



MacArthur Foundation

Technology in the Public Interest 2026 Poll

Conducted by NORC at the University of Chicago
With funding from MacArthur Foundation

Interviews: 07/09-07/28/2026

1,241 adult residents of Illinois

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

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

USEAI1. Have you ever used any of the following types of AI tools?

NORC 07/09-28/2026	Yes	No	DK	SKP/ REF
An AI chatbot, such as ChatGPT, Gemini, CoPilot, or Claude	69	30	-	1
An AI tool that generates an image based on a prompt, such as Midjourney, DALL-E, or within the Facebook app	32	67	*	1
An AI tool that provides a service, such as returning an item or ordering food	35	64	*	1

N= 1,241

USEAI2. About how often do you use specific AI tools, such as AI chatbots, image generators, or AI features embedded in mobile applications, for each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Almost constantly /several times a day NET	Almost constantly	Several times a day	About once a day/ several times a week NET	About once a day	Several times a week	Less often/ never NET	Less often	Never	DK	SKP/ REF
Help with writing	10	3	6	21	6	15	68	29	39	*	1
Brainstorming ideas	11	6	5	22	5	17	66	28	38	-	*
Entertainment	6	3	4	18	6	12	75	25	50	*	1
Searching for information	23	8	15	38	11	27	38	22	17	-	*
Companionship	3	2	2	7	2	5	88	14	74	-	1
Creating or editing images	5	2	3	16	4	12	78	35	43	-	1

N= 1,241

Show if used any AI in USEAI2

AIUND. How confident are you that you personally understand how to use AI tools?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Extremely/very confident NET	24
Extremely confident	8
Very confident	16
Somewhat confident	45
Not too/not at all confident NET	31
Not too confident	22
Not at all confident	9
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,069

AISOC. Overall, do you think the use of AI in society is [mostly a good thing, mostly a bad thing], about equally good and bad, or neither good nor bad?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Mostly a good thing	14
Mostly a bad thing	26
About equally good and bad	51
Neither good nor bad	8
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,241

AIFACT. How confident are you that information produced by AI, such as through chatbots, search results, etc. is reliable and factual?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Extremely/very confident NET	12
Extremely confident	2
Very confident	10
Somewhat confident	48
Not too/not at all confident NET	40
Not too confident	27
Not at all confident	12
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	<i>1,241</i>

AIIMPACT. How [optimistic or pessimistic] do you feel about the impact AI will have on people's lives over the next 10 years?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Very/somewhat optimistic NET	41
Very optimistic	8
Somewhat optimistic	33
Somewhat/very pessimistic NET	58
Somewhat pessimistic	37
Very pessimistic	22
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,241</i>

AITRUST. Do you think AI could ever get to a point where you would trust it to make decisions for you?

	NORC 07/09-28/2026
Yes, it could	24
No, it could not	72
I already trust AI to make decisions for me	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,241</i>

AILEARN. Do you think the use of AI in education [mostly helps children's learning, mostly harms children's learning], or does it not make much difference?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

	NORC 07/09-28/2026
Mostly helps	16
Mostly harms	46
Doesn't make much difference	14
Not sure	24
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,241</i>

AICHILD. How concerned are you about the following issues related to children’s use of AI?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Extremely/ very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very/not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP/ REF
Children’s personal data and privacy being compromised	65	39	25	25	10	8	2	-	*
Children using AI for tasks they should be learning to do without it	73	44	28	21	6	5	1	-	1
Children seeing inaccurate or misleading information	69	38	31	25	6	5	1	-	*
Reduced social interaction with other children	66	40	26	25	9	7	2	-	*
It negatively affecting their health and safety	52	27	24	32	16	13	4	-	*

N= 1,241

AIPARENT. Overall, do you think parents have enough information to guide their children’s use of AI, or not?

	NORC 07/09-28/2026
Yes, parents have enough information	13
No, parents do not have enough information	86
DON’T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,241

KIDS1. Are you the parent or guardian of...?

