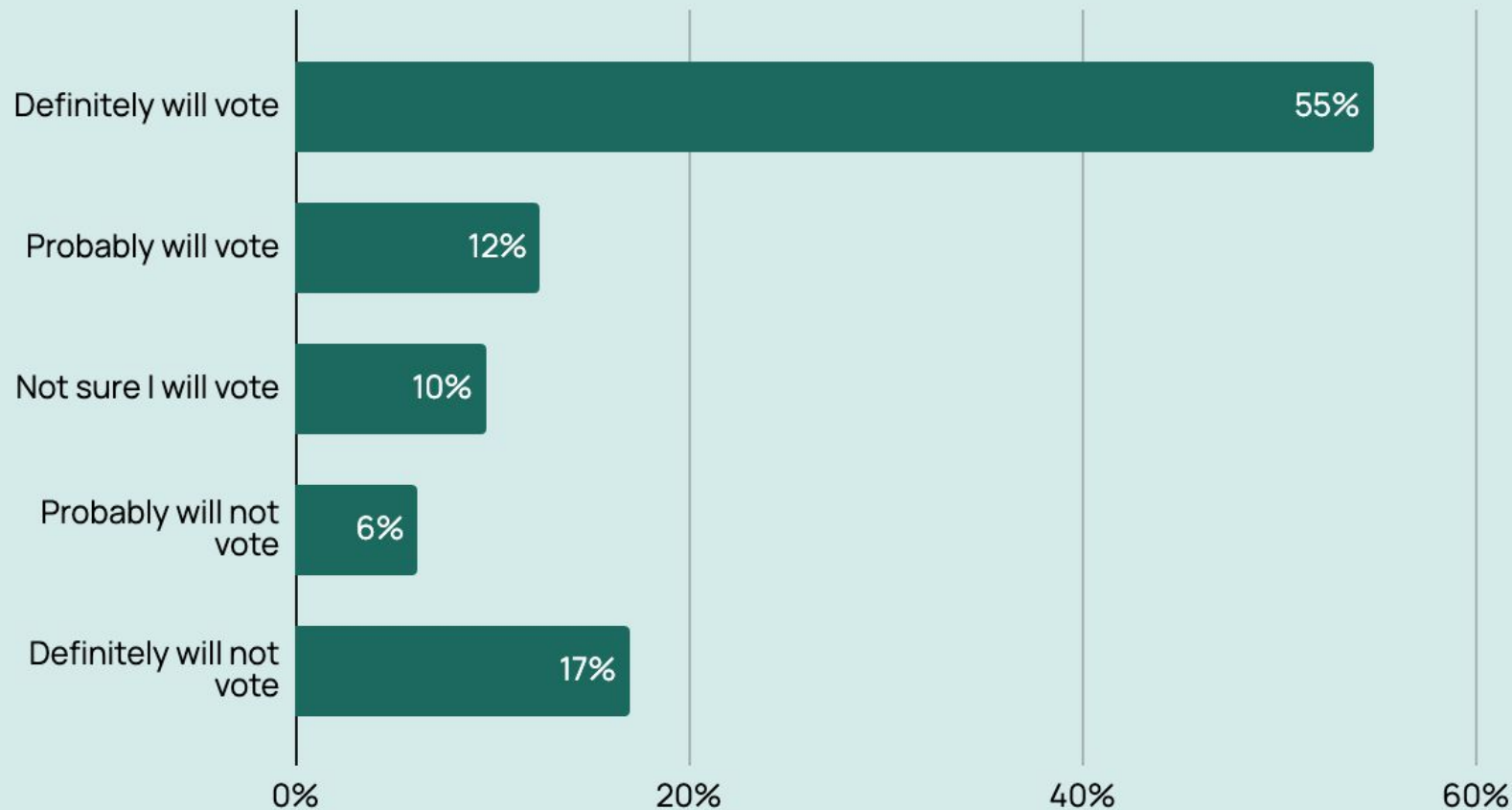




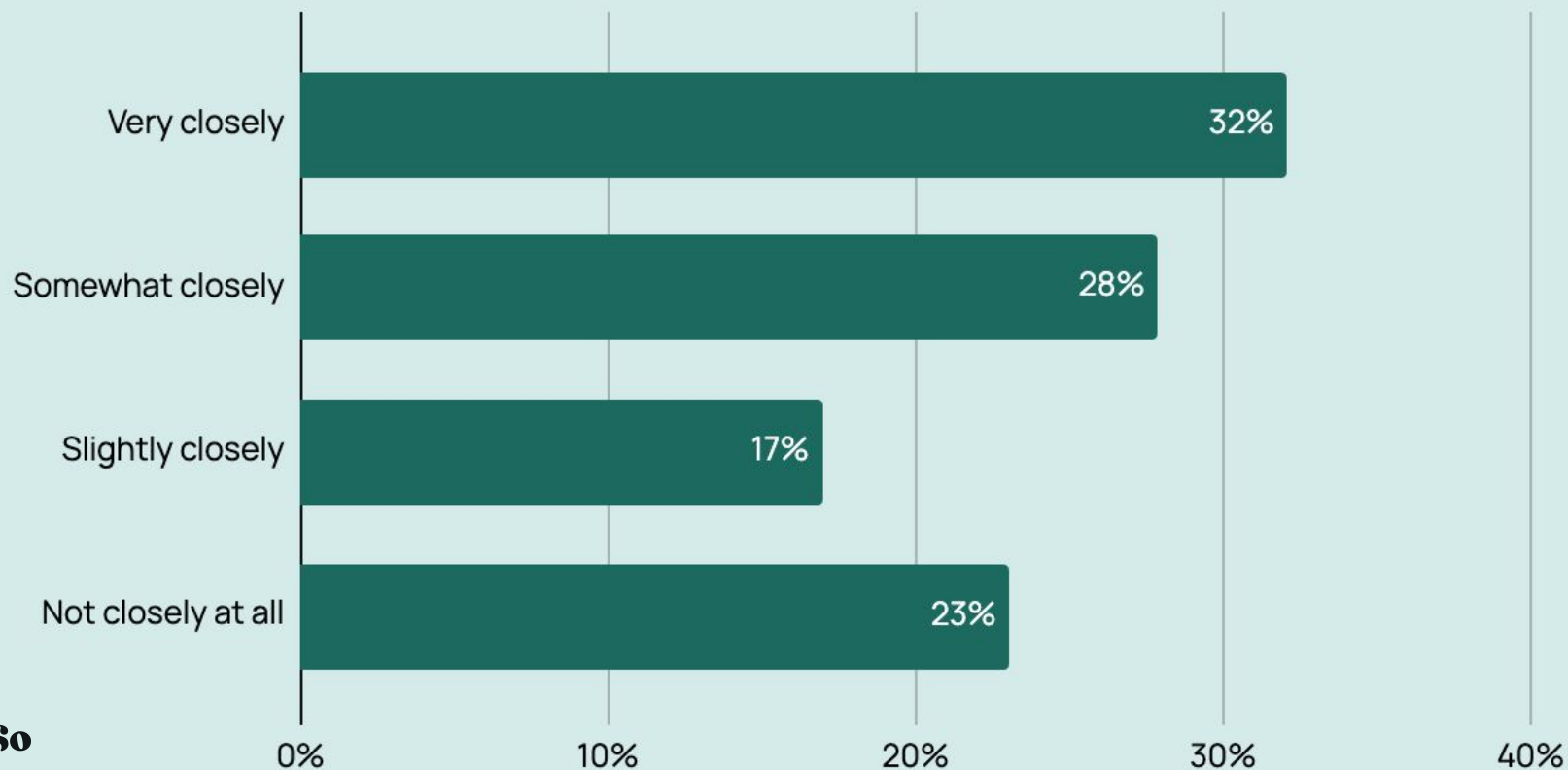
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U.S. Midterms