

The Human Artistry Campaign

Nationwide Mixed Mode (Telephone and Text)
Survey of 1,000 Registered & Likely Voters

December 19-22, 2025

Introduction

The Human Artistry Campaign is the global initiative for the advancement of responsible AI – working to ensure it develops in ways that strengthen the creative ecosystem, while also respecting and furthering the indispensable value of human artistry to culture. Across 34 countries, more than 180 organizations have united to protect every form of human expression and creative endeavor they represent – journalists, recording artists, photographers, actors, songwriters, composers, publishers, record labels, athletes, and more. The growing membership core principles for keeping human creativity at the center of technological innovation.

Against this backdrop, AI has quickly become a priority for the Trump Administration, with First Lady Melania Trump playing an active role, chairing the second meeting of the AI task force and emerging as a key figure in AI education efforts ([source](#)). This past July, the White House released its renowned AI Action Plan. Since then, the Administration has centered its AI policy on the "4Cs": conservatives, children, creators, and communities. The framework aims to shield these groups from regulatory overreach, biased AI models, and ideological censorship while unleashing American innovation to dominate the global AI race. The plan's approach to creators is straightforward: fair licensing and intellectual property protections shouldn't hold back AI leadership, and they should be part of what makes America competitive.

However, the debate over artificial intelligence often presents a false choice: America must either win the AI race OR protect creative workers and their intellectual property. But what if Americans believe we can lead in AI development AND establish fair licensing frameworks that protect American creative works from unauthorized use? To better understand these dynamics, we researched public attitudes on AI development, copyright protection, and the music industry's role in America's technological future. The survey polled 1,000 registered and likely voters in a nationwide mixed mode survey and specifically examined the following:

- **Baseline AI attitudes:** measuring general support for AI adoption and which government priorities matter most: winning the AI race, protecting jobs, holding Big Tech accountable, or managing energy demands.
- **Competing narratives on AI and jobs:** testing whether voters believe AI will cause major job losses or generate new categories of work requiring human creativity and strategic thinking.
- **The copyright protection debate:** evaluating whether voters think tech companies should freely use copyrighted works to beat China, or whether taking creative works without permission violates property rights and squanders an American advantage.
- **Licensing as a solution:** determining support for requiring AI companies to enter licensing agreements similar to Spotify and Apple Music, getting permission and paying market rates for copyrighted content.
- **Legislative preferences:** measuring support for laws requiring compensation for creative works, strengthening deepfake protections, punishing foreign theft of American works, and enforcing licensing through copyright violation fines.

Understanding where voters stand on these questions is critical for shaping effective AI policy in the years ahead. As Congress debates legislation and regulators craft new rules, this research reveals how to advocate for protections that align with, rather than against, America's AI ambitions.

Key Findings

Voters Accept AI's Future is Here Now, Remain Cautiously Optimistic & Reject an AI Free-for-All

Concern About AI Is Rising — Especially Where AI Touches Jobs, Culture, and Everyday Costs

Voters are not reflexively anti-AI, but their support is fragile and increasingly conditional. Opinion on AI overall is narrowly divided (**47% support / 45% oppose**), with backing elevated among younger men (**58%**), those with a Bachelors (**54%**), and Trump voters (**52%**). Overall concern intensifies sharply when AI is linked to job loss, rising energy costs, or the erosion of human creativity.

Across multiple statements, large majorities concur that AI will cause **major job losses (68% agree)**, increase **energy costs due to data centers (72% agree)**, and disrupt long-term opportunity if left unchecked. At the same time, voters accept AI's inevitability: **67% agree AI will increase productivity**, and **66% agree AI will create new categories of jobs**. This combination reflects neither panic nor optimism — it reflects demand for structure. With some exception, levels of agreement here are relatively similar among Trump voters, Indies, and across age groups.

AI is not being rejected outright; it is being **scrutinized**.

Voters Draw a Bright Line Between AI Innovation and AI Replacing Human Creativity

Attitudes collapse when AI shifts from a supplement that allows for efficiency to a substitute for creative work. AI-generated pictures, video, and music are deeply unpopular presently, with a negative 3-1 ratio (**22% favorable** and **68% unfavorable**). **Nearly one-half are strongly unfavorable**. The opposite is true of professional musicians, who are viewed overwhelmingly positively (**72% favorable**), underscoring where public sympathy – and connective tissue - lies.

This contrast matters. Voters are not confused about who generates value in the creative economy — and they are wary of AI systems that replicate or replace that value absent consent or compensation. Even companies developing AI tools face net skepticism (**49% unfavorable**), signaling distrust toward how the technology is being deployed rather than the technology itself. The reputation of many tech companies precedes them in the AI space.

The message is consistent: **AI that augments talent is acceptable; AI that displaces creators is not.**

Reasonable Guardrails and Creator Compensation are the Public Mandate for AI Leadership

Standard Protections & Sense of Fair Play are Not Controversial; They are the Overwhelming Consensus

There is near-universal agreement that AI requires stronger rules. **92% agree more regulation and guardrails around AI are needed**, including **78% who strongly agree**. Support for guardrails extends well beyond abstract regulation to specific, concrete protections.

An identical **92% agree** that stricter laws are needed to prevent AI from using someone's body, face, or voice without consent (deepfakes). **88% support strengthening protections for every American's voice and likeness**, and **87% support requiring AI companies to get permission and pay** for the use of American creative works. Once again, levels of agreement here are similar among Trump voters, Indies, and across age groups.

This is not soft agreement — intensity is extremely high. On nearly every guardrail tested, “strongly support” dominates, indicating voters view regulation as a **baseline requirement**, not a policy experiment.

Copyright Protection Is Seen as Pro-America, Pro-Innovation, and Pro-Competition

Voters overwhelmingly reject the argument that America must sacrifice copyright protections to win the AI race. By a nearly **3-to-1 margin**, voters side with the view that allowing tech companies to take creative works without permission or payment **violates property rights and squanders an American advantage (67% agree, 50% strongly)**. Younger voters are particularly strong on this point, with nearly 8 in 10 (**78%**) endorsing this message.

Efforts to justify uncompensated training consistently fail. **56% disagree** that preventing AI from training on copyrighted material would allow China to surpass the U.S., and **67% agree** that winning the AI race does *not* depend on access to iconic American music or entertainment. Meanwhile, **85% agree** that AI companies should get permission and pay market rates, and **86% agree** that stripping away copyright protections is un-American and harmful to the economy. Nearly 9 in 10 (**85-87%**) of Trump voters, Indies, and across education cohorts, believe that to be the case.

Voters nationwide see copyright not as a barrier to innovation but as **a strategic asset worth defending**. This is principle and should be policy.

Protecting Creators Is Viewed as Pro-America, Not Anti-Innovation

Market-Based Licensing Is the Clear Middle Ground Voters Trust

Voters do not demand bans or moratoriums; they favor **existing market solutions scaled to new technology**. Two-thirds (**66%**) support AI companies entering licensing agreements similar to those used by streaming platforms like Spotify and Apple Music. This reinforces the belief that AI is not fundamentally different from past technological shifts that required updated but workable compensation frameworks.

This logic carries through consistently. **68% overall (and 66-73% across key cohorts, across age, education, partisan group, gender, and region), all agree** that licensing has worked through multiple evolutions in music and tech and can work again for AI. Only **22% side** with the argument that compensation is unreasonable because AI systems are too complex to track.

The public is choosing rules over chaos — and **markets over carve-outs**.

Uncompensated Use of Creative Works Is a Direct Political Liability

The political consequences are explicit and severe. Allowing AI companies to take and use copyrighted works without permission or payment produces an **82% less-likely-to-support reaction**, including **68% who say much less likely**. Only **12%** say they would be more likely to support a lawmaker who backs this approach, and similar patterns of support here holds across nearly all key demographics except for younger men (**18%**), men overall (**16%**), and non-whites (**16%**).

This is not an abstract concern. It is a **vote-moving issue**, with intensity that cuts across ideology and demographics. In contrast, laws that protect creators, punish foreign theft, and require fair compensation consistently generate support in the **high-70s to high-80s**.

The implication is straightforward: **protecting creators is not a niche position — it is the politically dominant one**.



