



THE UNIVERSITY OF CHICAGO
HARRIS SCHOOL
OF PUBLIC POLICY



NORC
at the
University of
Chicago

UChicago Harris/AP-NORC Poll

Conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC
Center for Public Affairs Research
With funding from NORC at the University of Chicago

Interviews: 10/19-23/2023

1,017 adults

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

HARRIS1. When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/19-23/2023	Extremely/ Very likely NET	Extremely likely	Very likely	Somewhat likely	Not very/ Not at all likely NET	Not very likely	Not at all likely	DK	SKP/ REF
Your friends and family members	29	10	20	41	29	15	14	-	*
An artificial intelligence, or AI, chatbot	5	2	3	9	85	25	61	-	1
Social media	25	8	17	28	47	19	28	-	1
The news media	46	16	29	31	23	10	13	-	*

N=1,017

HARRIS2. How much, if anything, have you heard or read about AI chatbots or tools?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 10/19-23/2023
A lot/Some NET	46
A lot	12
Some	33
Only a little/Nothing at all NET	54
Only a little	32
Nothing at all	22
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	-

N=

1,017

HARRIS3. Artificial intelligence, or AI, is designed to be capable of performing tasks that humans can do such as recognizing speech or pictures. Some chatbots using AI technology can interact with humans online.

Have you ever used each of the following types of AI tools, or not?

[GRID ITEMS RANDOMIZED]

AP-NORC 10/19-23/2023	Yes	No	DK	SKP/ REF
An AI chatbot, such as ChatGPT, Google Bard, or Bing Chat	26	74	-	*
An AI tool that generates an image based on a prompt, such as Midjourney or DALL-E	13	87	-	1

N=1,017

HARRIS4. How confident are you that information from AI chatbots like ChatGPT or Bing Chat is reliable and factual?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 10/19-23/2023
Extremely/Very confident NET	5
Extremely confident	1
Very confident	4
Somewhat confident	33
Not very/Not at all confident NET	61
Not very confident	35
Not at all confident	26
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	*

N=

1,017

HARRIS5. Overall, do you think the use of AI will do more to increase or decrease the spread of false or misleading information in the 2024 presidential election, or won't it make much of a difference?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 10/19-23/2023
Increase NET	58
Increase a lot	31
Increase a little	26
Not much difference	34
Decrease NET	6
Decrease a little	4
Decrease a lot	2
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,017

HARRIS6. When it comes to the 2024 presidential election, do you think each of the following would generally be a good thing, a bad thing, or neither a good nor bad thing?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/19-23/2023	Good thing NET	Very good thing	Somewhat good thing	Neither good nor bad thing	Bad thing NET	Somewhat bad thing	Very bad thing	DK	SKP/ REF
Voters using AI chatbots to find out information about a candidate or an issue on the ballot.	12	2	11	34	53	29	24	*	1
Voters using AI chatbots to find information about how to cast their ballot.	26	7	19	31	43	22	21	*	1
Voters using AI chatbots to find information about how to register to vote.	37	11	26	32	30	16	14	*	1
Voters using AI chatbots to decide which candidate to vote for.	8	1	7	24	67	27	40	*	1
Candidates using AI to create false or misleading images or videos for their political advertisements.	3	*	2	14	83	14	69	*	1
Candidates using AI to edit or touch-up photos or videos for their political advertisements.	6	1	6	27	66	25	40	*	1
Candidates using AI to tailor their political advertisements to individual voters.	7	*	7	29	62	23	39	*	1
Candidates using AI chatbots to answer voters' questions about their campaign.	17	2	15	25	56	22	35	*	1

N=1,017

HARRIS7. How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/19-23/2023	A lot/ Some NET	A lot	Some	Only a little/ None at all NET	Only a little	None at all	DK	SKP/ REF
Social media companies	82	52	30	16	9	7	*	1
The news media	80	53	28	19	11	8	*	1
Technology companies that create AI tools	83	63	20	15	9	6	*	1
The federal government	80	49	31	18	9	9	*	2

N=1,017

HARRIS8. When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/19-23/2023	Favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Oppose NET	Strongly oppose	Somewhat oppose	DK	SKP/ REF
Social media platforms labeling all AI generated content shared on their site.	58	39	19	24	18	9	9	*	1
Social media platforms banning AI generated content that contains false or misleading images on their site.	60	43	17	23	17	8	9	*	1
News media outlets labeling all use of AI to write articles and produce videos.	56	37	19	23	20	9	11	*	1
News media outlets banning the use of AI to write articles and produce videos.	51	32	19	30	18	11	7	*	1
Technology companies labeling all AI generated content made on their platforms.	65	46	19	21	12	7	5	*	1
The federal government banning all AI generated content in political ads.	54	34	19	30	15	8	7	*	1
The federal government banning AI generated content that contains false or misleading images in political ads.	66	55	11	23	10	5	5	*	1
Politicians and the groups that support them making a pledge not to use AI generated content in their campaigns.	62	41	21	28	8	4	3	*	2

N=1,017

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:

PIDA. Do you consider yourself a strong or not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 10/19-23/2023
Democrat NET	44
Strong Democrat	20
Not so strong Democrat	14
Lean Democrat	10
Independent/None – Don't lean	19
Republican NET	37
Lean Republican	11
Not so strong Republican	12
Strong Republican	13
DON'T KNOW	-
SKP/REF	-

N=

1,017

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:

D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 10/19-23/2023
Liberal NET	23
Very liberal	10
Somewhat liberal	13
Moderate	49
Conservative NET	27
Somewhat conservative	15
Very conservative	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,017

AGE

	AP-NORC 10/19-23/2023
18-29	20
30-39	17
40-59	32
60-64	8
65+	22

N=

1,017

GENDER

	AP-NORC 10/19-23/2023
Male	49
Female	51

N=

1,017

RACE/ETHNICITY

	AP-NORC 10/19-23/2023
White	61
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,017</i>

MARITAL STATUS

	AP-NORC 10/19-23/2023
Married	48
Not married	52
<i>N=</i>	<i>1,017</i>

EMPLOYMENT STATUS

	AP-NORC 10/19-23/2023
Employed	64
Not employed	36
<i>N=</i>	<i>1,017</i>

EDUCATION

	AP-NORC 10/19-23/2023
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	36
<i>N=</i>	<i>1,017</i>

INCOME

	AP-NORC 10/19-23/2023
Under \$10,000	5
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	14
\$150,000 or more	15
<i>N</i> =	1,017

Study Methodology

This survey was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research with funding from University of Chicago Harris School of Public Policy. Staff from Harris Public Policy and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly, multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between October 19 and October 23, 2023, with adults age 18 and older representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,017 completed the survey—945 via the web and 72 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive (\$3) for completing the survey.

The final stage completion rate is 16.4%, the weighted household panel recruitment rate is 21.5%, and the weighted household panel retention rate is 78.9%, for a cumulative response rate of 2.8%. The overall margin of sampling error is +/- 4.1 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 51 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, visit www.apnorc.org or email info@apnorc.org.

About the University of Chicago Harris School of Public Policy

One of the largest graduate professional schools at the University of Chicago, Harris Public Policy has been driven by the belief that evidence-based research, not ideology or intuition, is the best guide for public policy. For more than three decades, our exceptional community of scholars, students, and alumni have applied this exacting perspective to the world’s most pressing problems using the latest tools of social science. Through our undergraduate and graduate programs, we empower a new generation of data-driven leaders to create a positive social impact throughout our global society. For more information visit <https://harris.uchicago.edu/>

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP remains today the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world’s population sees AP journalism every day. www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at www.apnorc.org