Study Results

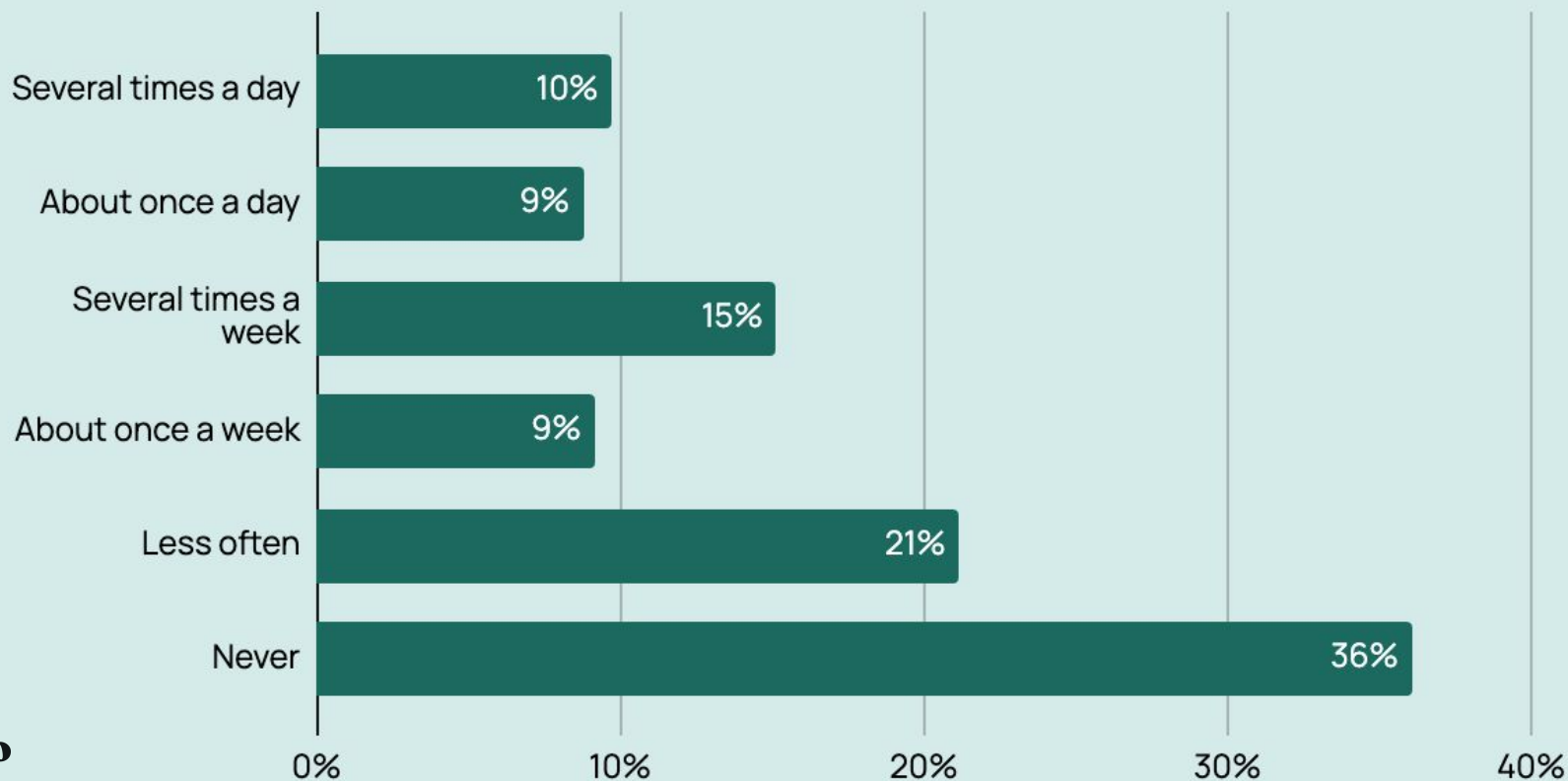
How likely are you to vote in the November 2026 election?



