

Content Creator or Influencer Crosstabs

The tables below present the crosstabulations for the content creator or influencer question from CNTI's 2024 survey project. All data are from the U.S. survey conducted between September 12-21, 2024.

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?

	Very closely	Somewhat closely	Not so closely	Not closely at all	Refused/ Missing	n
Regularly	32	46	19	2	0	223
Occasionally	20	48	25	6	0	309
Rarely	21	45	24	9	0	313
Never	27	46	22	6	0	148
Refused/ Missing	13	44	33	11	0	32

PSSTART I'm going to read a few ways people may get news about issues and events. [US version:] How do you most often follow news about issues and events?

	A social media site or app	A specific news org. whether online, on TV, on radio or in print	A news aggregator	An online search engine	A messaging app	Email	Word-of-mouth	Refused/ Missing	n
Regularly	39	38	8	8	2	0	3	1	223
Occasionally	31	43	5	9	2	2	8	0	309
Rarely	20	55	9	7	1	1	8	1	313
Never	5	62	12	7	0	0	13	1	148
Refused/ Missing	19	53	12	2	0	7	4	4	32

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?

	Your main feed	A group you are a part of	A specific channel, page, or account	Refused/ Missing	n
Regularly	62	10	28	0	86
Occasionally	71	12	17	0	96
Rarely	75	3	20	3	62
Never	89	0	11	0	8
Refused/ Missing	85	0	15	0	6

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)?

	Online	On television	In a print newspaper or magazine	On the radio	Refused/ Missing	n
Regularly	46	47	3	4	0	86
Occasionally	34	60	3	3	0	133
Rarely	26	57	7	9	1	171
Never	26	63	5	5	0	92
Refused/ Missing	18	72	0	9	0	17

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

a. Getting the news quickly:

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	48	40	8	3	1	223
Occasionally	29	48	19	3	1	309
Rarely	30	47	14	7	2	313
Never	25	56	14	6	0	148
Refused/ Missing	36	33	18	8	5	32

b. Seeing news from many different sources:

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	39	45	11	4	1	223
Occasionally	30	50	17	3	0	309
Rarely	28	48	16	5	2	313
Never	30	38	25	7	0	148
Refused/ Missing	27	39	17	12	5	32

c. Being able to go more or less in-depth on a story:

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	42	46	7	3	1	223
Occasionally	35	51	11	3	0	309
Rarely	28	55	11	4	2	313
Never	32	45	17	5	0	148
Refused/ Missing	34	40	13	8	5	32

d. Feeling a personal connection to the source of news

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	15	36	33	15	1	223
Occasionally	12	37	36	14	0	309
Rarely	6	31	45	17	1	313
Never	7	23	44	25	0	148
Refused/ Missing	17	21	39	17	5	32

e. Getting the news from professional journalists

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	41	33	15	9	2	223
Occasionally	40	34	19	6	0	309
Rarely	39	37	14	9	1	313
Never	52	29	10	9	0	148
Refused/ Missing	32	26	15	17	9	32

f. Being able to engage with others

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	20	27	34	18	2	223
Occasionally	17	30	36	17	0	309
Rarely	10	29	37	23	2	313
Never	3	19	43	35	0	148
Refused/ Missing	21	22	28	25	5	32

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)?

	Information from a certain individual	Information from a certain organization	Refused/ Missing	n
Regularly	27	73	0	223
Occasionally	25	70	5	309
Rarely	18	79	3	313
Never	14	81	5	148
Refused/ Missing	25	75	0	32

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

	Yes, journalism and news are different	No, journalism and news are not different	Refused/ Missing	n
Regularly	66	32	2	223
Occasionally	68	29	3	309
Rarely	67	30	3	313
Never	61	36	3	148
Refused/ Missing	48	47	5	32

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)?

