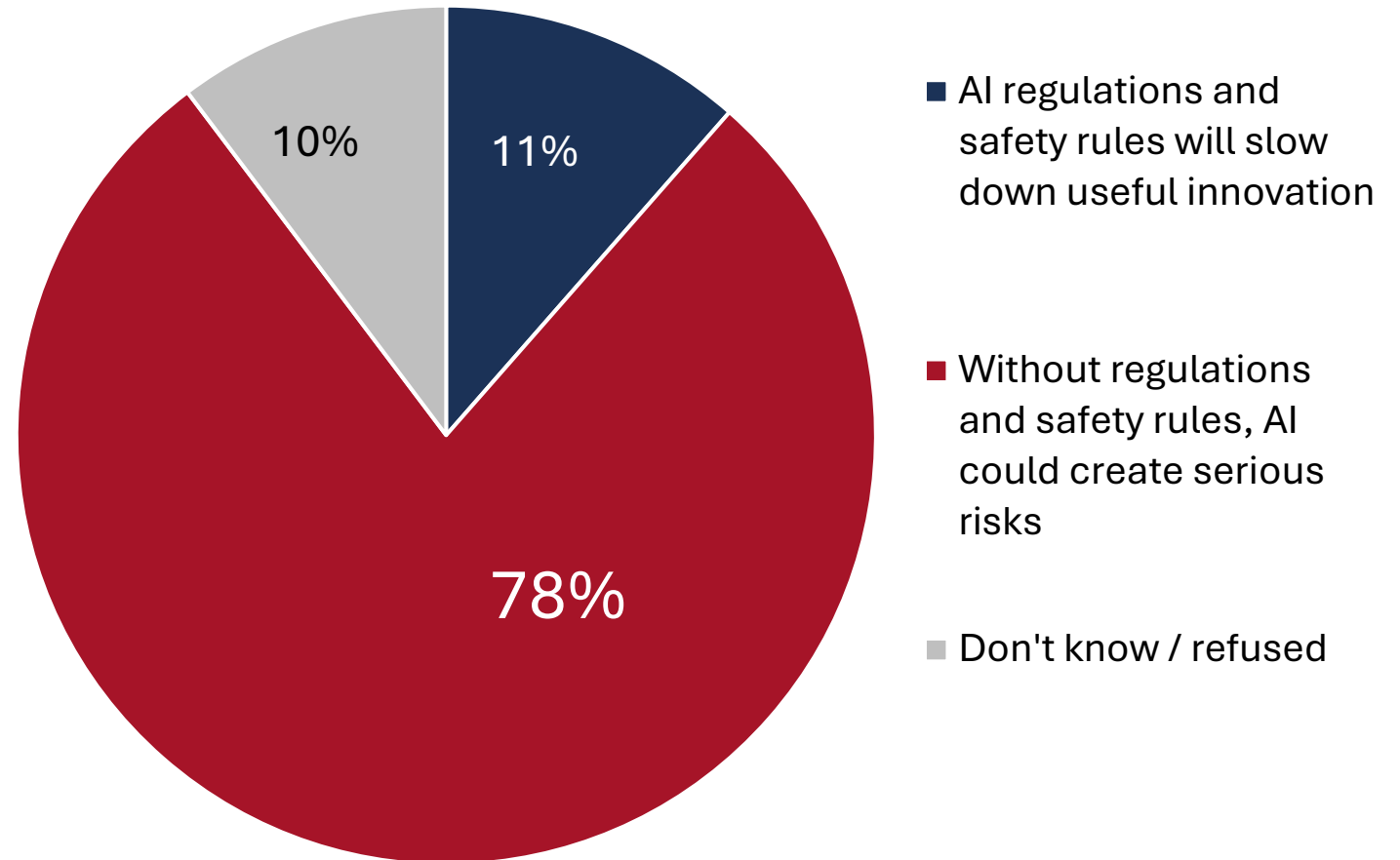


Would you say you are more excited by the potential of AI to help humanity or concerned about the potential dangers it brings?

Views on innovation and regulation

- Overall, voters are far more likely to express concern about the risks of unregulated AI development than about slowing down innovation.
- This perception exists among every demographic group included in the survey.

