

Mapping State AI Regulation in 2025

Emerging Themes from U.S. State Legislation

In 2025, state legislatures considered over 1000 bills aimed at artificial intelligence. What concerned the legislatures the most? How did these concerns vary across the country?

This brief presents findings from a systematic review of state-level AI legislation, detailing themes, states with the most activity and bills passed. Together, these visuals offer an early snapshot of how states are shaping AI governance.

Results are based on a preliminary dataset of state AI bills. Data will be updated as legislations continue.

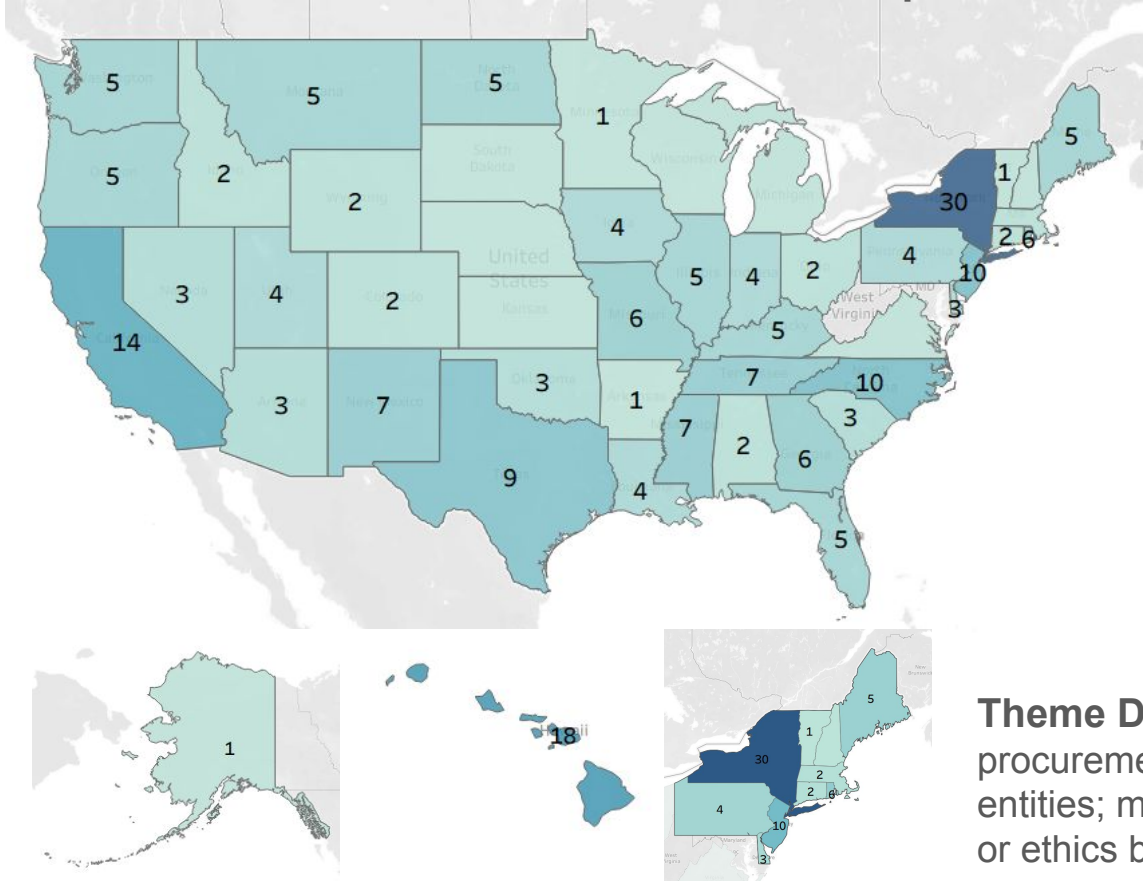
Based on our analyses, the most common themes were:

