

## What the Public Wants from Journalism in the Age of AI: A Four Country Survey Toplines

Topline results from the 2024 CNTI surveys in Australia, Brazil, South Africa and the United States. Some questions vary slightly in the United States to accommodate mode differences.

In an effort to keep the sample sizes within each country the same across questions, all respondents were kept and missing data were recoded to the “DK/Refused/Missing” catch-all category.

Asterisks (\*) in columns indicate <0.5 percent.

**PSKEEUP** How closely do you keep informed about issues and events of the day - very closely, somewhat closely, not so closely or not closely at all?

	AU	BR	ZA	US
More closely NET	70	56	64	70
Very closely	24	20	38	24
Somewhat closely	45	36	26	46
Less closely NET	29	44	36	30
Not so closely	19	34	21	23
Not closely at all	10	10	15	6
DK/Refused/Missing	1	*	*	*

**PSSTART** I’m going to read a few ways people may get news about issues and events. Please tell me which one of them is your most common place to start.\*

In US: How do you most often follow news about issues and events?

	AU	BR	ZA	US
A social media site or app	28	30	29	25
A specific news organization	46	37	49	49
A news aggregator	6	10	4	8
An online search engine	8	6	8	8
A messaging app	1	7	2	1
Email	4	3	3	1
Word-of-mouth	6	6	4	7
DK/Refused/Missing (Randomized)	1	1	1	1

**PSSOCIALAPP** [IF PSSTART = “A social media site or app”] Do you usually go to (your main feed), (a group you are a part of); or (a specific channel, page or account) to get informed about issues and events?

	AU	BR	ZA	US
Your main feed	64	38	32	70
A group you are a part of	5	10	22	9
A specific channel, page or account	27	45	41	21
DK/Refused/Missing	4	6	6	1

**PSOUTLET** [IF PSSTART = "A specific news organization"] Do you usually get news from that specific news outlet (online), (on television), (in a print newspaper or magazine), or (on the radio)?

	AU	BR	ZA	US
Online	33	20	6	31
On television	40	66	55	58
In a print newspaper or magazine	7	6	2	5
On the radio	19	9	36	6
DK/Refused/Missing	1	0	*	*

**PSIMPORT** Of the items I read, how important is each in how you choose to get informed?

	--- More imp. -- NET    Very    what    NET			--- Less imp. --- NET    Not so    Not at all			DK/ Rf.
a. Getting the news quickly							
Australia	77	36	41	22	14	8	*
Brazil	87	63	24	13	9	4	1
South Africa	91	79	13	9	6	3	0
United States	80	33	47	19	14	5	1
b. Seeing news from many different sources							
Australia	77	39	38	22	15	7	1
Brazil	84	65	18	15	7	8	1
South Africa	86	70	16	13	6	7	*
United States	77	31	46	21	17	5	1
c. Being able to go more or less in-depth on a story							
Australia	83	39	44	15	10	6	1
Brazil	87	65	22	12	7	5	1
South Africa	83	66	17	16	11	5	1
United States	84	34	50	15	11	4	1
d. Feeling a personal connection to the source of news							
Australia	39	12	27	59	33	26	1
Brazil	75	47	28	23	13	9	2
South Africa	82	65	18	16	9	7	2
United States	43	10	33	56	39	17	1
e. Getting the news from professional journalists							
Australia	73	45	28	26	14	12	1
Brazil	84	65	18	15	8	8	1
South Africa	84	72	12	15	10	5	1
United States	75	41	34	24	15	8	1
f. Being able to engage with others							
Australia	57	28	29	43	23	19	1
Brazil	86	64	22	13	6	6	1
South Africa	90	77	13	10	6	3	*
United States	40	13	27	58	37	22	1
(Randomized)							

**PSCHOICE** When looking to get informed about issues and events, which do you look for more - information from a certain (individual) or from a certain (organization)?

	AU	BR	ZA	US
From a certain individual	20	30	26	22
From a certain organization	73	57	72	75
DK/Refused/Missing	7	13	2	3

**PSNEWSVJ** Thinking about news and journalism, do you see journalism as something that is different from news, or not?

	AU	BR	ZA	US
Yes, journalism and news are different	65	54	40	65
No, journalism and news are not different	33	43	55	32
DK/Refused/Missing	2	4	4	3

**PSDEFJSM** [IF JOURNALISM AND NEWS ARE DIFFERENT] In just a few words, what is it that makes journalism different from news?