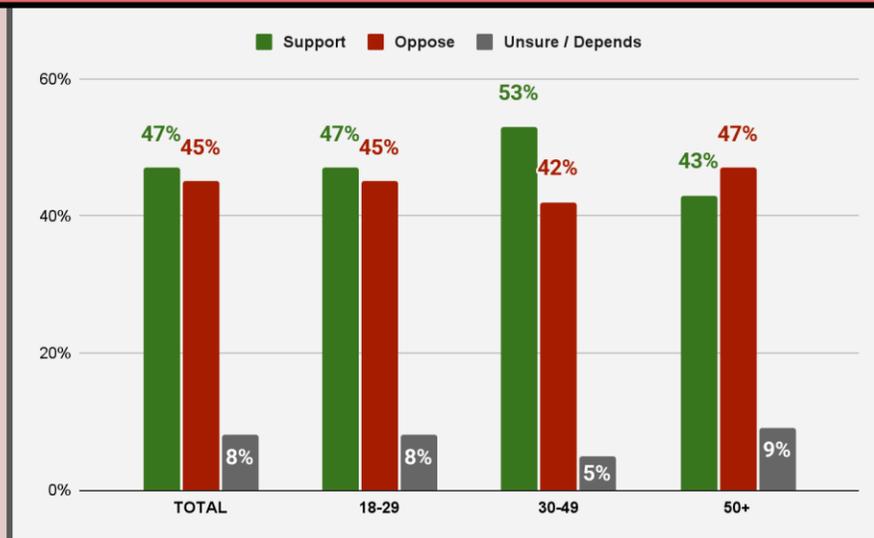
Awareness Series

Support for AI is Split; Questions Persist, with Only 14% of Voters Nationwide “Strongly Supportive”

As you may or may not be aware, Artificial Intelligence, or “AI,” refers to the ability of computers or machines to perform tasks that typically require human intelligence. In general, do you support or oppose the use of AI?

- **AI sits at the center of divided electorate**, with voters near evenly split (47% support / 45% oppose). Support is driven by Men under 50 (58%). Meanwhile, women remain net-opposed (42% support / 50% oppose), revealing a pronounced gender gap that persists across age cohorts.
- **Partisanship creates clear but not unified camps:** Trump voters are the only group with majority support (52%), Independents are divided and non-committal (49% support), and Democrats actively oppose the issue (43% support / 52% oppose).
- **Support rises with educational attainment**, from net opposition among those with HS or less (38% support / 51% oppose) to clear majority support among those with a bachelor’s + (54% support)
- **Daily music listeners lean toward support** (49%), hinting that frequent engagement with digital platforms and content ecosystems may increase comfort with AI.

Group	Support	Oppose	Unsure / Depends
TOTAL	47%	45%	8%
Men	52%	41%	7%
Women	42%	50%	8%
Men < 50	58%	36%	6%
Men 50+	46%	45%	9%
Women < 50	43%	50%	6%
Women 50+	41%	49%	10%
Trump Voters	52%	40%	8%
Independents	49%	41%	10%
Democrats	43%	52%	5%
White	46%	46%	8%
Non-White	47%	45%	8%
HS or Less	38%	51%	12%
Tech / Some College	42%	49%	9%
Bachelors +	54%	40%	6%
Daily Music Listener	49%	44%	7%
Urban	49%	43%	9%
Suburban	50%	44%	7%
Rural	42%	49%	9%
NE / Mid Atlantic	43%	46%	11%
North Central	42%	49%	8%
South Atlantic	52%	42%	6%
South Central	50%	44%	6%
Mountain / Pacific	46%	45%	8%



Jobs First, Tech Second; Kitchen Table Concerns Beat Global Competition in Raising a Red Flag on AI

	<i>Thinking about AI, which of the following do you consider the most important for the government to focus on in order to help Americans?</i>
A	Protect American workers and families by enhancing American jobs, not replacing American jobs
B	Holding Big Tech accountable by limiting bias and protecting minors
C	Ensuring AI does not strain our electrical grid and increase utility bills
D	Winning the AI race by building AI in America with American workers

- **Protecting American jobs is the top AI priority**, with a majority (53%) wanting the government focused on enhancing US jobs rather than replacing them.
- Agreement on this is broad. Protecting jobs ranks first among Republicans, Dems, and Indies, as well across urban, suburban and rural.
- **Big Tech Accountability** follows closely behind, with 4 in 10 (42%) prioritizing **limiting bias and protecting minors**. The emphasis on this point is stronger among women and Democrats (both 45%), vs. Men and Trump voters (both 38%)
- Less than 1 in 5 (15%) prioritize “winning the AI arms race,” signaling that **voters care more about domestic economic security** than international dominance.

Group	A	B	C	D	Unsure / Depends
TOTAL	53%	42%	20%	15%	5%
Men	52%	38%	19%	18%	6%
Women	53%	45%	22%	13%	5%
Men < 50	51%	41%	22%	17%	6%
Men 50+	54%	36%	17%	19%	6%
Women < 50	57%	45%	28%	8%	3%
Women 50+	50%	44%	17%	16%	6%
Trump Voters	50%	38%	18%	24%	6%
Independents	54%	41%	23%	17%	4%
Democrats	55%	45%	19%	8%	6%
White	50%	42%	22%	17%	5%
Non-White	59%	41%	17%	12%	5%
HS or Less	55%	33%	11%	19%	7%
Tech / Some College	57%	42%	18%	13%	5%
Bachelors +	49%	43%	25%	16%	5%
Daily Music Listener	52%	42%	21%	15%	5%
Urban	53%	42%	22%	15%	4%
Suburban	52%	43%	22%	19%	5%
Rural	56%	37%	18%	12%	6%
NE / Mid Atlantic	57%	40%	23%	14%	7%
North Central	48%	42%	22%	11%	5%
South Atlantic	57%	41%	19%	14%	5%
South Central	57%	38%	20%	18%	4%
Mountain / Pacific	48%	44%	19%	19%	5%

Voters Favor Uniform National AI Rules to 50 State Solutions, but Reject Blanket Preemption or Deregulation

	And which of the following comes closest to your view about legislation for AI?
A	Congress should only override state-specific AI laws if it creates a single, national set of rules that apply equally to everyone.
B	We don't need additional state or federal legislation to regulate AI companies, we need to enforce laws that already exist.
C	Congress should pass legislation that prevents states from passing or enforcing their own laws regulating AI.

- **A clear plurality prefers conditional federal leadership**, with **47% overall** saying Congress should override state AI laws *only* if it creates a single, uniform national framework that applies equally to everyone.
- **There is limited support for hands-off or industry-shielding approaches**, as just **24%** say existing laws are sufficient and only **20%** support preventing states from regulating AI altogether.
- **Conditional national standards dominate across key groups**, including **Independents (50%)**, **Democrats (53%)**, **men under 50 (57%)**, and **urban voters (58%)**, reinforcing demand for consistency paired with accountability.
- **Even among Trump voters, plurality support aligns with conditional federal rules**, with **40% choosing a national framework** compared to smaller shares favoring no new laws (**27%**) or full state preemption (**22%**).

Group	A	B	C	Unsure / Depends
TOTAL	47%	24%	20%	9%
Men	49%	23%	18%	10%
Women	45%	25%	21%	9%
Men < 50	57%	18%	16%	10%
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North Central	48%	25%	15%	11%
South Atlantic	49%	20%	21%	11%
South Central	41%	26%	24%	8%
Mountain / Pacific	47%	25%	21%	7%

