FabrizioWard

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: December 18, 2025
Re: Widespread and intense voter support for federal standards protecting minors on AI

Fabrizio Ward recently polled 1,000 registered voters nationally on the topic of establishing federal standards on AI protecting minors.

Bottom Line

Republicans have a choice: they can take advantage of a strong desire among the electorate for the federal government to protect kids and empower parents from AI harms and gain needed electoral support, or they can take the minority view arguing for state-by-state regulations. There is huge electoral upside to taking action, while standing in the way of national standards to protect kids and empower parents opens Republicans up to significant electoral damage. The Administration has the opportunity to help its cause through an executive order until Congress steps in to codify the protections voters want. In a world where the left's reaction is to oppose everything President Trump does, on this issue nearly as many Harris voters welcome a Trump EO on the issue as oppose it. Older women will be a key demographic in the midterms with their reliable off-year turnout, and they are incredibility motivated by this issue. They remain a competitive group, with the GOP currently down 5 on the generic among them, but can be moved to the GOP side with action.

Federal action preferred over state regulations

In the current debate about whether AI should be regulated at the state or national level, voters side clearly with a preference for federal action. By a 20-point margin, voters say it's better to have one national standard set by the federal government than to allow each state to set their own standard that could be different than national regulations. The federal approach has double-digit margins of support among Trump voters, Swing voters (those voters who typically do not vote straight party ticket), and Harris voters.

When pushed with arguments on both sides the federal/state AI regulation debate, the margin of support for federal action grows to 25-points. Voters side with the argument that, "a single federal law ensures consistent protections for all children, no matter where they live. It avoids a confusing patchwork of state rules, sets strong nationwide standards, and helps America stay competitive and secure in the global AI race," over the argument that "states know their communities best and can act faster than Washington. Local laws let states tailor protections to their unique needs and values, ensuring parents and schools have a stronger voice in shaping AI safeguards for kids." (Chart 1)

Concern high for lack of national standards to protect kids from AI

Voters across the political spectrum are looking for the federal government to lead on protections, especially for kids. Eight-in-ten voters (81%) are concerned that the use of AI could expose children to harmful content because of lack of clear, enforceable national regulations, with a majority (55%) saying they are very concerned. The highest levels of concern come from women over 50 (90% concerned, 70% very concerned), a key high-turnout group that will play a pivotal role in the midterm elections. (Chart 2)

Broad & intense bipartisan support for federal regulation to protect kids and empower parents

More than eight-in-ten voters support, and more than six-in-ten *strongly* support, each of the following national level policies, with virtually no difference between Trump and Harris voters (Chart 3):

- A national law requiring AI platforms to design and operate features to take reasonable steps to reduce risk to minors, including risks of cyberbullying, mental health issues, sexual exploitation, substance abuse, gambling, and self-harm.
- A national law making it a crime to use AI to create intimate or pornographic imagery using a person's likeness without their consent.
- A national law requiring AI platforms to confirm users' age before granting chatbot access
- A national law requiring AI platforms to provide parents tools to manage their child's privacy, screen time, and account deletion.

Executive action supported until Congress can act

By a 31-point margin (60% to 29%), voters support President Trump issuing an executive order to implement these policies until Congress is able to take action passing a law. This support is driven by Trump's own voters (+66) and Swing voters (+22). Harris voters are divided on the issue of whether Trump should take action in the interim. (Chart 4)

Republicans can get a boost for supporting federal AI regulations or pay a price for standing in their way

The national general Congressional ballot currently favors Democrats by a seven-point margin. By supporting the policies discussed above to protect kids and empower parents, Republicans have an opportunity to lift their ballot support significantly, turning a 7-point deficit into a 13-point advantage, a net 20-point gain. Among Swing voters, the Republican can shift a 14-point deficit into a 17-point advantage. And among women 50+ who are the most concerned about the AI impact on kids, a 5-point deficit moves to a 10-point lead. Conversely, a Republican who opposes federal action on the policies discussed above falls further behind, dropping a net 9-points, going from being down 7 to being down 16. (Chart 5)

Methodology

Fabrizio Ward conducted a survey on December 15-17, 2025 of 1,000 registered voters nationally. Quotas were set by region, age, gender, partisan affiliation, education, and race/ethnicity. Data was weighted by region, age, gender, recalled 2024 vote, partisan affiliation, education, and race/ethnicity. Margin of sampling error for n1,000 is ±3.1% at the 95% confidence level. The interviews were conducted via cell phones (40%), landlines (15%), and SMS-to-Web (45%) to voters sampled from the voter file.