\*See datasets

**PSJSMPRO** Now thinking about people who produce journalism, what is the top trait or traits that come to mind?

\*See datasets

**PSJPRO1** Which of these two statements comes closest to your view, even if neither is exactly right - (Journalists are the only producers of journalism) or (People who are not journalists can produce journalism)?

	AU	BR	ZA	US
Journalists are the only producers of journalism	27	43	45	24
People who are not journalists can produce journalism	70	52	49	74
DK/Refused/Missing	3	6	6	2

**PSJSTORG** How important is it to you that the journalism you read, watch or listen to comes from news organizations that employ reporters?

	AU	BR	ZA	US
More important NET	72	84	89	65
Very important	33	62	73	27
Somewhat important	39	22	15	37
Less important NET	27	14	10	35
Not so important	15	9	5	24
Not at all important	12	6	4	11
DK/Refused/Missing	1	1	2	1

**PSCHAL** How big of a challenge is each of the following in your ability to stay informed?

	More of a --- Challenge ---			Less of a ---- challenge ----			DK/ Ref./Mi.
	NET	Big	Some- what	NET	Not much	Not at all	
a. Knowing who or what to trust							
Australia	79	43	35	21	10	11	1
Brazil	90	63	26	9	3	6	2
South Africa	71	48	24	27	17	11	1
United States	80	43	37	20	14	5	1
b. Choosing among all the sources							
Australia	53	13	39	47	26	20	1
Brazil	70	39	30	28	11	17	2
South Africa	54	32	22	43	24	19	2
United States	60	19	41	40	30	10	*
c. Having technology that works							
Australia	39	16	23	59	24	34	2
Brazil	68	41	27	29	9	20	3
South Africa	56	35	21	43	22	20	1
United States	37	13	25	62	35	27	1
d. Availability of high-quality reporting							
Australia	72	29	43	27	14	13	1
Brazil	76	48	28	22	8	13	3
South Africa	63	38	25	34	18	16	3
United States	73	33	40	26	19	7	1
(Randomized)							

**PSJSMVIEW** Do you think news organizations that employ reporters are a critical part of an informed society, or are not a critical part of an informed society?

	AU	BR	ZA	US
News organizations that employ reporters are a critical part of an informed society	81	80	76	77
News organizations that employ reporters are not a critical part of an informed society	17	16	17	19
DK/Refused/Missing	3	5	7	3

**PSWEEK** Over the past week, about how many pieces of journalism did you read, watch or listen to?

	AU	BR	ZA	US
None	8	11	18	15
One to four	16	25	30	33
Five to 10	25	24	21	22
More than 10	50	39	29	29
DK/Ref./Miss.	*	1	2	1

**PSJPRO2** Can everyday people produce journalism, or not?

	AU	BR	ZA	US
Yes, they can	62	56	65	73
No, they cannot	36	41	30	26
DK/Ref./Miss.	2	3	5	1

**PSTECH** How important is digital technology – such as computers, smartphones, apps, platforms and other tools – to your ability to keep informed about issues and events?

	AU	BR	ZA	US
More important NET	90	95	94	92
Very important	67	85	84	57
Somewhat important	23	10	9	35
Less important NET	10	5	5	8
Not so important	5	3	3	6
Not at all important	5	2	1	2
DK/Ref./Miss.	1	0	2	*

**PSSELFUSE** In the past year, have you used technology in any of the following ways or not?

	Yes	No	DK/Ref./Miss.
a. To make your writing better			
Australia	49	51	0
Brazil	59	41	1
South Africa	66	32	2
United States	43	57	*
b. To summarize a lot of documents			
Australia	42	57	1
Brazil	55	44	1
South Africa	59	39	2
United States	32	68	*
c. To check the accuracy of something			
Australia	81	19	1
Brazil	76	23	1
South Africa	67	31	2
United States	79	20	*
d. To translate content into another language			
Australia	49	51	1
Brazil	53	46	*
South Africa	59	40	1
United States	49	50	1
e. To edit an image			
Australia	52	47	*
Brazil	61	39	1
South Africa	61	37	2
United States	54	46	*
(Randomized)			

