



Fact Forward General Adult Population Survey

*Interviews: 06/07-10/2024
1,071 adults*

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

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

SOCNEWS1. How often do you do any of the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

06/07-10/2024	Regularly	Occasionally	Not often at all	Never	DK	SKP/ REF
Get news and information from social media	25	39	20	16	*	*
Share news and information on social media	9	22	28	40	-	*

N = 1,071

SOCNEWS2. How much do the following factors influence your decision about whether or not to share news and information on social media?

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

06/07-10/2024	Major influence	Minor influence	Not an influence at all	DK	SKP/ REF
You personally check or verify the information	44	35	20	-	1
It cites experts	28	45	26	-	1
It cites scientific research	36	39	24	-	1
It is on a topic that your friends and family should know about	42	40	17	*	1
It is funny or entertaining	25	50	23	-	1
It was posted by a news source that you trust	45	37	17	-	1
It was posted by a person or organization that you trust	43	38	17	-	1

N = 1,071

FACTORS. For this question, think about times when you read, watch, or hear about a research study on a topic of interest. How much does each of the following factors impact your trust in research?

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

	Increases your trust (NET)	Increases your trust a lot	Increases your trust a little	Does not impact your trust	Decreases your trust (NET)	Decreases your trust a little	Decreases your trust a lot	D K	SKP /REF
06/07-10/2024									
The organization that <u>conducted</u> the research is mentioned	54	16	39	35	10	7	3	*	1
The organization that <u>funded</u> the research is mentioned	44	14	30	38	17	12	5	*	2
The research design and methodology are presented clearly	70	31	39	23	6	3	2	*	1
The research findings are presented in a neutral and unbiased way	70	37	33	22	6	5	2	-	1
The research findings are aligned with other research you've seen on the topic	62	21	41	28	8	6	2	-	2
The research conflicts with other research you've seen on topic	14	2	12	42	42	32	10	*	1
The research was shared by a person or organization you trust	68	23	45	26	4	2	1	*	2
The research was shared by a person or organization you do not trust	9	3	6	21	68	28	40	-	1

N = 1,071

LIT1. How would you rate your skill level for each of the following?

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

	Extremely /Very capable (NET)	Extremely capable	Very capable	Somewhat capable	Not too/at all capable (NET)	Not too capable	Not at all capable	D K	SKP /REF
06/07-10/2024									
<u>Evaluating information to determine its relevance and accuracy.</u> This includes locating reliable sources, conducting research about a topic, and knowing how to interpret the results of that research.	52	18	34	36	12	7	4	-	*
<u>Understanding statistics and being able to use them to make decisions.</u> This includes knowing how to read charts and graphs, interpreting statistics correctly, understanding probability concepts such as averages or standard deviations, and drawing valid conclusions from numerical data.	51	19	32	36	13	8	5	-	*
<u>Effectively using computers for both work-related tasks and personal activities.</u> This includes computer skills such as typing quickly and accurately on a keyboard, understanding file systems to store documents, using software applications navigating websites, and using social media platforms such as Facebook.	63	31	32	24	13	9	4	*	1

06/07-10/2024	Extremely /Very capable (NET)	Extremely capable	Very capable	Somewhat capable	Not too/at all capable (NET)	Not too capable	Not at all capable	D K	SKP /REF
<u>Navigating different types of media sources.</u> This includes critically analyzing them for content and purpose, and making informed decisions about whether a media source contains accurate facts and information.	53	20	33	34	13	8	5	*	*

N = 1,071

K12LIT. How important is it for students to graduate from high school skilled in each of the following?

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

06/07-10/2024	Essential	Important, but not essential	Not too important	Not at all important	DK	SKP/REF
<u>Digital literacy:</u> Learning how to evaluate the accuracy of online information	63	30	5	2	*	*
<u>Data literacy:</u> Learning how to use and interpret data and statistics	55	34	9	1	*	*
<u>Financial literacy:</u> Learning how to manage money and budgets	77	16	5	2	-	1
<u>Government literacy:</u> Learning how the government operates and how to be engaged in the democratic process	62	28	7	1	-	2
<u>Media literacy:</u> Learning how to critically analyze stories presented in the mass media and to determine their accuracy or credibility	54	33	9	2	-	2

N = 1,071

A11. Do you agree, disagree, or neither agree nor disagree with the following statements about artificial intelligence, sometimes called AI?

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

	Strongly/Some what agree (NET)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat/ Strongly disagree (NET)	Some- what disagree	Strongly disagree	D K	SK P/ RE F
06/07-10/2024									
I have a pretty good understanding of what AI is.	59	20	38	22	19	13	6	-	1
AI will improve our lives by making it easier to answer questions with online searches.	41	6	35	30	27	16	11	-	1
Information generated by AI is often inaccurate.	35	10	25	47	16	13	3	1	1
When information generated by AI is published, it should include a warning label.	78	49	29	16	5	3	1	*	1
AI will replace millions of people's jobs, causing significant job loss.	53	18	35	29	17	14	3	*	1
It should be illegal to train AI on copyrighted content like books or drawings without the permission of the copyright holder.	67	39	28	22	9	6	3	*	1
I am confident I can tell the difference between written content created by an AI and content created by a human.	19	5	15	31	48	29	19	1	1
I am confident I can tell the difference between photos created by an AI and photos taken by a human.	25	7	18	27	46	27	19	1	1

06/07-10/2024	Strongly/Some what agree (NET)	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat/ Strongly disagree (NET)	Some- what disagree	Strongly disagree	D K	SK P/ RE F
I am confident I can tell the difference between video created by an AI and video taken by a human.	25	7	18	28	45	28	17	1	1
I trust the people developing AI to use it in ethical ways.	14	5	9	24	61	31	30	*	1
I would be willing to have my job performance evaluated by AI.	15	3	12	24	60	19	41	*	1
All uses of AI should be illegal.	17	6	11	33	49	26	23	*	*

N = 1,071

AGE.

	06/07-10/2024
18-29	20
30-44	25
45-59	24
60+	31

N=

1,071

GENDER.

	06/07-10/2024
Male	49
Female	51

N=

1,071

RACE_ETHNICITY.

	06/07-10/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	18
Other	8

N=

1,071

HOUSEHOLD INCOME

	06/07-10/2024
Under \$10,000	6
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	15
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	16
\$150,000 or more	15

N=

1,071

CENSUS REGION

	06/07-10/2024
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	20
East North Central	14
West North Central	6
South NET	39
South Atlantic	21
East South Central	6
West South Central	12
West NET	24
Mountain	8
Pacific	16

N=

1,071

MARITAL_STATUS.

	06/07-10/2024
Married	48
Not married	52
<i>N=</i>	<i>1,071</i>

EMPLOYMENT_STATUS.

	06/07-10/2024
Employed	61
Not employed	39
<i>N=</i>	<i>1,071</i>

EDUCATION.

	06/07-10/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	21
Post grad study/professional degree	15
<i>N=</i>	<i>1,071</i>

HOME_OWNERSHIP.

	06/07-10/2024
Owned or being bought by you or someone in your household	71
Rented for cash	27
Occupied without payment of cash rent	2
<i>N=</i>	<i>1,071</i>

Study Methodology

This survey was conducted by NORC at the University of Chicago and with funding from NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a bi-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 and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent 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.

Interviews for this survey were conducted between June 7 to June 10, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,071 completed the survey—1,012 via the web and 59 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 16.1 percent, the weighted household panel response rate is 22.3 percent, and the weighted household panel retention rate is 78.9 percent, for a cumulative response rate of 2.8 percent.

The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent 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. 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 2024 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at:
<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@norc.org.