

JULY OMNIBUS · TOPLINE RESULTS

Influencers & Tech Policy

Fielded July 14–15, 2026 · creator trust, paid political content, and tech priorities

1,017

REGISTERED VOTERS

±3.5

MARGIN OF ERROR

10

QUESTIONS

METHODOLOGY

This poll surveyed 1,017 registered voters via online panel from July 14 to July 15, 2026. Results were weighted by race, 2024 vote, age, education, and gender to match population demographics. The margin of error is ±3.5 percentage points at the 95% confidence level.

Q1	How often do you get news or political information from social media influencers, creators, or podcasters rather than news organizations?	Omnibus Q43
	Very often	11%
	Somewhat often	24%
	Not too often	28%
	Never	29%
	Not sure	8%
Q2	Compared with national news organizations, how much do you trust political information from influencers?	Omnibus Q44
	Much more	5%
	Somewhat more	10%
	About the same	23%
	Somewhat less	17%
	Much less	33%
	Not sure	11%
Q3	Have you ever changed your mind about a political or social issue because of a creator you originally followed for non-political content (fitness, cooking, parenting, sports, entertainment, etc.)?	Omnibus Q45
	Yes	13%
	No	72%
	Not sure	15%
Q4	Do you think campaigns should be allowed to pay influencers and creators to promote candidates, as long as the payments are disclosed?	Omnibus Q46
	Yes	18%
	No	48%
	Only for some types of content	17%
	Not sure	17%

Q5	Which concerns you more?	Omnibus Q47
	A creator being paid by a campaign or PAC	15%
	A creator making money from the social media platform while posting about politics	8%
	Both equally	53%
	Neither	12%
	Not sure	11%
Q6	If a creator discloses that a political post was paid for by a campaign, how does that affect your trust in them?	Omnibus Q48
	More likely to trust	11%
	Less likely to trust	47%
	No difference	29%
	Not sure	13%
Q7	Who should be primarily responsible for making sure voters know when political content is paid for?	Omnibus Q49
	The influencer	16%
	The campaign	29%
	The social media platform	14%
	The government	20%
	Not sure	20%
Q8	If a brand sponsors or works with an influencer who regularly posts political content, does that make you think more positively or negatively about the brand?	Omnibus Q50
	Much more positively	4%
	Somewhat more positively	7%
	No difference	42%
	Somewhat more negatively	20%
	Much more negatively	13%
	Not sure	15%

Q9 Which worries you more in the 2026 election?

Omnibus Q51

Secretly paid political influencers	10%
AI-generated political content	14%
Foreign influence online	7%
All equally	52%
None of these	7%
Not sure	10%

Q10 Which ONE technology-related issue is most important to you when deciding who to vote for?

Omnibus Q52

Protecting children online	9%
Artificial intelligence and its impact on jobs	7%
Privacy and protection of personal data	10%
Preventing online scams and fraud	5%
Misinformation and false information online	20%
Freedom of speech and concerns about censorship online	8%
National security threats from technology companies or foreign governments	12%
Competition and the power of large technology companies	3%
Artificial intelligence safety and regulation	6%
Access to high-speed internet and digital services	2%
The energy and environmental impact of AI and data centers	6%
None of these	11%
Other	2%
