

Stockton Polling Institute
Artificial Intelligence
February 20-March 3, 2024
Weighted Results

Please rate your level of awareness of artificial intelligence, or AI. Have you heard a lot about AI, a little, or nothing at all?

#	Answer	%	Count
1	A lot	56%	337
2	A little	36%	217
3	Nothing at all	8%	47
4	Not sure	1%	4
5	Refuse	0%	1
	Total	100%	606

Please rate whether you view the following uses of AI positively or negatively, or if you have no opinion:

#	Question	Positive		Negative		No opinion		Not sure		Refuse		Total
1	Using a smart home device	45%	272	22%	133	26%	158	7%	43	0%	1	606
2	Using AI chatbots to do research, answer questions, or simulate human conversation	33%	198	40%	241	21%	130	6%	34	1%	4	606
3	Using AI to generate realistic fake images or videos	9%	55	71%	429	15%	89	5%	28	1%	4	606
4	Using facial recognition technology	44%	268	33%	198	17%	103	6%	35	0%	3	606
5	Companies using your data to customize the content you see online	12%	71	71%	432	13%	79	3%	20	1%	3	606
6	Companies using AI to answer questions or provide customer service	33%	202	47%	283	17%	102	3%	15	1%	3	606
7	Using AI for hiring decisions	9%	57	76%	463	11%	65	3%	17	1%	5	606
8	Self-driving cars	19%	113	66%	398	12%	71	3%	17	1%	7	606

For the most part, do you think the increased use of AI will make your life better, worse, or have no impact?

#	Answer	%	Count
1	Better	25%	149
2	Worse	36%	220
3	No impact	26%	156
4	Not sure	12%	74
5	Refuse	1%	7
	Total	100%	606

What is the main reason you think AI will improve your life? [Open-ended; recoded by Hughes Center researcher into the following categories]

#	Answer	%	Count
1	Convenience, makes daily tasks easier	58%	86
2	Makes my job easier	13%	19
3	Can learn more	5%	7
4	Can express creativity	4%	6
5	Some other reason	9%	13
6	Not sure	3%	4
7	Refuse	0%	0
8	Medical or diagnostic advancements	5%	7
9	Technological advancements	4%	5
	Total	100%	149

What is your main concern with AI? [Open-ended; recoded by Hughes Center researcher into the following categories]

#	Answer	%	Count
1	Impact on jobs	19%	42
2	Privacy concerns; use of personal data	24%	53
3	Misinformation; fake news	17%	37
4	Some other reason	19%	41
5	Not sure	2%	3
6	Refuse	0%	0
7	Loss of human interaction	6%	13
8	Bias in AI's programming	2%	3
9	Loss of individuality or independent thought	2%	5
10	AI will gain too much control	5%	11
11	It can be used maliciously to harm people	4%	9
12	Not enough regulation or oversight	1%	3
	Total	100%	220

Do you think the increased use of AI will cause the spread of false information to increase, decrease, or have no effect?

#	Answer	%	Count
1	Increase misinformation	78%	475
2	Decrease misinformation	4%	25
3	No effect	9%	52
4	Not sure	8%	48
5	Refuse	1%	5
	Total	100%	606

In general, how much trust do you have that AI will be used responsibly and ethically?

#	Answer	%	Count
1	A lot of trust	2%	14
2	Some trust	16%	95
3	Very little trust	44%	264
4	No trust	35%	214
5	Not sure	2%	14
6	Refuse	1%	5
	Total	100%	606

Please rate how important it is to you, if at all, to have government regulations and oversight over the use of AI.

#	Answer	%	Count
1	Very important	57%	345
2	Somewhat important	23%	140
3	Not very important	4%	27
4	Not at all important	8%	47
5	Not sure	7%	41
6	Refuse	1%	7
	Total	100%	606

Should images, audio, or video created with AI be required to include a label disclosing that?

#	Answer	%	Count
1	Yes	90%	544
2	No	4%	27
3	Not sure	5%	28
4	Refuse	1%	7
	Total	100%	606

Demographics

AGE - Please select your age group.

#	Answer	%	Count
1	18-29	19%	115
2	30-49	33%	200
3	50-64	26%	158
4	65 and older	21%	128
5	Refuse	1%	5
	Total	100%	606

County recoded into region- Please select your New Jersey county.

#	Answer	%	Count
1	North	51%	309
2	Central	31%	187
3	South	15%	91
22	Not sure	0%	0
23	Refuse	3%	19
	Total	100%	606

Are you Hispanic or Latino, or not?

#	Answer	%	Count
1	Yes, Hispanic or Latino	19%	114
2	No	78%	474
3	Refuse	3%	18
	Total	100%	606

Which of the following best describes your race:

#	Answer	%	Count
1	White	63%	379
2	Black or African American	11%	69
3	Asian or Pacific Islander	3%	17
4	Native American	1%	5
5	Some other race alone	10%	60
6	More than one race	7%	41
7	Refuse	6%	35
	Total	100%	606

Education Recoded: Which of the following best describes your highest level of education?

#	Answer	%	Count
1	Less than a four-year college degree	55%	333
2	A four-year college degree or more	43%	259
3	Refuse	2%	14
	Total	100%	606

Income Recoded: Which of the following categories best represents your household income last year before taxes?

#	Answer	%	Count
1	Less than \$50,000	20%	121
2	\$50,000 to less than \$100,000	23%	139
3	\$100,000 or more	40%	240
4	Not sure or refuse	17%	105
	Total	100%	606

Do you consider yourself to be a:

#	Answer	%	Count
1	Democrat	24%	145
2	Republican	22%	135
3	Independent	30%	185
4	Something else	13%	78
5	Not sure	3%	18
6	Refuse	7%	45
	Total	100%	606

Lastly, what is your gender?

#	Answer	%	Count
1	Man	48%	293
2	Woman	49%	300
3	Identify another way	1%	4
4	Refuse	1%	9
	Total	100%	606

Methodology

The poll was sponsored and conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy at Stockton University. Data collection took place from February 20 to March 3, 2024. A probability-based random sample of 606 New Jersey residents ages 18 and older were interviewed. The poll was conducted via telephone by live interviewers in English.

Of the full sample, 27 respondents (4%) were reached via live call to a landline, 473 respondents (78%) were reached via live call to a cellphone number, and 106 respondents (18%) were reached via text message to a cellphone number, known as text-to-web. The live calls were conducted by an external vendor, Opinion Services. The text messages were sent by Stockton Polling Institute staff from the University's Galloway campus and included a single-use link to take the survey online.

New Jersey landline and cell samples were generated via random-digit-dialing and provided by Marketing Systems Group. Listed and unlisted have an equal probability of selection. Within-household selection is done by asking for the youngest adult. Adults without a telephone are excluded from the sample.

Weighting was done to balance the sample demographics to be representative of the target population. Data were weighted using iterative proportional fitting, also known as raking or random iterative method (RIM) weighting. Weights were based on U.S. Census Bureau American Community Survey 2022 data for New Jersey on variables of age, race, education level, and sex. The poll's margin of sampling error is +/- 4.0 percentage points at a 95% confidence level. The margin of sampling error is higher for subsets. Sampling error does not account for other potential sources of bias in polls such as measurement error or non-response.