



| AI and the U.S. Presidential Election 2024 Poll

| A snapshot of voter sentiment just weeks away from Election Day

Key Findings



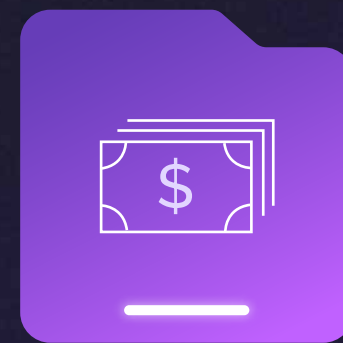
Uncertainty is the greatest emotion by far when it comes to **AI and the 2024 U.S. presidential election.**



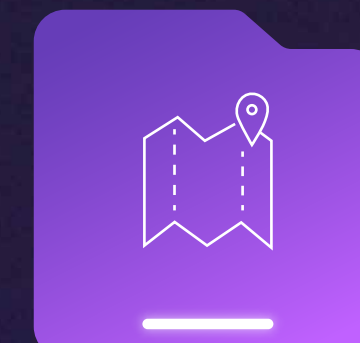
58% of respondents voice serious **concern over AI being used to spread misinformation** about the presidential candidates.



Older respondents are more likely to associate their **primary emotion with AI** as uncertain versus younger ones.



Nearly 3 out of 4 voters believe it is likely that **financially motivated fraudsters are using AI** to deceive voters into misdirecting their political donations.



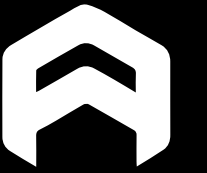
Midwest respondents are more likely to have a higher level of concern about the use of AI compared to other regions.

Primary Emotion Associated With AI as it Relates to the 2024 U.S. Presidential Election (n=519)

