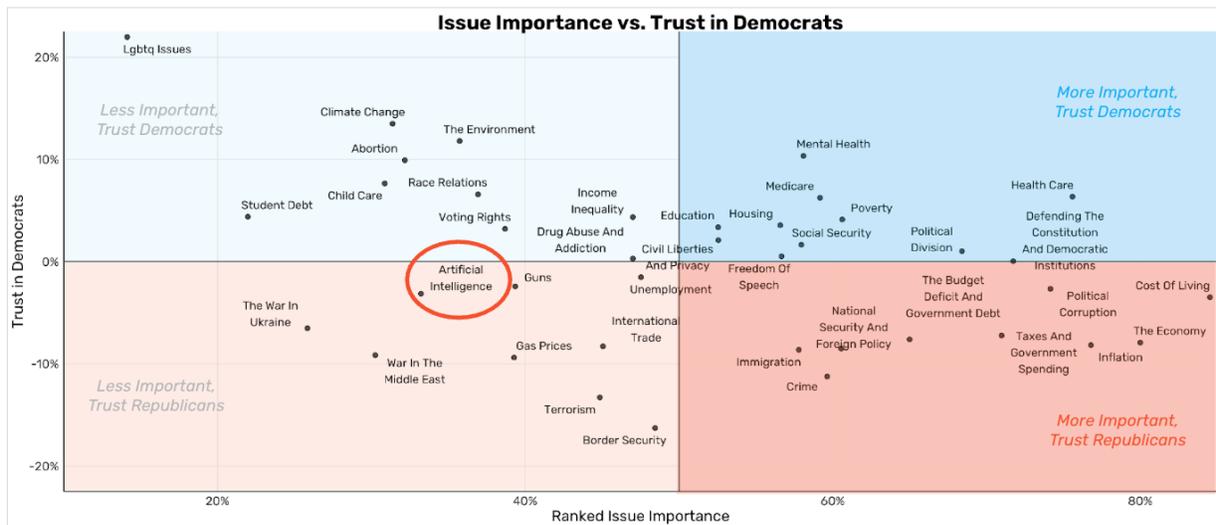


Subj: New Message Testing on President Trump's AI Executive Order
 Date: December 19, 2025

From December 15-16th, we tested 34 unique messages (19 Democratic and 15 Republican) on Trump's new AI executive order to block states from regulating AI. These messages were tested via web panel with 4,273 respondents to see how effective they were at moving voters to support a Democratic or Republican candidate.

These messages were largely ineffective at moving support for Democrats and Republicans, but with a few helpful exceptions. While AI is emerging as an issue voters increasingly care about, it is still not the most salient concern in voters' day-to-day lives (see chart below).



Percentile ranking is relative to other messages tested on a variety of topics, like inflation, abortion, the economy, and more. The higher the percentile, the more effective that talking point is at moving a voter to support a Democrat. **We recommend utilizing above-average talking points, i.e. those above the 50th percentile.**

Democratic Messages Tested

Message Source	Message Content	Vote Choice Percentile
"Big Tech Over States Rights"	President Trump claims to support states' rights but abandons them when billionaire tech donors complain. His AI executive order wipes out state laws that protect kids online, stop fraud, and address unsafe AI tools. That hypocrisy benefits corporations, not communities. Democrats believe states should lead when Washington fails and that Americans deserve protection from reckless technology, not a lawless Wild West built for corporate profit.	59%
<u>New York State Senator Andrew Gounardes and Assemblymember</u>	President Trump may think of himself as a strongman, but Trump's executive order to eliminate state AI laws makes it clear that Big Tech billionaires are the ones who are really in charge. Trump's executive order gives them exactly what they want: the ability to	57%

