

# YouGov / Reset Tech Survey Results



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

	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 PÓLNOCNO-ZACHODNI	PL5 REGION POŁUDNIOWO-ZACHODNI	PL6 REGION PÓLNOCNY
<b>Weighted Sample</b>	<b>1012</b>	80	161	191	180	154	247	241	370	400	483	529	218	205	177	160	102	150
<b>Unweighted Sample</b>	<b>1012</b>	73	149	193	190	169	238	222	383	407	413	599	189	229	191	146	93	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	37	19	32	34	36	44	43	27	35	44	36	37	39	33	31	47	31	37
Support	33	29	31	34	36	27	35	30	35	32	32	33	32	33	31	30	42	32
<b>TOTAL SUPPORT</b>	<b>70</b>	<b>48</b>	<b>63</b>	<b>68</b>	<b>72</b>	<b>71</b>	<b>78</b>	<b>57</b>	<b>70</b>	<b>76</b>	<b>68</b>	<b>70</b>	<b>71</b>	<b>66</b>	<b>62</b>	<b>77</b>	<b>73</b>	<b>69</b>
Neither support nor oppose	17	30	20	18	16	18	10	23	17	13	18	16	15	22	18	11	19	16
Oppose	3	6	5	4	3	1	3	5	3	2	4	3	4	3	5	4	0	3
Strongly oppose	3	7	4	3	2	2	1	5	3	1	4	2	3	2	4	3	3	2
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>13</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>10</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>7</b>	<b>3</b>	<b>5</b>
Don't know	8	10	9	7	7	8	8	9	7	8	7	9	8	7	11	5	6	11

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)	11	23	10	17	8	9	7	14	13	8	11	11	12	8	10	12	16	13
Social media companies cannot be trusted to self-regulate when it comes to making their platforms safe for children (under 16)	69	56	69	67	69	67	76	65	68	73	73	65	69	69	69	78	57	67
Don't know	20	22	21	16	23	23	17	21	20	19	16	24	19	24	21	10	27	20

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	2	9	3	3	2	0	1	5	3	1	2	3	4	2	1	3	0	2
Oppose	4	7	10	5	4	1	1	9	4	1	5	3	3	6	7	2	1	5
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>16</b>	<b>13</b>	<b>8</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>14</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>1</b>	<b>7</b>
Neither support nor oppose	15	22	15	20	13	17	11	17	17	13	14	16	14	17	12	17	19	14
Support	37	29	33	36	42	33	40	32	39	37	35	38	39	37	34	34	38	39
Strongly support	35	23	30	31	32	43	41	28	32	42	38	32	33	32	38	41	36	31
<b>TOTAL SUPPORT</b>	<b>72</b>	<b>52</b>	<b>63</b>	<b>67</b>	<b>74</b>	<b>76</b>	<b>81</b>	<b>60</b>	<b>71</b>	<b>79</b>	<b>73</b>	<b>70</b>	<b>72</b>	<b>69</b>	<b>72</b>	<b>75</b>	<b>74</b>	<b>70</b>
Don't know	7	11	8	5	6	6	7	9	6	6	6	8	7	7	8	3	6	9

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Sample Size: 1012 adults in Poland  
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	Past Vote 2023				
	Prawo i Sprawiedliwość / Zjednoczona Prawica	Koalicja Obywatelska	Lewica	Trzecia Droga (Polska 2050 i Polskie Stronnictwo Ludowe)	
<b>Weighted Sample</b>	<b>1012</b>	296	250	70	119
<b>Unweighted Sample</b>	<b>1012</b>	253	278	85	105
	%	%	%	%	%

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	37	38	50	22	39
Support	33	36	26	42	34
<b>TOTAL SUPPORT</b>	<b>70</b>	<b>74</b>	<b>76</b>	<b>64</b>	<b>73</b>
Neither support nor oppose	17	13	15	23	18
Oppose	3	5	2	6	1
Strongly oppose	3	2	0	4	4
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>7</b>	<b>2</b>	<b>10</b>	<b>5</b>
Don't know	8	6	7	3	5

