

American Edge Project

2024 US-EU Survey
Insights

edge

AMERICAN EDGE PROJECT

Research Methodology

Mercury Analytics conducted an online survey between August 27th - September 16th, 2024. The survey was conducted among:

- **1,001 adults in the U.S.**
- **1,000 adults in the U.K.**
- **1,001 adults in France**
- **1,004 adults in Germany**
- **502 adults in Belgium**

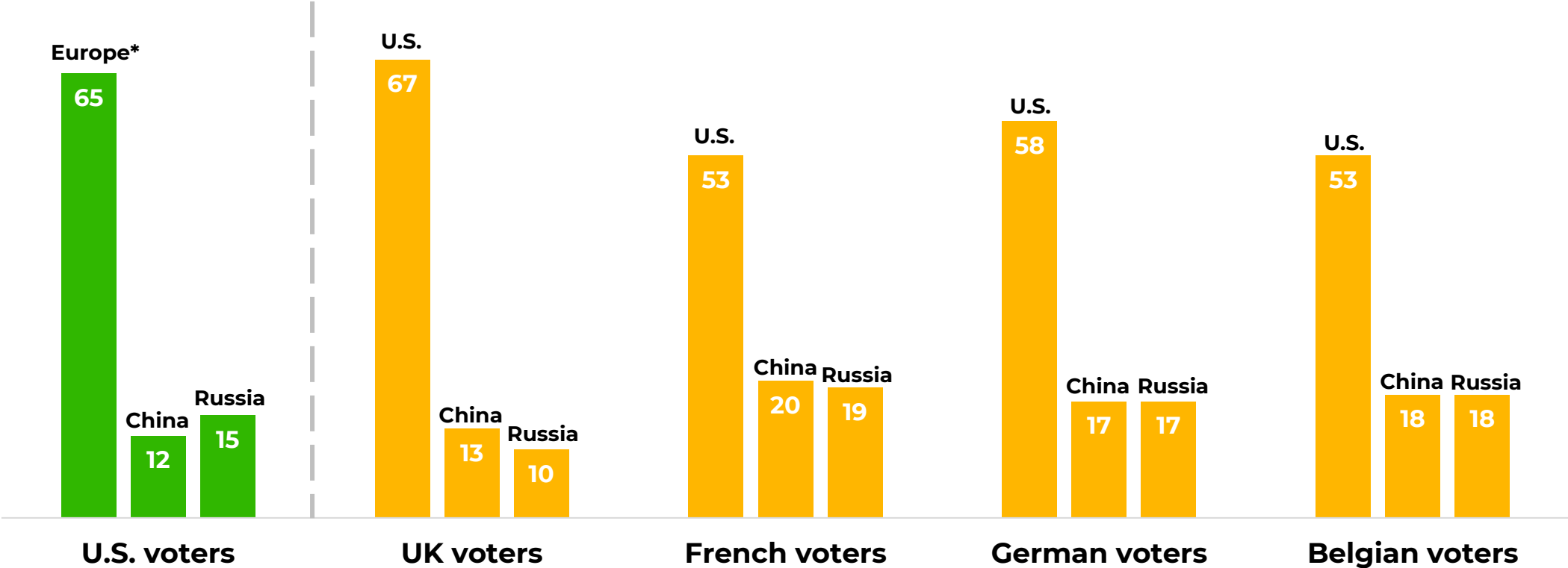
The margin of error among these audiences at the 95% confidence interval level is +/- 3.1%. The margin of error on sub-samples is greater.



International Outlook

Most Western voters believe the U.S. and Europe share values that are different from those held by China and Russia

[MY COUNTRY] shares the same values with [THE U.S. / EUROPE / CHINA / RUSSIA] (% voters)