AI Statement Series

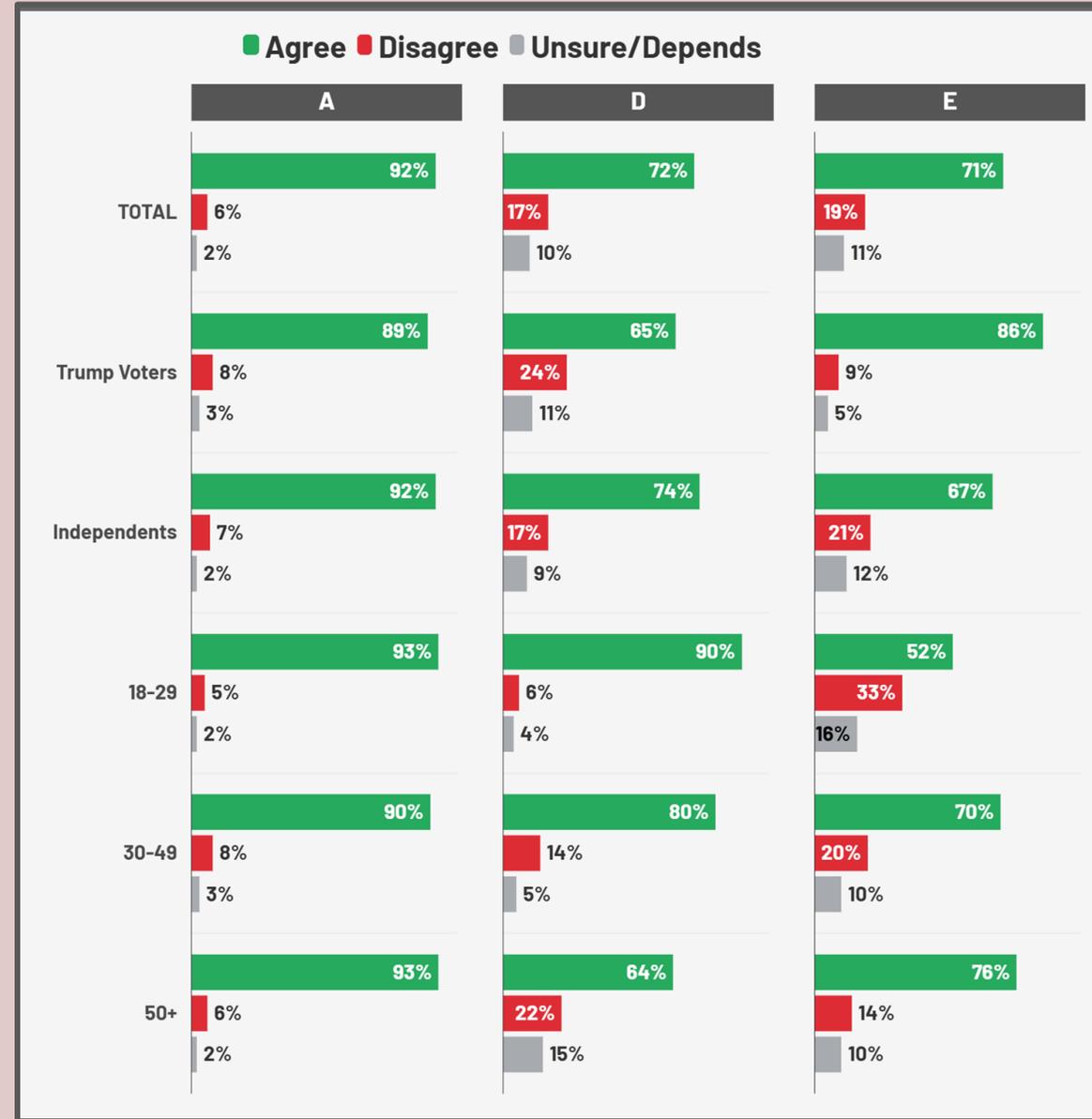
Voters See AI as Both Inevitable and Risky; Universally They Demand Strong Guardrails to Protect People & Property Rights

I am now going to read to you a series of statements. For each, please tell me if you **agree/disagree** with the statements.

		Agree	Disagree	Unsure
A	We need more regulation and guardrails around AI.	92%	6%	2%
B	We need stricter laws regulating the use of AI to produce images or language using someone's body, face, or voice without consent , commonly referred to as deepfakes.	92%	7%	1%
C	America has the best music, movies, and culture in the world which gives us an edge in training AI systems that need access to these works. We should protect our American creative works and ensure foreign rivals don't steal or use them without consent.	76%	17%	7%
D	The advancement of AI will lead to higher energy costs due to increased demands from AI Data Centers.	72%	17%	10%
E	It is important that America, not China, leads the world in AI development.	71%	19%	11%
F	AI will cause major job losses and undermine the learning curve for new workers, undermining long term opportunity and growth	68%	26%	5%
G	AI will increase productivity , whether at work or at home, for many tasks in our lives.	67%	27%	6%
H	AI will take away jobs like any other technological revolution, but will also generate entirely new categories of jobs for Americans that require human creativity, emotional intelligence, and strategic thinking to operate these AI machines.	66%	29%	6%
I	Music made by AI will be boring and generally make music worse.	55%	32%	13%

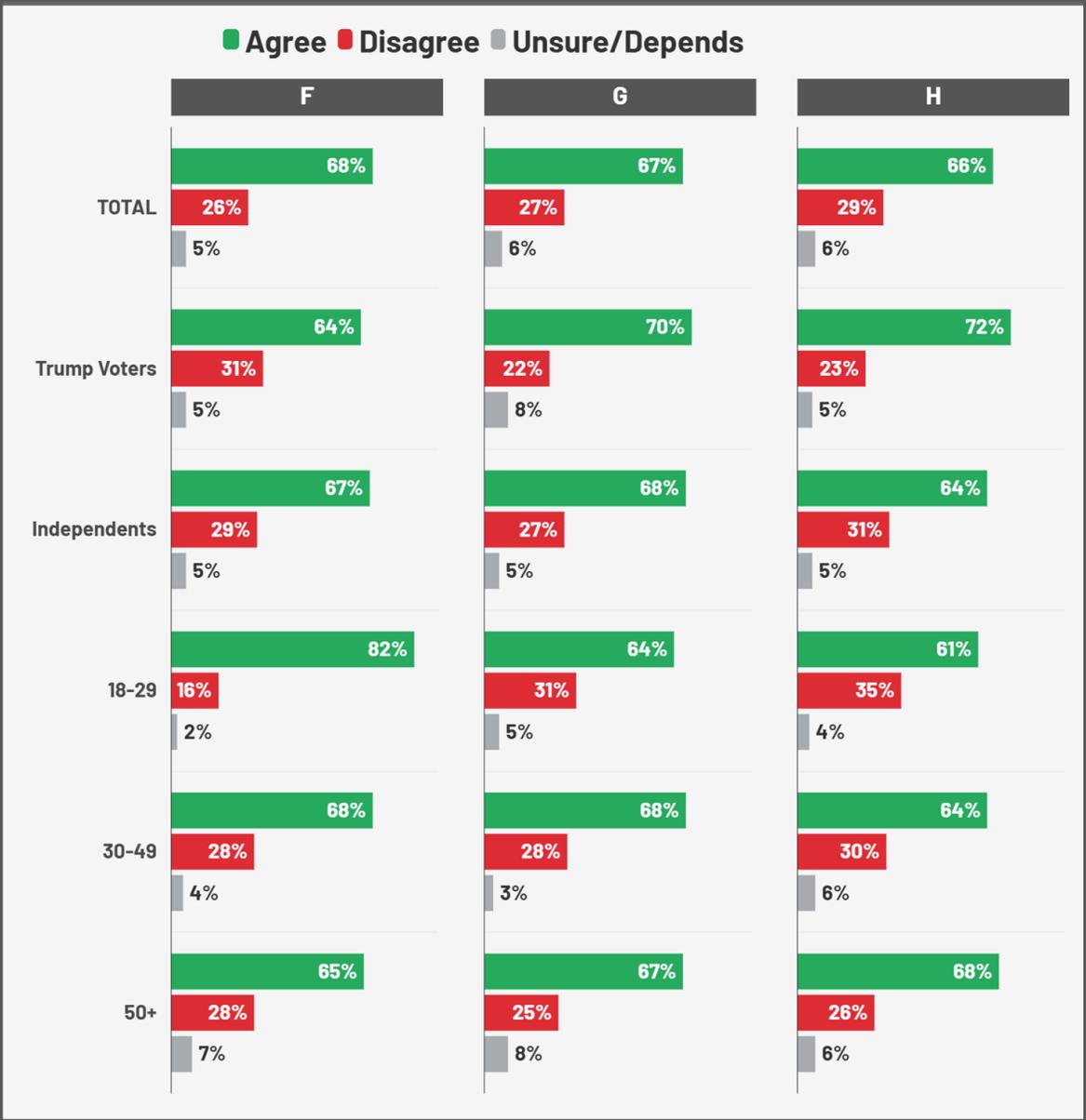
All Agree AI Regulation Is Needed; Trump Voters Focus On Beating China While Younger Voters Sweat Higher Energy Costs