Key Demographics

Party Affiliation

Republican	34%
Independent	26
Democrat	34
Other/Ref	6

2024 Vote

Donald Trump	41%
Kamala Harris	40
Someone else	4
Did not vote	13
Refused	3

Race/Ethnicity

White	68%
Latino/Hispanic	12
African American/Black	12
Asian American	2
Native American	2
Other (SPECIFY)	1
Refused	3

Age

18-34	25%
35-49	24
50-64	24
65+	24
Refused	3

Education

High School or Less	24%
Some College	37
4-Year College	23
Post-Grad degree	16
Refused	<1

Gender

Male	48%
Female	52
Other	1

AI Use

Yes	62%
No	35
Refused	4

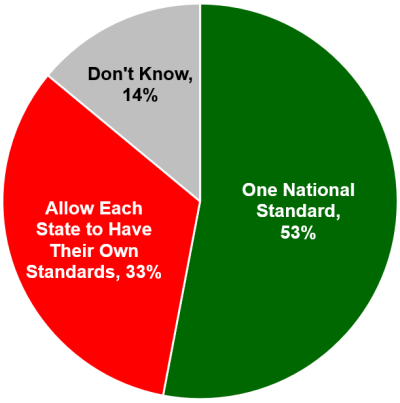
Children Under 18

Yes	29%
No	70
Refused	1

Chart 1

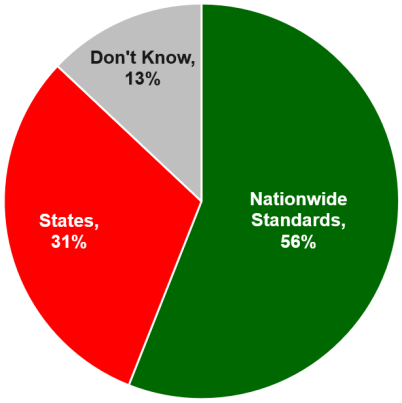
FabrizioWard

Q. In your opinion, when it comes to the regulation of artificial intelligence, or AI, is it better to have one national standard set by the federal government …or… is it better to allow each state to set their own standard that could be different than national regulations?



Net One National Standard	Total	Trump Voters	Swing Voters	Harris Voters
	+20	+13	+24	+31

Q. Here are two viewpoints on how to protect kids from harmful AI content. Which approach do you think is better?



Net Nationwide Standards	Total	Trump Voters	Swing Voters	Harris Voters
	+25	+22	+20	+34

Some people say a single federal law ensures consistent protections for all children, no matter where they live. It avoids a confusing patchwork of state rules, sets strong **nationwide standards**, and helps America stay competitive and secure in the global AI race.

Other people say states know their communities best and can act faster than Washington. Local laws let **states** tailor protections to their unique needs and values, ensuring parents and schools have a stronger voice in shaping AI safeguards for kids.

Chart 2

FabrizioWard

Q. How concerned are you that the use of AI could expose children to harmful content because of lack of clear, enforceable national regulations?