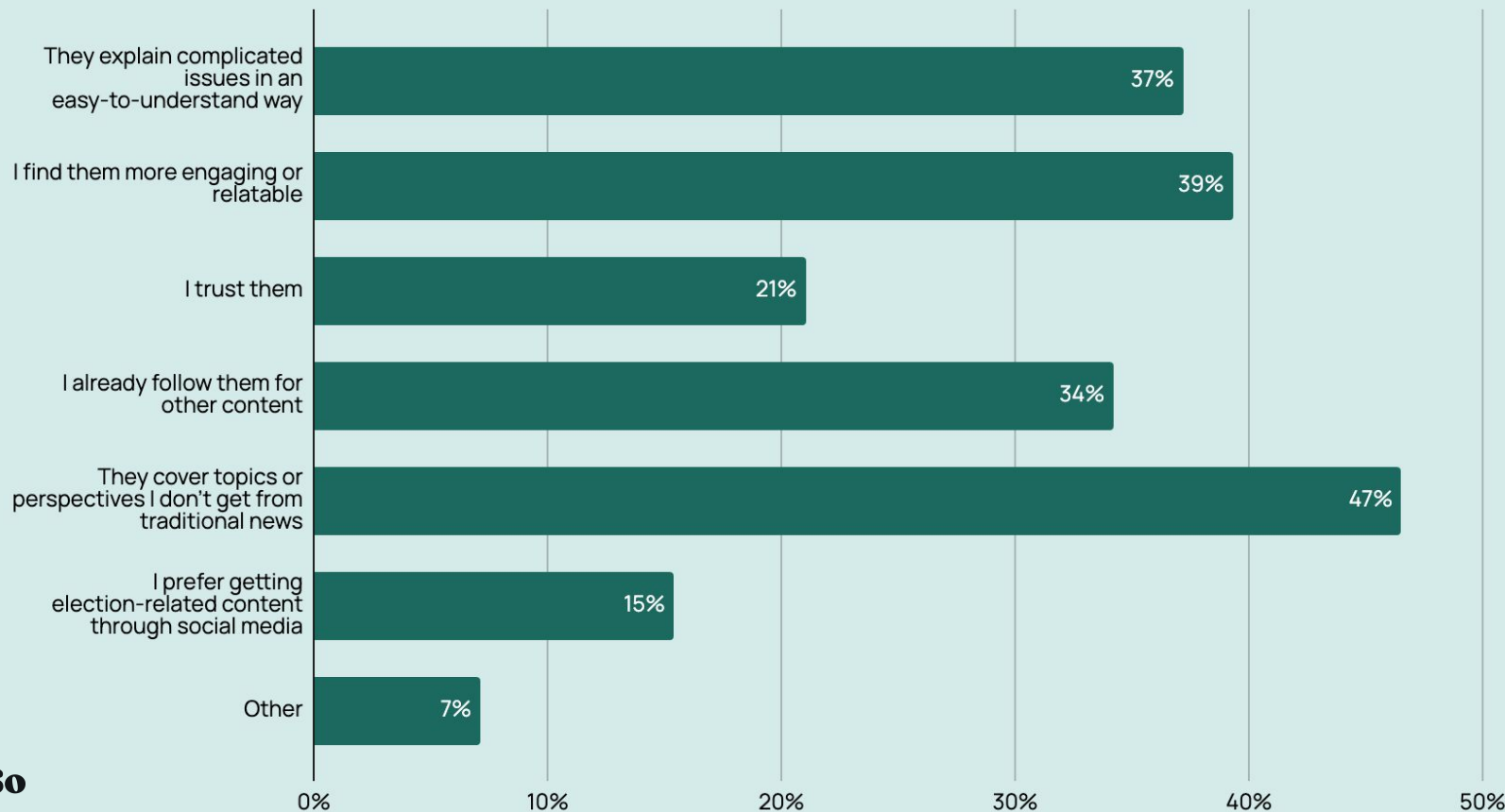
How closely are you following information about the 2026 U.S. midterm elections?