	Question	Agree
A	We need more regulation and guardrails around AI.	92%
B	We need stricter laws regulating the use of AI to produce images or language using someone's body, face, or voice without consent , commonly referred to as deepfakes.	92%
C	America has the best music, movies, and culture in the world which gives us an edge in training AI systems that need access to these works. We should protect our American creative works and ensure foreign rivals don't steal or use them without consent.	76%
D	The advancement of AI will lead to higher energy costs due to increased demands from AI Data Centers.	72%
E	It is important that America, not China, leads the world in AI development.	71%
F	AI will cause major job losses and undermine the learning curve for new workers, undermining long term opportunity and growth	68%
G	AI will increase productivity , whether at work or at home, for many tasks in our lives.	67%
H	AI will take away jobs like any other technological revolution, but will also generate entirely new categories of jobs for Americans that require human creativity, emotional intelligence, and strategic thinking to operate these AI machines.	66%
I	Music made by AI will be boring and generally make music worse.	55%



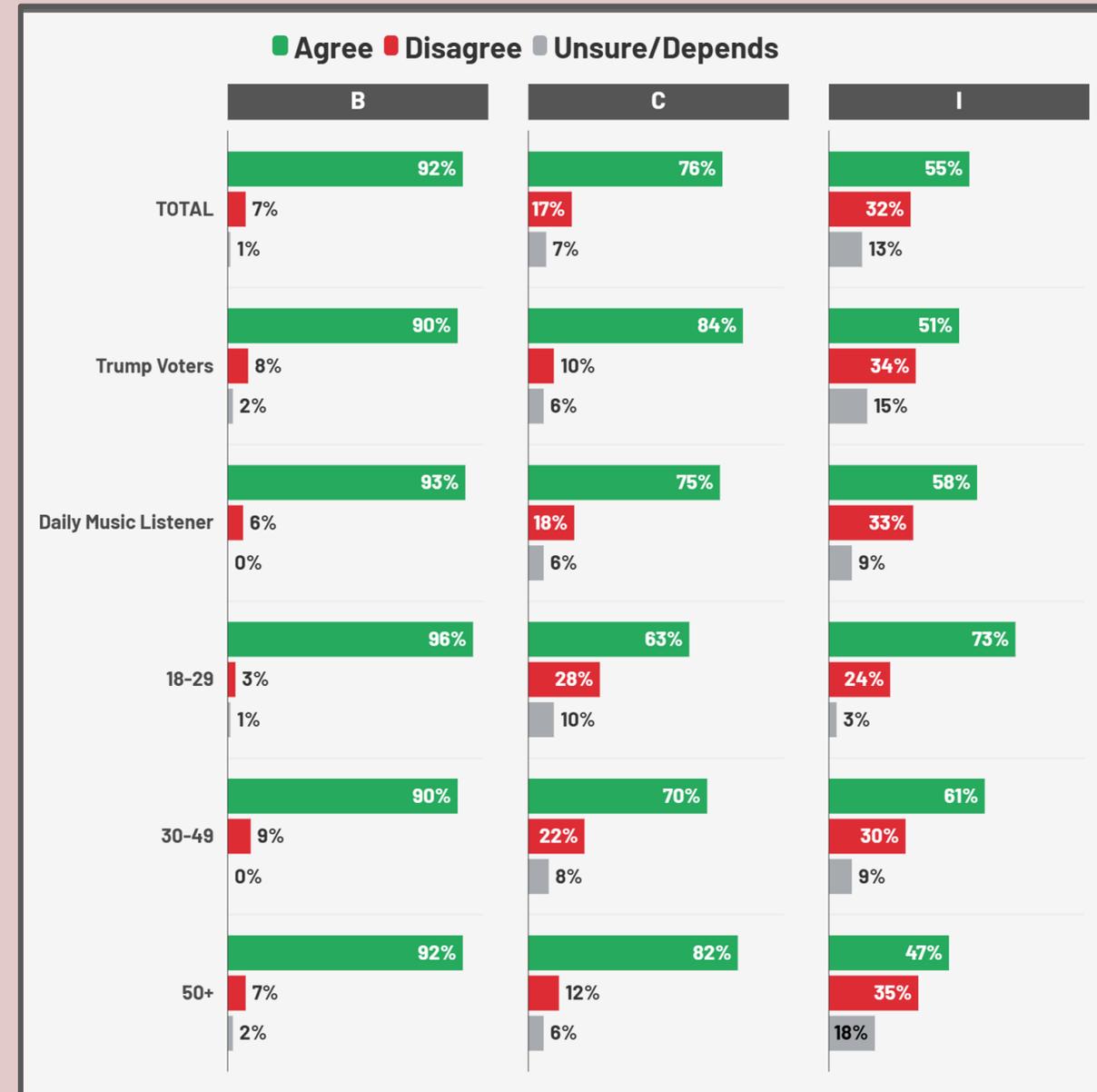
Regarding Jobs, Most Agree AI Boosts Efficiency, But Generation Gaps Show Younger Voters Are Less Hopeful about the Future

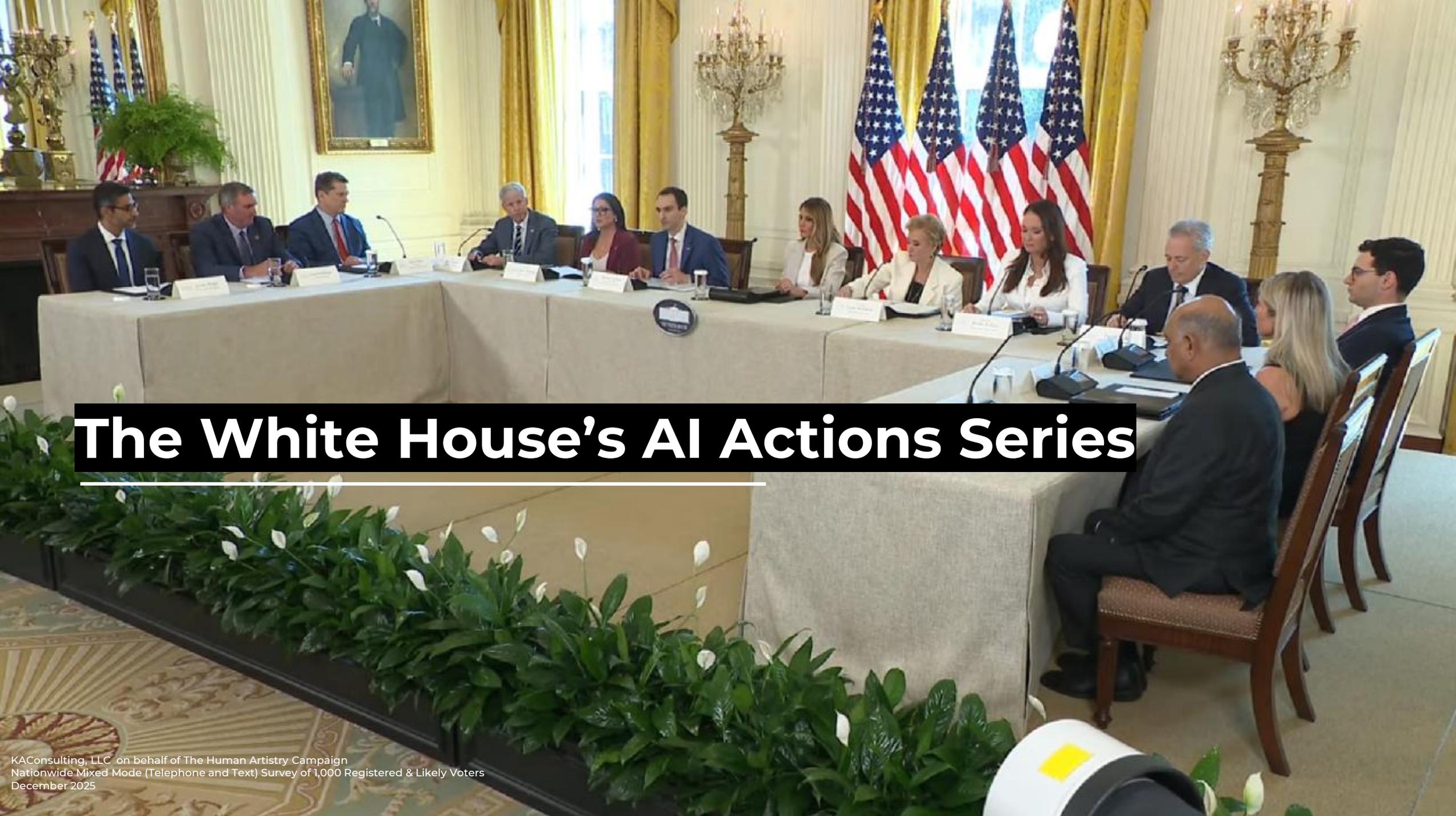
	Question	Agree
A	We need more regulation and guardrails around AI.	92%
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I	Music made by AI will be boring and generally make music worse.	55%



