Fact Sheet by APCO's **RepGenAI**

# 2027 Italy Elections: The First in the Age of AI

## The Research Methodology

RepGenAI methodology applied to what ChatGPT, Gemini, Copilot and Google's AI Overview tell Italian voters who ask for guidance on how to vote ahead of the 2027 Italian general election.

**69**
questions in Italian, no party named

**4**
artificial intelligence platforms

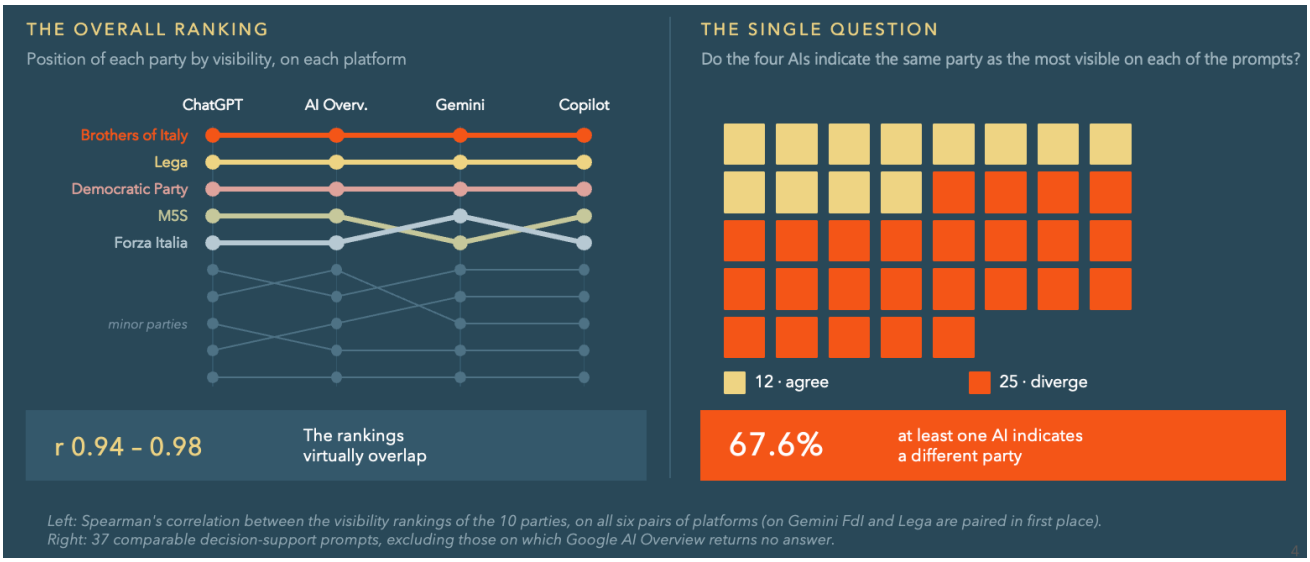
**8,000+**
answers analyzed

**30,000+**
citations analyzed

**1** month
of data collection

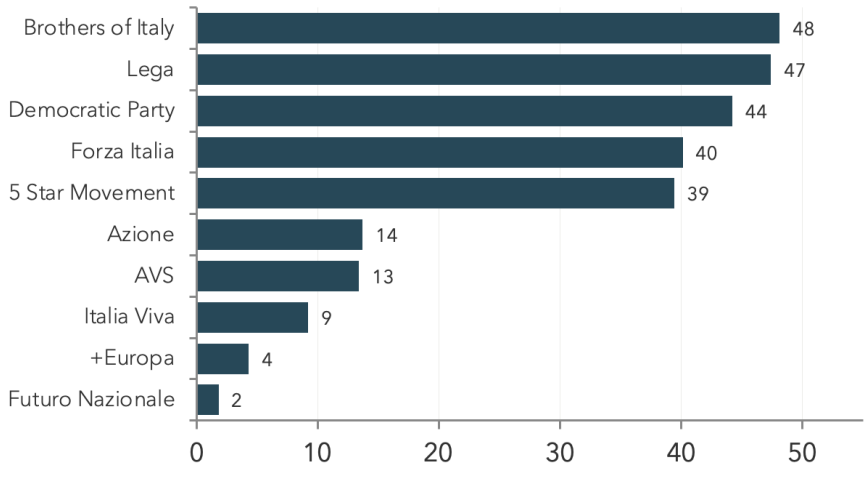
## Visibility vs. Recommendations

**Visibility:** position of each party by visibility, on each platform
**Recommendations:** explicit recommendations in answers to decision-support questions



