

YouGov European Political Monthly Survey Results

Sample Size: 1030 adults in Italy

Fieldwork: 23rd September - 1st October 2025

		Age (1)						Age (2)			Gender		Region						2022 Past Vote				
	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	
Weighted Sample	1030	86	135	143	197	190	279	221	339	470	495	535	278	189	213	234	116	97	56	51	154	121	
Unweighted Sample	1030	57	120	152	212	249	240	177	364	489	488	542	339	193	184	206	108	109	53	55	182	129	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

How much, if at all, would you say you understand...

...what artificial intelligence (AI) is?

A great deal	14	25	21	17	15	9	8	23	16	8	16	12	13	16	15	13	14	19	20	9	9	12
A fair amount	47	48	45	57	56	48	35	46	56	40	50	44	52	42	51	42	43	49	51	54	43	43
TOTAL A GREAT DEAL / A FAIR AMOUNT	61	73	66	74	71	57	43	69	72	48	66	56	65	58	66	55	57	68	71	63	52	55
Not very much	28	21	27	21	24	31	36	25	23	34	25	32	26	32	22	33	30	23	24	21	33	38
Not at all	7	4	1	1	3	10	15	2	2	13	5	9	7	6	9	6	5	6	4	9	12	8
TOTAL NOT VERY MUCH / NOT AT ALL	35	25	28	22	27	41	51	27	25	47	30	41	33	38	31	39	35	29	28	30	45	46
Don't know	4	2	5	4	2	3	6	4	3	5	4	4	2	5	3	6	7	3	2	7	3	0

...the issues surrounding artificial intelligence?

A great deal	13	13	21	12	16	12	8	18	14	10	16	11	13	13	13	13	12	16	9	15	11	9
A fair amount	43	54	46	52	50	38	32	49	50	35	44	42	46	43	45	38	40	44	41	51	37	41
TOTAL A GREAT DEAL / A FAIR AMOUNT	56	67	67	64	66	50	40	67	64	45	60	53	59	56	58	51	52	60	50	66	48	50
Not very much	32	29	24	29	30	38	35	26	29	36	30	34	28	32	31	36	34	28	43	23	38	41
Not at all	7	1	2	4	2	7	15	2	3	12	5	9	9	7	8	6	5	9	6	5	11	7
TOTAL NOT VERY MUCH / NOT AT ALL	39	30	26	33	32	45	50	28	32	48	35	43	37	39	39	42	39	37	49	28	49	48
Don't know	5	2	6	3	3	5	9	4	3	7	5	5	4	5	4	7	9	3	2	7	4	2

In general, how positive or negative do you feel about artificial intelligence (AI)?

Very positive	5	6	7	3	5	6	3	6	4	4	7	3	4	4	6	6	2	4	7	10	2	2
Fairly positive	29	46	30	34	27	24	26	36	30	25	35	24	29	30	27	32	27	32	20	45	29	28
TOTAL POSITIVE	34	52	37	37	32	30	29	42	34	29	42	27	33	34	33	38	29	36	27	55	31	30
Neither positive nor negative	35	38	38	33	42	34	28	38	38	30	31	38	37	37	31	32	35	34	52	26	26	43
Fairly negative	19	5	17	22	16	20	22	13	19	21	17	20	20	13	27	13	19	13	14	7	25	21
Very negative	9	5	4	6	9	12	14	5	7	13	8	11	7	11	9	11	11	10	5	9	13	5
TOTAL NEGATIVE	28	10	21	28	25	32	36	18	26	34	25	31	27	24	36	24	30	23	19	16	38	26
Don't know	4	0	3	2	2	3	7	2	2	5	3	5	2	5	1	6	6	6	2	3	5	1

Weighted Sample
Unweighted Sample

	Age (1)						Age (2)			Gender		Region					2022 Past Vote				
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
1030	86	135	143	197	190	279	221	339	470	495	535	278	189	213	234	116	97	56	51	154	121
1030	57	120	152	212	249	240	177	364	489	488	542	339	193	184	206	108	109	53	55	182	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you use artificial intelligence (AI) for the following?
Work