No Dispute When it comes to No Fakes (Act). Near-Unanimous, Tripartisan Agreement for Stricter Laws to Prevent “Deep Fakes”

	Question	Agree
A	We need more regulation and guardrails around AI.	92%
B	We need stricter laws regulating the use of AI to produce images or language using someone's body, face, or voice without consent , commonly referred to as deepfakes.	92%
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I	Music made by AI will be boring and generally make music worse.	55%





The White House's AI Actions Series

Clear Majorities of Voters Nationwide Support President Trump's AI Leadership When It Emphasizes American Investment, Education, and Competitiveness

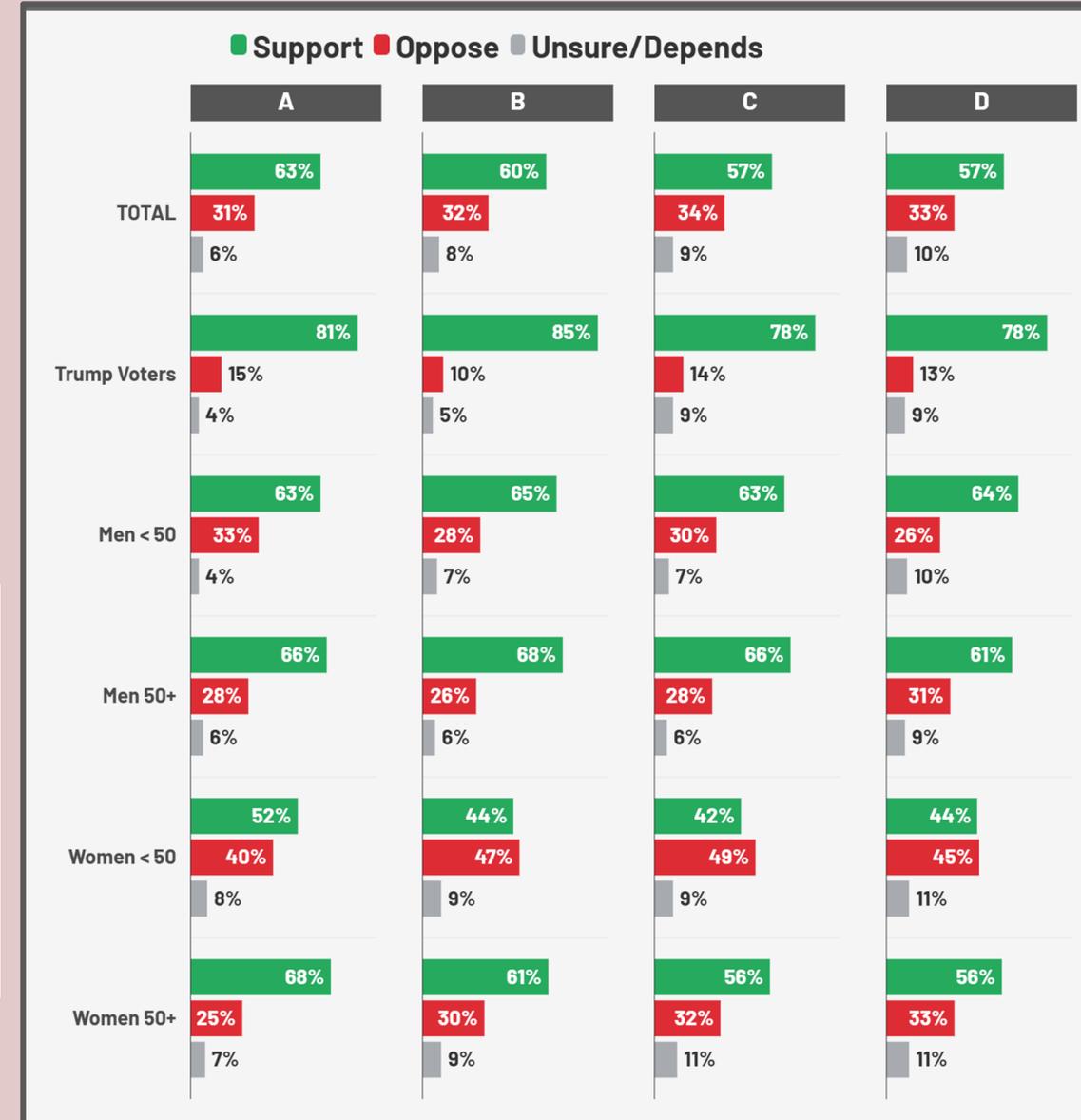
*I am now going to read you a list of statements and actions that President Trump has taken regarding Artificial Intelligence. For each please tell me if you **support** or **oppose**.*

	Question	Support	Oppose	Unsure
A	President Trump established the White House Task Force on AI Education , which is establishing public-private partnerships to provide resources for AI education for k-12 students. Ensuring our Nation's youth will have opportunities to cultivate the skills and understanding necessary to thrive in the AI-driven workforce.	63%	31%	6%
B	Recently, President Trump introduced his AI Action Plan , aiming to increase AI innovation, build American AI infrastructure, and ensure the US is the leader in AI internationally.	60%	32%	8%
C	Earlier this year, President Trump showcased an unprecedented \$92 billion commitment by many of the world's leading energy and technology companies to build cutting-edge AI and energy in America by Americans.	57%	34%	9%
D	This month, President Trump signed an Executive Order launching the Genesis Mission, a new national effort to use artificial intelligence (AI) to transform how scientific research is conducted and accelerate the speed of scientific discovery.	57%	33%	10%

Voters Back President Trump's AI Agenda When It Delivers U.S. Investment, Jobs and Global Leadership

	Question
A	President Trump established the White House Task Force on AI Education , which is establishing public-private partnerships to provide resources for AI education for k-12 students. Ensuring our Nation's youth will have opportunities to cultivate the skills and understanding necessary to thrive in the AI-driven workforce.
B	Recently, President Trump introduced his AI Action Plan , aiming to increase AI innovation, build American AI infrastructure, and ensure the US is the leader in AI internationally.
C	Earlier this year, President Trump showcased an unprecedented \$92 billion commitment by many of the world's leading energy and technology companies to build cutting-edge AI and energy in America by Americans.
D	This month, President Trump signed an Executive Order launching the Genesis Mission, a new national effort to use artificial intelligence (AI) to transform how scientific research is conducted and accelerate the speed of scientific discovery.

- **There is very limited gap in support for President Trump's actions between younger and older men, and men under 50 actually lead men over 50 in backing the Genesis Mission.**
- **However, among women, there is a stark difference when comparing by age.**
 - **For Women over 50, these for measures are at least as popular as they are overall. But for women under 50, they are more likely to oppose each measure - with the notable exception of the White House Task Force on Education.**



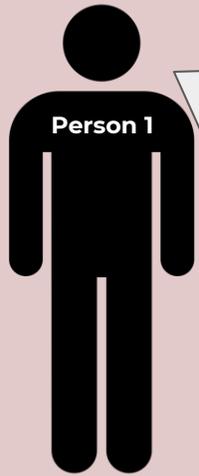
Creative Works and AI

I am now going to discuss specifics about AI development when it comes to creative work like music, movies, books, and articles.



Voters Side Overwhelmingly With Creators Over Big Tech in the Great Debate over AI Copyright; Americans Love a David v. Goliath Fight

Currently in DC, there is a conversation about copyright protections when it comes to training AI models with copyrighted works. Please tell me which person you are more likely to agree with, Person 1 or Person 2.



