

	Total	Region				Gender		Age								HH Income			Education			Ethnicity					Chatbot Conversations					
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Weighted sample size	2007	341	421	763	482	955	1052	640	641	726	304	302	348	336	338	378	823	535	423	784	608	616	1238	252	343	63	111	313	446	197	158	892
Unweighted sample	2007	365	423	742	477	963	1044	550	683	774	252	345	366	298	338	408	725	562	511	489	710	808	1476	159	208	59	105	298	439	209	147	914

Q20. [Net Willing] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age								HH Income			Education			Ethnicity					Chatbot Conversations					
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-~\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Music created entirely by AI	44%	43%	45%	46%	41%	49%	40%	44%	41%	47%	52%	47%	48%	36%	35%	47%	44%	47%	47%	41%	44%	47%	41%	69%	40%	39%	39%	62%	63%	48%	41%	28%
Books or stories written entirely by AI	42%	40%	40%	45%	40%	48%	37%	42%	42%	41%	53%	47%	44%	33%	38%	38%	43%	42%	44%	40%	43%	43%	38%	67%	39%	44%	40%	63%	62%	48%	39%	23%
TV shows or movies created entirely by AI	39%	34%	39%	43%	38%	44%	35%	35%	40%	42%	42%	45%	44%	29%	35%	40%	37%	42%	43%	36%	41%	41%	36%	61%	33%	33%	42%	57%	54%	46%	40%	24%
Music created partly by AI and partly by humans	54%	51%	56%	56%	51%	60%	49%	52%	53%	56%	62%	57%	61%	43%	50%	52%	51%	59%	60%	50%	52%	61%	53%	71%	45%	56%	60%	74%	72%	60%	52%	37%
Books or stories created partly by AI and partly by humans	50%	45%	51%	53%	50%	56%	45%	49%	50%	52%	58%	55%	56%	41%	46%	48%	48%	55%	54%	47%	50%	55%	49%	65%	45%	56%	51%	70%	70%	57%	51%	32%
TV shows or movies created partly by AI and partly by humans	52%	47%	52%	55%	48%	57%	46%	51%	49%	54%	62%	55%	56%	42%	44%	52%	48%	55%	57%	47%	51%	58%	49%	71%	46%	51%	54%	71%	71%	56%	48%	35%

Q20. [Music created entirely by AI] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age							HH Income			Education			Ethnicity					Chatbot Conversations						
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Willing with no real reservations	13%	16%	9%	15%	12%	16%	11%	17%	10%	13%	22%	12%	14%	12%	9%	13%	14%	14%	15%	13%	12%	15%	12%	29%	10%	8%	9%	25%	21%	12%	6%	7%
Willing but some reservations	31%	27%	36%	31%	29%	33%	29%	27%	31%	34%	30%	35%	34%	25%	26%	34%	29%	34%	31%	29%	32%	32%	29%	40%	31%	31%	31%	37%	42%	36%	35%	21%
Not willing at all	44%	45%	43%	41%	50%	42%	47%	47%	46%	40%	42%	39%	44%	53%	52%	37%	41%	42%	46%	43%	44%	47%	48%	24%	45%	51%	47%	30%	30%	42%	49%	57%
Not sure/Can't say	12%	12%	12%	13%	9%	10%	13%	9%	13%	13%	7%	14%	9%	11%	12%	16%	15%	10%	7%	16%	12%	6%	11%	7%	15%	10%	14%	8%	7%	10%	10%	16%
Net: Willing	44%	43%	45%	46%	41%	49%	40%	44%	41%	47%	52%	47%	48%	36%	35%	47%	44%	47%	47%	41%	44%	47%	41%	69%	40%	39%	39%	62%	63%	48%	41%	28%

Q20. [Books or stories written entirely by AI] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age							HH Income			Education			Ethnicity					Chatbot Conversations						
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Willing with no real reservations	11%	12%	9%	13%	10%	14%	9%	13%	12%	9%	19%	14%	10%	8%	10%	9%	11%	13%	14%	10%	10%	14%	10%	23%	11%	3%	6%	24%	18%	10%	5%	5%
Willing but some reservations	30%	28%	31%	32%	30%	34%	28%	29%	30%	32%	34%	33%	34%	25%	28%	30%	33%	29%	31%	30%	33%	28%	28%	44%	28%	41%	33%	39%	44%	39%	35%	18%
Not willing at all	48%	52%	49%	44%	51%	44%	52%	51%	47%	47%	43%	43%	47%	57%	51%	48%	44%	49%	50%	46%	53%	52%	28%	48%	48%	50%	29%	32%	42%	53%	64%	
Not sure/Can't say	10%	8%	11%	11%	9%	8%	12%	7%	11%	11%	4%	10%	9%	9%	12%	14%	13%	9%	5%	14%	10%	4%	10%	5%	14%	8%	10%	8%	6%	10%	7%	13%
Net: Willing	42%	40%	40%	45%	40%	48%	37%	42%	42%	41%	53%	47%	44%	33%	38%	38%	43%	42%	44%	40%	43%	43%	38%	67%	39%	44%	40%	63%	62%	48%	39%	23%

