

If Artificial Intelligence (AI) were to be used in newsrooms, how should it be used?

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	1001	460	536	5	238	402	361	36	160	407	398	71	333	268	329
Base: All Respondents (wtd)	1001	487	509	5	281	346	373	146	276	335	243	96	334	233	338
To write paid content (advertorial, sponsored content)	80	42	37	1	32	35	14	11	19	31	20	8	44	14	14
	8%	9%	7%	19%	11%	10%	4%	8%	7%	9%	8%	9%	13%	6%	4%
				**	F	F		*				*	MN		
To write full stories	91	42	48	1	36	36	19	21	22	23	25	9	46	16	19
	9%	9%	9%	19%	13%	10%	5%	14%	8%	7%	10%	9%	14%	7%	6%
				**	F	F		*				*	MN		
To research databases	315	161	154	-	98	117	100	46	67	95	107	25	119	82	89
	31%	33%	30%	-	35%	34%	27%	31%	24%	28%	44%	26%	36%	35%	26%
				**				*			HI	*	N		
To verify information	365	177	187	1	110	136	119	42	83	132	108	30	144	82	109
	36%	36%	37%	26%	39%	39%	32%	29%	30%	39%	44%	31%	43%	35%	32%
				**				*		H	H	*	N		
To help identify disinformation	377	184	190	3	110	135	132	49	81	127	120	34	134	86	123
	38%	38%	37%	66%	39%	39%	35%	34%	29%	38%	49%	35%	40%	37%	36%
				**				*			HI	*			
AI should not be used for any of these things	382	181	199	2	85	122	176	66	119	130	67	35	94	94	160
	38%	37%	39%	34%	30%	35%	47%	45%	43%	39%	28%	37%	28%	40%	47%
				**			DE	J*	J	J	*	*	L	L	L
	161%	162%	160%	164%	167%	168%	150%	161%	141%	161%	183%	147%	174%	161%	152%