	Journalists are the only producers of journalism	People who are not journalists can produce journalism	Refused/ Missing	n
Regularly	21	78	1	223
Occasionally	21	77	2	309
Rarely	24	73	3	313
Never	33	65	2	148
Refused/ Missing	34	63	3	32

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

	Very important	Somewhat important	Not so important	Not at all important	Refused/ Missing	n
Regularly	28	33	21	18	0	223
Occasionally	23	40	27	10	0	309
Rarely	28	39	23	9	1	313
Never	36	33	23	8	0	148
Refused/ Missing	21	46	16	17	0	32

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

a. Knowing who or what to trust

	A big challenge	Somewhat of a challenge	Not much of a challenge	Not a challenge	Refused/ Missing	n
Regularly	52	26	19	3	0	223
Occasionally	41	42	12	3	2	309
Rarely	40	38	15	6	0	313
Never	35	40	14	11	0	148
Refused/ Missing	54	31	5	10	0	32

b. Choosing among all the sources

	A big challenge	Somewhat of a challenge	Not much of a challenge	Not a challenge	Refused/ Missing	n
Regularly	25	35	33	6	0	223
Occasionally	19	45	28	8	1	309
Rarely	16	45	27	12	1	313
Never	13	35	39	12	0	148
Refused/ Missing	26	40	20	15	0	32

c. Having technology that works

	A big challenge	Somewhat of a challenge	Not much of a challenge	Not a challenge	Refused/ Missing	n
Regularly	17	20	36	27	0	223
Occasionally	13	27	35	23	1	309
Rarely	9	25	34	32	1	313
Never	8	29	34	29	0	148
Refused/ Missing	32	21	29	18	0	32

d. Availability of high-quality reporting

	A big challenge	Somewhat of a challenge	Not much of a challenge	Not a challenge	Refused/ Missing	n
Regularly	39	36	21	3	0	223
Occasionally	29	49	16	4	2	309
Rarely	33	37	19	10	0	313
Never	30	34	23	13	0	148
Refused/ Missing	32	37	16	15	0	32

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?

	News organizations that employ reporters are a critical part of an informed society.	News organizations that employ reporters are not a critical part of an informed society.	Refused/ Missing	n
Regularly	79	21	0	223
Occasionally	73	22	5	309
Rarely	78	19	3	313
Never	85	12	3	148
Refused/ Missing	67	29	4	32

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

	More than 10	5-10	1-4	None	Refused/ Missing	n
Regularly	36	22	33	8	0	223
Occasionally	24	25	37	13	1	309
Rarely	30	17	34	18	1	313
Never	30	29	23	18	0	148
Refused/ Missing	19	19	37	25	0	32

PSJPRO2 Can everyday people produce journalism, or not?

	Yes, they can	No, they cannot	Refused/Missing	n
Regularly	79	21	0	223
Occasionally	76	23	1	309
Rarely	69	29	2	313
Never	63	36	1	148
Refused/ Missing	72	28	0	32

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?

	Very important	Somewhat important	Not so important	Not at all important	Refused/Missing	n
Regularly	76	21	3	1	0	223
Occasionally	57	38	5	1	0	309
Rarely	53	37	8	1	1	313
Never	41	43	10	6	0	148
Refused/ Missing	42	40	7	11	0	32

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

a. To make your writing better

	Yes, have used	No, have not used	Refused/Missing	n
Regularly	48	52	0	223
Occasionally	49	51	0	309
Rarely	42	57	1	313
Never	27	73	0	148
Refused/ Missing	28	72	0	32

b. To summarize a lot of documents

	Yes, have used	No, have not used	Refused/ Missing	n
Regularly	46	54	0	223
Occasionally	35	65	0	309
Rarely	26	73	1	313
Never	17	83	0	148
Refused/ Missing	25	75	0	32

c. To check the accuracy of something

	Yes, have used	No, have not used	Refused/ Missing	n
Regularly	89	11	0	223
Occasionally	84	15	0	309
Rarely	76	23	1	313
Never	65	35	0	148
Refused/ Missing	64	36	0	32

d. To translate content into another language

	Yes, have used	No, have not used	Refused/ Missing	n
Regularly	65	34	1	223
Occasionally	53	47	1	309
Rarely	45	55	1	313
Never	31	69	0	148
Refused/ Missing	33	67	0	32

e. To edit an image

	Yes, have used	No, have not used	Refused/ Missing	n
Regularly	67	33	0	223
Occasionally	59	40	1	309
Rarely	49	50	0	313
Never	36	64	0	148
Refused/ Missing	33	67	0	32

