THE Better Together AGENCY

Election misinformation and AI resource information

Better Together Agency's 2026 Biases in Generative AI Survey

This report examines two topics: how survey participants view AI election misinformation and how verified electricity and water information could affect their choice of generative AI products.

Better Together Agency's 2026 Biases in Generative AI Survey included 1,029 participants. The preview presents four selected results on political impersonation, source clarity, responsibility for preventing election misinformation and resource information.

Each result appears with the exact survey question, response distribution and answer count. Election guidance and reporting from Bessemer and Texas provide separate context. The survey measures participants' views; it does not establish national estimates or evaluate the effectiveness of those outside responses.

What participants reported

Better Together Agency's 2026 Biases in Generative AI Survey includes **1,029 participants**. Among participants answering the question, 52.3% chose companies building generative AI systems as having the greatest responsibility for preventing generative AI from spreading misinformation or deepfakes during an election.

Among participants answering each question, 90.0% were extremely or somewhat concerned about a fake statement, image or video attributed to a political candidate or election official. Separately, 89.6% were extremely or somewhat concerned an AI search tool might present information from an unreliable or politically slanted source without making this clear.

These results describe concern and expectations of responsibility. They do not measure exposure to false information or changes in voting.

The U.S. Election Assistance Commission provides election offices with a handout template directing voters to official election information, including where to check voting procedures.

Verified resource information also matters

Among participants answering a separate question, 56.1% said verified information about lower electricity and water use would be a major factor when choosing between generative AI products offering similar features. The result describes a hypothetical preference, not actual purchases, resource savings or opposition to local construction.

In Texas, ERCOT, the Electric Reliability Council of Texas, requested information on grid dependence, water, cooling and community effects from developers pursuing data center connections of at least 25 megawatts. The request provides an example of public information gathering. The survey did not test the effectiveness of this process or the Election Assistance Commission guidance.

Local context in Bessemer and Texas

In Bessemer, Alabama, WBRC reported on September 23 debate over Project Marvel and mayor-elect Louise Alexander's plan to review contracts with city council members and residents after taking office in November. This describes a planned review, not a completed outcome or proof of why residents voted.

KUT's October 20 reporting describes debate over data centers in an Austin area Texas Senate race, including resource demands and local authority. This local reporting is separate from Better Together Agency's survey. The survey was not a local poll of Bessemer or Texas.

The October preview presents four charts, full question wording and methods. Election misinformation and resource information are separate subjects; the results do not establish a causal relationship between them.

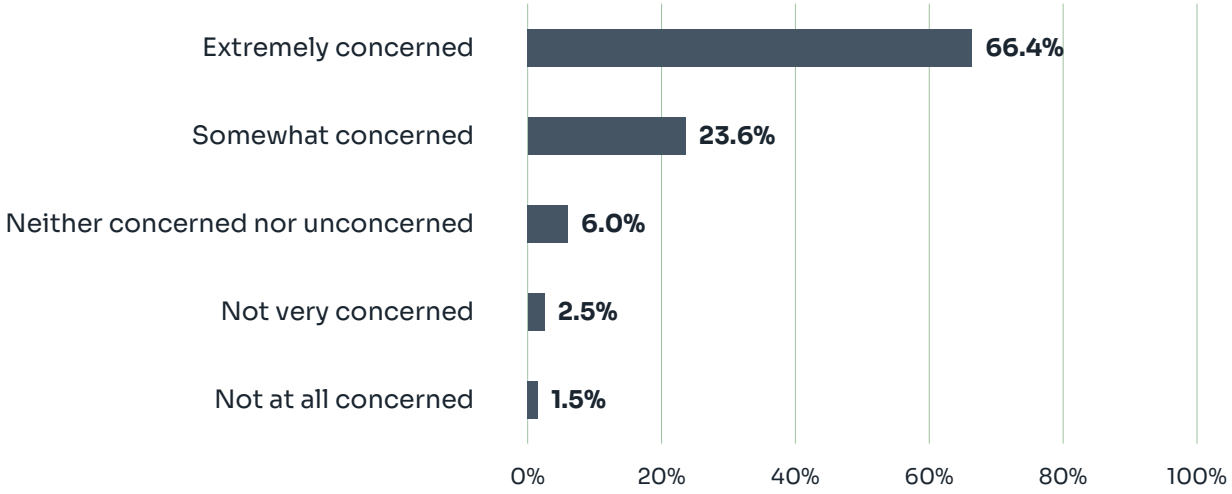
Survey charts, questions and response tables

The tables reproduce the question wording and response options for the four selected results. Percentages use each question's or matrix row's available answers. Combined percentages are calculated from counts before rounding. Rounded category percentages may not total 100%.

Political impersonation

How concerned are you about each type of realistic AI generated content?