More are concerned about AI risks than slowing down innovation
% who say they are more concerned about each

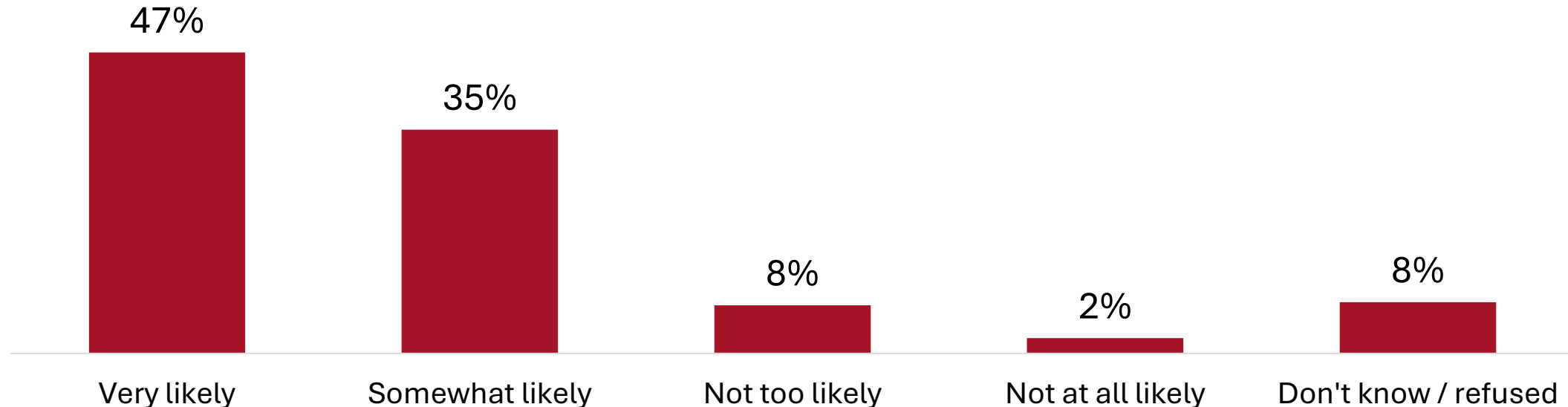


Possibility of serious risks

- Without regulations and legal safeguards, a large majority sees serious risks from AI systems as likely such as “enabling chemical, biological, radiological, or nuclear harms, large-scale cyberattacks, or other events causing widespread harm.”

Without regulations, voters see serious risks of CBRN, cyberattacks, or other harms

% who say serious risks are _____ without regulations and safeguards



Support for Rules and Regulations

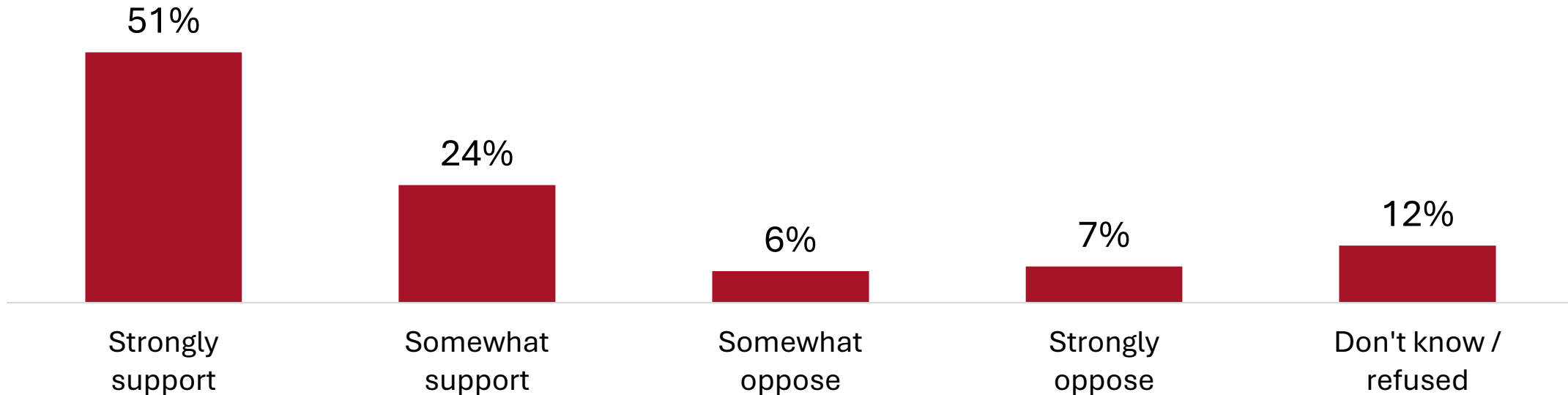


Overall AI regulation support

- A large majority supports the idea of regulations covering catastrophic risks with about half saying they “strongly support” the idea.

