

Topline Results

FIRE, in collaboration with Morning Consult, conducted a national poll of 2,005 registered voters to ask them about the use of artificial intelligence in a political campaign. The margin of error for the full sample is +/- 2%.

Frequency counts may not sum to 2,005 due to weighting and rounding.

How acceptable or unacceptable is it for political campaigns to run negative ads?

Response	Frequency	Percent
Completely unacceptable	501	25%
Mostly unacceptable	461	23%
Neither acceptable nor unacceptable	501	25%
Mostly acceptable	261	13%
Completely acceptable	160	8%
Not sure/Don't know	100	5%

How effective, if at all, do you think negative ads usually are at changing voters' minds?

Response	Frequency	Percent
Not at all effective	361	18%
Slightly effective	441	22%
Moderately effective	521	26%
Very effective	321	16%
Extremely effective	201	10%
Not sure/Don't know	180	9%

How acceptable, if at all, are the following types of content when used by political campaigns?

Jokes about political candidates.

Response	Frequency	Percent
Completely unacceptable	381	19%
Mostly unacceptable	401	20%
Neither acceptable nor unacceptable	541	27%
Mostly acceptable	441	22%
Completely acceptable	241	12%

Satire or parody about political candidates.

Response	Frequency	Percent
Completely unacceptable	321	16%
Mostly unacceptable	361	18%
Neither acceptable nor unacceptable	622	31%
Mostly acceptable	461	23%
Completely acceptable	241	12%

Criticism of political candidates.

Response	Frequency	Percent
Completely unacceptable	281	14%
Mostly unacceptable	321	16%
Neither acceptable nor unacceptable	481	24%
Mostly acceptable	541	27%
Completely acceptable	381	19%

How appropriate or inappropriate is it for a campaign to show photoshopped images of an opponent?

Response	Frequency	Percent
Completely inappropriate	1,263	63%
Somewhat inappropriate	261	13%
Neither appropriate nor inappropriate	221	11%
Somewhat appropriate	100	5%
Completely appropriate	100	5%
Not sure/Don't know	60	3%

Which of the following statements comes closest to your view?

Response	Frequency	Percent
Protecting free speech in politics is most important, even if that lets some deceptive content slip through.	942	47%
Stopping deceptive content is most important, even if that limits speech protected by the First Amendment.	742	37%
Not sure.	341	17%

How often, if at all, have you shared AI-generated content?

Response	Frequency	Percent
Never	1,103	55%
Rarely	421	21%
Sometimes	281	14%
Often	120	6%
Very often	80	4%

How much, if at all, have you heard about:
AI-generated images, videos, or audio being used in politics?

Response	Frequency	Percent
Nothing at all	361	18%
A little bit	481	24%
A moderate amount	541	27%
A lot	341	17%
A great deal	281	14%

AI-altered images, videos, or audio being used in politics?

Response	Frequency	Percent
Nothing at all	361	18%
A little bit	481	24%
A moderate amount	521	26%
A lot	361	18%
A great deal	281	14%

Which of the following do you think would be more harmful to the electoral process?

Response	Frequency	Percent
The sharing of AI-generated content.	1,203	60%
Government regulation of the use of AI-generated content.	802	40%

Would government regulation of AI-generated/AI-altered content make you more or less likely to share content on social media?

Response	Frequency	Percent
Much less likely	341	17%
Less likely	221	11%
Neither more nor less likely	882	44%
More likely	241	12%
Much more likely	140	7%
Not sure/Don't know	180	9%

How concerned, if at all, would you be about government regulation of election-related AI content being abused to suppress criticism of elected officials?

Response	Frequency	Percent
Not at all concerned	180	9%
Slightly concerned	241	12%
Moderately concerned	481	24%
Very concerned	381	19%
Extremely concerned	521	26%
Not sure/Don't know	180	9%

How acceptable or unacceptable would it be for:

Someone to use AI to create a realistic political ad that shows a candidate at an event they never actually attended, by digitally adding the candidate's likeness to another person?

Response	Frequency	Percent
Completely unacceptable	1,043	52%
Mostly unacceptable	301	15%
Neither acceptable nor unacceptable	241	12%
Mostly acceptable	180	9%
Completely acceptable	120	6%
Not sure/Don't know	100	5%

A political campaign to use any digital software, including AI, to reduce the visibility of wrinkles or blemishes on a candidate's face in a political ad in order to improve the appearance of the candidate?

Response	Frequency	Percent
Completely unacceptable	381	19%
Mostly unacceptable	401	20%
Neither acceptable nor unacceptable	541	27%
Mostly acceptable	381	19%
Completely acceptable	200	10%
Not sure/Don't know	100	5%

How acceptable or unacceptable do you consider the following: Someone creates a satirical AI-generated video that obviously exaggerates the size of a candidate's head for comedic effect?

Response	Frequency	Percent
Completely unacceptable	361	18%
Mostly unacceptable	341	17%
Neither acceptable nor unacceptable	521	26%
Mostly acceptable	381	19%
Completely acceptable	281	14%
Not sure/Don't know	120	6%

How concerned, if at all, are you that strict laws making it a crime to publish an AI-generated/AI-altered political video, image, or audio recording would chill or limit the following forms of speech?

Jokes about political candidates.

Response	Frequency	Percent
Not at all concerned	521	26%
Slightly concerned	341	17%
Moderately concerned	401	20%
Very concerned	281	14%
Extremely concerned	301	15%
Not sure/Don't know	160	8%

Satire and parody about political candidates.

Response	Frequency	Percent
Not at all concerned	481	24%
Slightly concerned	341	17%
Moderately concerned	461	23%
Very concerned	261	13%
Extremely concerned	281	14%
Not sure/Don't know	80	9%

How much, if at all, do the following statements describe your thoughts?

AI is a tool that facilitates an individual's ability to practice their right to freedom of speech.

Response	Frequency	Percent
Does not describe my thoughts at all.	581	29%
Describes my thoughts a little.	301	15%
Describes my thoughts somewhat.	381	19%
Describes my thoughts a lot.	241	12%
Completely describes my thoughts.	221	11%
Not sure/Don't know	281	14%

When making laws that govern the use of AI, preserving the right to freedom of speech should be the government's main priority.

Response	Frequency	Percent
Does not describe my thoughts at all.	241	12%
Describes my thoughts a little.	281	14%
Describes my thoughts somewhat.	481	24%
Describes my thoughts a lot.	381	19%
Completely describes my thoughts.	401	20%
Not sure/Don't know	221	11%

It is more important to protect people from misinformation than it is to protect free speech.

Response	Frequency	Percent
Does not describe my thoughts at all.	341	17%
Describes my thoughts a little.	261	13%
Describes my thoughts somewhat.	401	20%
Describes my thoughts a lot.	361	18%
Completely describes my thoughts.	461	23%
Not sure/Don't know	180	9%