EPOCH AI Codebook: Polling on AI usage, October 2026

Data file accompanying Polling on AI usage, by Epoch AI and Ipsos, fielded in October 2026 (2,015 respondents, 38 variables). Counts are unweighted numbers of respondents.

CDG2_8 and CDG4_8 (a fictitious AI service used as an attention check) are left out. All free-text answers are left out.

In select-all questions, 1 = selected and 0 = not selected. A code of -1 ("No answer") means the respondent was asked the question and did not answer it. An empty cell means the question was not asked.

Variable	Label	Question ID	Codes and labels	Answered	No answer	Not asked
respondent_id	Public respondent ID (new for each wave) A new random ID for this file. It does not link to other waves or to the vendor's records.	id		2015	0	0
wave	Survey wave Survey wave (year-month).	wave		2015	0	0
CDG1	Overall, would you say the increased use of artificial intelligence (AI) in daily life makes you feel...?	us1_ai_feeling	-1 = No answer 1 = More excited than concerned 2 = More concerned than excited 3 = Equally excited and concerned 4 = Not sure	2002	13	0
CDG2_1	Which, if any, of the following AI services have you used in the past 7 days for personal use? - ChatGPT	us2_personal_services	-1 = No answer 0 = Not Selected 1 = ChatGPT	1998	17	0
CDG2_2	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Claude	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Claude	1998	17	0
CDG2_3	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Google Gemini	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Google Gemini	1998	17	0
CDG2_4	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Microsoft Copilot / Microsoft 365 Copilot	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Microsoft Copilot / Microsoft 365 Copilot	1998	17	0
CDG2_5	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Grok	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Grok	1998	17	0
CDG2_6	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)	1998	17	0
CDG2_7	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Perplexity	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Perplexity	1998	17	0

Variable	Label	Question ID	Codes and labels	Answered	No answer	Not asked
CDG2_9	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Other	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Other, please specify	1998	17	0
CDG2_10	Which, if any, of the following AI services have you used in the past 7 days for personal use? - Not applicable – I have not used any AI service in the past 7 days for personal use	us2_personal_services	-1 = No answer 0 = Not Selected 1 = Not applicable – I have not used any AI service in the past 7 days for personal use	1998	17	0
CDG3	How many of the past 7 days have you used any AI service for personal use? Please count all of the services you selected.	us3_personal_days	-1 = No answer 1 = 1 day 2 = 2 days 3 = 3 days 4 = 4 days 5 = 5 or more days	1207	3	805
CDG4_1	Which, if any, of these AI services have you used for work in the past 7 days? - ChatGPT	us4_work_services	-1 = No answer 0 = Not Selected 1 = ChatGPT	1276	15	724
CDG4_2	Which, if any, of these AI services have you used for work in the past 7 days? - Claude	us4_work_services	-1 = No answer 0 = Not Selected 1 = Claude	1276	15	724
CDG4_3	Which, if any, of these AI services have you used for work in the past 7 days? - Google Gemini	us4_work_services	-1 = No answer 0 = Not Selected 1 = Google Gemini	1276	15	724
CDG4_4	Which, if any, of these AI services have you used for work in the past 7 days? - Microsoft Copilot / Microsoft 365 Copilot	us4_work_services	-1 = No answer 0 = Not Selected 1 = Microsoft Copilot / Microsoft 365 Copilot	1276	15	724
CDG4_5	Which, if any, of these AI services have you used for work in the past 7 days? - Grok	us4_work_services	-1 = No answer 0 = Not Selected 1 = Grok	1276	15	724
CDG4_6	Which, if any, of these AI services have you used for work in the past 7 days? - Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)	us4_work_services	-1 = No answer 0 = Not Selected 1 = Meta AI (e.g., in WhatsApp, Instagram, Messenger, or the Meta AI app)	1276	15	724
CDG4_7	Which, if any, of these AI services have you used for work in the past 7 days? - Perplexity	us4_work_services	-1 = No answer 0 = Not Selected 1 = Perplexity	1276	15	724
CDG4_9	Which, if any, of these AI services have you used for work in the past 7 days? - Other	us4_work_services	-1 = No answer 0 = Not Selected 1 = Other, please specify	1276	15	724
CDG4_10	Which, if any, of these AI services have you used for work in the past 7 days? - Not applicable – I have not used any AI service in the past 7 days for work	us4_work_services	-1 = No answer 0 = Not Selected 1 = Not applicable – I have not used any AI service in the past 7 days for work	1276	15	724