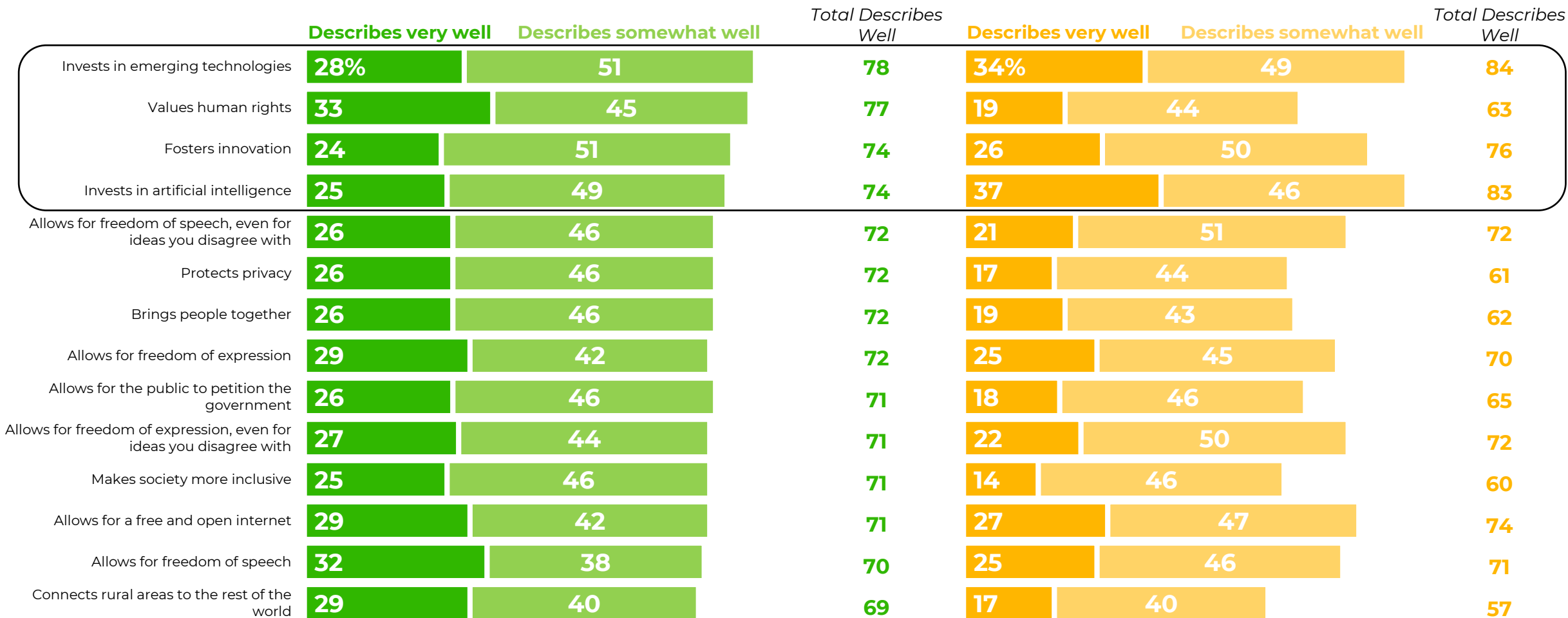


* Average of European countries

U.S. and European voters see similarities between each other – both think the other shares their core values

