

# Spotlight on Education: The NORC AmeriSpeak Omnibus Survey

**Conducted by NORC at the University of Chicago with funding from NORC at the University of Chicago**

Interviews: 09/12-16/2024

1,111 adults

Margin of sampling error: +/- 4.0 percentage points at the 95% confidence level among all adults

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

**AI1. In which of the following ways, if any, have you used AI?  
SELECT ALL THAT APPLY.**

NORC 09/12-16/2024	Selected	Not Selected	SKP/ REF
I have never used AI	59	38	2
To edit a document	15	83	2
To draft an email	13	85	2
To create or edit a presentation	7	91	2
To write a report or paper	7	91	2
To summarize notes	10	88	2
As an accommodation for a disability	2	96	2
To create artwork or another artistic endeavor	10	88	2
To create social media posts	7	90	2
Other	7	91	2

N=1,111

*Asked if any uses of AI selected in AI1.*

**AI2. How often do you use AI?**

	NORC 09/12-16/2024
Daily	9
A few times per week	17
A few times per month	24
Rarely	43
I only used it once	7
Don't Know	>1
Skip/Refused	1

N= 422

Asked if option “I have never used AI” selected in AI1.

**AI3. Why have you never used AI?**

NORC 09/12-16/2024	Selected	Not Selected	SKP/ REF
I believe people should do their own work	31	69	<1
I don't trust what AI will create	28	71	<1
I don't know how to use AI	44	56	<1
AI is cheating	12	88	<1
I am not allowed to use AI at work or school	2	98	<1
Other	7	92	<1
None of the above	18	82	<1

N=688

**AI4. Do you think AI will make the way teenage students learn or do schoolwork harder, easier, or have no impact?**

	NORC 09/12-16/2024
A lot harder	7
A little harder	9
No impact	16
A little easier	38
A lot easier	27
Don't know	2
Skip/Refused	2

N=1,111

**AI7. How often should teenage students be allowed to use AI to complete or support these types of tasks?**

NORC 09/12-16/2024	Always	Very often	Sometimes	Rarely	Never	Don't Know	SKP/ REF
Homework	3	5	29	24	36	1	2
Write a paper	2	4	28	20	43	1	2
Take notes	7	14	42	11	24	1	2
Learn math	6	11	40	14	27	1	2
Create a presentation	5	11	40	14	28	1	2
Learn to take tests and test prep	7	16	37	13	25	1	1
Participate in tutoring	9	17	42	9	20	1	2

N=1,111

Asked if option "I have never used AI" selected in AI1.

### AI5. How much do you worry about your privacy when using AI apps?

	NORC 09/12-16/2024
A lot	47
A little	30
Not at all	21
Don't know	1
Skip/Refused	1

N=688

### AI6. How often do you use a computer or technology?

	NORC 09/12-16/2024
Always	49
Very often	28
Sometimes	14
Rarely	4
Never	4
Don't know	*
Skip/Refused	0

N=1,111

### AGE

	NORC 09/12-16/2024
18-29	20
30-44	27
45-59	22
60+	30

N=1,111

### GENDER

	NORC 09/12-16/2024
Male	49
Female	51

N=1,111

**RACE/ETHNICITY**

	NORC 09/12-16/2024
White	61
Black or African American	12
Hispanic	18
Other	9

N=1,111

**MARITAL STATUS**

	NORC 09/12-16/2024
Married	47
Not married	53

N=1,111

**EMPLOYMENT**

	NORC 09/12-16/2024
Employed	61
Not employed	39

N=1,111

**Study Methodology**

This survey was conducted by NORC at the University of Chicago with funding from NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a bi-monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between September 12 and 16, 2024 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,111 completed the survey—1,051 via the web and 60

by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. All interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 15.9 percent, the weighted household panel response rate is 26.4 percent, and the weighted household panel retention rate is 77.2 percent, for a cumulative response rate of 3.2 percent. The overall margin of sampling error is +/- 4.0 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 63 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults aged 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at:  
<https://go.norc.org/spotlight-education-ai>.

For more information, email [info@norc.org](mailto:info@norc.org)

## About the NORC Spotlight on Education

NORC at the University of Chicago's Spotlight on Education series is a series of quick-hitting national surveys on issues vital to education and its place in society, conducted using AmeriSpeak's® probability-based panels.

## About NORC at the University of Chicago

NORC conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

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