“Tech companies should be able to copy and use every movie, book, song, article, show and all other creative works to train for-profit AI models without getting permission or paying the original creators in order for us to win the AI race and beat China.”

“Allowing valuable creative works like movies, books, songs, shows, or articles to be taken by tech companies without permission or pay violates creators’ property rights and squanders an American advantage as the country that creates the most important cultural works.”



Group	Person 1	Net Person 2	Person 2	Unsure
TOTAL	23%	44%	67%	9%
Men	24%	41%	65%	10%
Women	22%	47%	69%	9%
Men < 50	24%	42%	66%	9%
Men 50+	24%	40%	64%	11%
Women < 50	22%	49%	71%	7%
Women 50+	22%	46%	68%	10%
18-29	17%	61%	78%	6%
30-49	27%	37%	64%	9%
50+	23%	43%	66%	11%
Trump Voters	26%	37%	63%	11%
Independents	22%	46%	68%	10%
Democrats	22%	48%	70%	8%
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Suburban	19%	51%	70%	11%
Rural	25%	40%	65%	9%
NE / Mid Atlantic	19%	51%	70%	11%
North Central	22%	48%	70%	8%
South Atlantic	25%	39%	64%	11%
South Central	24%	43%	67%	9%
Mountain / Pacific	25%	41%	66%	9%

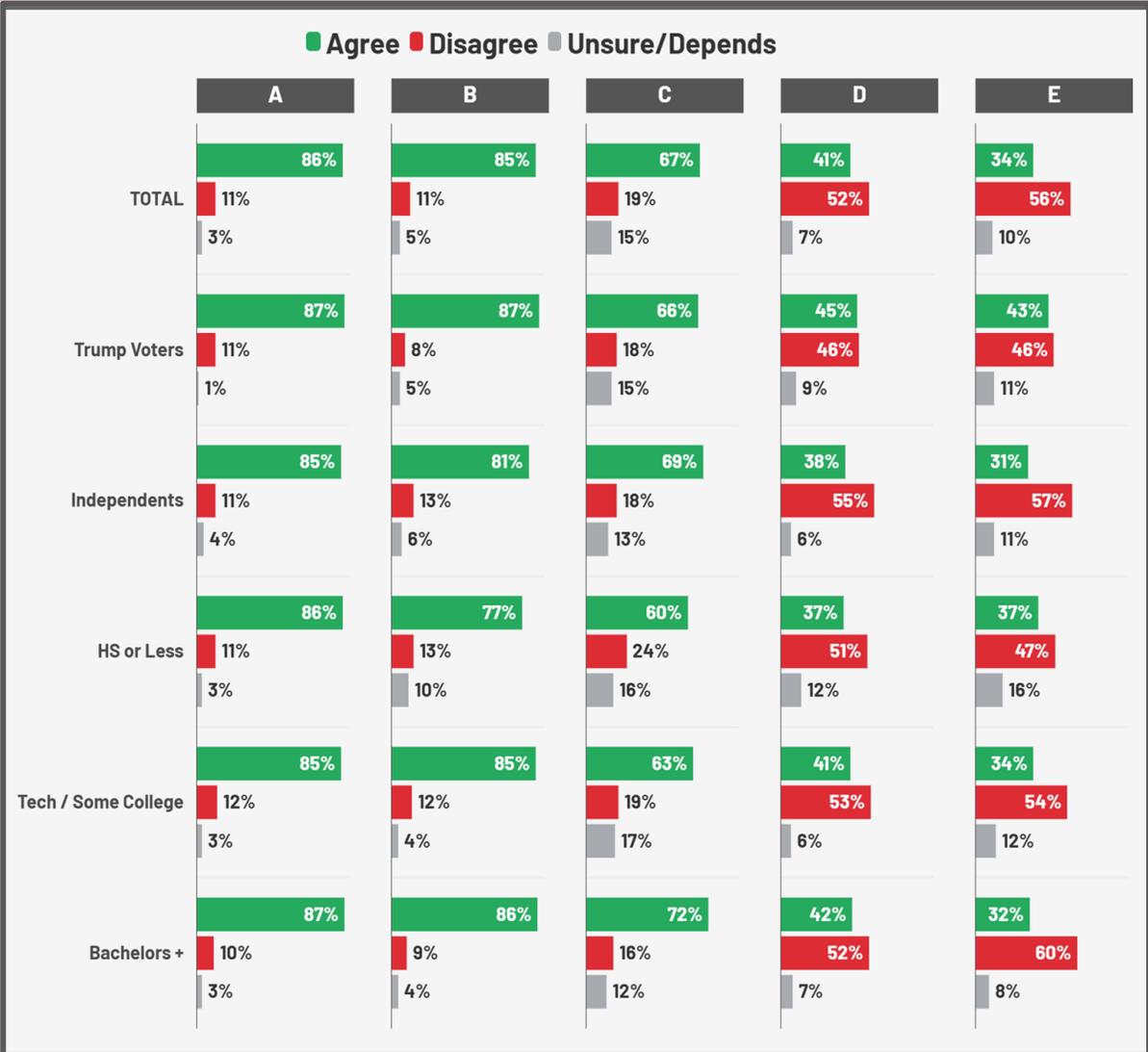
- **Voters reject the argument that winning the AI race requires taking creative works without permission, siding with the creator-protection position by a 67%–23% margin, a +44-point advantage overall.**
- **Support for protecting creators is broad and cross-partisan, including 63% of Trump voters, 68% of Independents, and 70% of Democrats, underscoring that this is not an ideological issue.**
- **Younger voters are especially emphatic, with 78% of those aged 18–29 agreeing that uncompensated use of creative works violates property rights and undermines an American advantage.**
- **The creator-protection argument resonates across education levels and communities, winning clear majorities among suburban (70%), rural (65%), daily music listeners (68%), and voters with a bachelor’s degree or higher (69%).**

Voters Reject “China Panic” Arguments as Excuses rather than Reasons, Strongly Defend Copyright Protections

I am now going to read you some arguments from individuals in Washington, D.C. regarding training AI models on copyrighted works. Please tell me if you **agree/disagree**?

	Question	Agree	Disagree	Unsure
A	Stripping away legal protections like copyright law is un-American and will harm our economy.	86%	11%	3%
B	America has the most popular and valuable creative works in the world - from movies to music -and AI companies that want to use them should get permission and pay market rates.	85%	11%	5%
C	The United States winning the AI race will not be dependent on AI models having access to Taylor Swift songs or Mickey Mouse shows.	67%	19%	15%
D	It is virtually impossible for AI companies to compensate every creative work before using it.	41%	52%	7%
E	Preventing AI models from training on copyrighted material will slow down our AI development and allow China to surpass us, compromising our economic and national security.	34%	56%	10%

- **Trump Voters** are slightly more sympathetic to the arguments of AI companies than the population at large – nearly as many agree as disagree that it is “virtually impossible for AI Companies to compensate every creative work” (45-46) and “preventing AI models from training on copyrighted material will” weaken our position against China (43-46).
- There is also an education gap, where **voters with more formal education** are more likely to question the need for AI’s access to “Taylor Swift and Mickey Mouse” (72% agree), the challenges “for AI companies to compensate for copyrighted works” (52% disagree), and the fear that copyright enforcement will “allow China to surpass us” (60% disagree).



KAConsulting, LLC on behalf of The Human Artistry Campaign
 Nationwide Mixed Mode (Telephone and Text) Survey of 1,000 Registered & Likely Voters
 December 2025

Licensing Bridges the Gap—Protecting Creators while Advancing AI Absent Overreach

Currently **streaming music services like Spotify or Apple Music enter a licensing agreement** with music creators and owners to access their music, and they pay owners based on usage. Some AI companies have started entering into these licensing agreements with creative industries in order to compensate and access the specific creative work they are seeking to train their models on. Do you **agree** or **disagree** that this is a reasonable solution to AI models accessing copyrighted works?

