

## **PUBLIC USE FILE CODEBOOK**

# **There Is Bipartisan Concern About the Use of AI in the 2024 Elections**

MAY 2024

PRESENTED BY:  
NORC  
at the  
University of Chicago

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## 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 noncoverage 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](http://www.apnorc.org) or email [info@apnorc.org](mailto: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/>

## 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 today remains 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](http://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](http://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](http://www.apnorc.org).

## Index of Variables: *Listed in the order they appear in the file*

#	Variable	Question	Type	Len	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - 18+ general population (N=1,017)
3	SURV_MODE	N/A	Num	8	SURV_MODE: Survey interview mode (online or phone)
4	SURV_LANG	N/A	Num	8	SURV_LANG: Survey interview language (English or Spanish)
5	HARRIS1A	HARRIS1	Num	8	HARRIS1A: [Your friends and family members] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?
6	HARRIS1B	HARRIS1	Num	8	HARRIS1B: [An artificial intelligence, or AI, chatbot] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?
7	HARRIS1C	HARRIS1	Num	8	HARRIS1C: [Social media] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?
8	HARRIS1D	HARRIS1	Num	8	HARRIS1D: [The news media] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?
9	HARRIS2	HARRIS2	Num	8	HARRIS2: How much, if anything, have you heard or read about AI chatbots or tools?
10	HARRIS3A	HARRIS3	Num	8	HARRIS3A: [An AI chatbot, such as ChatGPT, Google Bard, or Bing Chat] Have you ever used each of the following types of AI tools, or not?

#	Variable	Question	Type	Len	Label
11	HARRIS3B	HARRIS3	Num	8	HARRIS3B: [An AI tool that generates an image based on a prompt, such as Midjourney or DALL-E] Have you ever used each of the following types of AI tools, or not?
12	HARRIS4	HARRIS4	Num	8	HARRIS4: How confident are you that information from AI chatbots like ChatGPT or Bing Chat is reliable and factual?
13	HARRIS5	HARRIS5	Num	8	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?
14	HARRIS6A	HARRIS6	Num	8	HARRIS6A: [Voters using AI chatbots to find out information about a candidate or an issue on the ballot.] 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?
15	HARRIS6B	HARRIS6	Num	8	HARRIS6B: [Voters using AI chatbots to find information about how to cast their ballot.] 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?
16	HARRIS6C	HARRIS6	Num	8	HARRIS6C: [Voters using AI chatbots to find information about how to register to vote.] 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?



#	Variable	Question	Type	Len	Label
17	HARRIS6D	HARRIS6	Num	8	HARRIS6D: [Voters using AI chatbots to decide which candidate to vote for.] 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?
18	HARRIS6E	HARRIS6	Num	8	HARRIS6E: [Candidates using AI to create false or misleading images or videos for their political advertisements.] 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 good nor bad thing?
19	HARRIS6F	HARRIS6	Num	8	HARRIS6F: [Candidates using AI to edit or touch-up photos or videos for their political advertisements.] 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 good nor bad thing?
20	HARRIS6G	HARRIS6	Num	8	HARRIS6G: [Candidates using AI to tailor their political advertisements to individual voters.] 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 good nor bad thing?
21	HARRIS6H	HARRIS6	Num	8	HARRIS6H: [Candidates using AI chatbots to answer voters' questions about their campaign.] 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?

#	Variable	Question	Type	Len	Label
22	HARRIS7A	HARRIS7	Num	8	HARRIS7A: [Social media companies] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?
23	HARRIS7B	HARRIS7	Num	8	HARRIS7B: [The news media] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?
24	HARRIS7C	HARRIS7	Num	8	HARRIS7C: [Technology companies that create AI tools] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?
25	HARRIS7D	HARRIS7	Num	8	HARRIS7D: [The federal government] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?
26	HARRIS8A	HARRIS8	Num	8	HARRIS8A: [Social media platforms labeling all AI generated content shared on their site.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
27	HARRIS8B	HARRIS8	Num	8	HARRIS8B: [Social media platforms banning AI generated content that contains false or misleading images on their site.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
28	HARRIS8C	HARRIS8	Num	8	HARRIS8C: [News media outlets labeling all use of AI to write articles and produce videos.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?

