

# YouGov / Reset Tech Survey Results

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

	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	
<b>Weighted Sample</b>	<b>1037</b>	87	120	169	177	203	281	207	347	484	498	539	279	190	214	236	117	98	56	52	155	121	
<b>Unweighted Sample</b>	<b>1037</b>	77	95	162	194	278	231	172	356	509	496	541	358	193	188	183	115	114	63	57	193	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose legally requiring social media platforms to remove endless scroll, personalised content feeds based on behavioural profiling, and targeted advertising before children under 16 can access their platforms?

Strongly support	28	23	15	37	25	30	31	18	31	31	27	29	30	33	28	25	20	32	21	24	34	35
Support	34	33	49	29	37	29	32	42	33	31	35	33	34	28	38	34	35	34	46	38	30	37
<b>TOTAL SUPPORT</b>	<b>62</b>	<b>56</b>	<b>64</b>	<b>66</b>	<b>62</b>	<b>59</b>	<b>63</b>	<b>60</b>	<b>64</b>	<b>62</b>	<b>62</b>	<b>62</b>	<b>64</b>	<b>61</b>	<b>66</b>	<b>59</b>	<b>55</b>	<b>66</b>	<b>67</b>	<b>62</b>	<b>64</b>	<b>72</b>
Neither support nor oppose	21	7	20	19	24	26	20	15	22	23	21	20	17	26	18	23	23	21	19	32	24	15
Oppose	4	10	4	4	3	1	6	7	3	4	4	4	5	3	4	4	7	1	7	3	2	6
Strongly oppose	4	8	3	3	4	5	3	5	4	3	6	2	3	3	4	5	5	1	3	0	1	4
<b>TOTAL OPPOSE</b>	<b>8</b>	<b>18</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>12</b>	<b>7</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>2</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>10</b>
Don't know	9	18	9	9	7	9	8	13	8	8	6	12	11	7	8	9	9	10	3	2	7	3

Which of the following statements comes closest to your opinion?

Social media companies can be trusted to self-regulate when it comes to making their platforms safe for children (under 16)	15	12	14	18	14	11	16	14	16	14	17	13	16	12	16	17	10	14	24	18	20	19
Social media companies cannot be trusted to self-regulate when it comes to making their platforms safe for children (under 16)	67	69	68	67	72	65	64	68	69	64	70	64	65	71	70	62	68	70	54	65	63	72
Don't know	18	19	18	15	14	24	20	18	14	21	13	23	19	17	14	20	22	16	22	16	16	9

To what extent, if at all, would you support or oppose the following penalties if a social media company does not meet legal requirements to protect children's (under 16) safety online?  
The company being fined

Strongly oppose	1	2	0	4	1	1	0	1	3	1	1	1	2	0	1	1	2	1	1	0	1	2
Oppose	3	7	7	5	2	2	2	7	3	2	5	2	4	5	3	2	4	1	2	6	5	1
<b>TOTAL OPPOSE</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>3</b>
Neither support nor oppose	10	8	20	9	9	12	8	15	9	9	11	10	11	3	7	18	12	9	8	21	11	6
Support	43	38	48	40	45	40	45	43	43	43	39	46	45	42	47	39	38	42	52	44	51	44
Strongly support	37	33	21	37	39	41	41	26	38	41	39	35	35	42	39	31	40	44	37	28	31	43
<b>TOTAL SUPPORT</b>	<b>80</b>	<b>71</b>	<b>69</b>	<b>77</b>	<b>84</b>	<b>81</b>	<b>86</b>	<b>69</b>	<b>81</b>	<b>84</b>	<b>78</b>	<b>81</b>	<b>80</b>	<b>84</b>	<b>86</b>	<b>70</b>	<b>78</b>	<b>86</b>	<b>89</b>	<b>72</b>	<b>82</b>	<b>87</b>
Don't know	5	13	4	4	5	4	5	8	5	4	5	6	4	7	2	9	3	4	0	0	1	3

	Age (1)						Age (2)			Gender		Region					Past Vote 2022						
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<b>Weighted Sample</b>	<b>1037</b>	87	120	169	177	203	281	207	347	484	498	539	279	190	214	236	117	98	56	52	155	121	
<b>Unweighted Sample</b>	1037	77	95	162	194	278	231	172	356	509	496	541	358	193	188	183	115	114	63	57	193	124	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The company's leadership being held criminally liable**