NORC 07/09-28/2026	Yes	No	DK	SKP/ REF
A child 0-5 years old	16	80	-	4
A child 6-17 years old	30	68	-	2
An adult 18 or older	35	62	-	2

N= 1,241

Show if has a child 6-17 years old in KIDS1

CHILDUSE. Does your child or children use any of the following AI-powered tools or services?**[GRID ITEMS RANDOMIZED]**

NORC 07/09-28/2026	Yes	No	Not sure	SKP/ REF
AI chatbots like ChatGPT, Copilot, Gemini, Character.ai or similar tools	44	43	13	*
AI-powered educational applications such as Khanmigo (AI tutor), School AI (classroom learning), Duolingo (language learning)	31	46	22	1
Virtual assistants like Siri, Alexa, or Google Assistant	65	28	6	1
AI features in social media or video platforms like Facebook, Instagram, or TikTok	37	49	14	*
AI-powered games or entertainment	25	47	27	1

N= 391

Show if has a child 6-17 years old in KIDS1

AIRULE. Have you set any rules or guidelines for your child or children about using each of the following?**[GRID ITEMS RANDOMIZED]**

NORC 07/09-28/2026	Yes, I do already	No, but I plan to	No, and I don't plan to	DK	SKP/ REF
Internet use	71	16	11	-	1
Social media use	68	21	10	-	1
AI tools	46	34	19	-	2
TV	66	13	19	-	2

N= 391

AISCHOOL. Do you [favor or oppose] each of the following ways AI could be used in K-12 schools?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Strongly/ somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat /strongly oppose NET	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Providing personalized tutoring and learning support for students	46	12	33	26	28	12	16	*	*
Helping teachers grade assignments and provide feedback more quickly	42	10	32	26	31	15	16	-	1
Identifying students who need extra help or support	48	14	34	28	24	11	13	-	1
Creating customized lesson plans based on each student's learning pace	46	11	36	28	25	11	14	-	1
Teaching students digital literacy and how to use AI tools responsibly	60	22	38	23	16	6	10	-	1
Providing translation services for students who speak different languages	61	23	37	21	18	8	10	-	1
Helping students with disabilities access educational content	63	24	39	22	14	6	9	-	1

N= 1,241

AIJOB. In general, do you think AI will [create more jobs than it eliminates, eliminate more jobs than it creates], or will it have about an equal effect?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

	NORC 07/09-28/2026
Create more jobs than it eliminates	7
Eliminate more jobs than it creates	70
About an equal effect	23
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	1,241

EMPLOY2. Which statement best describes your current employment status?

	NORC 07/09-28/2026
Working – as a paid employee	52
Working – self-employed	9
Not working – on temporary layoff from a job	1
Not working – looking for work	7
Not working – retired	18
Not working – disabled	6
Not working – other	7
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	1,241

Show if working in EMPLOY2 and used any AI in USEAI2

AITOOL. Do you currently use AI tools in your job?

	NORC 07/09-28/2026
Yes, regularly	19
Yes, occasionally	30
No, but I expect to in the future	16
No, and I don't expect to	33
Not sure	3
SKIPPED ON WEB/REFUSED	*
N=	670

AIREPL. How concerned are you about AI replacing jobs in your own line of work or profession?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Extremely/very concerned NET	20
Extremely concerned	9
Very concerned	11
Somewhat concerned	26
Not very/not at all concerned NET	53
Not very concerned	26
Not at all concerned	28
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,241

Show if working in EMPLOY2 and used any AI in USEAI2

AIEFFECT. Thinking about your own job, to what extent has AI had the following effects?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	A great deal/quite a bit NET	A great deal	Quite a bit	A moderate amount	Only a little/none at all NET	Only a little	None at all	DK	SKP/REF
Replaced some of your job duties	7	3	5	17	75	22	53	-	1
Required you to learn new skills	13	3	10	23	64	22	42	-	1
Eliminated your job entirely	5	2	2	12	83	9	74	-	1
Created new opportunities for advancement	8	2	7	21	70	16	54	-	1

N= 670

Show if working in EMPLOY2

AIFUTURE. Thinking about your own job, how likely do you think it is that in the future AI will...

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Extremely/ very likely NET	Extremely likely	Very likely	Somewhat likely	Not too/not at all likely NET	Not too likely	Not at all likely	Not sure	SKP/ REF
Replace some of your job duties	22	7	15	30	40	17	23	8	1
Require you to learn new skills	28	10	18	33	30	15	15	9	1
Eliminate your job entirely	11	4	7	14	64	25	39	10	1
Create new opportunities for advancement	14	5	9	24	50	20	30	12	1

N= 743

Show if working in EMPLOY2

AIWORKPL. How concerned are you about each of the following when it comes to AI in the workplace?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Extremely/ very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very/not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP/ REF
Workers being replaced by AI tools	52	29	23	28	18	11	7	-	2
AI making unfair decisions about hiring or promotion	52	30	22	28	18	11	6	-	2
AI-enabled surveillance of workers	53	31	22	29	16	10	6	-	2
Income inequality increasing due to AI	47	28	19	29	22	13	9	-	2