#	Variable	Question	Type	Len	Label
29	HARRIS8D	HARRIS8	Num	8	HARRIS8D: [News media outlets banning the use of AI to write articles and produce videos.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
30	HARRIS8E	HARRIS8	Num	8	HARRIS8E: [Technology companies labeling all AI generated content made on their platforms.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
31	HARRIS8F	HARRIS8	Num	8	HARRIS8F: [The federal government banning all AI generated content in political ads.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
32	HARRIS8G	HARRIS8	Num	8	HARRIS8G: [The federal government banning AI generated content that contains false or misleading images in political ads.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
33	HARRIS8H	HARRIS8	Num	8	HARRIS8H: [Politicians and the groups that support them making a pledge not to use AI generated content in their campaigns.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?
34	POLITICS	PID1	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
35	DEMO	PIDA	Num	8	DEMO: Do you consider yourself a strong or not so strong Democrat?
36	REPub	PIDB	Num	8	REPub: Do you consider yourself a strong or not so strong Republican?

#	Variable	Question	Type	Len	Label
37	INDEP	PIDI	Num	8	INDEP: Do you lean more toward the Democrats or the Republicans?
38	IDEO	D3, D4, D5	Num	8	IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
39	AGEGRP	N/A	Num	8	AGEGRP: Age
40	GENDER	N/A	Num	8	GENDER: Gender
41	RACETH	N/A	Num	8	RACETH: Race/ethnicity
42	MARITAL	N/A	Num	8	MARITAL: Marital status
43	EMPLOY	N/A	Num	8	EMPLOY: Employment status
44	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
45	HHINCOME	N/A	Num	8	HHINCOME: Household income
46	STATE	N/A	Char	2	STATE: State of residence
47	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region

Variable #38 is derived from more than one question. This variable is collapsed or recoded from original data, making the coding frame of this variable different from the survey questionnaire.

Variables #39-47 are AmeriSpeak Omnibus® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

## Details of Variables

- “.” Or space: logic skip, respondent is not applicable to a specific question
- 99: missing, survey non-respondent

SURV_MODE: Survey interview mode (online or phone)			
SURV_MODE	Frequency	Weighted Frequency	Weighted Percent
(1) Phone interview	72	72	7.12
(2) Web Interview	945	945	92.88
Total	1,017	1,017	100.00

SURV_LANG: Survey interview language (English or Spanish)			
SURV_LANG	Frequency	Weighted Frequency	Weighted Percent
(1) English	1,017	1,017	100.00
Total	1,017	1,017	100.00

HARRIS1A: [Your friends and family members] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?			
HARRIS1A	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely likely	93	101	9.93
(2) Very likely	172	199	19.54
(3) Somewhat likely	432	416	40.88
(4) Not very likely	175	156	15.34
(5) Not at all likely	142	142	13.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	3	3	0.34
Total	1,017	1,017	100.00