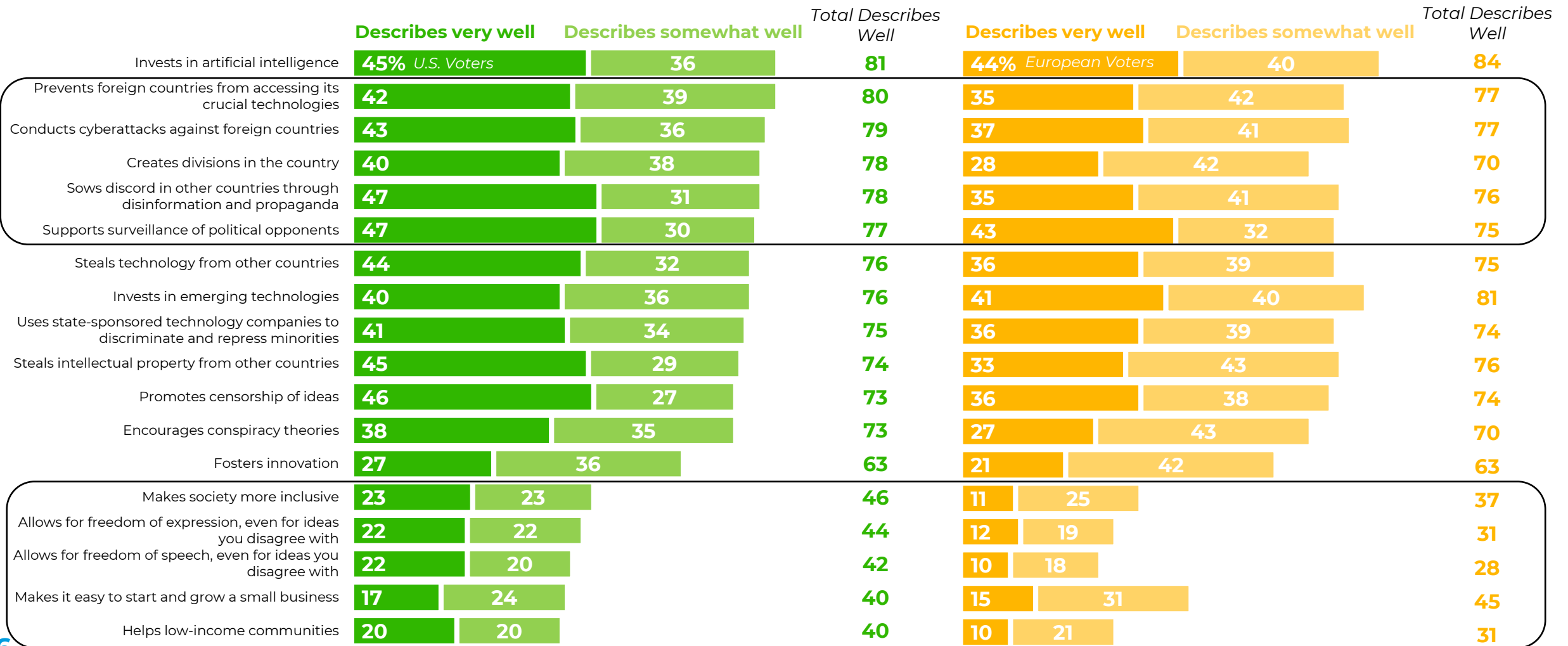
For each, please indicate how well you feel it describes **Europe.** (U.S. Voters)

For each, please indicate how well you feel it describes **the U.S.** (European Voters)



By contrast, China's values are seen at odds with Western countries, with investments in technology described as self-serving and predatory

For each, please indicate how well you feel it describes **China**.