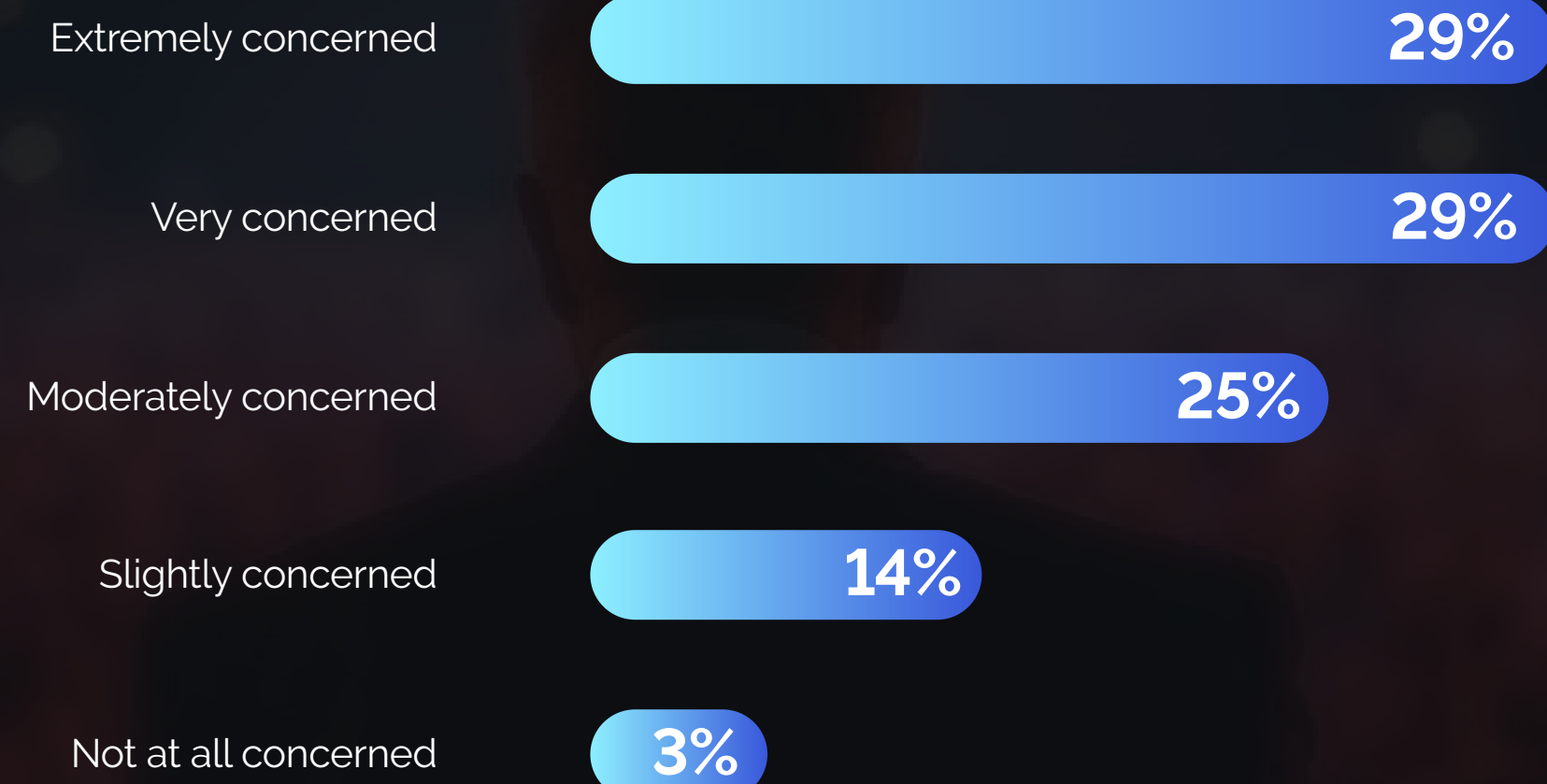


While 'uncertainty' is the headline, in general, there is mostly negative sentiment associated with AI as it relates to the election.

Likelihood of Respondents Believing Financially Motivated Fraudsters Are Using AI to Deceive Voters into Misdirecting Their Political Donations (n=519)



Concern About AI Being Used to Spread Misinformation (i.e., False Imagery/Videos/Audio) of Presidential Candidates (n=519)



Misinformation concerns are HIGH... nearly 60% of respondents are extremely or very concerned



Likelihood of Respondents
Associating Their Primary Emotion
With AI as “Uncertain” by Age (n=519)



