

YouGov Survey Results

Sample Size: 1071 adults in Germany
Fieldwork: 10th - 16th June 2026

	Age (1)						Age (2)			Gender		Region		Past Vote 2025				
	Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	West	East	SPD	CDU/ CSU	Bündnis 90/ Die Grünen	AfD
Weighted Sample	1071	151	84	172	167	222	275	235	339	497	523	548	864	207	138	240	98	174
Unweighted Sample	1071	140	71	162	187	237	274	211	349	511	502	569	852	219	144	225	104	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think political content being created and shared online (e.g. Youtube and TikTok videos, podcasts etc) by the following groups should or should not be regulated?

Political parties

Should be regulated	52	52	51	45	56	53	52	52	50	52	48	55	51	52	63	58	58	37
Should not be regulated	30	27	38	29	31	30	31	31	30	31	38	23	31	29	21	26	32	50
Don't know	18	21	11	26	13	17	17	18	19	17	14	21	18	19	15	16	10	14

Mainstream journalists

Should be regulated	41	32	47	32	43	43	48	38	37	46	37	45	41	40	48	53	35	34
Should not be regulated	36	44	32	38	40	35	30	40	39	32	44	28	37	32	34	32	50	43
Don't know	23	23	21	30	17	22	22	22	24	22	18	27	21	28	19	16	15	23

Individual people who are not associated with any organisation

Should be regulated	39	34	46	38	33	40	42	39	35	41	35	42	39	37	43	46	46	28
Should not be regulated	38	44	40	35	43	36	35	43	39	36	46	31	38	40	33	33	40	50
Don't know	23	21	14	28	23	24	23	19	26	23	19	26	23	23	24	22	14	22

You previously said that you think political content online from at least one of these groups should be regulated. Do you think these regulations should be set by national governments in Europe, or by the EU?

[Shown only to respondents who said political content from at least one of these groups should be regulated: N=678]

National governments should set their own regulations	39	34	37	44	43	34	41	35	44	38	42	36	38	42	31	45	21	62
The EU should set regulations for all member states	52	52	59	45	51	59	51	54	48	54	52	53	54	46	60	50	78	29
Don't know	9	14	4	11	6	7	8	10	8	8	6	11	8	12	8	5	1	9

Which of the following comes closest to your view?

Political content creators with large audiences should face stronger regulation than those with smaller audiences	11	23	20	9	10	6	7	22	10	6	12	10	11	9	9	13	14	7
All political content creators should be regulated equally, regardless of audience size	62	57	64	57	59	70	63	60	58	66	65	59	64	57	70	69	76	54
Political content creators with small audiences should face stronger regulation than those with larger audiences	1	1	3	2	3	0	1	2	2	1	1	1	1	2	2	1	0	3
Don't know	25	19	13	32	28	24	29	17	30	26	22	29	24	32	19	17	10	36

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about individual people who are not associated with any organisation and who produce political content online, do you think they can or cannot be described as journalists?

Can be described as journalists	23	40	38	23	21	15	16	39	22	16	28	18	23	21	23	20	14	33
Cannot be described as journalists	54	33	47	54	54	61	63	38	54	62	54	55	54	56	54	63	72	50
Don't know	23	27	15	23	25	23	21	23	24	22	18	27	23	23	23	18	14	18

Thinking about the next five years, do you expect political content creators to play a bigger, smaller, or roughly the same role in how you get political information, compared to today?

Much bigger role	9	18	10	6	8	8	6	15	7	7	11	7	9	8	8	8	8	13
Somewhat bigger role	29	37	36	23	25	29	27	37	24	28	31	26	28	32	25	28	43	26
TOTAL BIGGER ROLE	38	55	46	29	33	37	33	52	31	35	42	33	37	40	33	36	51	39
Roughly the same role as today	41	25	33	40	44	42	50	28	42	46	41	40	40	43	50	45	40	41
Somewhat smaller role	3	2	3	4	2	3	3	2	3	3	3	3	3	2	5	3	2	1
Much smaller role	1	0	0	3	1	1	2	0	2	2	1	2	1	3	3	0	0	3
TOTAL SMALLER ROLE	4	2	3	7	3	4	5	2	5	5	4	5	4	5	8	3	2	4
Don't know	18	19	18	25	19	16	12	19	22	14	13	22	19	12	9	14	7	17