NOTE: Only items that rose to the top are on this slide



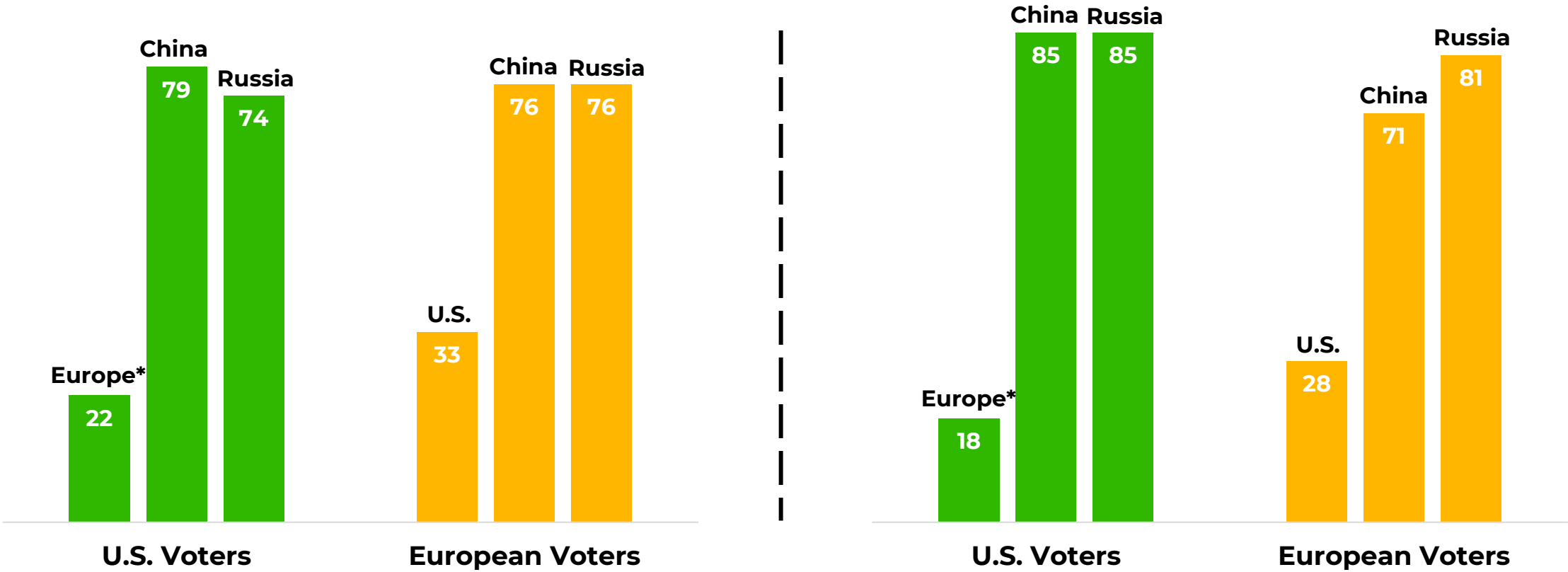
Threats to Western Democracies

Western voters see China and Russia as threats to their economic wellbeing and national security

% of voters who believe [EUROPE / THE U.S. / CHINA / RUSSIA] pose a threat to their country's...

