2026 survey preview

Election misinformation and AI data center resource use

1,029 survey participants

THE Better Together AGENCY

Political impersonation

90.0%

Extremely or somewhat concerned about fake content attributed to a political candidate or election official.

Source clarity

89.6%

Extremely or somewhat concerned AI search could present an unreliable or politically slanted source without disclosure.

Company responsibility

52.3%

Selected AI system builders for the greatest responsibility in preventing election misinformation or deepfakes.

Electricity and water

56.1%

Said verified information about lower electricity and water use would be a major factor when choosing between AI products with similar features.

Read the preview

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