Several times a day	4	6	5	9	5	3	2	5	7	2	5	3	6	3	5	4	3	4	3	14	2	6
Once or twice a day	4	4	9	7	1	4	1	7	4	2	5	3	4	6	3	4	1	2	4	3	7	6
Several times a week	6	8	11	10	8	6	1	10	8	3	8	5	6	7	9	7	3	7	5	10	5	3
Once or twice a week	5	10	5	6	6	3	3	7	6	3	4	6	6	3	7	4	5	2	7	5	3	6
Less often than once a week	8	8	9	14	14	9	1	9	14	4	9	8	8	8	10	8	6	13	15	6	5	11
Never	46	33	38	43	55	48	46	36	50	47	47	44	46	51	43	47	38	45	39	44	55	42
Not applicable - I do not do this	22	30	15	9	8	21	40	21	9	32	16	28	22	20	21	22	29	22	26	14	19	23
Don't know	4	1	7	4	3	5	5	4	3	5	5	4	3	2	3	4	16	6	2	4	3	3

Leisure/personal activities

Several times a day	5	4	4	7	4	4	4	4	5	4	6	3	3	3	5	7	5	6	1	5	5	3
Once or twice a day	6	15	5	7	8	4	4	9	7	4	8	5	5	10	6	5	7	9	3	7	10	7
Several times a week	14	18	28	14	13	10	8	24	13	9	15	12	15	14	18	11	7	8	12	9	10	11
Once or twice a week	10	23	14	12	9	5	7	17	10	6	10	10	11	10	10	9	9	14	5	16	9	7
Less often than once a week	19	17	18	23	24	22	11	18	24	16	18	20	22	16	21	17	16	20	23	17	17	20
Never	32	22	17	30	34	36	41	19	32	39	30	35	32	34	29	38	26	28	37	33	40	40
Not applicable - I do not do this	8	0	5	5	3	12	15	3	4	14	8	9	7	11	7	7	14	9	11	8	8	10
Don't know	6	2	8	2	5	6	9	6	4	8	6	6	5	2	4	7	15	6	8	6	2	2

Overall, do you think that artificial intelligence (AI) has a positive or negative impact on society, or does it have no impact at all?

Very positive impact	3	1	4	3	4	3	4	3	4	3	5	2	4	4	3	3	2	4	5	8	2	3
Fairly positive impact	37	41	28	40	36	39	39	33	37	39	40	35	40	43	34	38	25	40	40	45	42	40
TOTAL POSITIVE IMPACT	40	42	32	43	40	42	43	36	41	42	45	37	44	47	37	41	27	44	45	53	44	43
No impact at all	9	18	19	6	10	7	5	18	8	6	12	7	10	3	8	12	12	9	7	14	7	7
Fairly negative impact	26	19	23	30	29	28	25	22	29	26	22	30	26	20	37	19	32	22	38	16	29	21
Very negative impact	11	5	12	7	9	13	13	9	8	13	9	12	8	13	7	15	9	9	0	8	16	7
TOTAL NEGATIVE IMPACT	37	24	35	37	38	41	38	31	37	39	31	42	34	33	44	34	41	31	38	24	45	28
Don't know	14	16	14	15	13	11	15	15	14	13	13	15	11	17	11	13	19	15	10	9	5	22

Weighted Sample
Unweighted Sample

	Age (1)						Age (2)			Gender		Region					2022 Past Vote				
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
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1030	57	120	152	212	249	240	177	364	489	488	542	339	193	184	206	108	109	53	55	182	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And generally speaking, do you think artificial intelligence (AI) will have a positive or negative impact on economic growth in Europe, or will it have no impact at all?

Very positive impact	4	0	3	2	5	3	5	2	4	4	5	2	4	3	5	3	2	4	10	6	5	4
Fairly positive impact	29	34	23	33	27	23	33	27	29	29	34	24	28	31	25	33	25	31	26	41	32	25
TOTAL POSITIVE IMPACT	33	34	26	35	32	26	38	29	33	33	39	26	32	34	30	36	27	35	36	47	37	29
No impact at all	16	26	16	18	16	19	10	20	17	14	15	17	18	18	16	12	17	16	23	20	11	24
Fairly negative impact	18	25	15	20	19	19	16	19	19	17	18	18	21	13	20	17	19	17	16	14	18	14
Very negative impact	10	2	10	7	12	12	10	7	10	11	10	10	7	13	9	12	9	8	2	7	15	7
TOTAL NEGATIVE IMPACT	28	27	25	27	31	31	26	26	29	28	28	28	28	26	29	29	28	25	18	21	33	21
Don't know	24	14	33	21	21	23	27	25	21	25	18	29	22	23	25	23	27	24	22	12	18	27

Thinking about the development of artificial intelligence (AI), which of the following comes closest to your view?