1. **Public-Sector Governance - 223 bills** introduced
 - a. Mostly in New York (30) and California (14)
2. **Consumer Protection - 113 bills** introduced
 - a. Mostly in New York (17) and Hawaii (10)
3. **Transparency/Labeling - 91 bills** introduced
 - a. Mostly in New York (22) and Texas (12)
4. **Child Safety - 72 bills** introduced,
 - a. Mostly in Texas (9) and California, Nevada Washington (4 each)
5. **Biometrics/Deep Fakes - 64 bills** introduced
 - a. Mostly in Texas (10) and Connecticut (5)

(1) Public-Sector Governance

Total State Bills related to Public-Sector Governance in 2025: **223**

Public-Sector Governance Bills Introduced per State



Top 5 Applications within Theme

- 1) Government-use (110)
- 2) Education (46)
- 3) Cross-sector (31)
- 4) Health (19)
- 5) Critical Infrastructure (8)

Top States that passed bills on Public-Sector Governance

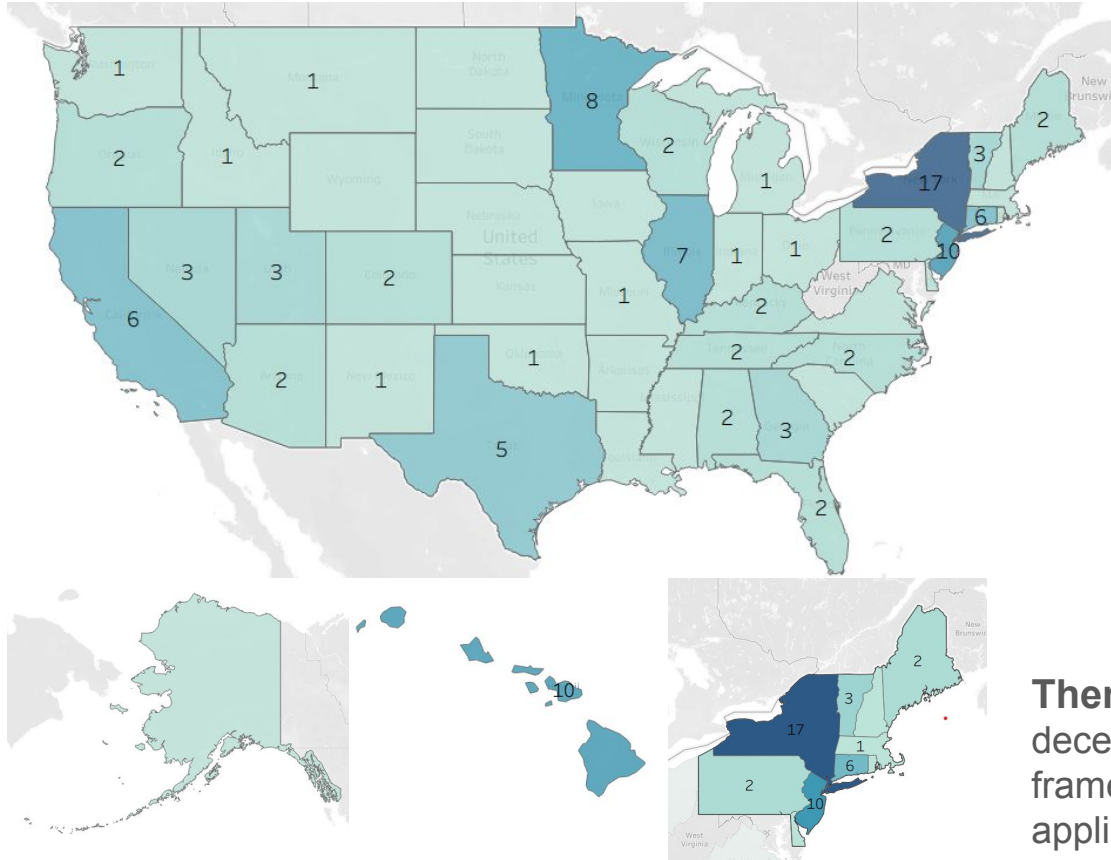
- 1) California (6)
- 2) Texas (5)
- 3) New Mexico (5)
- 4) Montana (5)
- 5) Louisiana (4)

Theme Definition: Frameworks for AI procurement, use, and oversight by government entities; may include transparency, accountability, or ethics boards.