Three in four Massachusetts voters support proposed AI regulation package

% of Massachusetts voters who support / oppose AI regulation package



Regulations – views on the specifics

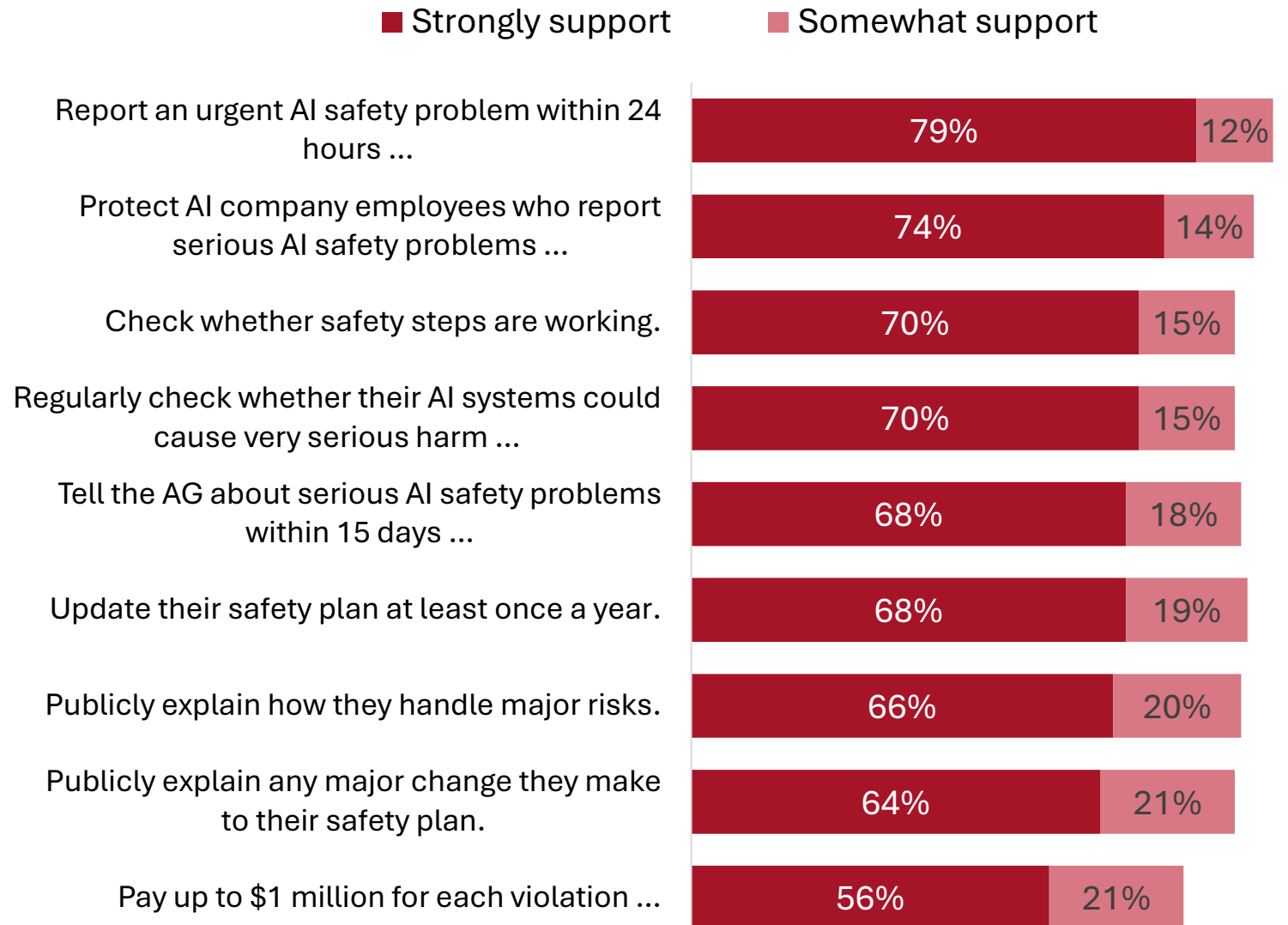
- Majorities of Massachusetts voters say they would strongly support each proposed regulatory step.
- Adding the % who “somewhat support” each proposal brings the totals over 75% support for each.