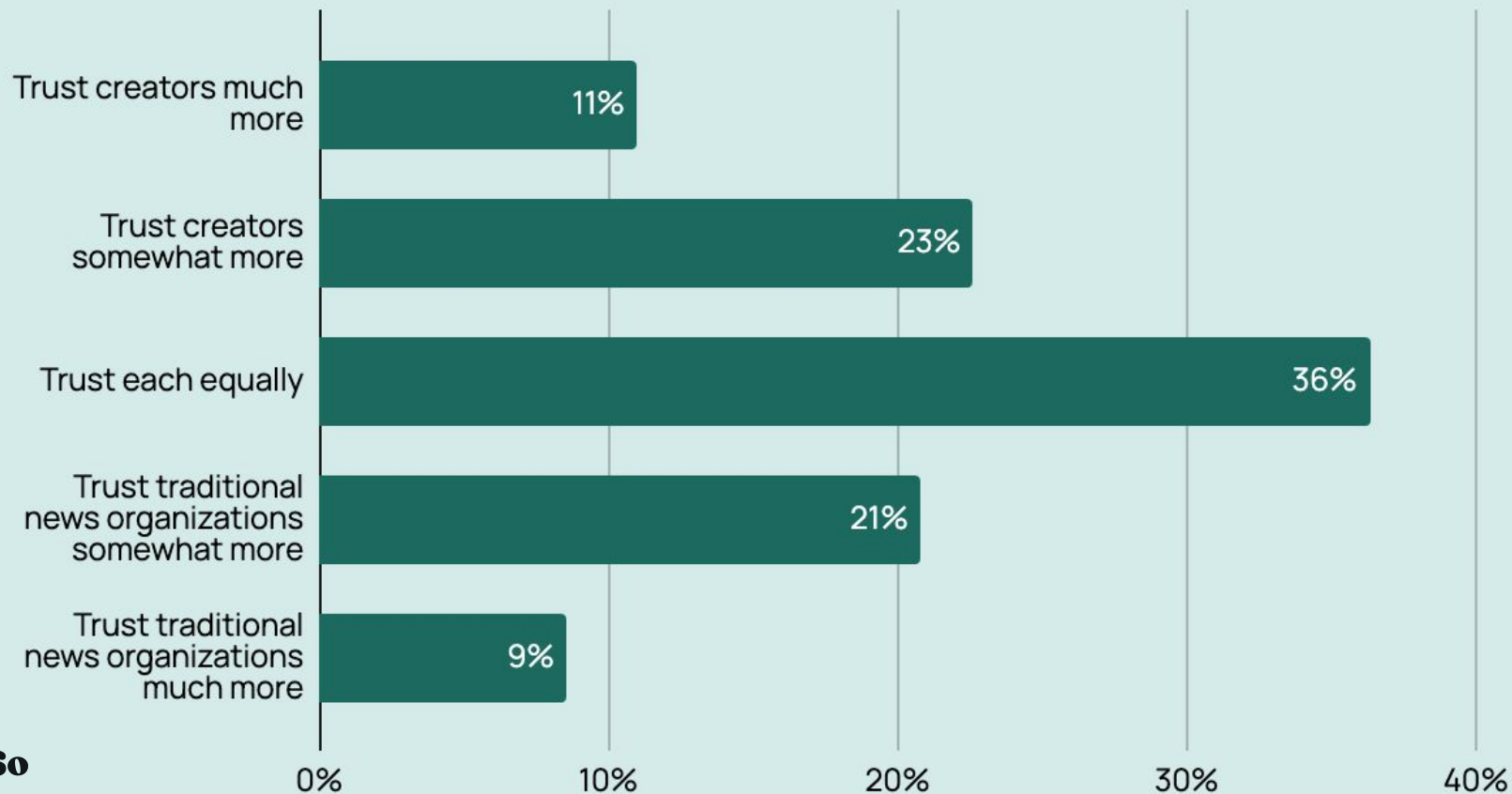
How often do you get information about the 2026 midterm elections from online creators?



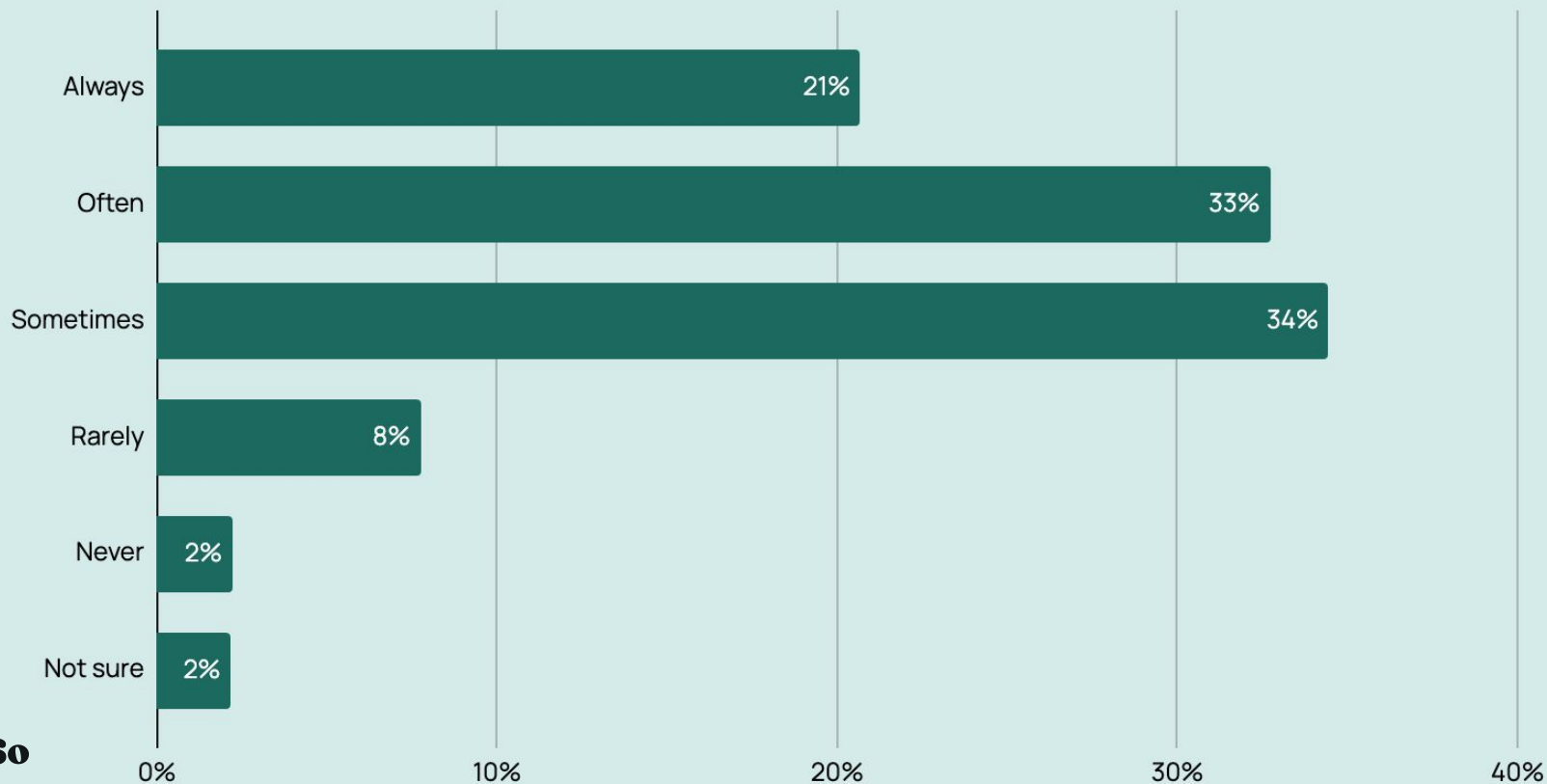
Why do you get election-related content from online creators?