(2) Consumer Protection

Total State Bills related to Consumer Protection in 2025: 113

Consumer Protection Bills Introduced per State



Top 5 Applications within Theme

- 1) Housing/Rental Market (27)
- 2) Cross-Sector (40)
- 3) Health (21)
- 4) Other (8)
- 5) Advertising/Platform (7)

Top States that passed bills on Consumer Protection

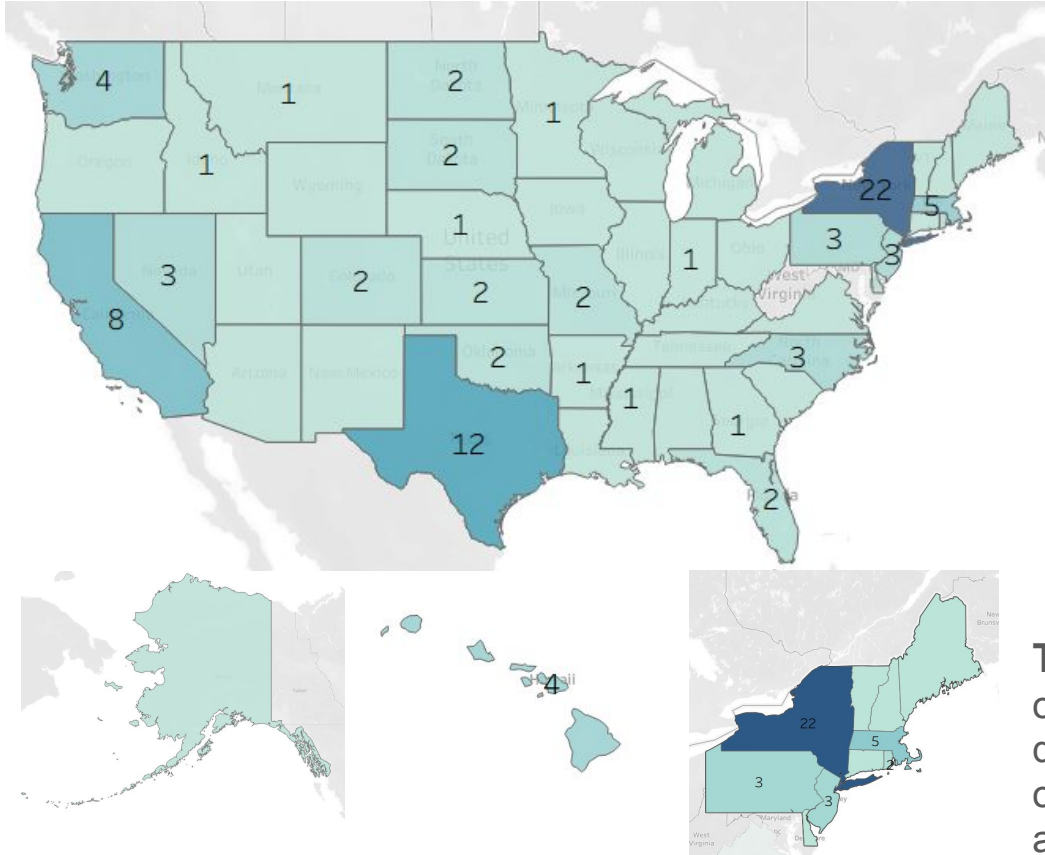
- 1) California (2)
- 2) Utah (2)
- 3) Arizona, Indiana, Nevada, New York, Oregon, Texas (1)

Theme Definition: Use of existing “unfair, deceptive, or abusive acts or practices” (UDAP) frameworks to regulate misleading or harmful AI applications toward consumers.

