DATA FOR *PROGRESS* ✚ accountable tech

From February 2 to 5, 2024, Data for Progress conducted a survey of 1,225 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 voting history. The survey was conducted in English. The margin of error is ±3 percentage points.

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=1,225 unless otherwise specified.

[1] "Deepfakes" are a type of artificial intelligence (AI) in which someone can create convincing images, audio, and videos to represent a person saying or doing something that they never actually said or did.

How concerned or not concerned are you about the use of "deepfakes" of candidates and political figures during the November 2024 election?

Response	Topline	Democrat	Independent / Third party	Repub-lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Very concerned	47	49	50	43	48	45	36	53	46	47	42	48	38
Somewhat concerned	33	33	30	36	31	35	36	32	33	34	38	34	32
Only a little concerned	15	13	15	16	14	15	21	11	16	13	14	14	22
Not at all concerned	5	6	6	4	6	4	7	4	5	5	6	5	7
CONCERNED (TOTAL)	80	82	80	79	79	80	72	85	79	81	80	82	70
NOT CONCERNED (TOTAL)	20	19	21	20	20	19	28	15	21	18	20	19	29
CONCERNED (NET)	+60	+63	+59	+59	+59	+61	+44	+70	+58	+63	+60	+63	+41
Weighted N	1,225	438	336	451	655	570	436	789	785	440	134	890	155

[2] Which of the following statements comes closest to your view, even if neither is exactly right?

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Companies that develop AI tools should be required to label AI-generated content that is used to influence an election	83	85	84	81	84	83	73	89	81	88	77	86	78
Companies that develop AI tools should not be required to label AI-generated content that is used to influence an election	10	10	9	11	9	12	19	5	11	8	14	9	16
Don't know	7	6	6	7	8	5	8	6	8	4	9	5	5
Weighted N	1,225	438	336	451	655	570	436	789	785	440	134	890	155