Strongly oppose	2	2	0	2	3	1	1	1	3	1	3	0	1	2	2	3	1	1	0	0	0	1
Oppose	6	8	16	7	6	4	3	12	7	3	9	4	6	6	4	9	5	2	5	11	7	5
<b>TOTAL OPPOSE</b>	<b>8</b>	<b>10</b>	<b>16</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>10</b>	<b>4</b>	<b>12</b>	<b>4</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>12</b>	<b>6</b>	<b>3</b>	<b>5</b>	<b>11</b>	<b>7</b>	<b>6</b>
Neither support nor oppose	16	14	19	18	19	14	12	17	18	13	13	18	20	10	15	15	16	13	21	18	13	13
Support	42	35	40	46	38	41	46	38	42	44	40	43	43	35	48	39	44	44	45	51	50	43
Strongly support	29	30	16	22	31	33	34	22	26	34	31	27	25	39	30	24	29	35	29	17	28	32
<b>TOTAL SUPPORT</b>	<b>71</b>	<b>65</b>	<b>56</b>	<b>68</b>	<b>69</b>	<b>74</b>	<b>80</b>	<b>60</b>	<b>68</b>	<b>78</b>	<b>71</b>	<b>70</b>	<b>68</b>	<b>74</b>	<b>78</b>	<b>63</b>	<b>73</b>	<b>79</b>	<b>74</b>	<b>68</b>	<b>78</b>	<b>75</b>
Don't know	6	11	9	4	4	7	4	10	4	6	4	7	5	7	2	10	5	5	0	3	2	7

**The company's product being made inaccessible to children (under 16) until the company can demonstrate its safety**

Strongly oppose	4	14	4	2	3	2	3	8	3	3	5	2	4	0	7	4	3	2	1	4	4	1
Oppose	4	4	11	6	5	4	0	8	6	2	7	2	4	2	5	6	6	4	1	6	5	1
<b>TOTAL OPPOSE</b>	<b>8</b>	<b>18</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>16</b>	<b>9</b>	<b>5</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>2</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>6</b>	<b>2</b>	<b>10</b>	<b>9</b>	<b>2</b>
Neither support nor oppose	14	12	16	18	17	11	13	14	17	12	15	13	13	12	13	17	16	10	8	21	19	16
Support	42	44	43	44	37	42	41	43	41	41	35	48	49	40	41	35	41	42	51	45	44	44
Strongly support	32	22	25	26	33	36	38	23	30	37	36	28	28	41	33	29	29	38	39	24	26	35
<b>TOTAL SUPPORT</b>	<b>74</b>	<b>66</b>	<b>68</b>	<b>70</b>	<b>70</b>	<b>78</b>	<b>79</b>	<b>66</b>	<b>71</b>	<b>78</b>	<b>71</b>	<b>76</b>	<b>77</b>	<b>81</b>	<b>74</b>	<b>64</b>	<b>70</b>	<b>80</b>	<b>90</b>	<b>69</b>	<b>70</b>	<b>79</b>
Don't know	4	5	2	3	5	5	5	3	4	5	3	6	3	4	2	9	5	5	0	0	2	2

**How much harm, if any, do you think social media engagement features (e.g. endless scroll, personalised content feeds based on behavioural profiling, targeted advertising) cause to the following groups?**

**Children under 16**

A great deal of harm	49	45	39	54	49	48	53	41	52	51	44	54	48	60	50	46	42	58	46	48	47	55
A fair amount of harm	36	39	44	29	34	37	37	42	32	37	38	35	39	30	36	37	39	29	47	36	35	35
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>85</b>	<b>84</b>	<b>83</b>	<b>83</b>	<b>83</b>	<b>85</b>	<b>90</b>	<b>83</b>	<b>84</b>	<b>88</b>	<b>82</b>	<b>89</b>	<b>87</b>	<b>90</b>	<b>86</b>	<b>83</b>	<b>81</b>	<b>87</b>	<b>93</b>	<b>84</b>	<b>82</b>	<b>90</b>
Not very much harm	6	11	7	9	9	4	4	9	9	4	9	4	5	5	9	8	6	7	5	5	9	7
No harm at all	2	0	5	1	1	3	0	3	1	2	2	1	0	2	2	3	1	0	0	5	4	0
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>4</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>11</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>10</b>	<b>13</b>	<b>7</b>
Don't know	6	5	5	6	7	8	6	5	6	7	6	6	8	4	4	6	11	6	2	6	5	3

**Adults**

A great deal of harm	13	17	14	14	17	12	7	15	16	9	15	10	12	11	9	17	12	16	16	15	5	17
A fair amount of harm	50	44	48	51	49	48	53	46	50	51	44	56	50	57	48	48	46	53	42	33	49	48
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>63</b>	<b>61</b>	<b>62</b>	<b>65</b>	<b>66</b>	<b>60</b>	<b>60</b>	<b>61</b>	<b>66</b>	<b>60</b>	<b>59</b>	<b>66</b>	<b>62</b>	<b>68</b>	<b>57</b>	<b>65</b>	<b>58</b>	<b>69</b>	<b>58</b>	<b>48</b>	<b>54</b>	<b>65</b>
Not very much harm	24	29	32	19	20	25	26	31	19	25	27	22	25	18	30	21	29	21	33	35	32	29
No harm at all	4	4	1	8	5	5	2	3	6	3	5	4	3	5	5	5	3	3	6	9	5	3
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>28</b>	<b>33</b>	<b>33</b>	<b>27</b>	<b>25</b>	<b>30</b>	<b>28</b>	<b>34</b>	<b>25</b>	<b>28</b>	<b>32</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>35</b>	<b>26</b>	<b>32</b>	<b>24</b>	<b>39</b>	<b>44</b>	<b>37</b>	<b>32</b>
Don't know	9	5	5	7	8	11	12	5	8	12	9	9	9	9	8	11	7	7	3	9	9	3