**PSJSMUSE1** Are you mostly OK with a journalist using technology to [ITEM] or are you mostly against it?

	Mostly OK	Mostly against	DK/ Ref./Mis.
a. To make their writing better			
Australia	76	21	3
Brazil	89	9	2
South Africa	88	10	3
United States	80	18	2
b. To summarize a lot of documents			
Australia	71	25	4
Brazil	82	16	3
South Africa	84	12	4
United States	74	24	3
c. To check the accuracy of something			
Australia	88	9	3
Brazil	93	6	2
South Africa	88	9	3
United States	88	9	2
d. To translate content into another language			
Australia	80	17	3
Brazil	86	11	3
South Africa	84	13	3
United States	86	11	2
e. To edit an image			
Australia	35	61	4
Brazil	71	25	4
South Africa	75	21	4
United States	49	48	2

(Randomized, same order as PSSELFUSE)

**PSAIHEARD** How much have you heard about recent developments in artificial intelligence, or AI?

	AU	BR	ZA	US
Great deal/fair amount NET	73	62	39	71
A great deal	30	46	22	21
A fair amount	43	16	17	50
Not much/not at all NET	26	38	50	29
Not much	22	21	20	24
Not at all	4	16	30	5
DK/Refused/Missing	*	1	11	*

**PSGENAI** In the last year, have you tried to use generative AI?

	AU	BR	ZA	US
Yes	41	18	27	32
No	43	55	38	57
I don't know what generative AI is	16	26	27	10
DK/Refused/Missing	*	1	8	1

**PSAIHELP1** Overall, do you think AI will have a mostly (positive), neutral or (negative) impact on your ability to keep informed about issues and events? [ASK IN US IF DON'T KNOW] Do you lean toward thinking that artificial intelligence (AI) will have a mostly (positive), neutral or (negative) impact on your ability to keep informed about issues and events?

	AU	BR	ZA	US**
Positive	16	46	49	15
Neutral	42	27	22	46
Negative	35	19	12	36
DK/Ref./Miss.	6	7	18	3

\*\*Leaners netted.

**PSJHELP2** Overall, do you think AI will have a mostly (positive), neutral, or (negative) impact on journalists' ability to report about issues and events? [ASK IN US IF DON'T KNOW] Do you lean toward thinking that artificial intelligence (AI) will have a mostly (positive), neutral or (negative) impact on journalists' ability to report about issues and events?

	AU	BR	ZA	US**
Positive	18	52	46	15
Neutral	49	21	21	38
Negative	28	20	16	41
DK/Ref./Miss.	5	6	17	7

(Rotated in same order as Q21)

\*\*Leaners netted.

**PSAICARE** In the news and journalism you usually read, watch or listen to, how much does it matter to you whether AI was used in the reporting process?

	AU	BR	ZA	US
Great deal/fair amount NET	61	46	52	62
A great deal	31	36	32	26
A fair amount	30	10	20	36
Not much/not at all NET	37	50	34	36
Not much	26	30	22	27
Not at all	11	20	12	9
DK/Refused/Missing	2	4	14	2

**AIPSIMPT** How much of a factor is each of the following in deciding if a journalist's use of AI is OK?

	More of a			Less of a			DK/Ref./Miss.
	NET	Big	Some- what	NET	Not much	Not at all	
a. The topic of the story							
Australia	70	41	29	28	14	13	3
Brazil	78	52	26	18	8	10	4
South Africa	62	47	15	25	17	8	13
United States	70	33	37	27	17	10	3
b. Whether the content was text, video or audio							
Australia	64	35	29	32	19	13	4
Brazil	71	47	24	24	13	11	5
South Africa	57	42	16	29	20	9	13
United States	71	34	37	27	16	10	3
c. The quality of the AI tool itself							
Australia	75	52	23	21	10	11	4
Brazil	71	48	23	23	11	12	6
South Africa	57	43	14	28	19	9	15
United States	79	48	30	18	10	8	3
d. What the journalist used AI to do							
Australia	78	51	27	18	10	7	4
Brazil	71	45	26	25	14	11	4
South Africa	55	40	15	30	20	10	15
United States	84	57	27	13	7	6	3
e. A person reviewed what the AI produced							
Australia	77	52	25	20	10	10	3
Brazil	71	47	24	23	11	12	6
South Africa	56	38	18	30	19	10	14
United States	83	56	27	14	8	6	3