State officials are considering new laws related to AI development and risks. Do you support or oppose requiring big AI companies to do each of the following?



Massachusetts voters support the proposed AI regulatory steps

%strongly / somewhat support for each proposal



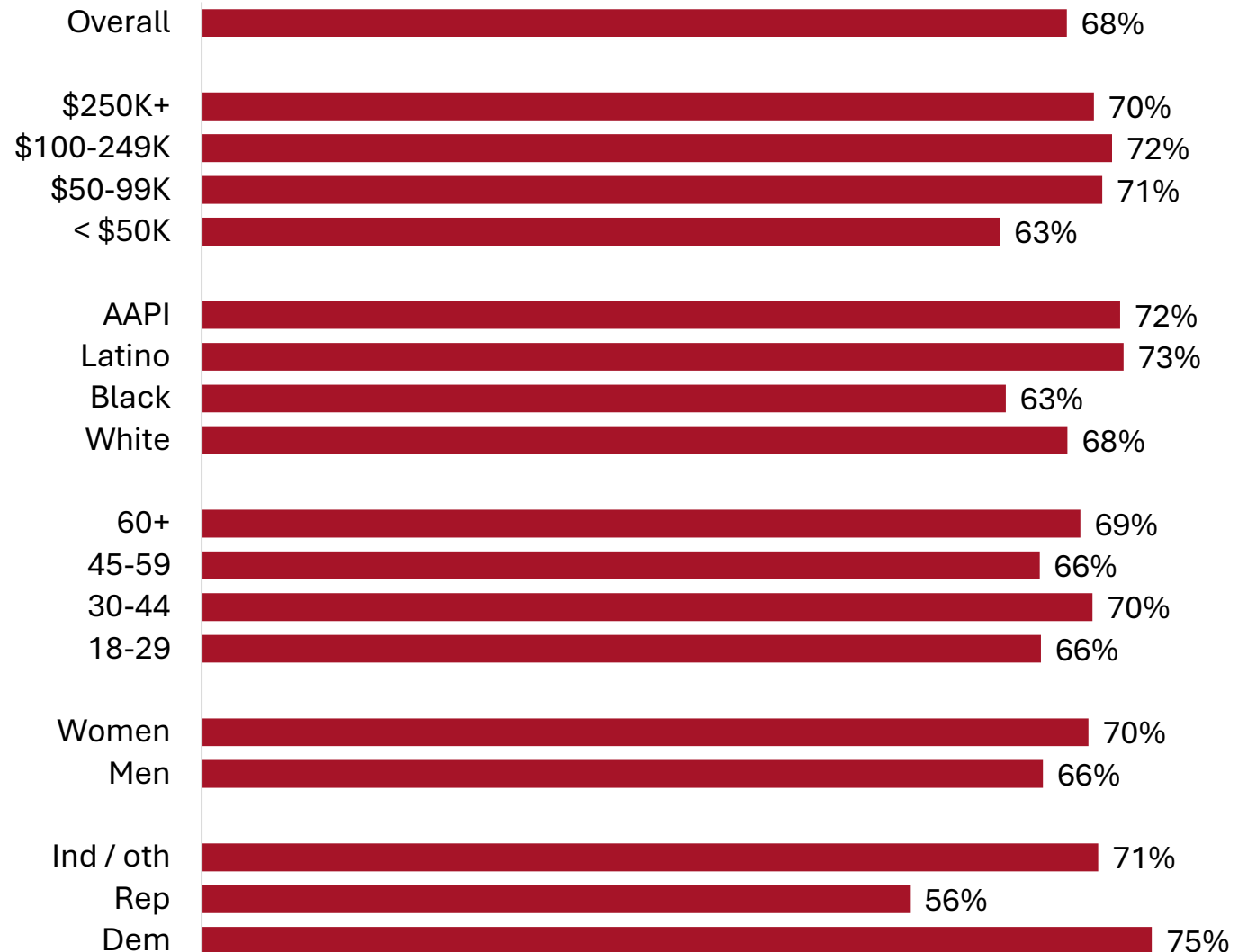
Support for regulations ... by demographic

- Majorities across every demographic group “strongly support” the proposed rules and regulations.
- Republicans are least supportive, but average support for the 9 proposed rules is still 56%.