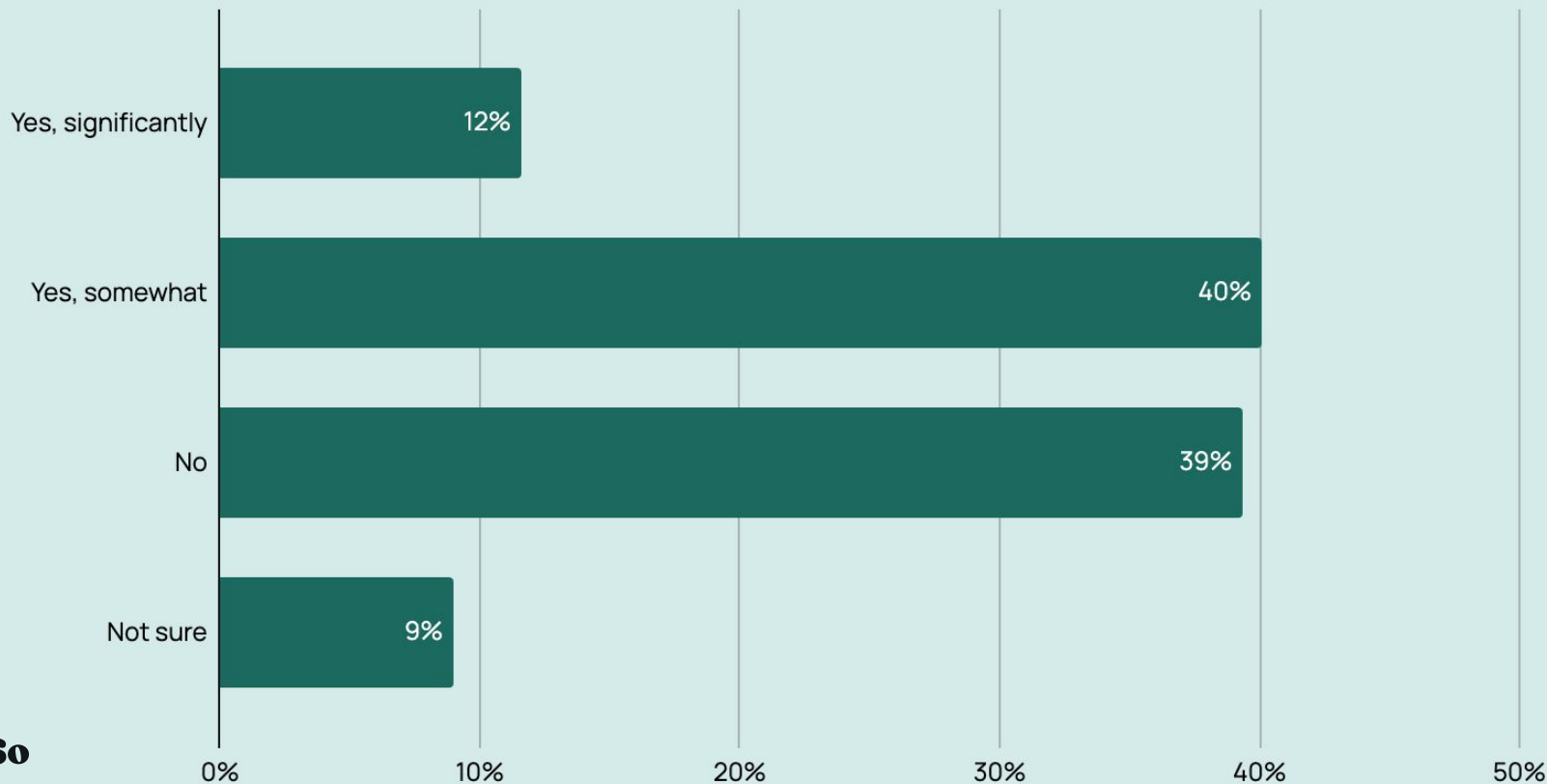
When it comes to election-related information, do you...



