

YouGov Survey Results

Sample Size: 1037 adults in Italy
Fieldwork: 10th - 18th June 2026

Weighted Sample		Age (1)						Age (2)			Gender		Region					Past Vote 2022				
	Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	North west	North east	Centre	South	Islands	Movimento 5 Stelle	Lega	Forza Italia	Fratelli d'Italia'	Partito Democratico
	1037	87	120	169	177	203	281	207	347	484	498	539	279	190	214	236	117	99	58	52	160	128
	1037	77	95	162	194	278	231	172	356	509	496	541	358	193	188	183	115	115	65	58	197	126
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																						

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	69	67	64	65	64	68	77	65	64	73	69	69	73	71	72	65	58	70	76	61	70	72
Should not be regulated	15	18	12	22	17	17	10	15	19	13	18	14	13	16	14	17	21	17	13	17	20	15
Don't know	16	15	24	13	19	14	13	20	16	14	14	18	15	13	14	19	21	13	11	23	10	13

Mainstream journalists

Should be regulated	60	49	51	57	59	58	70	50	58	65	60	59	62	55	64	64	45	66	63	63	71	56
Should not be regulated	19	23	23	21	19	24	12	23	20	17	21	17	19	24	18	16	22	18	15	21	15	24
Don't know	21	28	27	22	22	18	18	27	22	18	18	24	19	21	18	21	33	16	22	16	14	20

Individual people who are not associated with any organisation

Should be regulated	56	51	47	50	55	57	65	48	53	62	56	55	56	62	57	55	45	57	59	56	63	59
Should not be regulated	24	32	30	28	22	23	18	31	25	20	27	21	25	20	26	21	27	22	26	27	24	19
Don't know	20	18	24	22	23	20	17	21	22	19	16	24	19	18	17	24	27	21	15	17	13	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, or by the EU?

[Shown only to respondents who said political content from at least one of these groups should be regulated: N=825]

National governments should set their own regulations	43	44	44	34	44	42	46	44	39	44	46	39	40	54	40	42	38	32	57	52	59	20
The EU should set regulations for all member states	50	50	52	51	52	46	50	51	51	49	48	52	51	40	55	51	52	62	43	44	35	74
Don't know	7	6	4	15	4	11	4	5	9	7	5	9	10	6	5	7	9	6	0	4	6	5

Which of the following comes closest to your view?

Political content creators with large audiences should face stronger regulation than those with smaller audiences	18	18	13	19	18	16	20	15	19	18	18	17	19	21	23	11	14	13	17	23	27	13
All political content creators should be regulated equally, regardless of audience size	59	57	61	60	57	59	59	59	59	59	60	58	63	61	55	60	50	69	57	50	55	74
Political content creators with small audiences should face stronger regulation than those with larger audiences	3	0	1	5	6	3	3	0	6	3	4	3	2	1	6	5	3	1	10	5	6	0
Don't know	20	26	25	16	18	22	18	25	17	20	18	22	16	17	16	24	33	17	16	21	12	13

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	Unweighted Sample	1037	77	95	162	194	278	231	172	356	509	496	541	358	193	188	183	115	115	65	58	197	126
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	16	19	11	14	22	13	16	14	18	15	17	14	19	13	19	11	16	18	24	17	14	12
Cannot be described as journalists	60	64	52	64	54	60	64	57	59	62	64	57	57	67	59	60	57	60	64	52	72	67
Don't know	24	18	37	23	24	27	20	29	24	23	19	29	24	21	22	29	27	22	12	31	14	21

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	10	16	3	10	9	10	10	9	10	10	13	7	7	10	11	12	10	8	11	6	9	5
Somewhat bigger role	19	22	29	17	19	15	18	26	18	17	22	16	22	20	19	19	11	19	26	25	15	32
TOTAL BIGGER ROLE	29	38	32	27	28	25	28	35	28	27	35	23	29	30	30	31	21	27	37	31	24	37
Roughly the same role as today	39	39	40	36	39	38	41	40	38	40	37	41	38	40	41	35	44	44	36	43	45	45
Somewhat smaller role	4	8	0	7	5	4	2	4	6	3	5	3	5	3	3	5	2	2	2	6	5	1
Much smaller role	4	1	4	2	3	6	4	3	3	5	3	4	3	5	3	5	4	3	5	1	3	1
TOTAL SMALLER ROLE	8	9	4	9	8	10	6	7	9	8	8	7	8	8	6	10	6	5	7	7	8	2
Don't know	24	14	23	27	24	27	26	19	25	26	20	29	24	23	23	24	30	23	19	19	22	16