DATA FOR *PROGRESS*   **+accountable tech**

From June 20 to 24, 2024, Data for Progress conducted a survey of 1,211 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and 2020 recalled vote. The survey was conducted in English. The margin of error associated with the sample size is ±3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,211 unless otherwise specified.

[1] Big Tech companies like Apple, Microsoft, Meta, and Google have invested significant resources in integrating artificial intelligence (AI) features into their products and platforms, like Instagram adding Meta AI to its search bar.

Do you approve or disapprove of Big Tech companies including AI features in their products and platforms?

Response	Topline	Democrat	Independent / Third party	Repub-lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strongly approve	12	14	10	11	10	15	20	8	12	12	20	9	22
Somewhat approve	34	38	30	32	32	37	39	32	32	37	37	35	32
Somewhat disapprove	25	24	24	28	29	22	19	28	25	26	17	28	23
Strongly disapprove	20	15	24	23	20	20	13	23	22	17	12	22	13
Don't know	8	9	12	6	10	6	8	9	9	7	12	7	10
APPROVE (TOTAL)	46	52	40	43	42	52	59	40	44	49	57	44	54
DISAPPROVE (TOTAL)	45	39	48	51	49	42	32	51	47	43	29	50	36
APPROVE (NET)	+1	+13	−8	−8	−7	+10	+27	−11	−3	+6	+28	−6	+18
Weighted N	1,211	478	290	443	646	565	399	812	780	431	131	863	152

[2] In the past month, how often, if at all, have you used new artificial intelligence (AI) features like chatbots and image generators on platforms like Google Search and Instagram?

Response	Topline	Democrat	Independent / Third party	Repub-lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Often	9	13	6	8	8	11	15	7	8	13	12	8	15
Sometimes	25	30	19	25	24	27	37	20	24	28	37	24	31
Rarely	26	27	28	24	27	26	27	26	28	24	25	26	30
Never	39	31	47	42	40	37	21	48	40	36	26	42	24
FREQUENTLY (TOTAL)	34	43	25	33	32	38	52	27	32	41	49	32	46
INFREQUENTLY (TOTAL)	65	58	75	66	67	63	48	74	68	60	51	68	54
FREQUENTLY (NET)	−31	−15	−50	−33	−35	−25	+4	−47	−36	−19	−2	−36	−8
Weighted N	1,211	478	290	443	646	565	399	812	780	431	131	863	152

[3] Recently, Apple announced a new partnership with OpenAI, the creators of the AI chatbot ChatGPT, during its annual developers conference.

This partnership between Apple and OpenAI will grant iPhone users the ability to use OpenAI's chatbot as an optional feature in Siri and in several apps exclusive to the iPhone and other Apple products. Some of these new AI features will only be available on newer versions of the iPhone.

Knowing about this new AI technology on newer versions of the iPhone, would you be **more** or **less** likely to purchase a new iPhone?

Response	Topline	Democrat	Independent / Third party	Repub-lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Much more likely	10	11	8	10	7	13	19	6	8	14	20	7	20
Somewhat more likely	16	18	13	15	13	19	23	12	15	17	17	15	21
Somewhat less likely	16	17	16	14	17	14	20	14	16	16	17	15	21
Much less likely	23	16	24	31	24	23	14	28	26	18	11	27	11
Wouldn't affect my decision	35	37	40	30	39	31	24	41	35	36	34	36	27
MORE LIKELY (TOTAL)	26	29	21	25	20	32	42	18	23	31	37	22	41
LESS LIKELY (TOTAL)	39	33	40	45	41	37	34	42	42	34	28	42	32
MORE LIKELY (NET)	−13	−4	−19	−20	−21	−5	+8	−24	−19	−3	+9	−20	+9
Weighted N	1,211	478	290	443	646	565	399	812	780	431	131	863	152

[4] When thinking about Big Tech companies investing resources to integrate AI features into their products and platforms, which of the following statements comes closest to your view, even if neither is exactly right?

Response	Topline	Democrat	Inde-pendent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
I am interested in using products and platforms created by Big Tech companies that include new AI features.	37	45	32	31	30	45	51	30	33	44	48	34	48
I am not interested in using products and platforms created by Big Tech companies that include new AI features.	52	45	57	57	58	46	41	58	56	46	36	57	39
Don't know	11	9	11	12	12	9	8	12	11	10	16	9	13
Weighted N	1,211	478	290	443	646	565	399	812	780	431	131	863	152