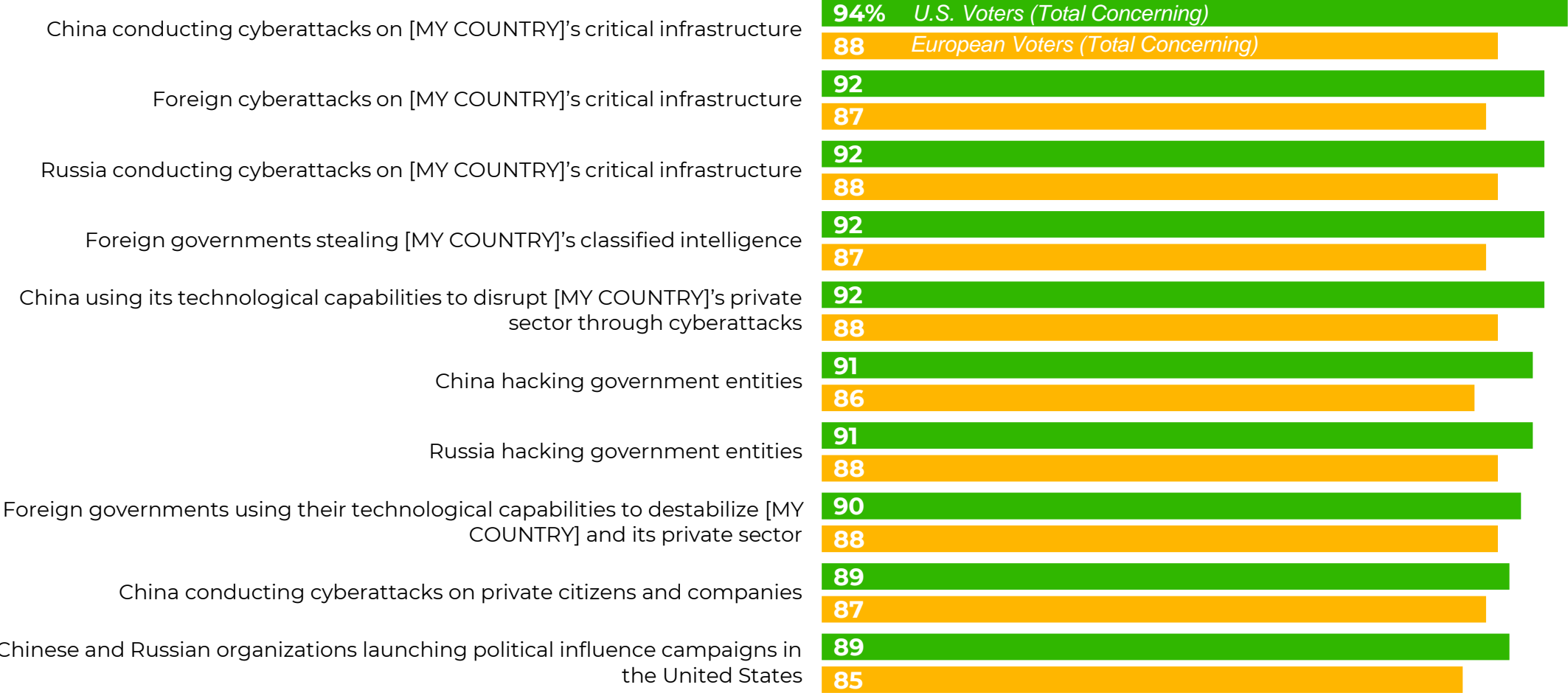
Economic Wellbeing

National Security



Western voters are worried about China and Russia conducting cyberattacks, hacking government entities, and using tech to destabilize their countries

Please indicate how much of a concern each of the following is to you personally.



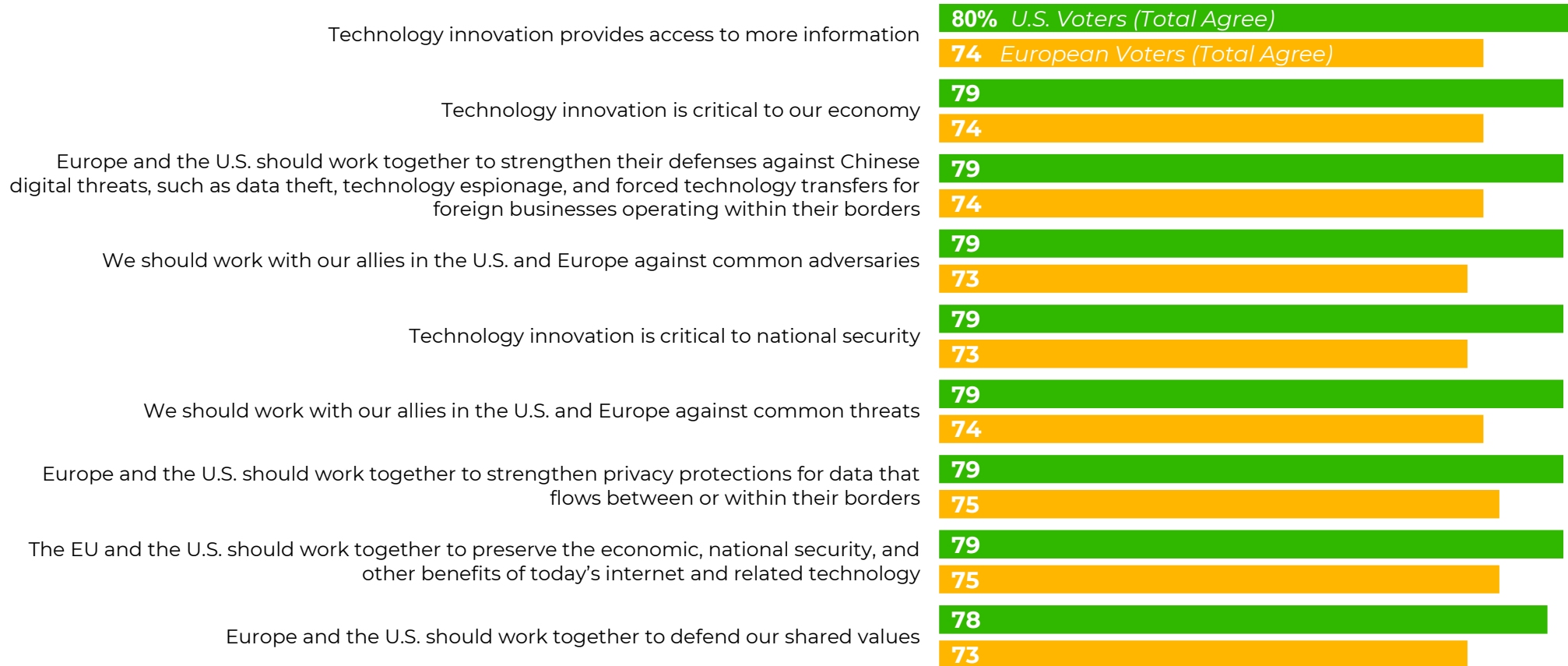
NOTE: Concerning = extremely + very + somewhat concerning; only items that rose to the top are on this slides



Opportunities for Transatlantic Cooperation

Western voters are united in their support for technological innovation and their desire for transatlantic partnership against foreign adversaries

For each of the following statements, please indicate if you agree or disagree.