N= 743

AIADAPT. How much responsibility should each of the following have to help workers adapt to changes brought by AI?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	A great deal/quite a bit NET	A great deal	Quite a bit	A moderate amount	Only a little/none at all NET	Only a little	None at all	DK	SKP/REF
NORC 07/09-28/2026									
Employers and businesses	56	28	28	28	15	9	6	-	1
Educational institutions like colleges and community colleges	53	28	26	30	16	9	7	*	1
Federal government	47	26	21	28	24	11	13	*	1
State government	43	24	19	31	25	13	12	*	1
Local government	40	19	20	32	27	14	13	*	1
Workers themselves	50	23	26	33	17	9	8	*	1
AI companies	62	40	21	22	15	8	8	*	1

N= 1,241

AINVEST. How important is it for Illinois to invest in job training and education programs to help workers use AI in the workplace?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Extremely/very important NET	39
Extremely important	15
Very important	24
Somewhat important	38
Not very/not important at all NET	21
Not too important	11
Not important at all	11
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	2

N=

1,241

DATA1. Data centers are large facilities that house computer servers and equipment used to store and process digital information, including information used by AI tools. Before today, how much had you heard or read about data centers?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
A lot/some NET	62
A lot	24
Some	37
Only a little/nothing at all NET	37
Only a little	27
Nothing at all	11
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,241

DATA2. Do you think a data center in your area would do more to [help or to hurt] each of the following, or would it not make much difference?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

NORC 07/09-28/2026	More to help	More to hurt	Would not make much difference	Not sure	SKP/ REF
Creating jobs in your city or town	21	36	22	21	1
Investments in the local economy	20	36	20	24	1
Tax revenue	21	32	21	25	1

N= 1,241

DATA3. Would you [favor or oppose] building a data center in each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Strongly/ somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat /strongly oppose NET	Somewhat oppose	Strongly oppose	DK	SKP/ REF
Your neighborhood	9	3	6	23	68	15	53	-	1
Your city or town	14	5	9	26	60	17	43	-	1
Illinois	23	8	15	30	46	15	30	*	1

N= 1,241

DATA4. How concerned are you about each of the following potential impacts of data centers in Illinois communities?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Extremely/ very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very/not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP/ REF
Strain on local water supplies	63	43	20	23	13	10	3	-	1
Increased electricity usage and strain on the power grid	67	46	21	23	9	6	3	-	1
Carbon emissions	55	35	20	26	18	13	5	*	1
Noise from data center operations	51	32	19	27	21	16	5	*	1
Impact on local property values	56	35	22	29	13	9	4	-	1

N= 1,241

AINDEP. How important is it that AI tools be independently tested before being released to the public?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Extremely/very important NET	81
Extremely important	55
Very important	25
Somewhat important	15
Not very/not important at all NET	4
Not too important	2
Not important at all	2
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

AIREG1. How much do you think AI should be regulated by the government?

When we talk about government regulation of artificial intelligence, we mean rules or requirements that shape how AI systems are developed, tested, monitored, or used - such as requirements for safety testing, transparency, or oversight.

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 07/09-28/2026
Should be regulated a great deal/quite a bit NET	66
Should be regulated a great deal	40
Should be regulated quite a bit	26
Should be regulated a moderate amount	21
Should be regulated only a little/not at all NET	12
Should be regulated only a little	6
Should not be regulated at all	5
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,241

Show if used any AI in USEAI2

AIREG2. Do you think there is currently [too much, too little], or about the right amount of government regulation of AI?

[HALF SAMPLE ASKED RESPONSE OPTIONS 1-2 IN REVERSE ORDER]

	NORC 07/09-28/2026
Too much	13
Too little	68
Right amount	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

N=

1,069

AIREG3. How much do you trust each of the following to oversee the development of AI in a way that's best for the public good?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	A great deal/quite a bit NET	A great deal	Quite a bit	A moderate amount	Only a little/not at all NET	Only a little	Not at all	DK	SKP/REF
NORC 07/09-28/2026									
The federal government	12	6	7	28	58	29	30	-	1
The state government of Illinois	18	6	12	32	49	23	26	-	2
Technology companies	17	6	11	27	55	23	32	-	1
Academic institutions	23	6	16	40	35	20	15	-	2
Consumer advocacy groups	27	8	19	37	35	20	15	*	1