18-24

34%

25-34

42%

35-44

52%

45-54

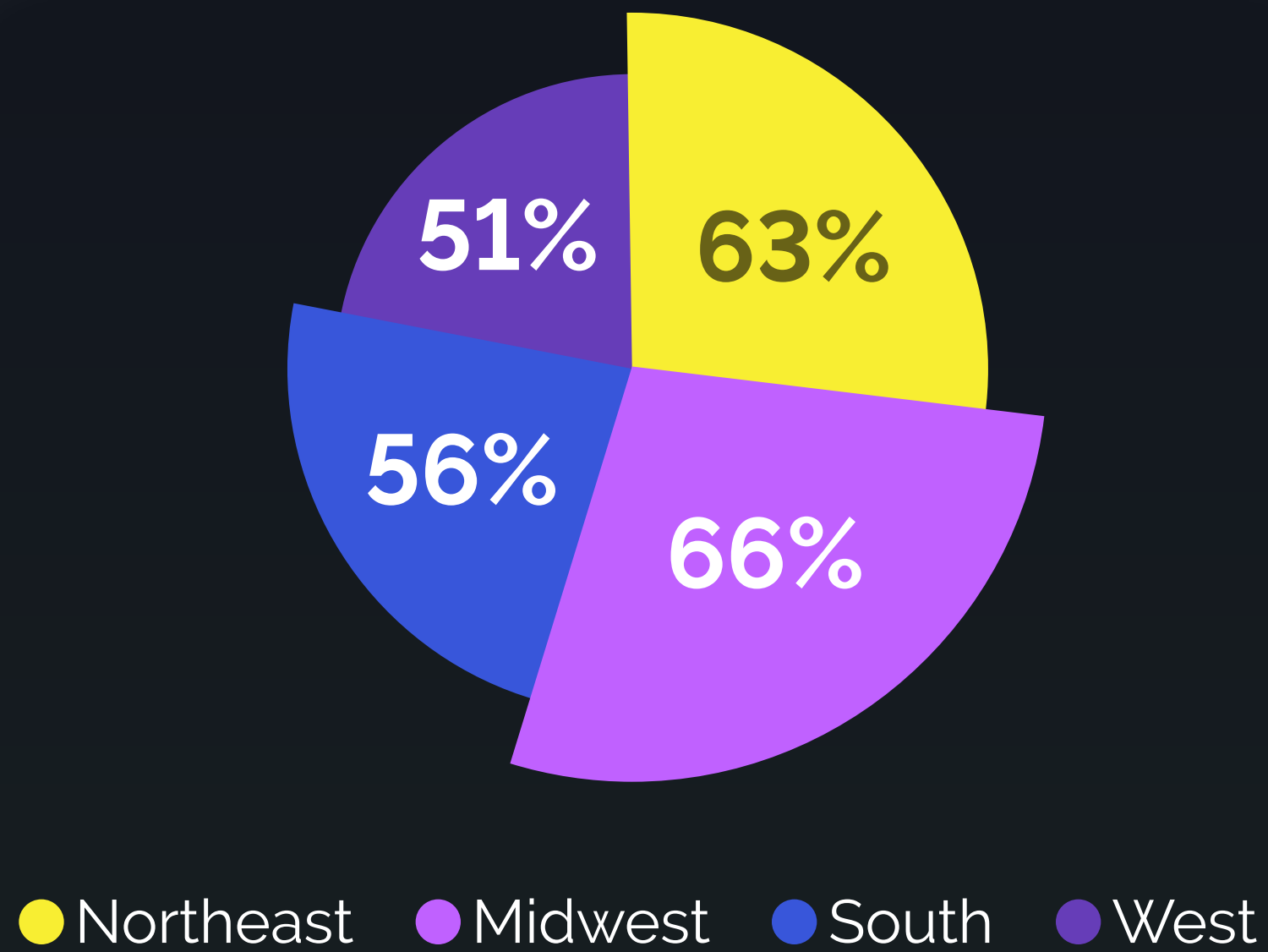
58%

55-64

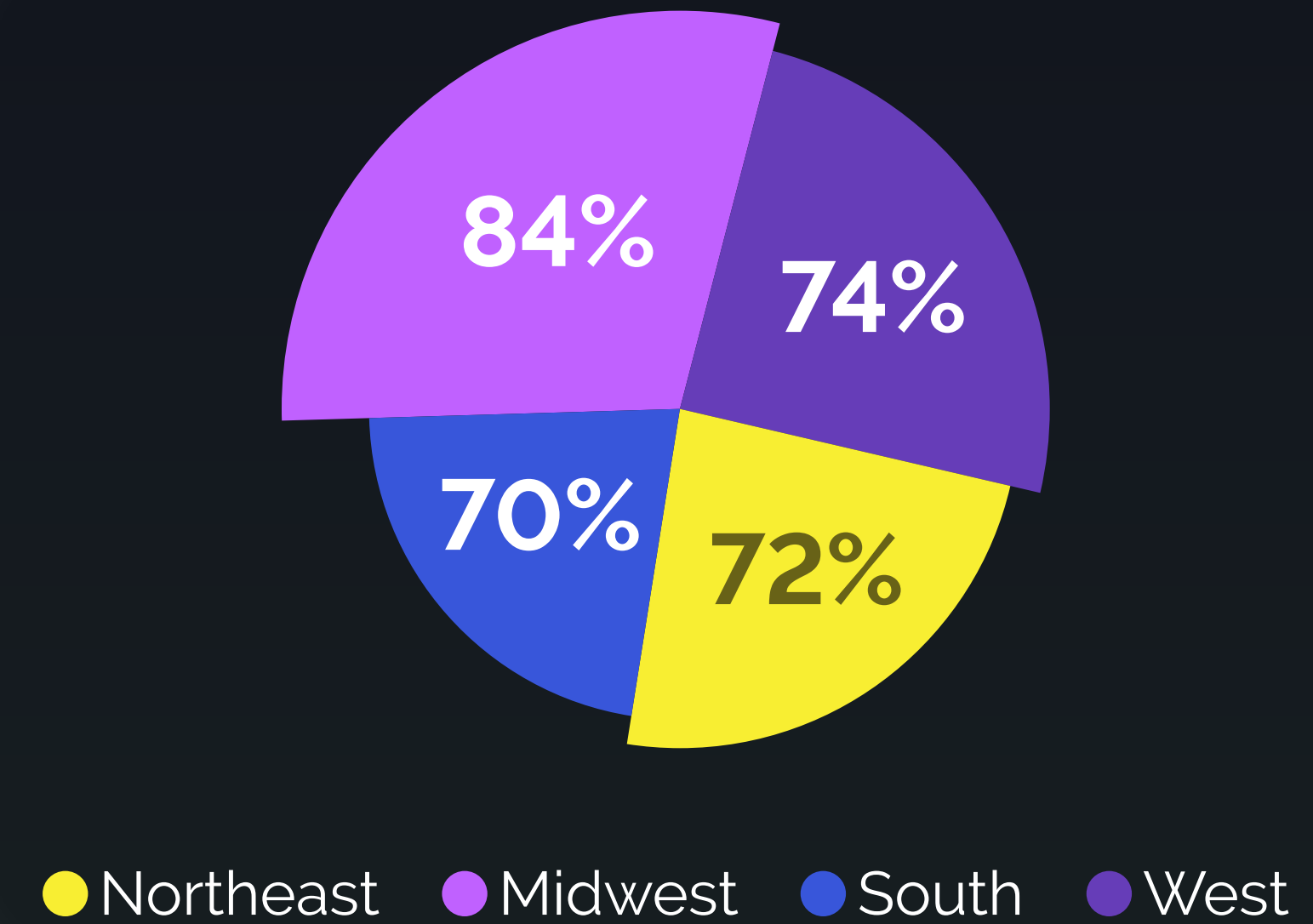
57%



Concern About AI Being Used to Spread Misinformation Based on Region
(n=519)