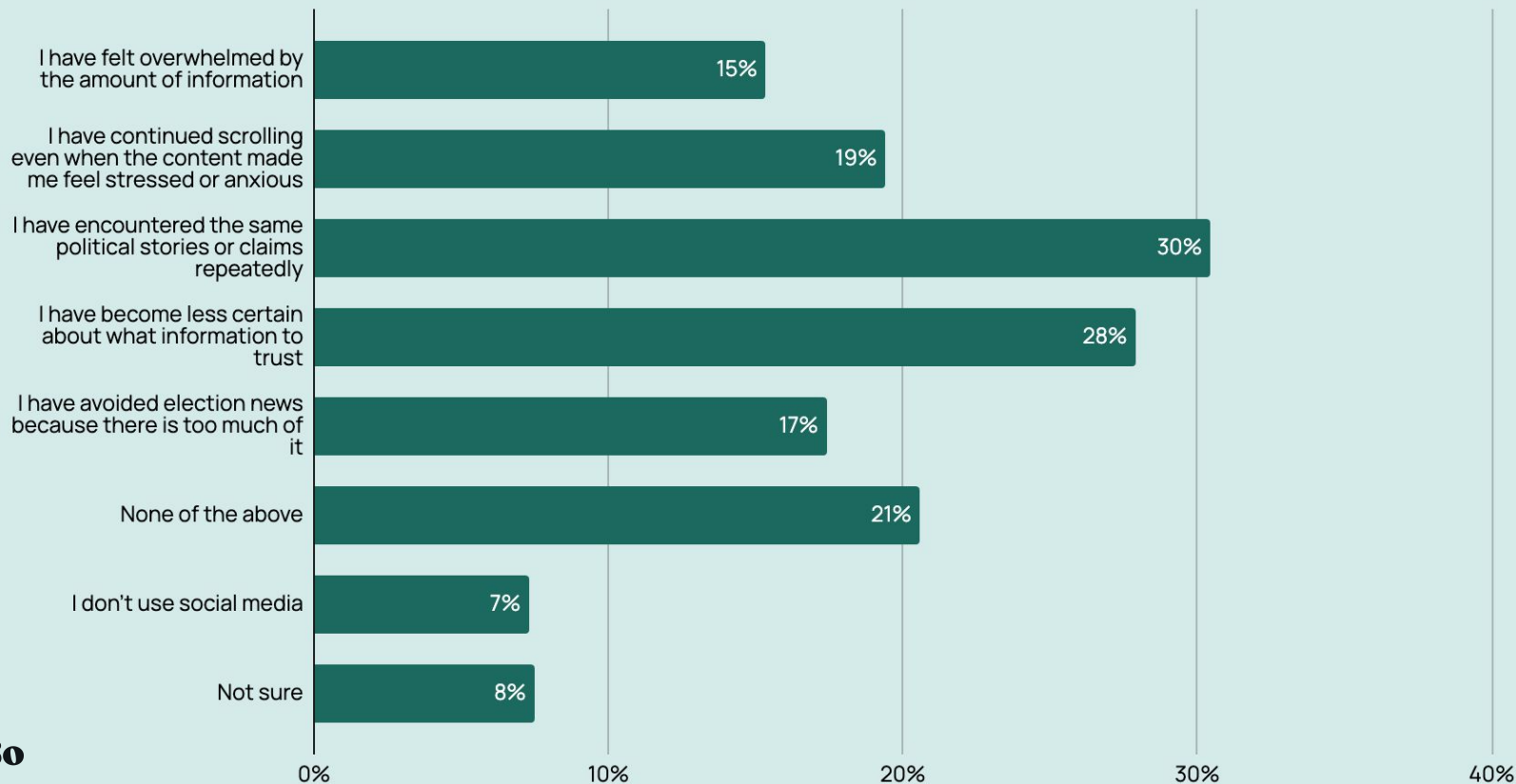
When you see election-related content from an online creator, how often do you check another source to see whether the information is accurate?



