

YouGov Survey Results

Sample Size: 1012 adults in Poland
Fieldwork: 10th - 18th June 2026

Weighted Sample Unweighted Sample		Age (1)						Age (2)			Gender		Region					
	Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	PL1 REGION CENTRALNY	PL2 REGION POŁUDNIOWY	PL3 REGION WSCHODNI	PL4 REGION PÓŁNOCNO- ZACHODNI	PL5 REGION POŁUDNIOWO- ZACHODNI	PL6 REGION PÓŁNOCNY
	1012	80	161	191	180	154	247	241	370	400	483	529	218	205	177	160	102	150
	1012	73	149	193	190	169	238	222	383	407	413	599	189	229	191	146	93	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	65	59	64	63	67	67	67	62	65	67	67	64	72	64	65	72	55	57
Should not be regulated	16	17	14	18	16	18	15	15	17	16	20	13	15	18	15	15	15	20
Don't know	19	25	22	19	17	14	18	23	18	16	14	23	13	18	20	14	30	23

Mainstream journalists

Should be regulated	54	41	55	52	56	51	59	51	54	56	54	54	60	50	53	59	50	48
Should not be regulated	24	26	20	27	21	31	21	22	24	25	28	20	21	28	21	23	28	25
Don't know	22	33	24	21	23	18	20	27	22	20	18	26	19	22	25	19	22	27

Individual people who are not associated with any organisation

Should be regulated	45	34	41	48	51	43	45	39	49	44	45	44	43	46	41	49	44	46
Should not be regulated	31	34	34	30	30	32	30	34	30	31	36	26	36	29	29	35	26	29
Don't know	24	32	25	22	19	25	25	27	21	25	18	29	22	25	30	16	30	25

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=749]

National governments should set their own regulations	58	50	49	57	66	68	56	50	61	61	62	55	57	66	60	55	54	55
The EU should set regulations for all member states	31	29	35	29	27	26	38	33	28	33	29	34	35	24	28	33	37	34
Don't know	10	20	15	14	7	6	6	17	11	6	9	11	8	10	13	12	8	10

Which of the following comes closest to your view?

Political content creators with large audiences should face stronger regulation than those with smaller audiences	15	13	18	22	8	14	13	16	15	13	18	12	20	16	10	14	13	13
All political content creators should be regulated equally, regardless of audience size	62	54	53	54	70	64	69	53	62	67	64	60	60	62	62	65	62	62
Political content creators with small audiences should face stronger regulation than those with larger audiences	2	3	2	4	2	1	2	3	3	2	3	2	4	1	3	3	2	2
Don't know	21	30	27	19	20	21	16	28	20	18	16	26	16	21	25	19	23	24

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	Past Vote 2023			
Total	Prawo i Sprawiedliwość / Zjednoczona Prawica	Koalicja Obywatelska	Lewica	Trzecia Droga (Polska 2050 i Polskie Stronnictwo Ludowe)
Weighted Sample 1012	296	250	70	119
Unweighted Sample 1012	253	278	85	105
	%	%	%	%

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	65	59	74	76	79
Should not be regulated	16	21	11	10	12
Don't know	19	20	15	15	9

Mainstream journalists

Should be regulated	54	52	57	58	70
Should not be regulated	24	25	23	23	17
Don't know	22	22	20	19	13

Individual people who are not associated with any organisation

Should be regulated	45	43	55	44	53
Should not be regulated	31	36	25	33	30
Don't know	24	21	21	23	18

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=749]

National governments should set their own regulations	58	77	49	30	59
The EU should set regulations for all member states	31	13	46	63	27
Don't know	10	10	5	7	14

Which of the following comes closest to your view?

Political content creators with large audiences should face stronger regulation than those with smaller audiences	15	21	8	19	11
All political content creators should be regulated equally, regardless of audience size	62	59	76	65	68
Political content creators with small audiences should face stronger regulation than those with larger audiences	2	3	2	0	1
Don't know	21	17	14	16	21

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	Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	PL1 REGION CENTRALNY	PL2 REGION POŁUDNIOWY	PL3 REGION WSCHODNI	PL4 REGION PÓŁNOCNO- ZACHODNI	PL5 REGION POŁUDNIOWO- ZACHODNI	PL6 REGION PÓŁNOCNY
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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	22	19	39	26	22	19	12	33	24	15	29	17	25	20	21	22	21	25
Cannot be described as journalists	51	46	30	51	47	56	67	35	49	63	47	55	54	54	47	55	53	45
Don't know	26	35	31	23	30	25	20	32	27	22	24	28	21	27	32	23	25	30

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	8	11	10	9	6	10	5	10	7	7	8	7	7	9	7	9	7	8
Somewhat bigger role	21	22	20	27	23	19	18	21	25	18	26	17	24	18	21	21	23	21
TOTAL BIGGER ROLE	29	33	30	36	29	29	23	31	32	25	34	24	31	27	28	30	30	29
Roughly the same role as today	41	36	42	37	43	43	41	40	40	42	41	41	37	43	41	45	44	35
Somewhat smaller role	3	3	2	2	3	5	4	2	3	4	3	3	2	7	2	0	3	4
Much smaller role	2	1	3	0	2	2	2	2	1	2	2	2	1	1	1	2	4	3
TOTAL SMALLER ROLE	5	4	5	2	5	7	6	4	4	6	5	5	3	8	3	2	7	7
Don't know	25	28	23	25	24	21	30	25	25	27	19	31	28	23	28	22	20	29

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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	22	22	22	25	20
Cannot be described as journalists	51	52	60	50	49
Don't know	26	27	18	26	30

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	8	10	5	5	4
Somewhat bigger role	21	24	20	33	21
TOTAL BIGGER ROLE	29	34	25	38	25
Roughly the same role as today	41	38	44	39	44
Somewhat smaller role	3	4	3	3	2
Much smaller role	2	3	1	2	2
TOTAL SMALLER ROLE	5	7	4	5	4
Don't know	25	21	27	18	26