<b>HARRIS1B: [An artificial intelligence, or AI, chatbot] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?</b>			
<b>HARRIS1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely likely	16	16	1.54
(2) Very likely	26	30	2.98
(3) Somewhat likely	86	93	9.11
(4) Not very likely	268	254	24.98
(5) Not at all likely	615	616	60.52
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	6	9	0.87
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS1C: [Social media] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?</b>			
<b>HARRIS1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely likely	65	80	7.87
(2) Very likely	158	170	16.72
(3) Somewhat likely	289	282	27.75
(4) Not very likely	206	190	18.69
(5) Not at all likely	295	287	28.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	4	8	0.76
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS1D: [The news media] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?</b>			
<b>HARRIS1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely likely	169	166	16.31
(2) Very likely	296	299	29.41
(3) Somewhat likely	329	319	31.35
(4) Not very likely	102	102	10.01
(5) Not at all likely	119	128	12.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	2	3	0.32
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS2: How much, if anything, have you heard or read about AI chatbots or tools?</b>			
<b>HARRIS2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A lot	117	127	12.47
(2) Some	327	337	33.14
(3) Only a little	333	325	31.92
(4) Nothing at all	239	228	22.45
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	1	0	0.01
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS3A: [An AI chatbot, such as ChatGPT, Google Bard, or Bing Chat] Have you ever used each of the following types of AI tools, or not?</b>			
<b>HARRIS3A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Yes	274	265	26.06
(2) No	739	748	73.53
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	4	4	0.41
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS3B: [An AI tool that generates an image based on a prompt, such as Midjourney or DALL-E] Have you ever used each of the following types of AI tools, or not?</b>			
<b>HARRIS3B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Yes	123	128	12.57
(2) No	887	881	86.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	7	8	0.77
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS4: How confident are you that information from AI chatbots like ChatGPT or Bing Chat is reliable and factual?</b>			
<b>HARRIS4</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Extremely confident	5	6	0.56
(2) Very confident	41	45	4.39
(3) Somewhat confident	337	334	32.86
(4) Not very confident	352	360	35.43
(5) Not at all confident	273	263	25.83
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	9	9	0.93
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>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?</b>			
<b>HARRIS5</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Increase a lot	321	320	31.43
(2) Increase a little	288	268	26.39
(3) Not much difference	329	348	34.27
(4) Decrease a little	39	44	4.34
(5) Decrease a lot	16	16	1.57
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	20	2.00
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS6A: [Voters using AI chatbots to find out information about a candidate or an issue on the ballot.] 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?</b>			
<b>HARRIS6A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good thing	18	16	1.62
(2) Somewhat good thing	114	110	10.78
(3) Neither good nor bad thing	324	343	33.70
(4) Somewhat bad thing	303	296	29.12
(5) Very bad thing	245	243	23.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	10	0.94
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS6B: [Voters using AI chatbots to find information about how to cast their ballot.] 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?</b>			
<b>HARRIS6B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good thing	71	67	6.61
(2) Somewhat good thing	192	195	19.15
(3) Neither good nor bad thing	315	312	30.72
(4) Somewhat bad thing	203	221	21.73
(5) Very bad thing	223	213	20.90
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	9	0.89
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>



<b>HARRIS6C: [Voters using AI chatbots to find information about how to register to vote.] 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?</b>			
<b>HARRIS6C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good thing	122	114	11.18
(2) Somewhat good thing	258	264	25.91
(3) Neither good nor bad thing	331	321	31.59
(4) Somewhat bad thing	144	162	15.93
(5) Very bad thing	147	147	14.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	10	0.97
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS6D: [Voters using AI chatbots to decide which candidate to vote for.] 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?</b>			
<b>HARRIS6D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good thing	14	11	1.04
(2) Somewhat good thing	65	72	7.09
(3) Neither good nor bad thing	251	241	23.66
(4) Somewhat bad thing	249	270	26.54
(5) Very bad thing	424	411	40.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	14	13	1.23
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>HARRIS6E: [Candidates using AI to create false or misleading images or videos for their political advertisements.] 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 good nor bad thing?</b>			
<b>HARRIS6E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good thing	4	4	0.38
(2) Somewhat good thing	16	22	2.15
(3) Neither good nor bad thing	131	138	13.54
(4) Somewhat bad thing	142	141	13.83
(5) Very bad thing	707	700	68.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	13	1.26
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

HARRIS6F: [Candidates using AI to edit or touch-up photos or videos for their political advertisements.] 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 good nor bad thing?			
HARRIS6F	Frequency	Weighted Frequency	Weighted Percent
(1) Very good thing	7	5	0.54
(2) Somewhat good thing	48	58	5.67
(3) Neither good nor bad thing	271	271	26.67
(4) Somewhat bad thing	258	258	25.33
(5) Very bad thing	417	411	40.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	14	1.41
Total	1,017	1,017	100.00

HARRIS6G: [Candidates using AI to tailor their political advertisements to individual voters.] 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 good nor bad thing?			
HARRIS6G	Frequency	Weighted Frequency	Weighted Percent
(1) Very good thing	8	4	0.41
(2) Somewhat good thing	59	68	6.68
(3) Neither good nor bad thing	296	298	29.26
(4) Somewhat bad thing	246	239	23.50
(5) Very bad thing	389	392	38.54
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	16	1.60
Total	1,017	1,017	100.00