- **Voters broadly agree that licensing agreements are a reasonable way for AI models to access copyrighted works**, with **66% agreeing overall** and a **+41 net agree** margin.
- **Support for licensing spans parties and key demographics**, including **69% of Independents**, **68% of Trump voters**, and **62% of Democrats**, underscoring that this is not a partisan proposition.
- **Intensity and acceptance are strongest among older and suburban voters**, with **69% agreement among men 50+** and **71% among suburban voters**, reinforcing licensing as a mainstream, stability-oriented solution.
- **Even among younger voters, agreement outweighs opposition**, as **62% of those aged 18–29** view licensing as reasonable, despite slightly higher resistance than older cohorts.

Group	Net Agree	Agree	Disagree	Unsure / Depends
TOTAL	41%	66%	25%	9%
Men	45%	68%	23%	9%
Women	36%	63%	27%	9%
Men < 50	44%	68%	24%	8%
Men 50+	48%	69%	21%	10%
Women < 50	39%	65%	26%	9%
Women 50+	34%	62%	28%	10%
18-29	31%	62%	31%	7%
30-49	45%	68%	23%	9%
50+	40%	65%	25%	10%
Trump Voters	47%	68%	21%	12%
Independents	46%	69%	23%	9%
Democrats	32%	62%	30%	8%
White	45%	68%	23%	9%
Non-White	33%	62%	29%	9%
HS or Less	33%	61%	28%	11%
Tech / Some College	40%	65%	25%	10%
Bachelors +	46%	69%	23%	8%
Daily Music Listener	40%	67%	27%	7%
Urban	30%	62%	32%	7%
Suburban	49%	71%	22%	8%
Rural	40%	64%	24%	12%
NE / Mid Atlantic	44%	67%	23%	9%
North Central	36%	64%	28%	9%
South Atlantic	50%	71%	21%	9%
South Central	37%	64%	27%	9%
Mountain / Pacific	37%	64%	27%	10%

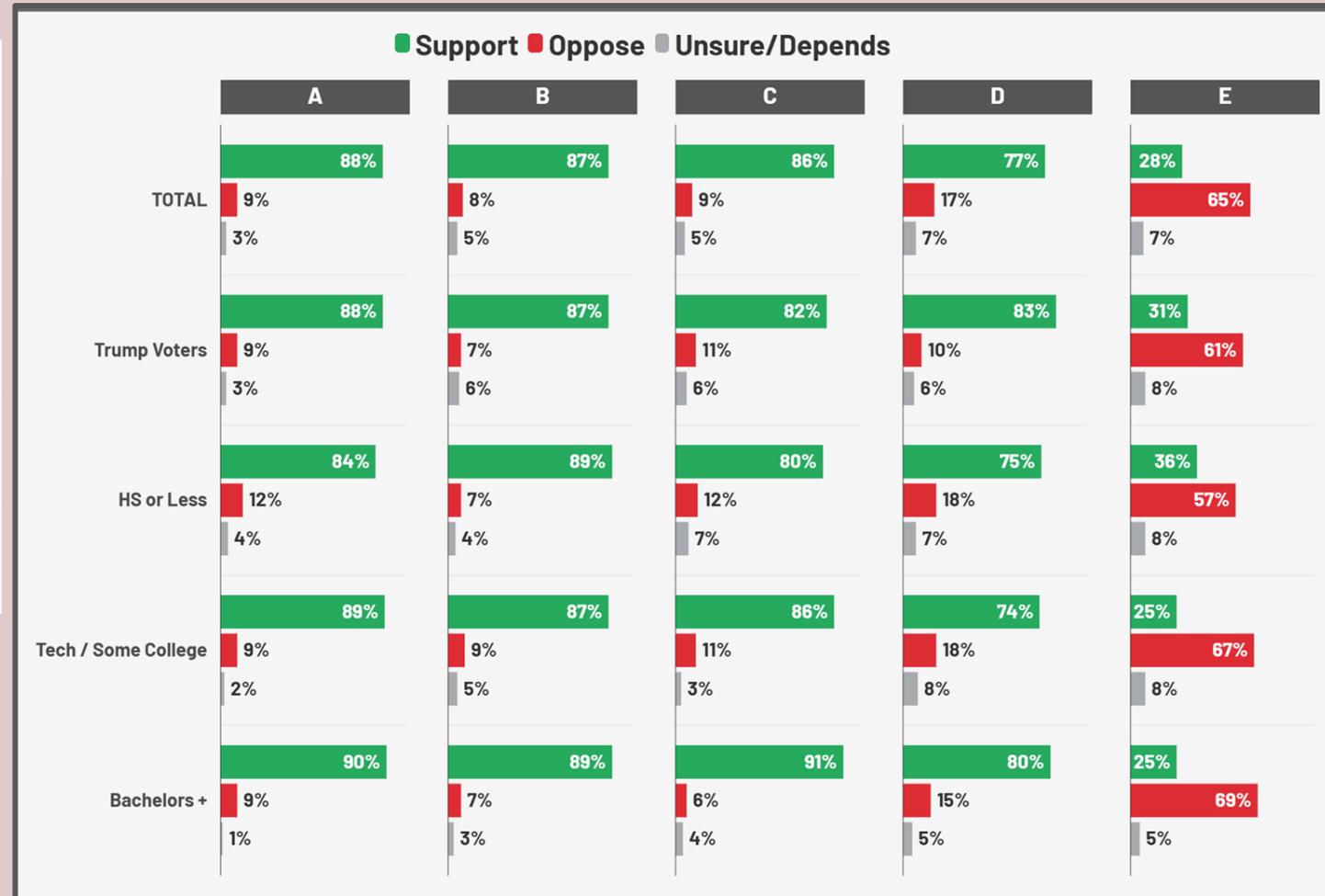
A photograph of a recording studio. In the foreground, a large, professional condenser microphone is mounted on a stand. In the background, a person wearing a black cap and large headphones is seated at a desk, looking at a computer monitor. The monitor displays a blue audio waveform. The studio is filled with various pieces of equipment, including speakers and soundproofing panels.

Protection for Music Industry

Voters Overwhelmingly Reject an AI Free-for-All and Demand Permission, Payment and Protection

Still thinking about the regulation of AI, I will now list a series of potential laws or actions, and for each, please tell me if you would (ROTATED) support or oppose such a law.

- A** Strengthen protections for every American's voice and likeness from unauthorized AI deepfakes and voice clones.
- B** Require AI companies to get permission and pay to use American creative works in their for-profit models.
- C** Push AI companies to enter licensing agreements with record labels by introducing fines for copyright violations.
- D** A law that punishes foreign nations like China for stealing American creative works to train their AI models, even if it escalates economic tensions.
- E** Allow AI companies to train on the broadest set of content possible, regardless of ownership and compensation, to ensure the fastest AI development occurs in America.