Variable	Label	Question ID	Codes and labels	Answered	No answer	Not asked
CDG5	How many of the past 7 days have you used any AI service for work use? Please count all of the services you selected.	us5_work_days	-1 = No answer 1 = 1 day 2 = 2 days 3 = 3 days 4 = 4 days 5 = 5 or more days	572	2	1441
CDG6	Who paid for the AI service or services you used for work in the past 7 days? If you used both paid and free services, answer about the paid services.	us6_work_payer	-1 = No answer 1 = My employer paid for it or provided it 2 = I paid for it myself (including through my own business) 3 = I only used free versions (no paid subscription) 4 = Both my employer and myself paid for a service(s) 5 = Not sure	571	3	1441
CDG7_1	Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? - AI now does parts of my job that I used to do myself	us7_job_changes	-1 = No answer 0 = Not Selected 1 = AI now does parts of my job that I used to do myself	1281	10	724
CDG7_2	Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? - I now do new tasks using AI that were not part of my job before	us7_job_changes	-1 = No answer 0 = Not Selected 1 = I now do new tasks using AI that were not part of my job before	1281	10	724
CDG7_3	Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? - AI now does tasks that I or my team used to hand off to a contractor or coworker	us7_job_changes	-1 = No answer 0 = Not Selected 1 = AI now does tasks that I or my team used to hand off to a contractor or coworker	1281	10	724
CDG7_4	Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? - None of these	us7_job_changes	-1 = No answer 0 = Not Selected 1 = None of these	1281	10	724
CDG7_5	Which, if any, of the following changes has AI made to the tasks you do in your job in the past 6 months? - Not sure	us7_job_changes	-1 = No answer 0 = Not Selected 1 = Not sure	1281	10	724
ppagect4	Age group, 4 categories (KnowledgePanel ppagect4; made from age) Made from the respondent's age, in the groups the survey weight uses. Exact age is not published.	demographic	1 = 18–29 2 = 30–44 3 = 45–59 4 = 60+	2015	0	0
ppgender	Gender	demographic	1 = Male 2 = Female	2015	0	0

Variable	Label	Question ID	Codes and labels	Answered	No answer	Not asked
ppethm	Race/ethnicity (Census categories)	demographic	1 = White, Non-Hispanic 2 = Black or African American, Non-Hispanic 3 = Other, Non-Hispanic 4 = Hispanic 5 = 2+ races, Non-Hispanic	2015	0	0
ppeducat	Education	demographic	1 = Less than HS 2 = HS 3 = Some college 4 = Bachelor or higher	2015	0	0
ppinc7	Household income	demographic	1 = Under $10,000 2 = $10,000 to $24,999 3 = $25,000 to $49,999 4 = $50,000 to $74,999 5 = $75,000 to $99,999 6 = $100,000 to $149,999 7 = $150,000 or more	2015	0	0
ppreg4	Census region	demographic	1 = Northeast 2 = Midwest 3 = South 4 = West	2015	0	0
ppmsacat	Metro/non-metro area	demographic	0 = Non-metro area 1 = Metro area	2015	0	0
ppemploy	Employment status (Ipsos KnowledgePanel profile) From the Ipsos KnowledgePanel profile. The employment groups on the results page come from this variable: full-time = 1, part-time = 2, not working = 3. CDG4 to CDG7 were asked only of 1 and 2, so their results are split into full-time and part-time.	demographic	1 = Working full-time 2 = Working part-time 3 = Not working	2015	0	0
weight_PID_Vote_CDG	Survey weight Survey weight. Use it for all estimates.	weight		2015	0	0