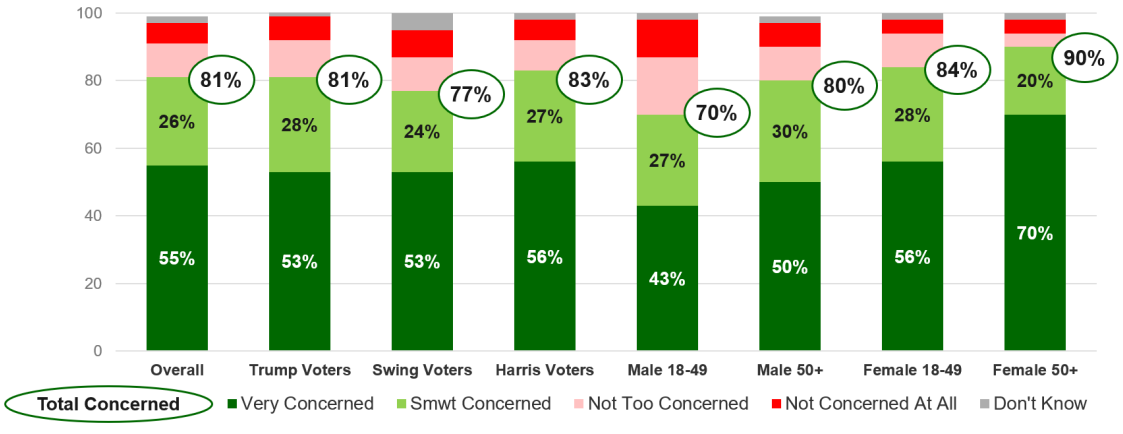


Chart 3

FabrizioWard

Q. Now I am going to read you some policies. For each, please tell me whether you support or oppose the policy.

	% Support (Strongly)		
	Trump Voters	Swing Voters	Harris Voters
A national law requiring AI platforms to design and operate features to take reasonable steps to reduce risk to minors, including risks of cyberbullying, mental health issues, sexual exploitation, substance abuse, gambling, and self-harm.	82 (66)	80 (63)	92 (76)
A national law requiring AI platforms provide parents tools to manage their child's privacy, screen time, and account deletion.	82 (66)	82 (60)	91 (66)
A national law making it a crime to use AI to create intimate or pornographic imagery using a person's likeness without their consent.	80 (71)	76 (66)	87 (77)
A national law requiring AI platforms to confirm users' age before granting chatbot access.	83 (65)	76 (56)	83 (61)

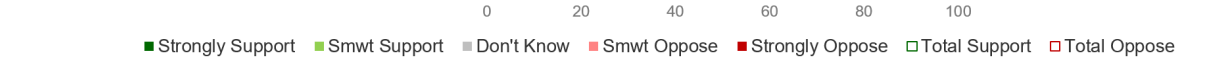


Chart 4

FabrizioWard

Q. Would you support or oppose President Trump issuing an executive order to achieve these policies to ensure these national protections are in place now, before Congress takes action on passing these protections into law?