Majorities across groups strongly support the proposed regulations

Average % “strongly support” for the 9 proposed rules, by demographic

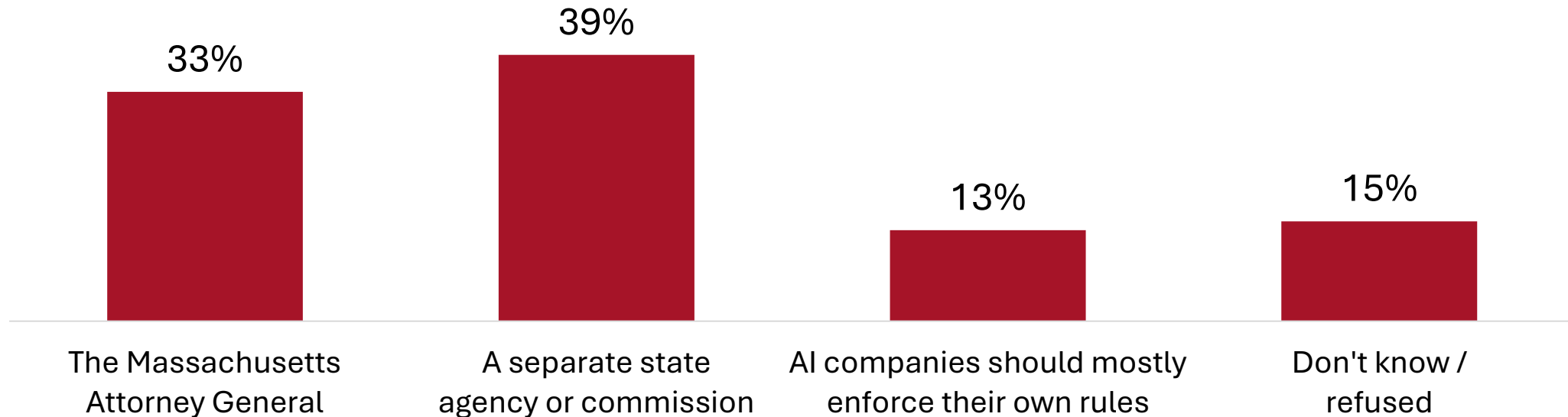


Uncertainty on enforcement mechanism

- Voters are not certain on how to enforce compliance with a new enforcement mechanism, though most choose a governmental entity rather than AI companies themselves.

Most would prefer either the state AG or a separate agency / commission to enforce rules

% of voters who say they would prefer each option to enforce the rules



Should Mass take the lead?

- By a wide margin, voters would prefer to see Massachusetts take the lead rather than waiting for other states or the federal government to act.

Voters express clear preference for Massachusetts to lead on rules

% who say Mass should lead / wait for states / federal government

Should Massachusetts wait for the federal government?

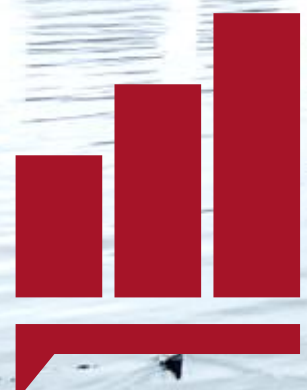
Massachusetts should take a leading role	66%
Massachusetts should wait for the federal government	21%
Don't know / refused	13%

Should Massachusetts wait for the other states?

Massachusetts should take a leading role	70%
Massachusetts should wait for other states	15%
Don't know / refused	15%

Do you think Massachusetts should take a leading role in setting safety rules for powerful AI systems, or should we wait for the federal government to act first?

Do you think Massachusetts should take a leading role in setting safety rules for powerful AI systems, or should we wait for more states to act first?



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