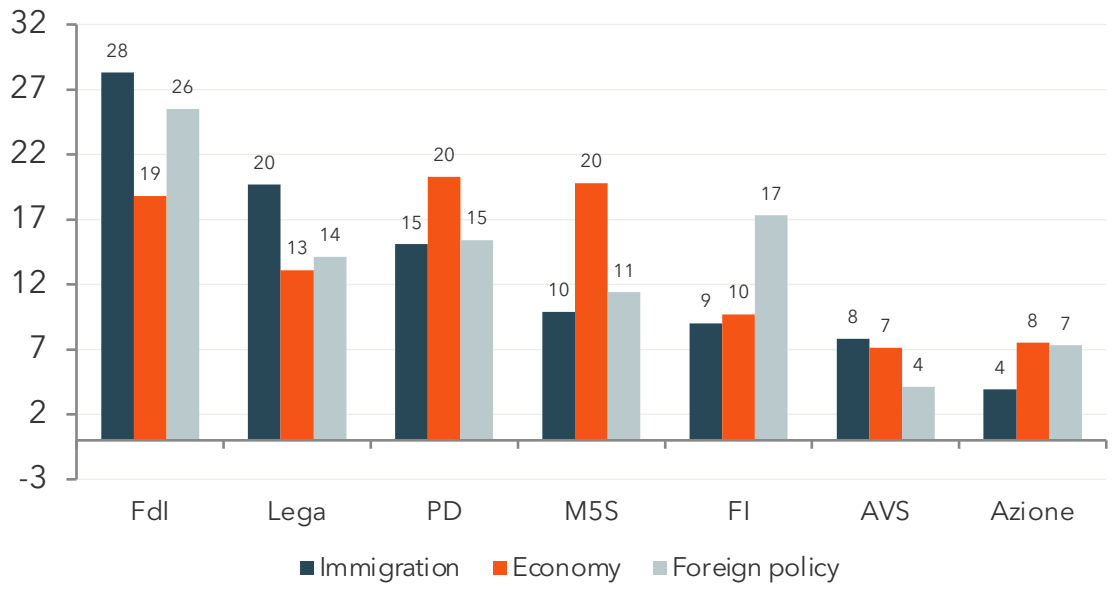

## Share of Voice

Share of answers in which each party is mentioned spontaneously, without being named in the question.



## Recommendations

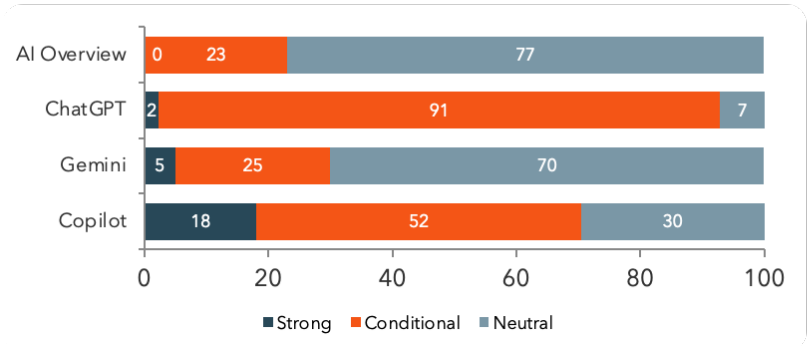
Share of each party in the total number of explicit recommendations found on the topic.




## How Strongly AI Recommends

Each response is classified according to the intensity of the indication: strong, conditional or neutral.




## Sources Overlap: Four Models, Four Different Internets

Overlap = domains cited by both platforms divided by domains cited by either.