<u>Alex Bores</u>	make massive profits for themselves with zero consideration for the risks to our kids, our safety, and our future.	
<u>Governor-Elect Mikie Sherrill</u>	Democrats are already protecting children from AI chatbots linked to teen suicides, shielding seniors from AI-enabled scams, and stopping deepfakes. President Trump's AI executive order puts every individual at risk by eliminating state guardrails around AI and allowing AI companies to run rampant. Democrats will defend every citizen from an unregulated AI system.	57%
<u>Rep. Pramila Jayapal</u>	President Trump's AI executive order is a direct ask from Big Tech lobbyists (who also donated millions to Trump's campaign and ballroom) who only care about their own profits, not America's safety. Democrats know that states must be able to regulate AI to protect everyday Americans.	53%
"Protecting Children from Untested Technology"	President Trump's new AI executive order strips states of their right to protect people from dangerous and untested technology. It hands massive power to Big Tech donors who already gave millions to Trump. This order blocks basic safeguards for kids, workers, and seniors while offering nothing in return. Democrats believe innovation should serve the public, not billionaires, and states must keep the power to act.	50%
<u>Gov. Kathy Hochul's Spokesperson</u>	In the absence of federal leadership on responsible AI, Democratic states are leading with common sense laws to protect America's children, families, and consumers. Their approach should be a model for the nation. President Trump's AI executive order strips all states of their rights to advance AI responsibly.	47%
<u>Gov. Newsom Press Office</u>	President Trump continued his ongoing grift in the White House, attempting to enrich himself and his associates, with a new executive order seeking to preempt state laws protecting Americans from unregulated AI technology. Democrats are leading with real protections for kids, seniors, and the public. They are building the strongest innovation economy in America while Trump and David Sacks run a con.	42%
<u>California state Sen. Thomas Umberg</u>	President Trump's AI executive order that strips states' ability to regulate AI isn't bold federal action, it's federal abandonment of our children's safety. Parents across the country are begging for real leadership on AI and common-sense regulation to protect our children from unregulated, unsafe AI chatbots. Instead, the Trump Administration is trying to silence the states actually doing the work.	43%
"Profit Over Safety"	President Trump's AI executive order puts speed and profit over safety and accountability. It blocks states from responding to real harms like AI driven scams, deepfakes, and threats to children's mental health. Trump offers no federal protections to replace what he takes away. Democrats support innovation with responsibility and believe the government must protect people first, especially when new technology moves faster than the law.	40%
<u>@broadwaybabyto</u>	America lost Roe v. Wade because Republicans claimed states should decide. Now they're dismantling the Department of Education under that same banner of state sovereignty. Yet when	38%

	it comes to AI, an industry that enriches Trump's billionaire allies, Republicans suddenly reverse course. Trump's new AI executive order strips states of their regulatory authority. The principle of states' rights, it seems, applies only when convenient.	
<u>Gov. Gavin Newsom</u>	President Trump and David Sacks aren't making policy – they're running a con. And every day, they push the limits to see how far they can take it. Most recently, Trump's AI executive order stripped states of their authority to regulate AI. Meanwhile, Democrats are working on behalf of Americans by building a stronger innovation economy while implementing commonsense safeguards and leading the way forward.	31%
<u>Rep. Don Beyer</u>	Congress has been slow to respond to the AI revolution and in the absence of a strong federal response, states are wisely taking the lead to create guardrails and protect the public. Trump's AI executive order attempts to undo this progress without providing any federal regulatory protections. The President's actions would be extremely harmful.	29%
<u>New York State Senator Andrew Gounardes and Assemblymember Alex Bores</u>	Christmas came early for AI billionaires who keep getting exactly what they want from The White House: a massive handout through Trump's executive order eliminating all state AI regulations. This makes it that much easier for AI companies to make massive profits for themselves with exactly zero consideration for the risks to our kids, to our safety, and to our jobs.	25%
<u>Senator Chris Van Hollen</u>	President Trump does not have the authority to issue his AI executive order, which strips states' rights to rein in AI. States are filling a void left by the federal government's failure to hold AI companies accountable. But after those companies donated millions to Trump's campaign, his inauguration fund, and his ballroom, Trump is doing their bidding. This cannot stand.	24%
<u>Rep. Don Beyer</u>	President Trump's AI executive order is an attempt to kill responsible safety reforms passed by states, which would create a lawless Wild West environment for AI companies that puts Americans at risk. This is a terrible idea. Trump is using this executive order to bypass opposition in both chambers of Congress.	21%
<u>Senator Ed Markey</u>	After yet again failing to convince Congress to pass its extreme proposal to block state AI regulation, Big Tech is turning to the politician it knows is open for business: Donald Trump. Trump's plan to issue an executive order attempting to block state AI regulation would be an early Christmas present for his CEO billionaire buddies.	20%
<u>Governor-Elect Mikie Sherrill</u>	President Trump's AI executive order will make it harder for states to rein in Big Tech and protect our kids online with common-sense guardrails. Once again, the President is taking what should be a bipartisan issue and turning his back on the American people to curry favor with Big Tech CEOs. Democrats simply cannot allow them to preempt states from doing the right thing to protect our kids.	18%
<u>Sacha Haworth,</u>	Democrats are in a fight to determine who will benefit from AI: Big	14%

<u>Tech Oversight Project Executive Director</u>	Tech CEOs or the American people. Trump's AI executive order, that strips the states' ability to regulate AI, is bad policy married with even worse politics. This executive order will go down as an unmitigated disaster that puts the Trump Administration at odds with over two-thirds of Americans and his AI-skeptic MAGA base.	
<u>New York State Senator Andrew Gounardes and Assemblymember Alex Bores</u>	A handful of AI oligarchs bribed Donald Trump into selling out America's future and intimidating states who want to put even basic guardrails on the most powerful technology ever created. President Trump's AI executive order isn't just ignoring potential dangers from out of control AI development; he's throwing the door wide open for them.	8%