A fake statement, image or video attributed to a political candidate or election official

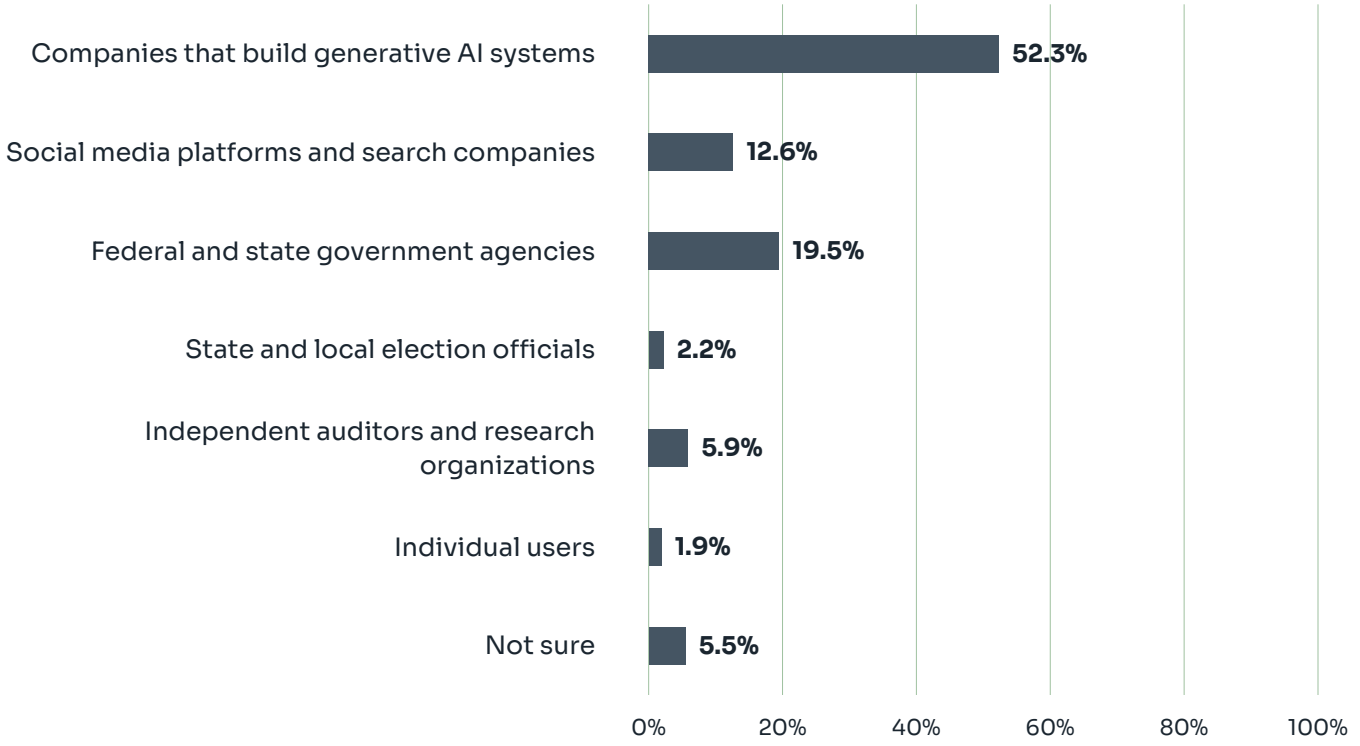


Response option	Answers	Percent
Extremely concerned	594	66.4%
Somewhat concerned	211	23.6%
Neither concerned nor unconcerned	54	6.0%
Not very concerned	22	2.5%
Not at all concerned	13	1.5%

Base: 894 answers. Unweighted.

Responsibility for preventing election misinformation

Which group should have the greatest responsibility for preventing generative AI from spreading misinformation or deepfakes during an election?