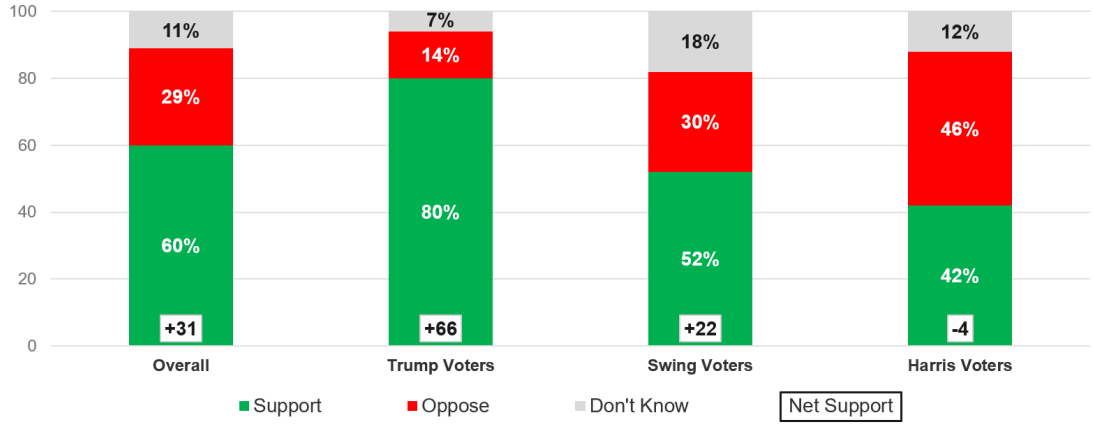
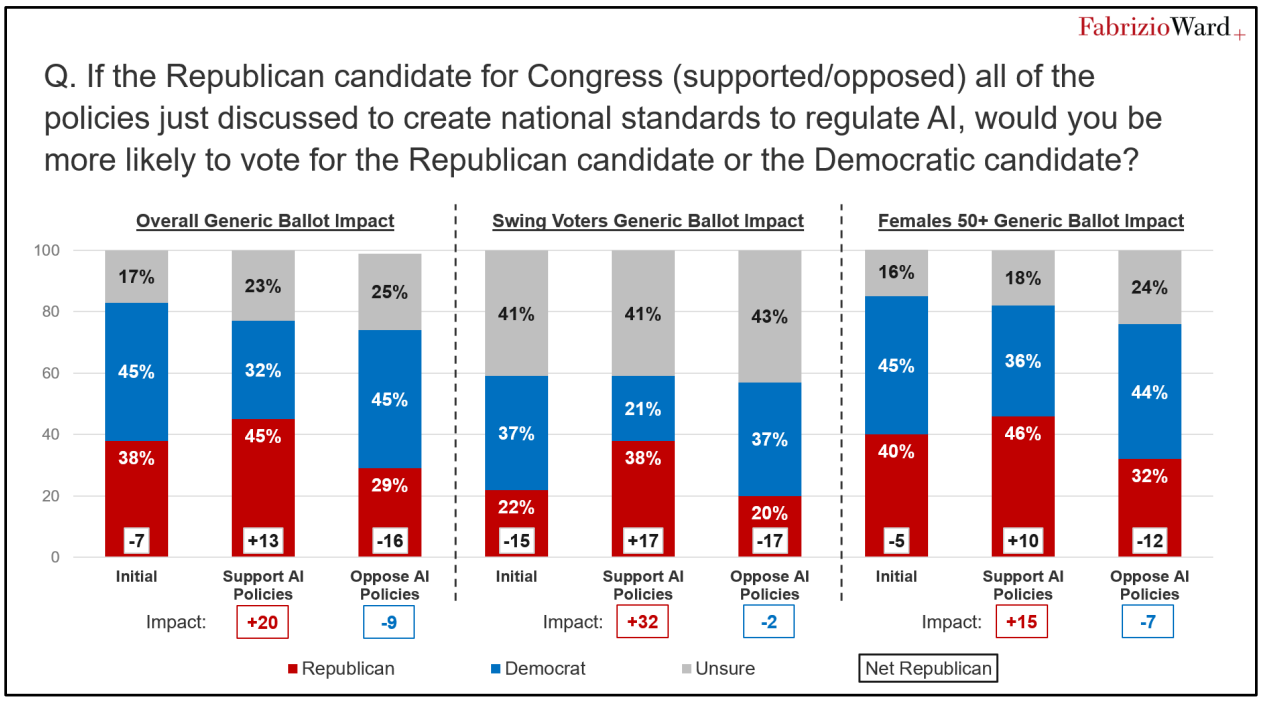


Chart 5


FabrizioWard
Q. If the Republican candidate for Congress (supported/opposed) all of the policies just discussed to create national standards to regulate AI, would you be more likely to vote for the Republican candidate or the Democratic candidate?
Overall Generic Ballot Impact
Swing Voters Generic Ballot Impact
Females 50+ Generic Ballot Impact
100
80
60
40
20
0
17%
45%
38%
-7
23%
32%
45%
+13
25%
45%
29%
-16
41%
37%
22%
-15
41%
21%
38%
+17
43%
37%
20%
-17
16%
45%
40%
-5
18%
36%
46%
+10
24%
44%
32%
-12
Initial
Support AI Policies
Oppose AI Policies
Impact:
+20
-9
+32
-2
+15
-7
Republican
Democrat
Unsure
Net Republican