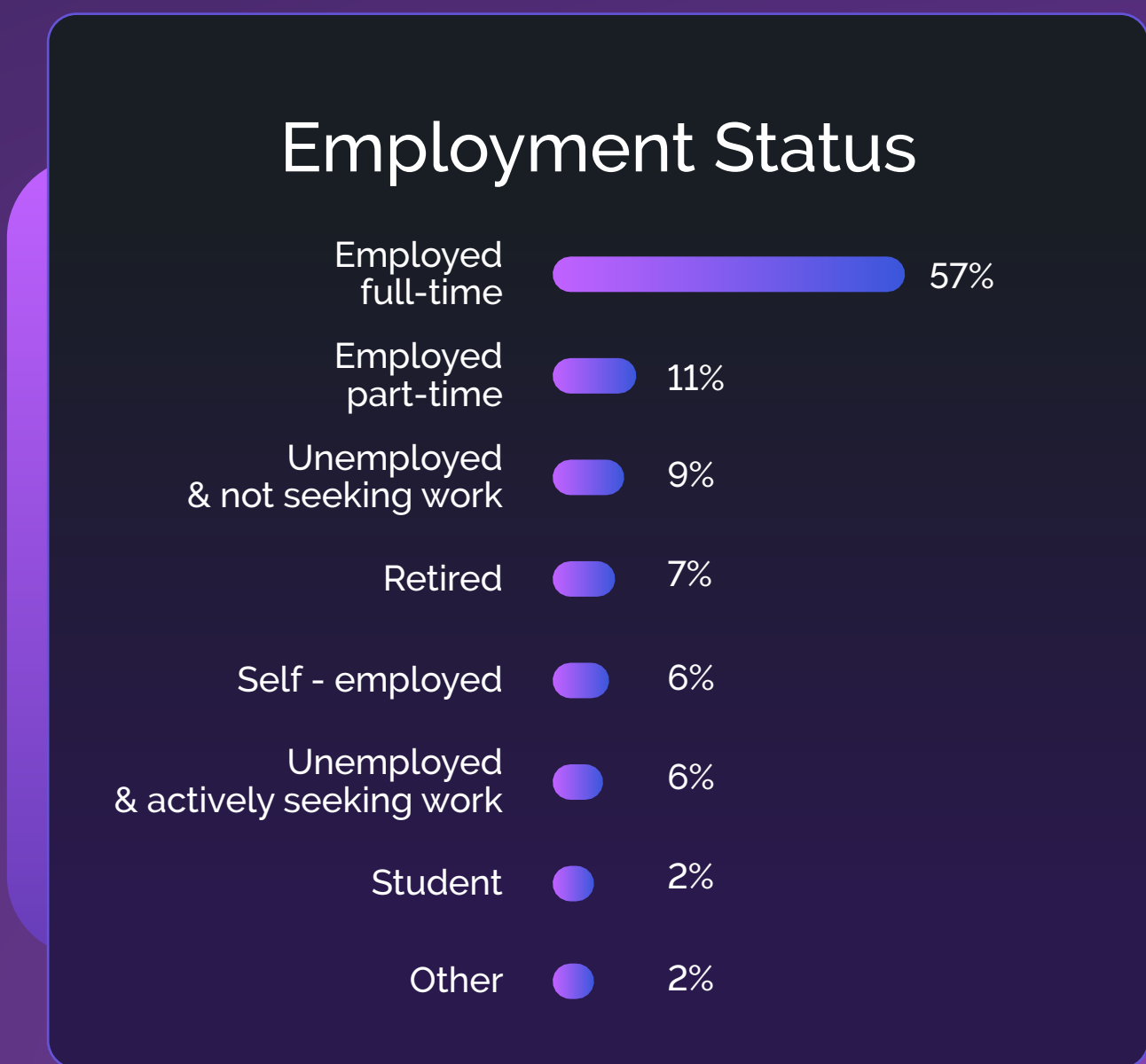