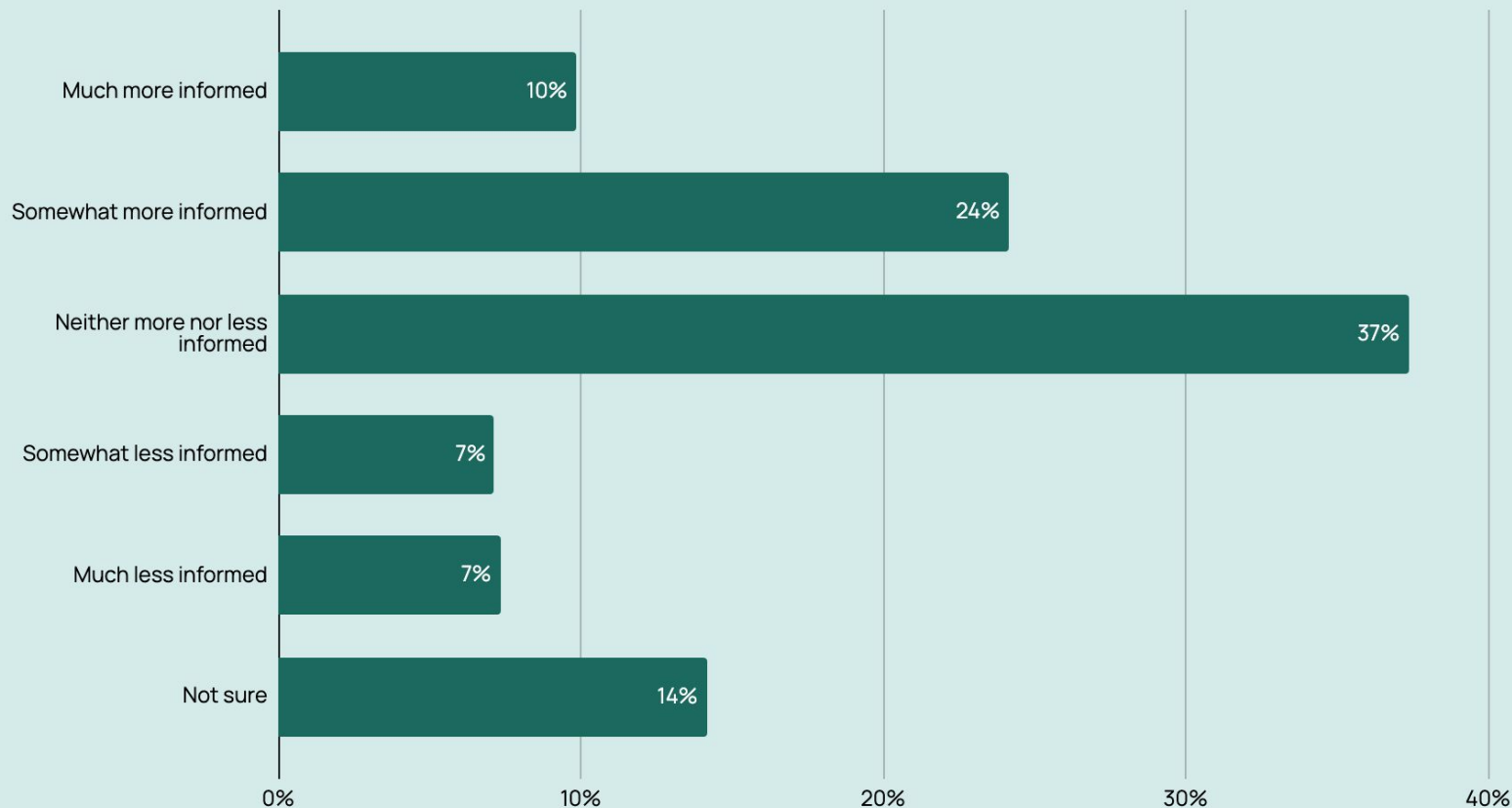
Has information you've seen from an online creator influenced your opinion of a political candidate, issue, or the 2026 midterm elections?



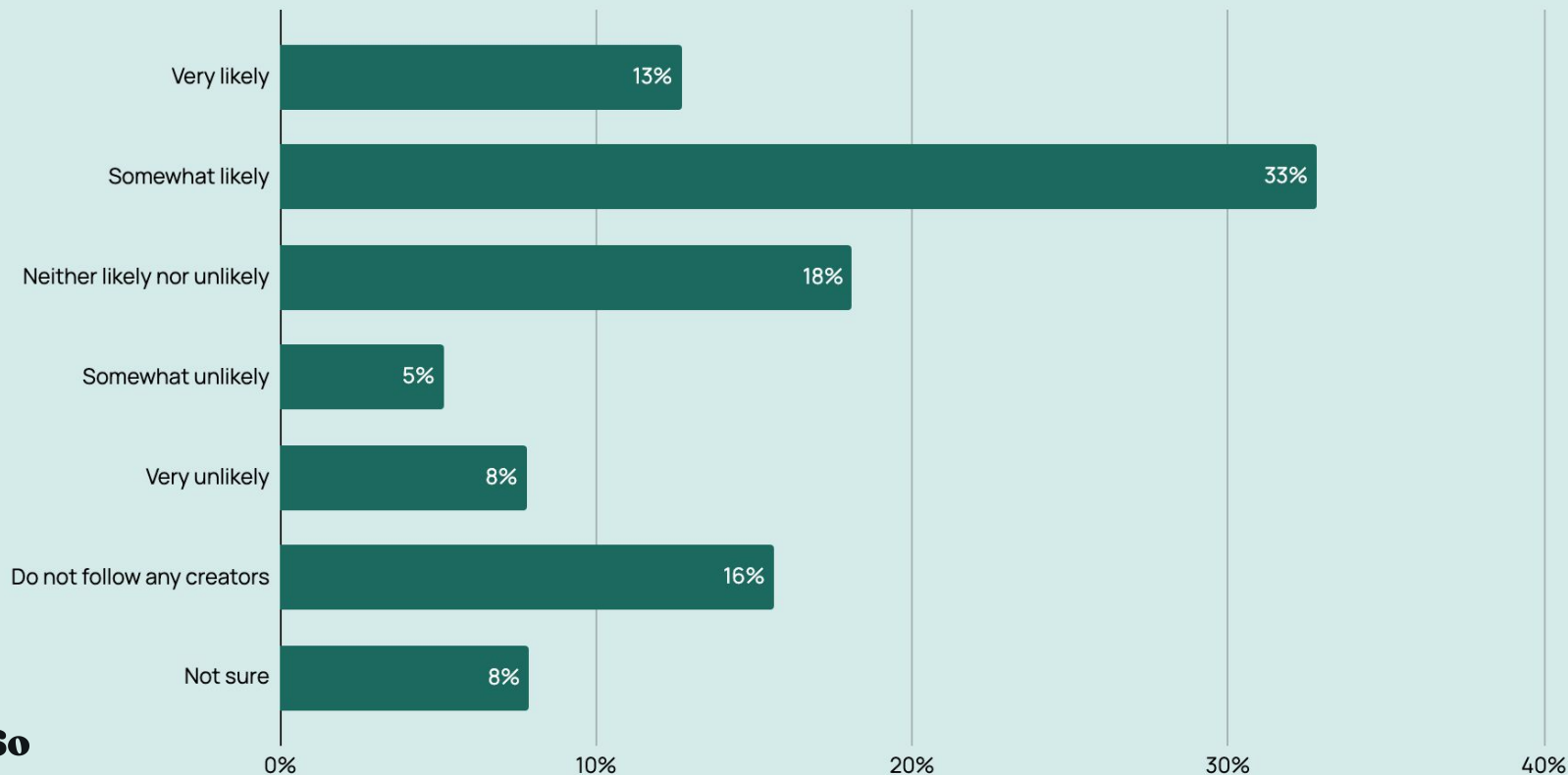
When you encounter election-related content on social media, which of the following have you experienced? Select all that apply.