**PSOPENI** Looking ahead, how confident are you that the internet will be a place to get and share news openly?

	AU	BR	ZA	US
More confident NET	65	64	79	62
Very confident	26	31	60	18
Somewhat confident	39	33	20	44
Less confident NET	34	34	16	37
Not so confident	22	19	9	28
Not at all confident	11	15	7	9
DK/Ref./Miss.	1	2	5	1

**PSCLOSE** All in all, how do you feel about your ability to keep informed about issues and events, mostly (positive), neutral or (negative)?

	AU	BR	ZA	US
Positive	59	61	67	40
Neutral	8	31	22	51
Negative	34	8	8	8
DK/Ref./Miss. *	1	3	3	2



**PSTECHDEV** Overall, do you think developments in digital technology – such as computers, smartphones, apps, platforms and other tools – will have a (positive), neutral or (negative) effect on your ability to keep informed about events and issues of the day?

	AU	BR	ZA	US
Positive	58	75	74	46
Neutral	9	16	16	44
Negative	32	7	6	9
DK/Ref./Miss.	1	2	4	1

**INTERNET\_DEVICE** How often, if at all, do you use a computer, tablet or smartphone that is connected to the internet?\*

	AU	BR	ZA	US
Regularly	86	72	61	84
Occasionally	9	13	19	10
Rarely	3	8	8	4
Never	3	6	9	1
DK/Ref./Miss.	0	1	3	1

\*"Apart from taking surveys..." in US

**INFLUENCER**(ASK IN US ONLY IF NOT NEVER IN Q27a) How often, if at all, do you get news and information online from individual content creators or influencers?

	US
Regularly	22
Occasionally	30
Rarely	31
Never	14
DK/Ref./Miss.	3

**AGE** Respondent age categories.

	AU	BR	ZA	US
18-29	20	24	29	20
30-44	25	31	33	26
45-54	15	18	15	14
55+	37	26	18	40
DK/Ref./Miss.	2	1	6	0

**GENDER** Respondent gender categories.

	AU	BR	ZA	US
Male	50	49	48	49
Female	50	51	52	51
DK/Ref./Miss.	*	*	0	0

**IDEOLOGY** Respondent ideology categories.

	AU	BR	ZA	US
Very liberal	6	5	10	6
Liberal	16	9	13	19
Moderate	44	26	41	43
Conservative	17	33	13	21
Very conservative	3	12	13	9
DK/Ref./Miss.	14	15	9	2

**EDUCATION (Australia)** Respondent education categories.

No formal education	*
Year 9 or below, or equivalent (combines 2 and 3)	4
Years 10-12 (combines 4,5,6)	35
Certificate (less than 1 year in TAFE or equivalent)	7
Advanced diploma or diploma (1-year or 2-year diploma from TAFE or equivalent)	11
Bachelor's degree (university graduate)	30
Graduate diploma or graduate certificate	2
Postgraduate degree (Master's or Ph.D.)	8
DK/Refused/Missing	2

**EDUCATION: (Brazil)** Respondent education categories.

Did not receive formal education	1
Primary/elementary (1st to 4th grades), Either incomplete or complete	12
Middle/elementary (5th to 8th/9th grades), Either incomplete or complete	23
Middle/senior high school, Either incomplete or complete	38
Higher education up to bachelor's degree, Complete or incomplete	25
Master's/doctorate, Complete or incomplete	0
DK/Refused/Missing	1

**EDUCATION: (South Africa)** Respondent education categories.

No schooling	4
Some primary school	5
Primary school (Grade 7) complete	8
Some high school (some secondary education)	30
Matric/Grade 12 (high school completed)	38
Tertiary or vocational education	9
Bachelor's degree or equivalent	3
Master's degree or equivalent	1
Degree beyond Master's (including Ph.D, law degree, medical degree)	*
DK/Refused/Missing	3

**EDUCATION: (United States)** Respondent education categories.

No high school diploma or GED	9
High school graduate	29
(High school diploma or the equivalent GED)	
Some college or Associate's degree	26
Bachelor's degree	20
Master's degree or higher	16

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