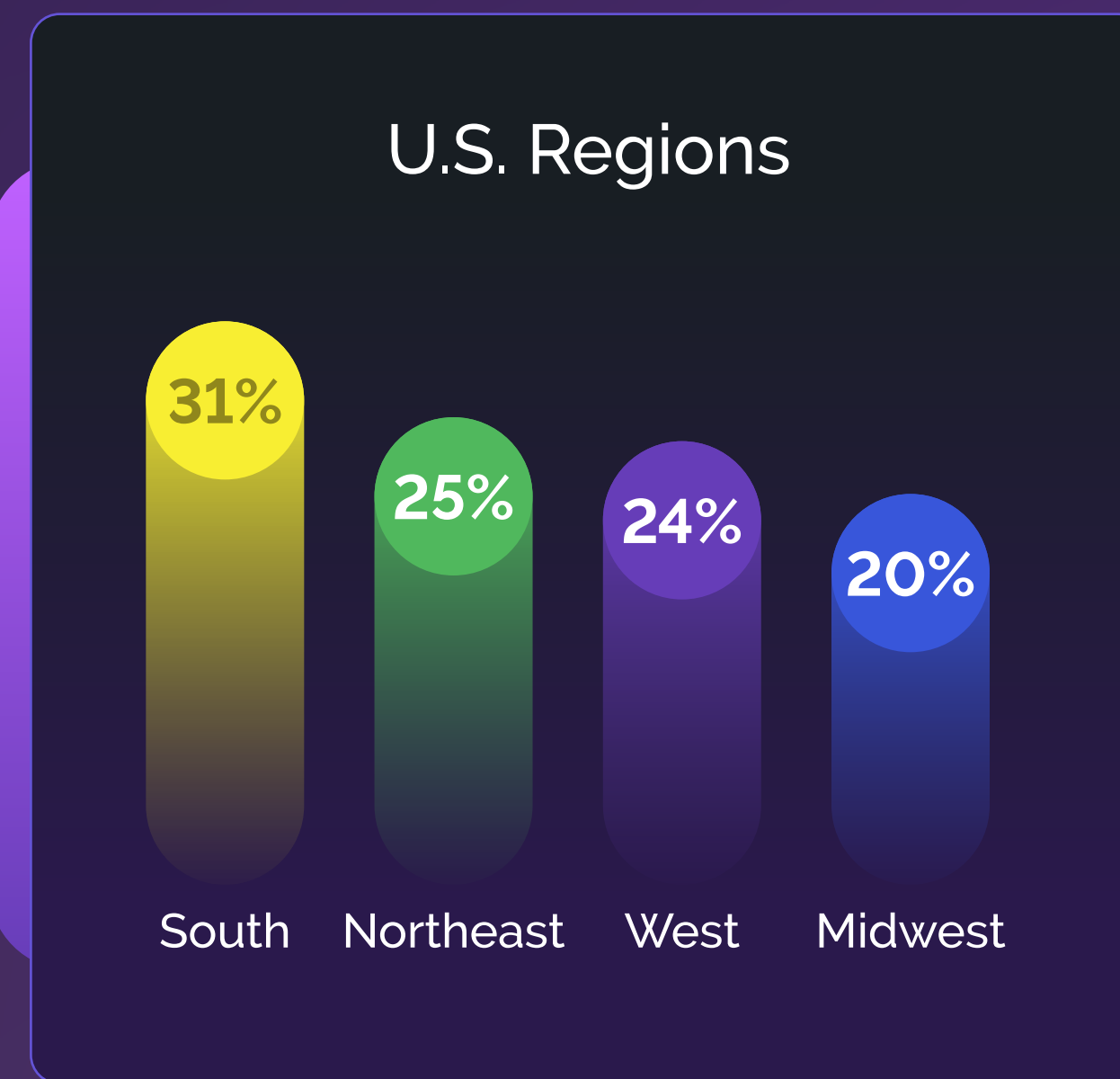
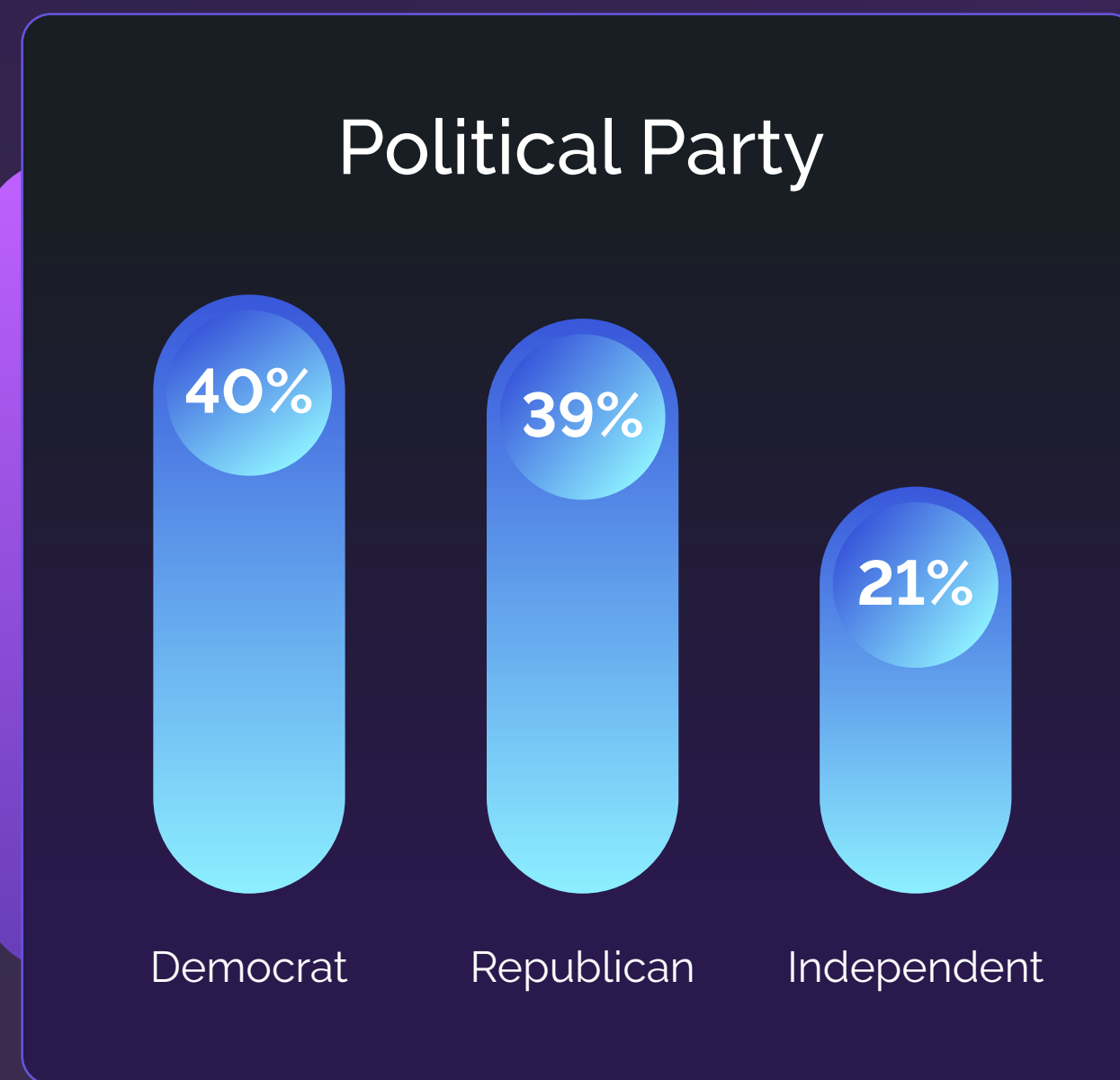