N= 1,241

AIREG4. How important is it for the government to regulate each of the following aspects of AI?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 07/09-28/2026	Extremely/ very important NET	Extremely important	Very important	Somewhat important	Not too/not important at all NET	Not too important	Not important at all	DK	SKP/ REF
How AI tools use personal data	77	53	24	16	6	3	2	-	2
Transparency about when AI is being used	78	52	25	15	6	4	2	-	2
Safety and security testing before and after AI tools are released	76	52	24	16	6	4	3	-	2
Preventing discrimination and bias in AI	69	44	26	19	11	6	5	*	2
Requiring human oversight of AI decisions	75	48	27	17	6	4	2	*	2
Protecting workers from being replaced by AI	69	45	24	19	11	8	3	*	2

N= 1,241

DM5. How would you describe the community you live in now?

	NORC 07/09-28/2026
Urban	26
Suburban	54
Rural	20
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,241

AGE

	NORC 07/09-28/2026
18-29	19
30-44	27
45-59	24
60+	30

N=

1,241

GENDER

	NORC 07/09-28/2026
Male	49
Female	51

N=

1,241

HISPAN. This question is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?

- No, I am not
- Yes, Mexican, Mexican-American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, Central American
- Yes, South American
- Yes, Caribbean
- Yes, Other Spanish/Hispanic/Latino

RACETHNICITY. Please indicate what you consider your racial background to be. We greatly appreciate your help. The categories we use may not fully describe you, but they do match those used by the Census Bureau.

Please check one or more categories below to indicate what race or races you consider yourself to be.

- White
- Black or African American
- American Indian or Alaska Native
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Some other race

	NORC 07/09-28/2026
White, non-Hispanic	61
Black or African American	13
Hispanic	17
Other	9

N=

1,241

MARITAL STATUS

	NORC 07/09-28/2026
Married	45
Not married	55
<i>N=</i>	<i>1,241</i>

EDUCATION

	NORC 07/09-28/2026
Less than a high school diploma	9
High school graduate or equivalent	26
Some college	29
Bachelor's degree	22
Post graduate study or professional degree	14
<i>N=</i>	<i>1,241</i>

INCOME

	NORC 07/09-28/2026
Under \$10,000	5
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	6
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	16
\$150,000 or more	19
<i>N=</i>	<i>1,241</i>

ILLINOIS GEOGRAPHIC REGION

	NORC 07/09-28/2026
Chicago	22
Chicago MSA, non-city	46
Rest of Illinois	32
<i>N=</i>	<i>1,241</i>

Study Methodology

This survey, funded by the John D. and Catherine T. MacArthur Foundation, was conducted by NORC at the University of Chicago. Staff from NORC at the University of Chicago and the MacArthur Foundation collaborated on all aspects of the study.

Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted between July 9-28, 2026 with adults age 18 and over representing the state of Illinois.

The probability sample source is AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. 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 National Sample Frame provides coverage of approximately 97% of the U.S. household population. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states. 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.

Panel members who are residents of Illinois ages 18 and older were randomly drawn from AmeriSpeak, and 916 completed the survey – 899 via the web and 17 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive (\$3) for completing the survey. The weighted household panel recruitment rate is 24.8 percent and the survey completion rate is 47.2 percent, for a weighted cumulative response rate of 11.7 percent.

Dynata provided 325 non-probability interviews with residents of Illinois age 18 and over. The Dynata sample was derived based on quotas related to age, race and ethnicity, gender, and education. Interviews were conducted in English and Spanish and via the web only. For panel recruitment, Dynata uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because non-probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Quality assurance checks were conducted to ensure data quality. In total, 64 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.

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC in order to explicitly account for potential bias associated with the nonprobability sample. TrueNorth uses a tree-based non-parametric supervised learning algorithm to classify respondents based on their survey responses and apply a ratio adjustment to adjust the weights for the nonprobability sample to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

A raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling in both probability and non-probability samples resulting from the study-specific sample design. Demographic raking variables for the probability sample included age, gender, Illinois geographic region, race/ethnicity, and education. Demographic raking variables for the nonprobability samples included age, gender, Illinois geographic region, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2026 Current Population Survey. The weighted data reflect the Illinois population of people age 18 and over.

The overall margin of error for the combined sample is +/- 4.1 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.

Additional information on the TrueNorth approach can be found here: <https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

For more information, email info@norc.org.

About NORC at the University of Chicago

NORC at the University of Chicago 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.