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

a. To make their writing better

	Mostly OK with it	Mostly against it	Refused/Missing	n
Regularly	80	18	2	223
Occasionally	81	18	2	309
Rarely	83	15	3	313
Never	73	23	4	148
Refused/ Missing	62	29	9	32

b. To summarize a lot of documents

	Mostly OK with it	Mostly against it	Refused/Missing	n
Regularly	76	21	2	223
Occasionally	77	21	2	309
Rarely	74	23	3	313
Never	64	33	3	148
Refused/ Missing	63	32	5	32

c. To check the accuracy of something

	Mostly OK with it	Mostly against it	Refused/Missing	n
Regularly	89	9	2	223
Occasionally	93	6	1	309
Rarely	87	11	3	313
Never	84	13	3	148
Refused/ Missing	77	17	5	32

d. To translate content into another language

	Mostly OK with it	Mostly against it	Refused/Missing	n
Regularly	88	10	2	223
Occasionally	88	11	1	309
Rarely	87	11	2	313
Never	84	13	3	148
Refused/ Missing	68	23	9	32

e. To edit an image

	Mostly OK with it	Mostly against it	Refused/Missing	n
Regularly	59	38	2	223
Occasionally	52	46	2	309
Rarely	48	50	3	313
Never	33	64	3	148
Refused/ Missing	43	52	5	32

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

	A great deal	A fair amount	Not much	Not at all	Refused/ Missing	n
Regularly	29	45	23	4	0	223
Occasionally	21	52	23	4	0	309
Rarely	19	53	23	5	0	313
Never	15	48	28	9	0	148
Refused/ Missing	9	44	26	21	0	32

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

	Yes	No	I don't know what generative AI is	Refused/ Missing	n
Regularly	39	52	9	0	223
Occasionally	35	56	9	0	309
Rarely	32	57	11	1	313
Never	22	62	15	1	148
Refused/ Missing	7	79	12	2	32

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 U.S. 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? **Leaners netted.

	Positive	Neutral	Negative	DK/Refused/ Missing	n
Regularly	24	43	31	1	223
Occasionally	10	52	36	3	309
Rarely	18	45	35	2	313
Never	9	41	45	5	148
Refused/ Missing	16	33	42	9	32

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 U.S. 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? **Leaners netted.

	Positive	Neutral	Negative	DK/Refused/ Missing	n
Regularly	22	33	39	7	223
Occasionally	12	42	40	5	309
Rarely	14	41	38	7	313
Never	11	32	51	6	148
Refused/ Missing	19	26	35	19	32

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?

	A great deal	A fair amount	Not much	Not at all	Refused/ Missing	n
Regularly	31	34	28	7	0	223
Occasionally	26	34	29	9	2	309
Rarely	23	37	27	10	3	313
Never	24	42	17	15	2	148
Refused/ Missing	17	29	40	12	3	32

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

a. The topic of the story

	A big factor	Somewhat of a factor	Not much of a factor	Not a factor	Refused/ Missing	n
Regularly	35	37	17	9	3	223
Occasionally	31	41	18	9	2	309
Rarely	32	37	18	9	5	313
Never	36	34	14	14	3	148
Refused/ Missing	46	20	7	22	5	32

b. Whether the content was text, video or audio

	A big factor	Somewhat of a factor	Not much of a factor	Not a factor	Refused/ Missing	n
Regularly	39	29	20	9	3	223
Occasionally	29	44	16	9	2	309
Rarely	34	38	14	11	4	313
Never	34	35	16	13	3	148
Refused/ Missing	35	31	14	15	5	32