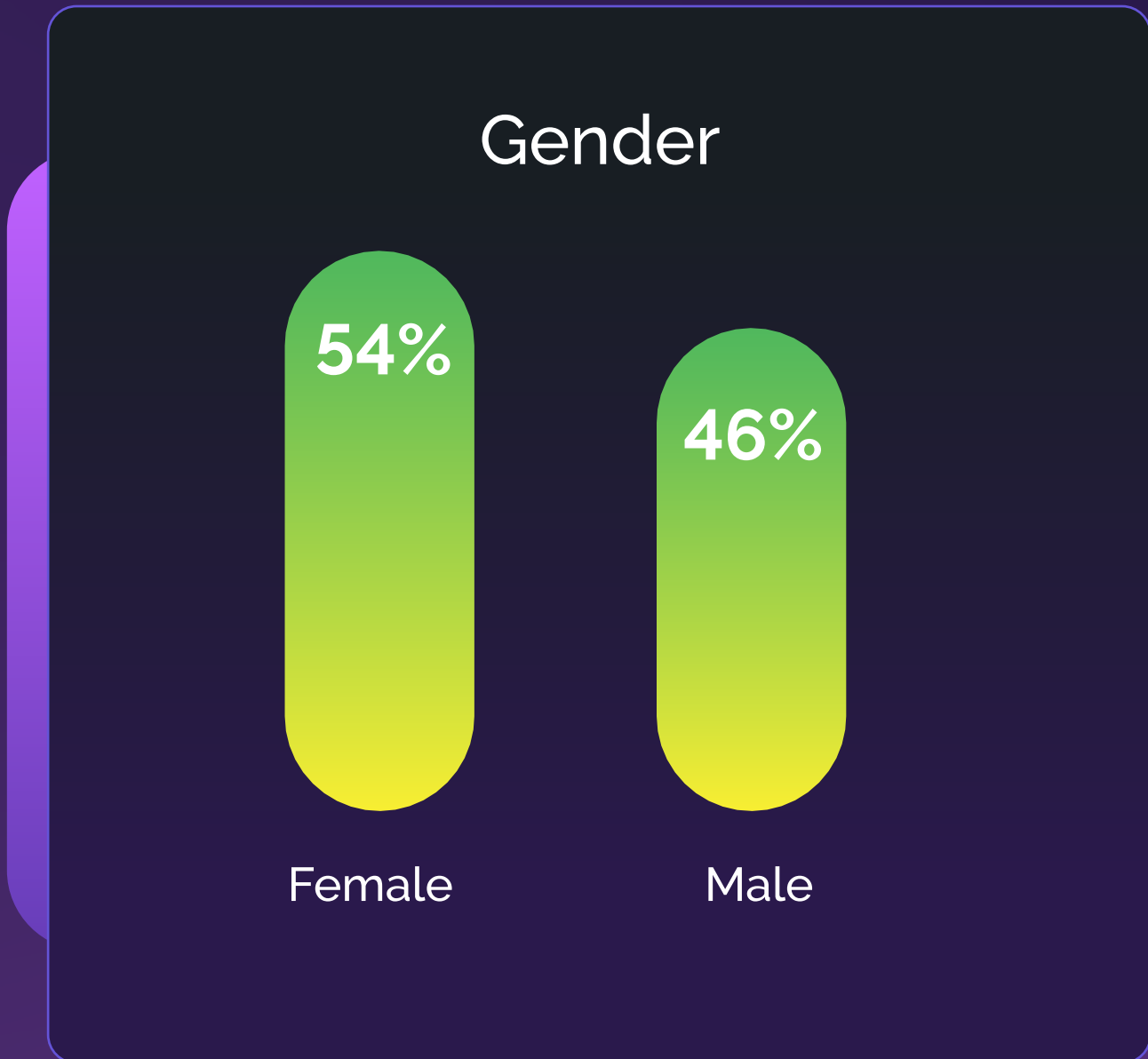