HARRIS6H: [Candidates using AI chatbots to answer voters' questions about their campaign.] 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?			
HARRIS6H	Frequency	Weighted Frequency	Weighted Percent
(1) Very good thing	26	17	1.64
(2) Somewhat good thing	135	153	15.05
(3) Neither good nor bad thing	288	259	25.46
(4) Somewhat bad thing	213	221	21.74
(5) Very bad thing	339	352	34.65
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	15	1.47
Total	1,017	1,017	100.00

<b>HARRIS7A: [Social media companies] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?</b>			
<b>HARRIS7A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A lot</b>	559	533	52.39
<b>(2) Some</b>	283	306	30.10
<b>(3) Only a little</b>	93	92	9.00
<b>(4) Nothing at all</b>	68	74	7.25
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	14	13	1.26
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS7B: [The news media] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?</b>			
<b>HARRIS7B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A lot</b>	539	534	52.53
<b>(2) Some</b>	285	281	27.62
<b>(3) Only a little</b>	108	109	10.68
<b>(4) Nothing at all</b>	70	83	8.12
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	15	11	1.05
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS7C: [Technology companies that create AI tools] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?</b>			
<b>HARRIS7C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A lot</b>	654	636	62.52
<b>(2) Some</b>	199	208	20.50
<b>(3) Only a little</b>	83	93	9.14
<b>(4) Nothing at all</b>	61	63	6.23
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	20	16	1.62
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS7D: [The federal government] How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?</b>			
<b>HARRIS7D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A lot</b>	518	498	48.96
<b>(2) Some</b>	296	314	30.86
<b>(3) Only a little</b>	100	92	9.08
<b>(4) Nothing at all</b>	84	94	9.26
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	19	19	1.84
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8A: [Social media platforms labeling all AI generated content shared on their site.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	421	394	38.75
<b>(2) Somewhat favor</b>	182	191	18.76
<b>(3) Neither favor nor oppose</b>	239	241	23.68
<b>(4) Somewhat oppose</b>	74	93	9.19
<b>(5) Strongly oppose</b>	91	89	8.75
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	10	9	0.88
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8B: [Social media platforms banning AI generated content that contains false or misleading images on their site.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	453	436	42.84
<b>(2) Somewhat favor</b>	162	170	16.71
<b>(3) Neither favor nor oppose</b>	228	231	22.75
<b>(4) Somewhat oppose</b>	74	79	7.73
<b>(5) Strongly oppose</b>	88	92	9.07
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	12	9	0.90
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8C: [News media outlets labeling all use of AI to write articles and produce videos.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	413	378	37.18
<b>(2) Somewhat favor</b>	162	189	18.59
<b>(3) Neither favor nor oppose</b>	230	236	23.19
<b>(4) Somewhat oppose</b>	90	92	9.06
<b>(5) Strongly oppose</b>	109	110	10.83
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	12	1.15
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8D: [News media outlets banning the use of AI to write articles and produce videos.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	330	326	32.03
<b>(2) Somewhat favor</b>	192	196	19.24
<b>(3) Neither favor nor oppose</b>	311	306	30.11
<b>(4) Somewhat oppose</b>	110	112	11.05
<b>(5) Strongly oppose</b>	61	68	6.68
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	9	0.90
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8E: [Technology companies labeling all AI generated content made on their platforms.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	479	468	46.02
<b>(2) Somewhat favor</b>	191	192	18.91
<b>(3) Neither favor nor oppose</b>	215	216	21.28
<b>(4) Somewhat oppose</b>	60	72	7.08
<b>(5) Strongly oppose</b>	56	54	5.35
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	14	1.35
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8F: [The federal government banning all AI generated content in political ads.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	358	349	34.33
<b>(2) Somewhat favor</b>	184	196	19.30
<b>(3) Neither favor nor oppose</b>	308	307	30.16
<b>(4) Somewhat oppose</b>	90	84	8.29
<b>(5) Strongly oppose</b>	61	66	6.50
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	15	1.43
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8G: [The federal government banning AI generated content that contains false or misleading images in political ads.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	576	561	55.17
<b>(2) Somewhat favor</b>	118	112	11.02
<b>(3) Neither favor nor oppose</b>	197	229	22.56
<b>(4) Somewhat oppose</b>	52	50	4.95
<b>(5) Strongly oppose</b>	58	49	4.77
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	16	1.53
<b>Total</b>	1,017	1,017	100.00

