

YouGov Survey Results

Sample Size: 1017 adults in Spain
Fieldwork: 10th - 16th June 2026

	Age (1)							Age (2)			Gender		Region							Past Vote 2023			
Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	North East	East	South	Madrid Metropolitan	North	North West	Centre	PP	PSOE	VOX	SUMAR	
Weighted Sample	1017	85	140	194	198	163	236	226	393	399	494	523	232	143	232	142	96	60	112	269	260	104	102
Unweighted Sample	1017	69	136	186	212	183	231	205	398	414	490	527	245	131	230	152	92	59	108	215	276	111	111
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	74	75	68	76	71	83	73	71	73	77	72	77	75	75	72	74	73	83	74	73	82	60	85
	Should not be regulated	16	17	19	15	17	10	20	18	16	16	20	13	15	14	18	20	19	9	16	19	7	31	8
	Don't know	9	8	13	10	12	6	7	11	11	7	8	10	10	11	10	6	8	8	11	8	12	9	7
Mainstream journalists	Should be regulated	64	65	68	63	62	69	61	67	63	64	62	67	68	61	60	63	73	72	60	55	76	55	76
	Should not be regulated	26	23	22	26	23	25	31	22	25	28	30	22	25	29	28	25	19	18	27	33	14	34	16
	Don't know	10	12	10	11	14	6	9	11	13	7	9	12	8	10	12	12	7	10	14	12	9	11	8
Individual people who are not associated with any organisation	Should be regulated	57	49	58	56	58	62	55	55	57	58	54	59	51	61	58	53	66	61	54	52	66	39	62
	Should not be regulated	29	35	26	30	27	24	33	30	29	29	33	25	31	29	29	33	25	22	25	36	19	43	23
	Don't know	14	16	16	14	15	14	13	16	15	13	13	16	17	9	13	14	9	17	21	13	15	19	15

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=836]

National governments should set their own regulations	34	42	37	29	39	28	35	39	34	32	33	35	30	35	40	24	37	39	40	30	34	49	20
The EU should set regulations for all member states	59	43	54	67	53	67	59	50	60	63	60	57	61	59	54	67	62	57	51	63	59	41	70
Don't know	7	15	10	4	8	5	6	12	6	5	6	8	10	7	5	9	1	4	10	7	7	10	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	16	18	21	14	13	16	16	20	14	16	17	15	16	12	16	17	13	27	15	14	17	12	17
All political content creators should be regulated equally, regardless of audience size	61	54	56	65	59	65	62	55	62	63	58	64	56	63	62	61	65	65	61	61	67	47	73
Political content creators with small audiences should face stronger regulation than those with larger audiences	3	5	3	3	4	1	3	4	4	2	4	2	3	5	4	4	3	0	1	2	3	8	1
Don't know	20	24	20	18	23	18	19	22	21	19	21	19	24	20	19	18	19	8	23	23	12	32	9

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	19	29	30	16	16	13	18	30	16	16	21	17	18	23	19	17	16	17	23	23	11	37	12
Cannot be described as journalists	66	58	53	69	69	74	67	55	69	70	64	68	67	64	65	69	72	71	58	64	69	45	76
Don't know	15	13	17	15	15	13	16	16	15	15	15	15	16	14	16	14	12	12	19	13	20	18	12

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

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	18	17	10	8	8	8	17	9	8	12	9	11	12	7	11	10	13	12	11	8	11	12
Somewhat bigger role	24	34	29	25	25	21	17	31	25	19	25	23	25	27	26	22	21	20	21	27	24	24	27
TOTAL BIGGER ROLE	34	52	46	35	33	29	25	48	34	27	37	32	36	39	33	33	31	33	33	38	32	35	39
Roughly the same role as today	41	30	38	42	40	42	46	35	41	44	38	43	39	41	43	43	43	40	38	39	43	37	35
Somewhat smaller role	4	2	1	5	4	3	7	1	5	6	4	5	4	5	2	7	4	5	6	4	6	4	5
Much smaller role	4	2	2	6	3	3	6	2	4	5	6	2	5	5	4	3	3	4	3	3	3	9	3
TOTAL SMALLER ROLE	8	4	3	11	7	6	13	3	9	11	10	7	9	10	6	10	7	9	9	7	9	13	8
Don't know	16	14	14	13	19	22	16	14	16	18	15	18	17	11	18	14	19	18	20	15	15	14	19