It is more important that governments put effective regulations in place, even if this slows down the development of AI	60	59	47	64	64	61	62	51	64	62	59	62	63	69	66	50	50	58	71	45	67	69
It is more important that new technology such as AI can be developed freely, even if this means that the industry is less regulated	17	29	19	16	17	14	15	23	17	15	21	13	16	13	18	21	17	10	15	40	17	15
Don't know	23	12	34	20	19	25	23	26	19	24	20	25	20	18	17	29	32	32	14	14	16	15

Generally speaking, do you think that current European Union regulations for social media companies are too relaxed or too tight, or is the current level of regulation about right?

Current regulations are too tight	6	2	3	4	7	8	8	3	6	8	7	5	7	4	3	7	11	10	9	13	2	6
Current level of regulation is about right	27	57	33	27	29	20	20	42	28	20	36	20	32	25	28	24	26	22	26	35	24	26
Current regulations are too relaxed	38	14	22	41	40	44	44	19	41	44	32	43	34	45	42	35	32	36	38	30	53	41
Don't know	29	27	41	28	24	27	28	36	26	28	25	32	27	26	27	34	30	32	27	21	21	27

Weighted Sample
Unweighted Sample

	Age (1)						Age (2)			Gender		Region					2022 Past Vote				
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
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1030	57	120	152	212	249	240	177	364	489	488	542	339	193	184	206	108	109	53	55	182	129
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose banning political adverts from being shown on social media platforms?

Strongly support	18	5	21	19	19	21	18	15	19	19	20	16	18	18	19	20	15	16	16	20	17	16
Tend to support	23	22	19	22	28	20	25	20	25	23	26	21	20	25	28	22	20	18	32	25	32	34
TOTAL SUPPORT	41	27	40	41	47	41	43	35	44	42	46	37	38	43	47	42	35	34	48	45	49	50
Tend to oppose	22	31	23	22	23	20	18	26	23	19	23	20	24	21	22	17	24	21	22	25	20	23
Strongly oppose	17	20	13	19	13	18	20	16	15	20	17	18	19	18	16	17	16	18	8	21	20	9
TOTAL OPPOSE	39	51	36	41	36	38	38	42	38	39	40	38	43	39	38	34	40	39	30	46	40	32
Don't know	20	21	25	18	17	21	19	23	18	19	14	25	18	19	16	24	24	27	21	10	11	19

Thinking about European technology companies and how they compare to companies in the US and China, which of the following comes closest to your view?

USA

European companies are superior to tech companies from this country	11	18	5	6	16	12	12	10	11	12	10	12	12	14	14	9	7	11	12	11	19	9
European companies are competitive with tech companies from this country	39	38	35	37	35	42	44	36	36	43	42	36	43	38	37	37	40	33	51	48	43	46
European companies are inferior to tech companies from this country	25	26	27	36	28	20	19	26	32	19	29	21	26	26	27	22	20	25	21	20	24	19
Don't know	25	19	34	21	21	26	26	28	21	26	19	30	19	22	22	32	33	31	16	21	13	26

China

European companies are superior to tech companies from this country	8	11	5	9	12	9	4	8	11	6	9	8	10	7	9	7	7	5	14	13	9	4
European companies are competitive with tech companies from this country	25	25	23	25	26	22	27	24	25	25	28	22	26	28	24	25	20	19	19	31	28	35
European companies are inferior to tech companies from this country	44	48	37	47	43	43	44	41	45	44	45	42	44	46	44	40	46	46	49	35	47	35
Don't know	23	15	35	18	19	25	24	27	19	25	18	28	20	20	23	28	28	30	18	21	16	25