<b>HARRIS8H: [Politicians and the groups that support them making a pledge not to use AI generated content in their campaigns.] When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>HARRIS8H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	425	413	40.63
<b>(2) Somewhat favor</b>	196	217	21.35
<b>(3) Neither favor nor oppose</b>	291	287	28.25
<b>(4) Somewhat oppose</b>	44	43	4.23
<b>(5) Strongly oppose</b>	39	35	3.43
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	22	22	2.11
<b>Total</b>	1,017	1,017	100.00

<b>POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?</b>			
<b>POLITICS</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Democrat	369	347	34.11
(2) Republican	243	261	25.69
(3) Independent	261	243	23.87
(4) None of these	139	159	15.67
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	5	7	0.67
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>DEMO: Do you consider yourself a strong or not so strong Democrat?</b>			
<b>DEMO</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	648	670	65.89
(1) Strong Democrat	215	204	20.07
(2) Not so strong Democrat	152	141	13.89
(99) DON'T KNOW/REFUSED/SKIPPED ON WEB	2	1	0.14
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>RE PUB: Do you consider yourself a strong or not so strong Republican?</b>			
<b>RE PUB</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	774	756	74.31
(1) Strong Republican	114	134	13.19
(2) Not so strong Republican	129	127	12.50
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>INDEP: Do you lean more toward the Democrats or the Republicans?</b>			
<b>INDEP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	612	608	59.79
(1) Lean Democrat	116	106	10.39
(2) Lean Republican	108	112	10.97
(3) Do not lean	179	190	18.73
(99) DON'T KNOW/REFUSED/SKIPPED ON WEB	2	1	0.11
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?			
IDEO	Frequency	Weighted Frequency	Weighted Percent
(-1) Unknown	14	13	1.27
(1) Very liberal	118	107	10.48
(2) Somewhat liberal	124	128	12.62
(3) Moderate	489	494	48.57
(4) Somewhat conservative	152	153	15.09
(5) Very conservative	120	122	11.97
Total	1,017	1,017	100.00

AGEGRP: Age			
AGEGRP	Frequency	Weighted Frequency	Weighted Percent
(1) 18 to 29	139	205	20.12
(2) 30 to 39	213	177	17.45
(3) 40 to 59	313	323	31.79
(4) 60 to 64	103	84	8.23
(5) 65 or older	249	228	22.41
Total	1,017	1,017	100.00

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Weighted Percent
(1) Male	480	497	48.83
(2) Female	537	520	51.17
Total	1,017	1,017	100.00

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Weighted Percent
(1) White	645	625	61.42
(2) Black or African American	127	123	12.12
(3) Hispanic	160	177	17.43
(4) Other	85	92	9.03
Total	1,017	1,017	100.00



<b>MARITAL: Marital status</b>			
<b>MARITAL</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Married</b>	495	486	47.81
<b>(2) Widowed</b>	44	40	3.96
<b>(3) Divorced</b>	122	109	10.72
<b>(4) Separated</b>	37	47	4.60
<b>(5) Never married</b>	319	335	32.91
<b>Total</b>	1,017	1,017	100.00

<b>EMPLOY: Employment status</b>			
<b>EMPLOY</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Working - as a paid employee</b>	543	554	54.51
<b>(2) Working - self-employed</b>	84	96	9.46
<b>(3) Not working - on temporary layoff from job</b>	9	8	0.83
<b>(4) Not working - looking for work</b>	37	35	3.43
<b>(5) Not working - retired</b>	220	194	19.05
<b>(6) Not working - disabled</b>	73	75	7.34
<b>(7) Not working - other</b>	51	55	5.39
<b>Total</b>	1,017	1,017	100.00