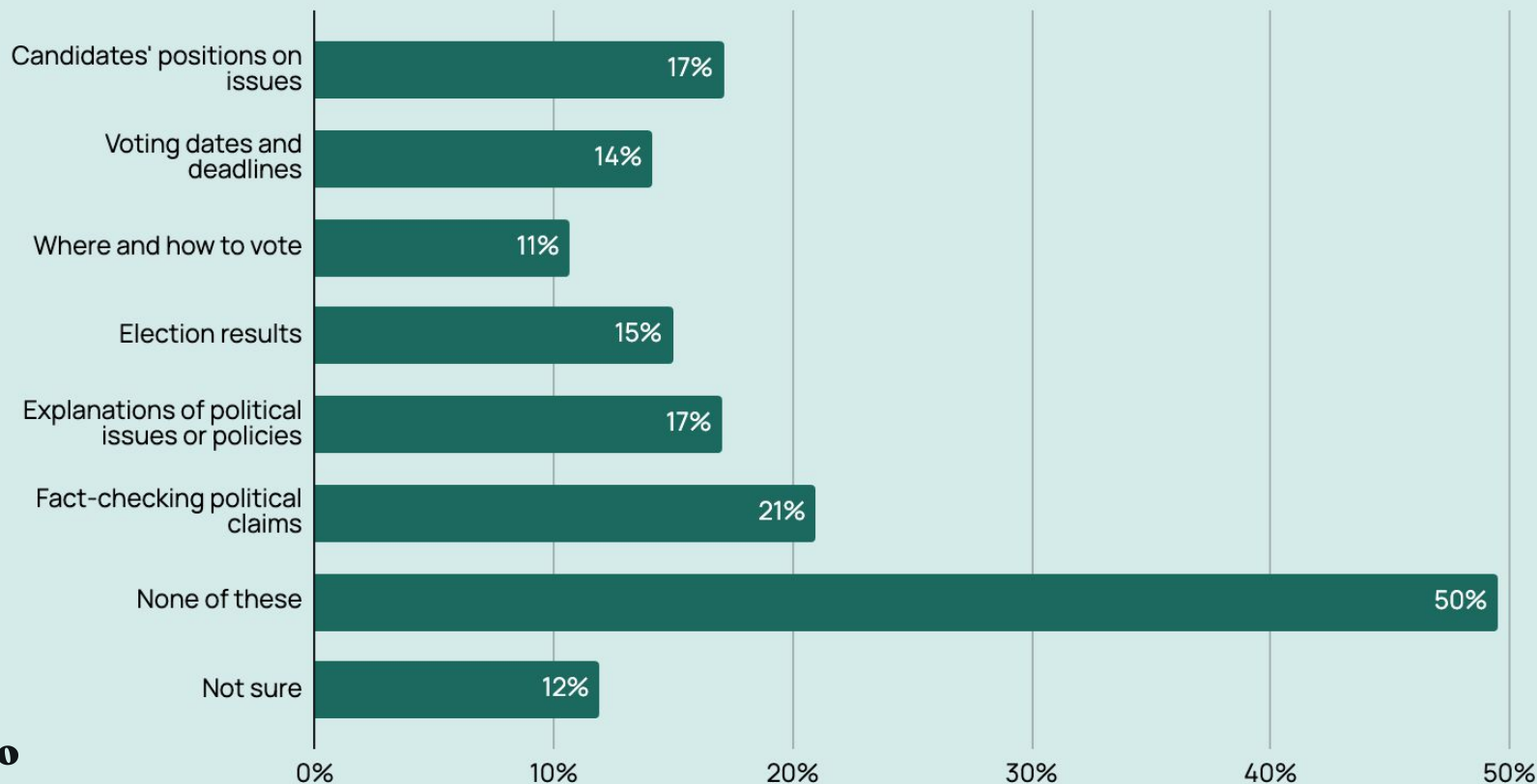
Overall, has the election-related content you see on social media made you feel more or less informed about the key issues in the 2026 midterm elections?



Imagine a creator you already like and regularly follow begins talking about a political issue you haven't paid much attention to before. How likely would you be to listen to what they have to say?



Thinking about the 2026 U.S. midterm elections, would you use AI to learn more information about the following topics?



Methodology

SaySo commissioned YouGov to conduct the survey. All figures, unless otherwise stated, are from YouGov. The total sample size was 2,000 U.S. adults. The margin of error is +/- 2.46. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the 2024 Current Population Survey (CPS) Voting and Registration supplements, and the 2024 AP Votecast exit poll, including demographics and 2024 presidential vote. Fieldwork was undertaken between September 16 - September 28, 2026.



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