Republican Messages Tested

Message Source	Message Content	Vote Choice Percentile
"DEI Filters"	President Trump's AI executive order blocks left wing states from forcing DEI filters and speech controls into new technology. A single national framework gives builders certainty and speed. Without it, innovation stalls. This order strengthens competitiveness, limits bureaucracy, and helps America beat China. Republicans back freedom, growth, and common sense national rules that protect creators, families, and jobs nationwide.	47%
"Stop Woke States"	President Trump's new AI executive order stops woke state experiments and creates one national standard innovators can follow. Fifty different rulebooks slow growth and invite censorship. This order cuts red tape, protects free speech, and helps American companies compete with China. Republicans support clear rules, strong innovation, and leadership that keeps America first in the global AI race today.	45%
"Extreme State Regulations"	President Trump's AI executive order defends American leadership by stopping extreme state regulations that would choke innovation. One national rulebook lets startups scale, invest, and hire without fear. Fragmented rules help China, not us. This order protects free markets, limits government overreach, and keeps America competitive. Republicans stand with creators, workers, and communities who want progress without political control.	41%
"Innovation not Chaos"	President Trump's AI executive order rushes ahead without a plan to protect privacy, children, or data security. Conservatives support innovation, not chaos. By blocking states and failing to act federally, this order creates a dangerous vacuum. Republicans support measured progress, strong families, and rules that protect people while letting American innovation lead with accountability and respect for local decision making.	41%
<u>GOP Senator Ted Cruz</u>	America is in a race with China on AI, and if China wins the race, their values will affect all of AI. We don't want China's values of surveillance and centralized control by the communist government governing AI. We want American values of free speech, of individual liberty, of respecting the individual. President Trump's AI executive order is tremendously important for America to win this race.	39%

<u>Twitter User Mike Davis</u>	President Trump's new executive order on AI is a win for the Four C's: Children, Conservatives, Communities, and Creators. The executive order kills AI amnesty and sets real rules of the road by removing overbearing state laws. The President listened to grassroots conservatives. The rule is simple: No Four C's, No preemption.	38%
<u>GOP Gov. Ron DeSantis</u>	President Trump's new AI executive order stripping states' ability to regulate AI is a subsidy to Big Tech and will prevent states from protecting against predatory applications that target children. The rise of AI is the most significant economic and cultural shift occurring at the moment; denying people the ability to channel these technologies in a productive way via self-government constitutes federal government overreach.	36%
<u>Laura Loomer</u>	The fact that Big Tech is trying to convince President Trump to sign an Executive Order to prevent any and all regulation of AI is insane, and it should deeply disturb every American. States should have the ability to create laws regulating AI. AI and Islam pose the greatest threats to humanity.	32%
<u>Based on GOP Gov. Spencer Cox</u>	The government should be acting to protect data privacy and children. The government should not be regulating the development of AI, but the minute AI companies decide to use those tools to give children access to a sexualized chatbot, then it's the parents' business, and it's the government's business. President Trump's AI executive order would limit the states' ability to protect children from these situations.	28%
"No Protections"	President Trump claims to oppose regulation but his AI executive order protects powerful corporations from accountability. When AI tools enable scams, deepfakes, or harm to children, states need authority to respond. This order removes that authority without offering federal protections. Republicans stand for free markets that work fairly and rules that stop abuse without crushing innovation and respect conservative values of limited government.	27%
<u>Twitter User Buzz Patterson</u>	President Trump has signed a powerful executive order to stop states from pushing extreme AI regulations that could kill American innovation. This move defends the U.S. lead in AI by calling for One National Rulebook, instead of letting left-leaning states censor tech through radical regulation. America simply can't lead the world in AI if 50 different states are writing the rules.	27%
<u>Twitter User Rob Smith</u>	President Trump's new executive order on AI is a game changer! It strips Liberal states of the ability to create woke AI policies, creates a national framework for AI policy governed and designed by the Trump administration, and keeps the United States competitive with China! President Trump's executive order sets a single national standard.	25%
<u>Twitter User Diamond & Silk</u>	Left-wing states are already trying to force DEI filters and speech controls into AI. America can't lead the world in AI if 50 different states are writing the rules. President Trump's new AI executive order strips states of these burdensome AI regulations and sets a single national standard so innovators can build without navigating a maze of red tape.	24%
"Federal Overreach"	President Trump's AI executive order contradicts states' rights, a core conservative principle. It tells states they cannot pass even basic laws to protect children online or stop AI driven fraud. That is federal	22%

	overreach. Republicans believe Washington should not tie states' hands while giving Big Tech a free pass and ignoring parents who want common sense safeguards nationwide.	
"Handing Power to Washington"	President Trump's AI executive order blocks states from protecting kids, families, and small businesses. Conservatives believe in federalism and local control, yet this order hands power to Washington and Big Tech donors. Congress has not passed clear rules, so states must act. Republicans support innovation with responsibility and believe parents and states, not tech CEOs, should decide basic safety rules.	17%