

VOSS RESEARCH STRATEGY

To: The Leadership Conference on Civil and Human Rights
Fr: Jonathan Voss, Voss Research and Strategy
Re: Support for Policies to Prevent AI Discrimination and Bias
Date: July 1, 2026

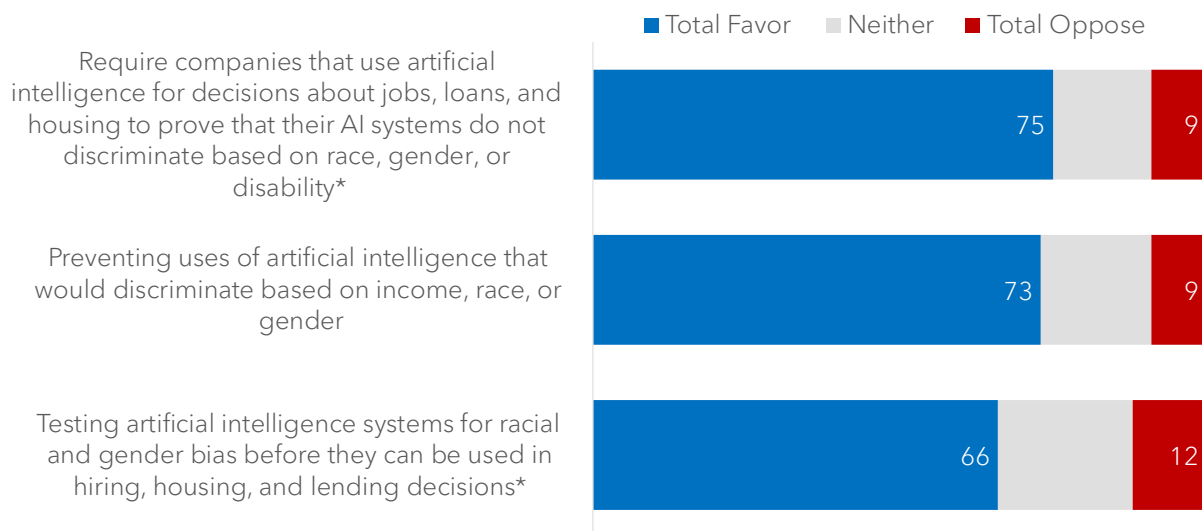
Strong majorities of the American public across demographics and partisan identities favor policies to regulate artificial intelligence to prevent bias and ensure that it does not discriminate.

People want government to require companies to prove that their AI systems do not discriminate and want to take steps to ensure there is no bias in AI systems used in hiring, housing, and lending decisions.

These findings stem from a national survey of adults conducted May 13-20, 2026.

- A 75 percent majority of Americans favor requiring companies that use AI for decisions about jobs, loans, and housing to prove that their AI systems do not discriminate based on race, gender, or disability.
- Similarly, 73 percent favor preventing uses of artificial intelligence that would discriminate based on income, race, or gender.
- And two thirds of Americans (66 percent) favor testing artificial intelligence systems for racial and gender bias before they can be used in hiring, housing, and lending decisions.

Now you are going to see a list of proposals to regulate the use of artificial intelligence. Please indicate if you favor or oppose each one.



*Split Sampled

Support for each proposal to regulate AI extends across demographic and partisan lines.

- By party, 81 percent of Democrats, 77 percent of independents, and 72 percent of Republicans favor a proposal to “require companies that use artificial intelligence for decisions about jobs, loans, and housing to prove that their AI systems do not discriminate based on race, gender, or disability.”
- Eighty-two (82) percent of Democrats, 74 percent of independents, and 66 percent of Republicans favor “preventing uses of artificial intelligence that would discriminate based on income, race, or gender.”
- Seventy-four (74) percent of Democrats, 66 percent of independents, and 62 percent of Republicans favor “testing artificial intelligence systems for racial and gender bias before they can be used in hiring, housing, and lending decisions.”

Majority Support Across Demographics

% Total Favor	Require companies that use artificial intelligence for decisions about jobs, loans, and housing to prove that their AI systems do not discriminate based on race, gender, or disability.	Preventing uses of artificial intelligence that would discriminate based on income, race, or gender.	Testing artificial intelligence systems for racial and gender bias before they can be used in hiring, housing, and lending decisions.
Total	75	73	66
Men	74	73	67
Women	76	73	64
Gen Z	78	74	63
Millennial	72	72	61
Gen X	74	72	69
Baby Boomer	75	74	68
White	75	73	67
Black	81	76	69
Latino/a	69	73	69
Asian American	63	70	59
Indigenous	76	73	57
Non-College	73	71	64
College	77	77	71
Democrat	81	82	74
Independent	77	74	66
Republican	72	66	62

Poll Methodology

Voss Research and Strategy designed and administered this survey on behalf of The Leadership Conference on Civil and Human Rights. This survey was conducted online using an opt-in panel from May 13-20, 2026, among N=1000 adults nationwide with oversamples of 100 Black adults, 100 Latino adults, 100 Asian American and Pacific Islander adults, and 100 Indigenous adults.

Data was weighted by gender, age, nine-way census region, race/ethnicity, and educational attainment to reflect the known proportions of adults nationwide based on the 2024 American Community Survey, as well as the 2024 Presidential vote to reflect the popular vote percentage among those who voted.

The overall survey error is +/- 3.1% at the 95% confidence interval and is higher for subgroups.

Sample Proportions		%	Weighted N	Unweighted N
Total		100%	1000	1400
Gender	Men	49%	490	672
	Women	51%	505	720
Region (Census region)	Northeast	18%	182	230
	Midwest	20%	202	261
	South	38%	384	551
	West	23%	232	358
Urbanicity (self-identified)	Urban	33%	334	488
	Suburban	42%	424	589
	Rural	24%	241	314
Generation	Gen Z	22%	220	249
	Millennial	27%	265	434
	Gen X	24%	245	352
	Baby Boomer	25%	252	347
	Silent	2%	18	18
Educational attainment	Non-college educated	67%	670	895
	College educated	33%	330	505
Parental status	Kids <18	27%	266	355
	No Kids <18	73%	730	1041
Race & Ethnicity (multi-select)	White	65%	650	774
	Black or African American	13%	130	252
	Latino/Latina or Hispanic	16%	160	262
	Asian American or Pacific Islander	6%	60	168
	Native/Indigenous American	1%	10	134
Partisan self-identification	Democrat	32%	317	511
	Independent	28%	280	401
	Republican	34%	340	388