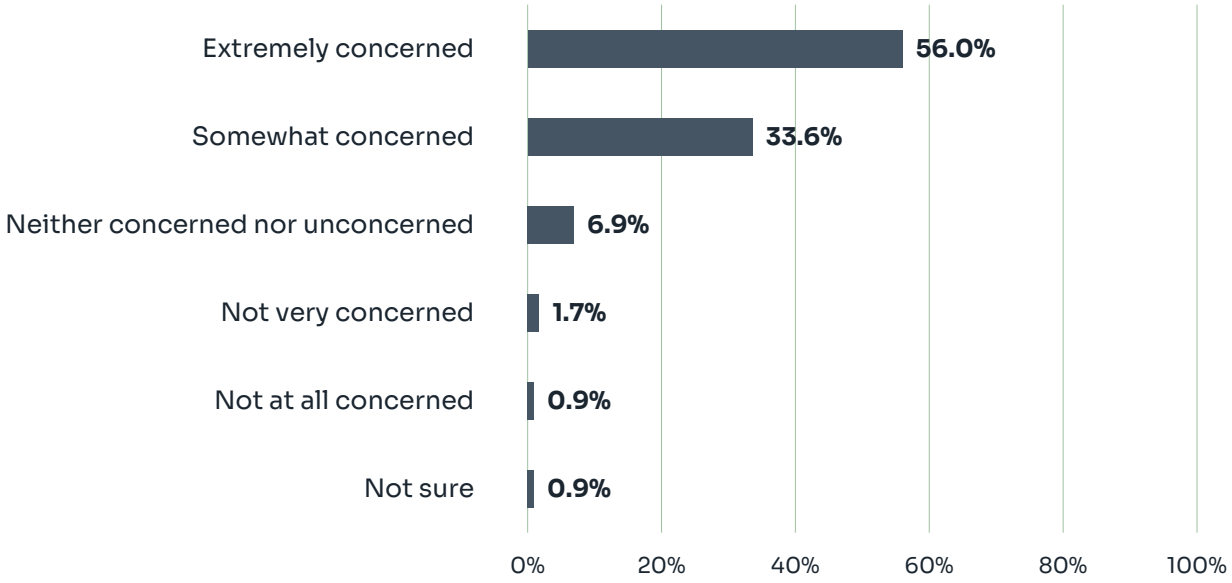


Response option	Answers	Percent
Companies that build generative AI systems	484	52.3%
Social media platforms and search companies	117	12.6%
Federal and state government agencies	181	19.5%
State and local election officials	20	2.2%
Independent auditors and research organizations	55	5.9%
Individual users	18	1.9%
Not sure	51	5.5%

Base: 926 answers. Unweighted.

Source clarity

How concerned are you that an AI search tool might present information from an unreliable or politically slanted source without making this clear?

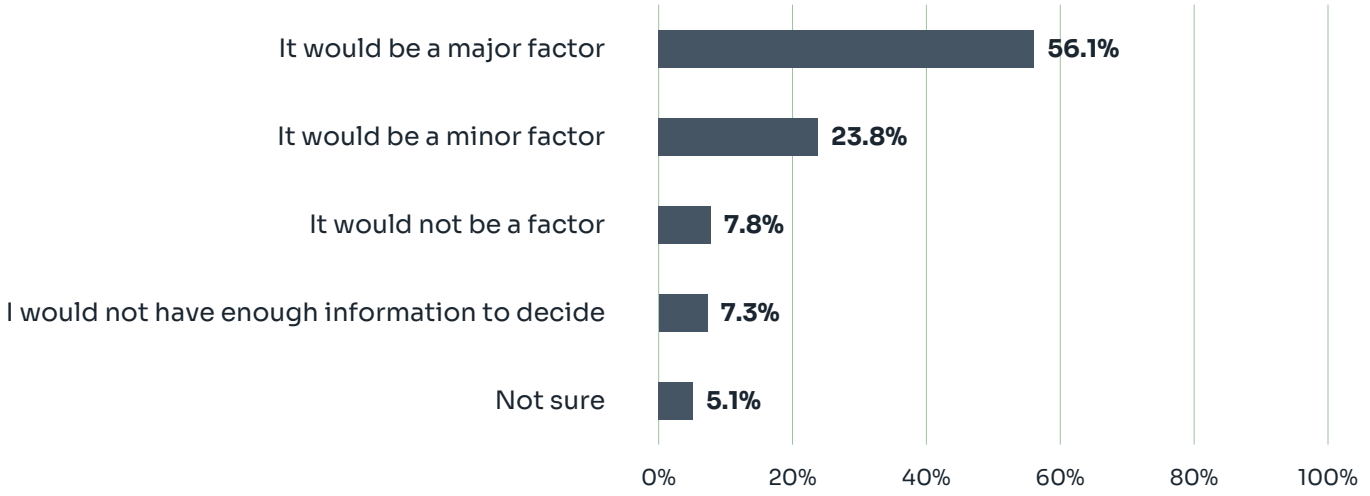


Response option	Answers	Percent
Extremely concerned	518	56.0%
Somewhat concerned	311	33.6%
Neither concerned nor unconcerned	64	6.9%
Not very concerned	16	1.7%
Not at all concerned	8	0.9%
Not sure	8	0.9%

Base: 925 answers. Unweighted.

Verified electricity and water information

If two generative AI products offered similar features, how much would verified information about lower electricity and water use affect which product you chose?



Response option	Answers	Percent
It would be a major factor	517	56.1%
It would be a minor factor	219	23.8%
It would not be a factor	72	7.8%
I would not have enough information to decide	67	7.3%
Not sure	47	5.1%

Base: 922 answers. Unweighted.

About the survey

Better Together Agency's third annual survey recruited through a paid audience panel and organic and partner outreach. Records in the analyzed dataset are dated August 25 through October 10, 2026. Results are unweighted and retain eligible available answers. Item response counts vary and are reported in chart notes. The results describe the sample and do not establish national representativeness. No conventional probability margin of error is reported.

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