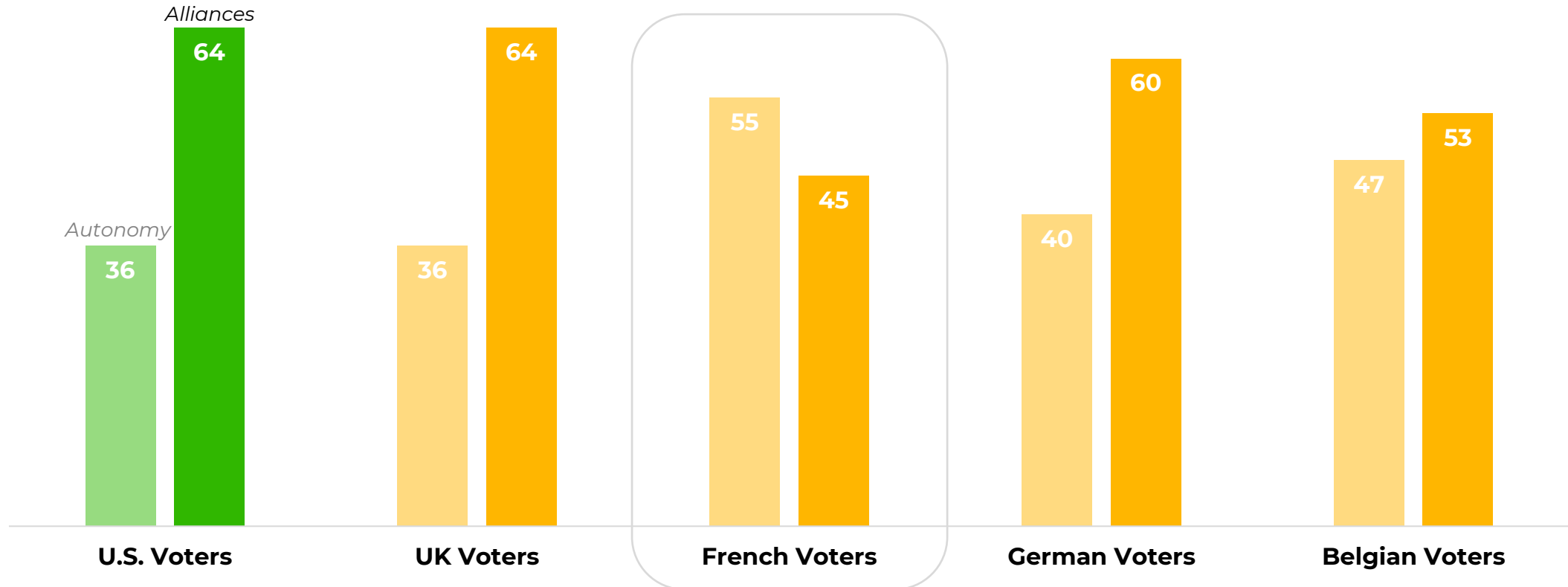


Most U.S. and European voters still prioritize strengthening alliances over pursuing strategic autonomy

Which of the following statements comes closer to your view?