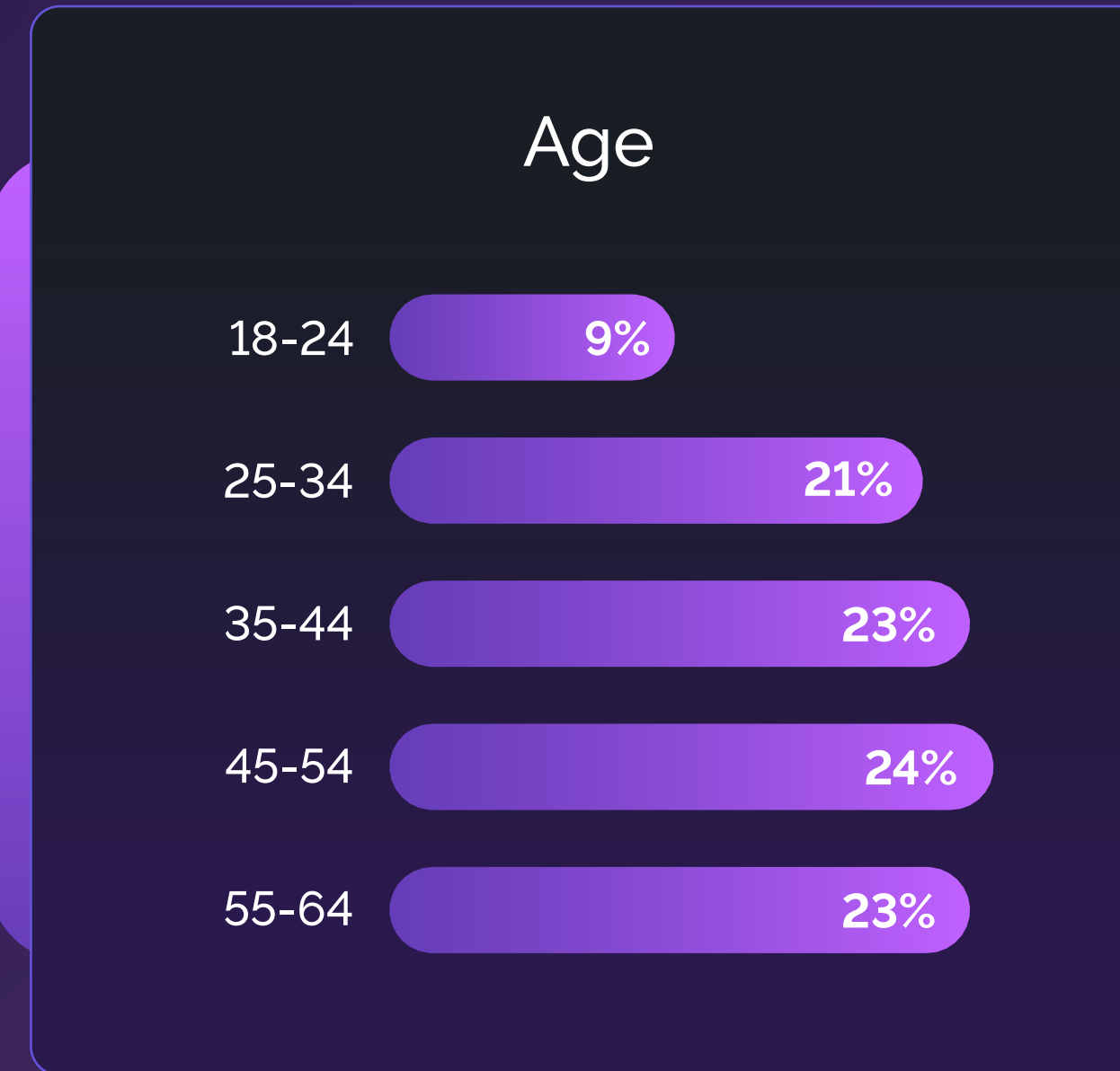