Q20. [TV shows or movies created entirely by AI] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age								HH Income			Education			Ethnicity					Chatbot Conversations					
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Willing with no real reservations	11%	11%	10%	14%	9%	12%	11%	13%	13%	9%	14%	14%	8%	12%	12%	9%	11%	12%	15%	10%	10%	14%	11%	23%	8%	7%	8%	27%	18%	10%	6%	4%
Willing but some reservations	28%	22%	29%	29%	28%	32%	24%	22%	27%	33%	28%	31%	36%	17%	23%	31%	26%	30%	28%	25%	31%	27%	26%	38%	25%	26%	34%	30%	36%	36%	34%	20%
Not willing at all	50%	56%	49%	47%	51%	47%	52%	55%	48%	47%	50%	44%	47%	59%	51%	47%	47%	49%	53%	48%	48%	55%	54%	30%	51%	51%	47%	35%	39%	41%	46%	63%
Not sure/Can't say	11%	11%	12%	11%	11%	9%	13%	10%	12%	11%	8%	11%	9%	12%	14%	13%	15%	9%	5%	16%	11%	4%	10%	9%	15%	17%	11%	8%	7%	13%	14%	14%
Net: Willing	39%	34%	39%	43%	38%	44%	35%	35%	40%	42%	42%	45%	44%	29%	35%	40%	37%	42%	43%	36%	41%	41%	36%	61%	33%	33%	42%	57%	54%	46%	40%	24%

Q20. [Music created partly by AI and partly by humans] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age							HH Income			Education			Ethnicity					Chatbot Conversations						
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Willing with no real reservations	17%	15%	14%	19%	16%	20%	14%	18%	16%	16%	23%	20%	17%	14%	13%	15%	16%	20%	17%	16%	15%	20%	16%	22%	16%	16%	18%	30%	24%	17%	15%	8%

Willing but some reservations	37%	37%	41%	37%	35%	40%	35%	34%	37%	40%	39%	38%	43%	30%	37%	35%	36%	38%	43%	34%	38%	41%	37%	48%	29%	40%	41%	44%	48%	42%	37%	29%
Not willing at all	36%	40%	34%	34%	37%	31%	38%	41%	34%	32%	33%	36%	36%	47%	37%	35%	35%	33%	35%	35%	37%	35%	37%	23%	40%	33%	34%	19%	23%	30%	37%	48%
Not sure-Can't say	10%	9%	11%	10%	12%	9%	12%	7%	13%	11%	8%	12%	9%	10%	13%	13%	13%	9%	8%	15%	11%	4%	10%	7%	15%	10%	6%	6%	8%	10%	10%	15%
Net: Willing	54%	51%	56%	56%	51%	60%	49%	52%	53%	56%	62%	57%	61%	43%	50%	52%	51%	59%	60%	50%	52%	61%	53%	71%	45%	56%	60%	74%	72%	60%	52%	37%

Q20. [Books or stories created partly by AI and partly by humans] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age								HH Income			Education			Ethnicity					Chatbot Conversations					
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net: Weekly	Net: Monthly	Once every few months	Not at all/ none
Willing with no real reservations	15%	14%	13%	18%	13%	19%	12%	17%	16%	13%	23%	17%	16%	11%	14%	10%	15%	16%	17%	13%	14%	19%	14%	19%	16%	11%	12%	28%	26%	19%	6%	6%
Willing but some reservations	35%	31%	38%	35%	37%	38%	34%	32%	35%	39%	35%	38%	40%	30%	33%	37%	33%	39%	37%	33%	37%	37%	34%	47%	30%	45%	38%	42%	45%	38%	44%	27%
Not willing at all	39%	46%	37%	38%	39%	35%	43%	44%	38%	37%	36%	34%	35%	51%	41%	39%	38%	36%	42%	39%	39%	41%	42%	27%	39%	36%	44%	24%	27%	31%	40%	53%
Not sure/Can't say	10%	9%	11%	9%	11%	9%	11%	7%	12%	12%	6%	11%	10%	8%	12%	13%	14%	9%	4%	15%	11%	4%	10%	7%	16%	8%	5%	6%	3%	12%	9%	15%
Net: Willing	50%	45%	51%	53%	50%	56%	45%	49%	50%	52%	58%	55%	56%	41%	46%	48%	48%	55%	54%	47%	50%	55%	49%	65%	45%	56%	51%	70%	70%	57%	51%	32%

Q20. [TV shows or movies created partly by AI and partly by humans] When you think about AI and art or entertainment, would you be willing to read/listen/watch each of the following:

	Total	Region				Gender		Age								HH Income			Education			Ethnicity					Chatbot Conversations					
		Northeast	Midwest	South	West	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/ Associate degree	Univ+	White	Black/AA	Hispanic	Pacific Islander/ Asians	Other	Once a day or more often	Net- Weekly	Net- Monthly	Once every few months	Not at all/ none
Willing with no real reservations	15%	17%	13%	18%	11%	18%	13%	17%	16%	13%	20%	19%	15%	14%	13%	11%	14%	17%	18%	13%	14%	19%	15%	18%	17%	7%	11%	26%	25%	21%	10%	6%
Willing but some reservations	37%	30%	40%	37%	37%	40%	34%	34%	34%	41%	42%	36%	41%	28%	31%	41%	34%	39%	39%	34%	38%	39%	34%	53%	29%	44%	44%	45%	46%	35%	37%	29%
Not willing at all	39%	45%	37%	35%	42%	34%	43%	42%	39%	35%	34%	34%	35%	50%	44%	36%	39%	37%	38%	39%	38%	39%	41%	25%	42%	35%	40%	24%	25%	35%	42%	51%
Not sure/Can't say	10%	8%	11%	9%	10%	8%	11%	6%	12%	10%	5%	11%	9%	8%	12%	12%	12%	8%	4%	13%	11%	4%	10%	4%	12%	15%	6%	5%	4%	10%	10%	14%
Net: Willing	52%	47%	52%	55%	48%	57%	46%	51%	49%	54%	62%	55%	56%	42%	44%	52%	48%	55%	57%	47%	51%	58%	49%	71%	46%	51%	54%	71%	71%	56%	48%	35%