(3) Transparency/Labeling

Total State Bills related to Transparency/Labeling in 2025: 91

Transparency/Labeling Bills Introduced per State



Top 5 Applications within Theme

- 1) Cross-sector (35)
- 2) Health (16)
- 3) Advertising/Platforms (14)
- 4) Elections/Political (11)
- 5) Government-use (5)

Top States that passed bills on Transparency/Labeling

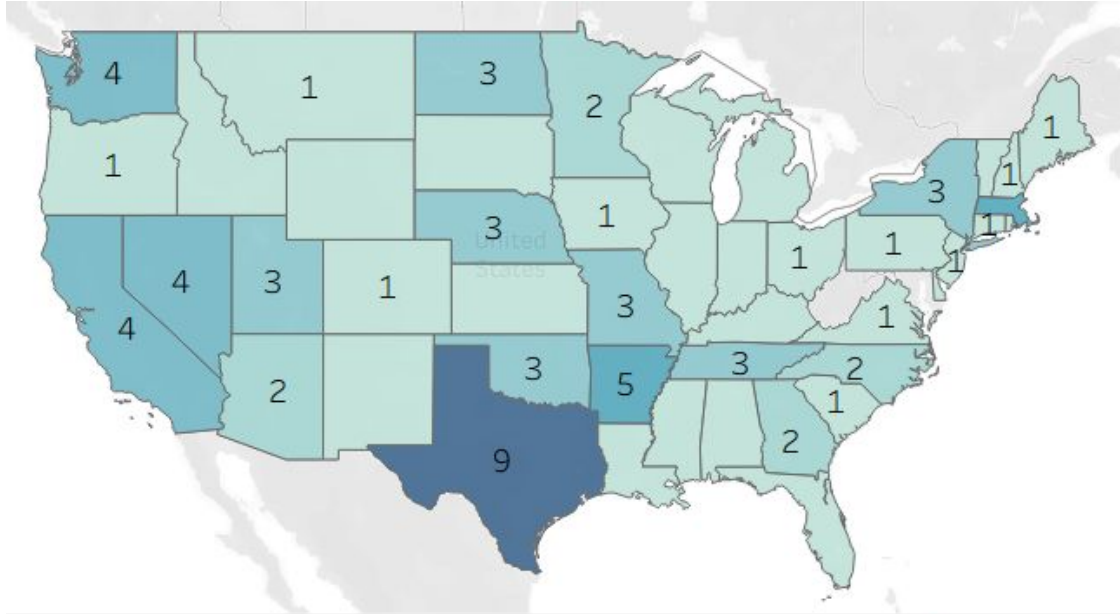
- 1) California (5)
- 2) Kansas, North Dakota, South Dakota (2)
- 3) Nebraska, New York, Colorado (1)

Theme Definition: Requirements for AI systems or outputs to be identifiable as AI-generated or to disclose how the system functions, its data sources, or decision logic. Includes labeling synthetic media and explaining model behavior.

(4) Child Safety

Total State Bills related to Child Safety in 2025: 72

Child Safety Bills Introduced per State

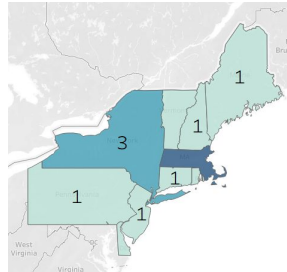
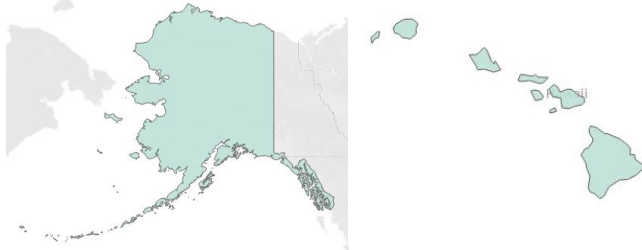


Top 5 Applications within Theme

- 1) Cross-sector (46)
- 2) Education (11)
- 3) Advertising/Platforms (9)
- 4) All others tied: Government-use, Health, Internet & Media, Public Safety

Top States that passed bills on Child Safety

- 1) Nevada, Texas, North Dakota (3)
- 2) Arkansas, California, Nebraska, Utah (2)



Theme Definition: Safeguards for minors interacting with or exposed to AI, including content moderation, data restrictions, or educational tool standards.

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Data are from the National Conference of State Legislators website.

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