Concern About Financially Motivated Fraudsters Using AI to Deceive Voters into Misdirecting Their Political Donations Based on Region
(n=519)



A high level of concern is defined by a 4-5 rating out of 5.

Sample Pool Demographics



Methodology



Arkose Labs collaborated with nationally recognized market research firm KS&R to conduct a poll titled AI and the U.S. Presidential Election 2024, aimed at adding to the body of knowledge about AI and enhancing understanding of U.S. voters' sentiment on the potential impact of AI on elections.

The poll was conducted between September 12 - 20, 2024. The respondents included 519 registered voters who are planning to vote in the upcoming U.S. Presidential Election on November 5, 2024. The respondents represent a mix of regions and political party affiliations (Democrats, Republicans and Independents).





The world's leading organizations, including two of the top three banks and the largest tech enterprises, trust Arkose Labs to fight online fraud and keep users safe in digital transactions. Our patented Arkose Bot Manager platform detects, traps, and neutralizes bots and bad actors before they can make an impact, without sacrificing the experience of genuine users, and tracks and shares real time, global threat intelligence with our customers. No one else is more proven at scale, provides more proactive support for internal security teams, or outperforms Arkose Labs in sabotaging attackers' ROI. Our verified customer reviews on G2 reflect the value we add reducing the volume, internal cost, and impact of bot attacks and online fraud. Based in San Mateo, CA, Arkose Labs operates worldwide with offices in Asia, Australia, Central America, EMEA and South America.

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