Light Shading: [MY COUNTRY] should focus on its strategic autonomy

Dark Shading: [MY COUNTRY] should focus on strengthening its alliances





Artificial Intelligence

Western voters want AI developed in their country to embody their values and be able to compete with foreign competitors

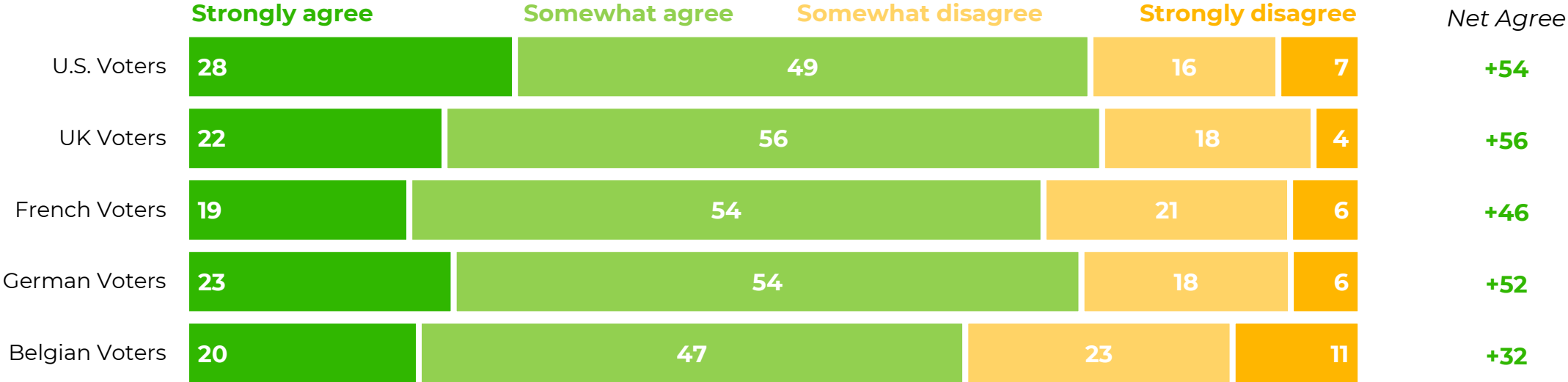
Please indicate how much you agree or disagree with each statement.

	Strongly agree	Somewhat agree	Total Agree	Strongly agree	Somewhat agree	Total Agree
AI designed by [MY COUNTRY]'s tech industry needs to be able to compete on a level playing field with AI created by China and its tech industry	45% U.S. Voters	31	76	36% European Voters	35	71
It's important that AI tools are designed with [American/European] values in mind, as opposed to the values of the Chinese Communist Party	40	34	74	34	35	69
It's important that AI tools are designed with data and information protections that American makers are more likely to have in place than Chinese makers are	39	34	73	28	37	65
It's important that AI tools are designed with [American/European] values in mind, as opposed to China's values	40	31	71	33	35	67
The more China leads on artificial intelligence, the more it will hurt [MY COUNTRY]'s ability to compete globally	38	32	70	31	37	68
The more China leads on artificial intelligence, the more it will hurt [MY COUNTRY]'s national security	40	29	70	29	35	65
[MY COUNTRY]'s national security and economic growth will be better off if [MY COUNTRY]-designed AI is adopted globally, as opposed to AI designed by China	36	33	69	27	35	62
The more China leads on artificial intelligence, the more it will hurt [COUNTRY]'s economy	36	32	68	28	35	63
The more China leads on artificial intelligence, the more it will hurt the health of [MY COUNTRY]'s democracy	36	31	67	27	33	61
AI designed by [MY COUNTRY]'s tech industry is likely to be better in terms of safety than AI designed by China and its tech industry	33	32	66	25	33	58
AI designed by [MY COUNTRY]'s tech industry is likely to be better in terms of quality than AI designed by China and its tech industry	30	30	60	21	30	51

Western voters want their countries to foster AI innovations, regardless of whether open- or closed-source models are used

PROMPT: [INSERT COUNTRY] must foster a wide range of AI approaches, including open and closed source models, and stay away from overregulating either model at the outset of this technology's growth.

Do you agree or disagree with this statement?



Western voters are receptive to messaging that connects open-source AI to their values, like free speech and an open society

PROMPT: Many of us value principles like free speech, an open internet, and an open society, all of which have contributed to making [MY COUNTRY] strong and resilient. In the same spirit, open source AI makes all of its computer code, operating rules, and data available for everyone to use and improve upon.

Do you agree or disagree that open source AI would strengthen our core values and keep [MY COUNTRY] at the forefront of technology and freedom?