c. The quality of the AI tool itself

	A big factor	Somewhat of a factor	Not much of a factor	Not a factor	Refused/ Missing	n
Regularly	57	26	8	6	3	223
Occasionally	42	34	13	9	2	309
Rarely	48	33	10	5	4	313
Never	52	26	8	11	3	148
Refused/ Missing	40	18	9	27	5	32

d. What the journalist used AI to do

	A big factor	Somewhat of a factor	Not much of a factor	Not a factor	Refused/ Missing	n
Regularly	61	23	8	5	3	223
Occasionally	51	33	8	6	2	309
Rarely	61	25	6	5	4	313
Never	63	22	4	8	3	148
Refused/ Missing	35	27	9	23	5	32

e. A person reviewed what the AI produced

	A big factor	Somewhat of a factor	Not much of a factor	Not a factor	Refused/ Missing	n
Regularly	59	26	7	5	3	223
Occasionally	52	30	10	6	2	309
Rarely	58	26	8	3	4	313
Never	58	25	6	9	3	148
Refused/ Missing	43	28	4	19	5	32

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

	Very confident	Somewhat confident	Not so confident	Not at all confident	Refused/ Missing	n
Regularly	30	43	19	7	1	223
Occasionally	15	47	32	5	1	309
Rarely	14	47	29	9	1	313
Never	13	38	32	17	1	148
Refused/ Missing	19	31	32	18	0	32

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

	Positive	Neutral	Negative	Refused/ Missing	n
Regularly	54	39	6	1	223
Occasionally	36	55	7	2	309
Rarely	39	51	8	2	313
Never	33	55	9	2	148
Refused/ Missing	13	69	14	4	32

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?

	Positive	Neutral	Negative	Refused/ Missing	n
Regularly	60	31	9	0	223
Occasionally	40	51	7	2	309
Rarely	48	44	9	0	313
Never	41	47	12	0	148
Refused/ Missing	23	64	13	0	32

INTERNET_DEVICE Apart from taking surveys, how often, if at all, do you use a computer, tablet or smartphone that is connected to the internet?*

	Regularly	Occasional ly	Rarely	Never	Refused/ Missing	n
Regularly	95	5	0	0	0	223
Occasionally	82	15	3	0	0	309
Rarely	83	8	7	0	1	313
Never	82	12	4	0	1	148
Refused/ Missing	51	7	5	33	5	32

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

	n	%
Regularly	223	22
Occasionally	309	30
Rarely	313	31
Never	148	14
Refused/ Missing	32	3

AGE Respondent age categories.

	18-29	30-44	45-54	55	n
Regularly	22	30	14	34	223
Occasionally	26	27	13	34	309
Rarely	17	25	15	44	313
Never	12	19	12	57	148
Refused/ Missing	8	35	19	38	32

GENDER Respondent gender categories.

	Male	Female	n
Regularly	49	51	223
Occasionally	45	55	309
Rarely	54	46	313
Never	43	57	148
Refused/ Missing	64	36	32

IDEOLOGY Respondent ideology categories.

	Very liberal	Liberal	Moderate	Conservative	Very conservative	Refused/ Missing	n
Regularly	7	16	43	20	13	2	223
Occasionally	7	20	40	25	7	1	309
Rarely	6	22	43	19	7	4	313
Never	6	15	50	18	9	2	148
Refused/ Missing	0	11	50	25	9	4	32

EDUCATION: Respondent education categories.

	No high school diploma or GED	High school graduate (high school diploma or the equivalent GED)	Some college or Associate's degree	Bachelor's degree	Master's degree or higher	n
Regularly	12	27	26	21	14	223
Occasionally	9	33	28	17	13	309
Rarely	7	25	26	24	17	313
Never	10	28	24	17	21	148
Refused/ Missing	11	35	28	14	11	32

*** END ***