<b>EDUCATION: Educational attainment</b>			
<b>EDUCATION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Less than a high school diploma</b>	60	92	9.00
<b>(2) High school graduate or equivalent</b>	198	295	28.98
<b>(3) Some college</b>	381	269	26.42
<b>(4) College graduate or above</b>	378	362	35.60
<b>Total</b>	1,017	1,017	100.00

<b>HHINCOME: Household income</b>			
<b>HHINCOME</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Under \$10,000	46	51	4.99
(2) \$10,000 to under \$20,000	69	72	7.03
(3) \$20,000 to under \$30,000	101	90	8.86
(4) \$30,000 to under \$40,000	77	78	7.67
(5) \$40,000 to under \$50,000	74	69	6.82
(6) \$50,000 to under \$75,000	210	214	21.05
(7) \$75,000 to under \$100,000	164	147	14.41
(8) \$100,000 to under \$150,000	151	146	14.36
(9) \$150,000 or more	125	151	14.82
<b>Total</b>	<b>1,017</b>	<b>1,017</b>	<b>100.00</b>

<b>STATE: State of residence</b>			
<b>STATE</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
AK. Alaska	1	1	0.05
AL. Alabama	17	24	2.33
AR. Arkansas	7	11	1.11
AZ. Arizona	21	16	1.61
CA. California	136	137	13.45
CO. Colorado	26	21	2.09
CT. Connecticut	9	11	1.12
DE. Delaware	10	9	0.89
FL. Florida	59	74	7.28
GA. Georgia	20	25	2.41
HI. Hawaii	3	2	0.17
IA. Iowa	19	11	1.06
ID. Idaho	15	10	0.96
IL. Illinois	70	33	3.21
IN. Indiana	19	15	1.44
KS. Kansas	11	7	0.70
KY. Kentucky	18	12	1.21
LA. Louisiana	15	28	2.75
MA. Massachusetts	19	30	2.91
MD. Maryland	18	16	1.54
ME. Maine	3	2	0.19
MI. Michigan	40	33	3.29
MN. Minnesota	16	14	1.42
MO. Missouri	31	22	2.14
MS. Mississippi	8	10	0.94
MT. Montana	3	2	0.23
NC. North Carolina	27	34	3.31
ND. North Dakota	4	2	0.21

<b>NE. Nebraska</b>	7	5	0.46
<b>NH. New Hampshire</b>	4	2	0.22
<b>NJ. New Jersey</b>	21	24	2.32
<b>NM. New Mexico</b>	10	9	0.85
<b>NV. Nevada</b>	6	4	0.35
<b>NY. New York</b>	41	43	4.27
<b>OH. Ohio</b>	46	40	3.91
<b>OK. Oklahoma</b>	3	6	0.60
<b>OR. Oregon</b>	4	4	0.37
<b>PA. Pennsylvania</b>	38	62	6.09
<b>RI. Rhode Island</b>	2	2	0.20
<b>SC. South Carolina</b>	14	18	1.74
<b>SD. South Dakota</b>	9	4	0.41
<b>TN. Tennessee</b>	19	14	1.37
<b>TX. Texas</b>	57	78	7.62
<b>UT. Utah</b>	11	15	1.51
<b>VA. Virginia</b>	28	26	2.60
<b>VT. Vermont</b>	1	1	0.07
<b>WA. Washington</b>	16	20	1.97
<b>WI. Wisconsin</b>	30	23	2.31
<b>WV. West Virginia</b>	4	7	0.71
<b>WY. Wyoming</b>	1	0	0.03
<b>Total</b>	1,017	1,017	100.00

<b>CENSUS_REGION: Census region</b>			
<b>CENSUS_REGION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Northeast</b>	138	177	17.40
<b>(2) Midwest</b>	302	209	20.55
<b>(3) South</b>	324	391	38.40
<b>(4) West</b>	253	240	23.64
<b>Total</b>	1,017	1,017	100.00

## Map of Census Regions