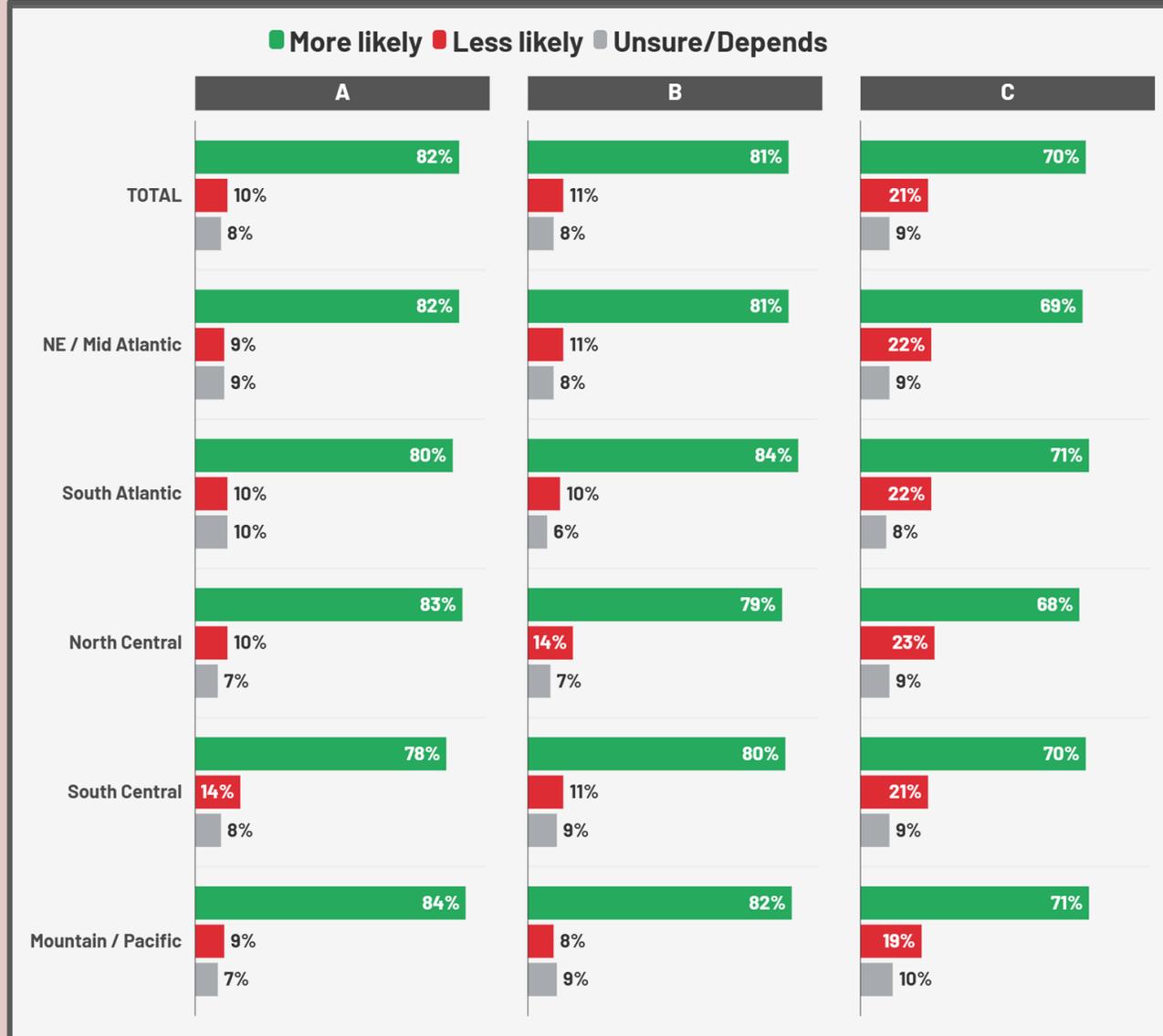


Economic Facts & Figures About Music Creators Strongly Increase Support for Legal Protections

I am now going to read you a list of facts that are researched and true regarding the music industry in America. For each, please tell me if this makes you **more likely** or **less likely** to support laws that protect music creators and owners.

- A** The United States has one third of the global recorded music revenue. This could be at risk if we are unable to enact strong protections for music creators and owners.
- B** The music industry at large accounts for two and half million jobs in the US. Many of these jobs may be at risk to AI if the proper protections are not enacted.
- C** There are more than 100 million paid subscriptions to music streaming services used by everyday Americans, but many AI companies do not pay their fair share to access this same music.

- **Jobs and economic impact are the most powerful drivers**, as **81% become more likely** to support protections when reminded the music industry supports **2.5 million U.S. jobs**, including **61% much more likely**.
- **America's global dominance in music is viewed as an asset worth defending**, with **82% more likely** to support protections when told the U.S. controls **one-third of global recorded music revenue**.
- **The fairness gap between streaming platforms and AI companies resonates strongly**, with **70% more likely** to support protections when voters learn many AI companies do not pay their fair share for music accessed by over **100 million paid U.S. subscribers**.



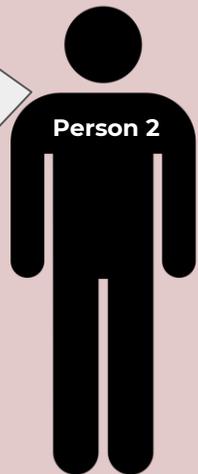
Voters Reject the “Black Box” Excuse and Back Market-Based Licensing for AI

I am now going to read to you some statements made by different people. Please tell me with whom do you agree with more.



“AI models operate as a black box system making it impossible to track how much each piece of training data influenced an output. So, it is unreasonable to expect AI companies to pay for every piece of training data.”

“The music and tech industries have evolved many times and licensing agreements have worked to ensure music creators and owners are treated fairly. So, it is reasonable to require AI companies to keep track of the intellectual property they use to allow free market licensing for training data.”



Group	Person 1	Net Person 2	Person 2	Unsure
TOTAL	22%	46%	68%	9%
Men	24%	42%	66%	10%
Women	20%	51%	71%	9%
Men < 50	26%	40%	66%	8%
Men 50+	23%	43%	66%	11%
Women < 50	19%	53%	72%	9%
Women 50+	21%	48%	69%	9%
18-29	20%	53%	73%	8%
30-49	24%	43%	67%	9%
50+	22%	46%	68%	10%
Trump Voters	24%	40%	64%	12%
Independents	20%	53%	73%	7%
Democrats	26%	42%	68%	6%
White	20%	50%	70%	9%
Non-White	26%	39%	65%	9%
HS or Less	25%	42%	67%	8%
Tech / Some College	23%	47%	70%	8%
Bachelors +	21%	51%	72%	7%
Daily Music Listener	23%	48%	71%	6%
Urban	23%	46%	69%	8%
Suburban	23%	48%	71%	6%
Rural	21%	50%	71%	8%
NE / Mid Atlantic	19%	49%	68%	13%
North Central	20%	51%	71%	9%
South Atlantic	26%	40%	66%	8%
South Central	19%	54%	73%	7%
Mountain / Pacific	25%	41%	66%	9%

- **Voters side decisively with licensing and compensation over the “black box” defense**, choosing the licensing argument by a **68%–22% margin** overall, a **+46-point net advantage** for requiring AI companies to track and pay for intellectual property.
- **This is a broad, cross-partisan consensus**, with Independents (**73% Person 2**), Democrats (**68%**), and Trump voters (**64%**) all rejecting the claim that AI complexity makes compensation unreasonable.
- **Support for licensing is especially strong among women and younger voters**, including **women under 50 (72%)** and voters aged **18–29 (73%)**, signaling heightened sensitivity to fairness and creator protection.
- **Even high-consumption and non-elite audiences back licensing**, including **daily music listeners (71%)**, rural voters (**71%**), and those with **HS or less education (67%)**, undercutting the idea that this is a niche or elite concern.

No Permission, No Support: A Point of Consensus Against AI Free-Riding

And would you be more or less likely to support a lawmaker if they allowed AI companies to take and use copyrighted works like music, movies, and articles without permission or payment to the original creator?

- **Allowing AI companies to use copyrighted works without permission or payment is overwhelmingly toxic for lawmakers**, producing a net **-70% more/less likely** result overall, with **82% less likely** to support and just **12% more likely**.
- **Opposition is deep, intense, and universal across gender, age, party, and geography**, with every subgroup registering at least **-57% net negative** and most clustered between **-65% and -80%**.
- **Women and younger voters are especially hostile**, with women overall at **-78% net** and women under 50 reaching **-81% net**, signaling heightened sensitivity to fairness and creator protection.
- **Even frequent consumers of digital content reject this approach**, including **daily music listeners (-73% net)**, undercutting any argument that access or convenience offsets concerns about creator compensation.

Group	Net More Likely	More likely	Less likely	Unsure/Depends
TOTAL	-70%	12%	82%	6%
Men	-61%	16%	77%	7%
Women	-78%	8%	86%	6%
Men < 50	-57%	18%	75%	7%
Men 50+	-65%	14%	79%	7%
Women < 50	-81%	7%	88%	5%
Women 50+	-75%	9%	84%	6%
Trump Voters	-65%	14%	79%	8%
Independents	-70%	13%	83%	4%
Democrats	-75%	11%	86%	3%
White	-72%	11%	83%	7%
Non-White	-63%	16%	79%	5%
HS or Less	-72%	12%	84%	4%
Tech / Some College	-67%	14%	81%	5%
Bachelors +	-73%	11%	84%	5%
Daily Music Listener	-73%	12%	85%	3%
Urban	-74%	11%	85%	4%
Suburban	-72%	12%	84%	5%
Rural	-67%	14%	81%	5%
NE / Mid Atlantic	-66%	14%	80%	6%
North Central	-70%	13%	83%	5%
South Atlantic	-67%	13%	80%	7%
South Central	-74%	10%	84%	6%
Mountain / Pacific	-71%	11%	82%	7%