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)	11	12	13	11	3
Social media companies cannot be trusted to self-regulate when it comes to making their platforms safe for children (under 16)	69	67	73	80	80
Don't know	20	21	14	9	17

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	2	2	1	5	2
Oppose	4	5	3	2	2
<b>TOTAL OPPOSE</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>7</b>	<b>4</b>
Neither support nor oppose	15	18	11	16	13
Support	37	37	37	43	41
Strongly support	35	35	43	28	39
<b>TOTAL SUPPORT</b>	<b>72</b>	<b>72</b>	<b>80</b>	<b>71</b>	<b>80</b>
Don't know	7	4	4	5	3

	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
<b>Weighted Sample</b>	<b>1012</b>	80	161	191	180	154	247	241	370	400	483	529	218	205	177	160	102	150
<b>Unweighted Sample</b>	<b>1012</b>	73	149	193	190	169	238	222	383	407	413	599	189	229	191	146	93	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Strongly oppose	2	0	3	2	2	0	1	2	2	1	2	1	2	0	1	2	0	3
Oppose	5	11	6	5	10	1	3	8	8	2	6	5	6	7	4	6	3	4
<b>TOTAL OPPOSE</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>1</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>8</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>7</b>
Neither support nor oppose	18	21	23	24	15	19	12	22	20	15	17	19	16	18	15	25	18	19
Support	38	37	38	34	35	38	42	38	35	41	37	39	42	39	41	25	40	38
Strongly support	30	14	21	28	31	35	37	19	30	36	33	27	27	28	31	37	30	28
<b>TOTAL SUPPORT</b>	<b>68</b>	<b>51</b>	<b>59</b>	<b>62</b>	<b>66</b>	<b>73</b>	<b>79</b>	<b>57</b>	<b>65</b>	<b>77</b>	<b>70</b>	<b>66</b>	<b>69</b>	<b>67</b>	<b>72</b>	<b>62</b>	<b>70</b>	<b>66</b>
Don't know	7	16	10	7	6	7	5	12	6	6	5	9	7	8	8	5	9	7

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

Strongly oppose	4	9	7	3	5	1	1	8	4	1	4	3	4	5	3	4	0	6
Oppose	5	9	9	6	2	1	4	9	4	3	5	4	5	5	5	2	6	6
<b>TOTAL OPPOSE</b>	<b>9</b>	<b>18</b>	<b>16</b>	<b>9</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>17</b>	<b>8</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>12</b>
Neither support nor oppose	16	27	22	19	12	20	8	24	16	13	18	15	16	18	16	18	12	17
Support	37	25	32	35	44	35	41	29	39	39	34	39	39	37	34	36	38	35
Strongly support	32	14	23	31	32	40	41	20	31	41	32	32	31	30	34	36	37	29
<b>TOTAL SUPPORT</b>	<b>69</b>	<b>39</b>	<b>55</b>	<b>66</b>	<b>76</b>	<b>75</b>	<b>82</b>	<b>49</b>	<b>70</b>	<b>80</b>	<b>66</b>	<b>71</b>	<b>70</b>	<b>67</b>	<b>68</b>	<b>72</b>	<b>75</b>	<b>64</b>
Don't know	6	15	8	6	6	4	4	10	6	4	5	7	5	5	9	4	7	8

**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	51	46	36	55	53	56	57	39	54	57	48	55	53	50	48	63	47	45
A fair amount of harm	32	38	44	30	29	30	27	42	30	28	35	29	34	31	35	26	33	34
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>83</b>	<b>84</b>	<b>80</b>	<b>85</b>	<b>82</b>	<b>86</b>	<b>84</b>	<b>81</b>	<b>84</b>	<b>85</b>	<b>83</b>	<b>84</b>	<b>87</b>	<b>81</b>	<b>83</b>	<b>89</b>	<b>80</b>	<b>79</b>
Not very much harm	6	7	10	7	8	2	3	9	7	2	6	6	4	6	5	6	10	5
No harm at all	2	0	1	3	1	3	2	1	2	2	2	1	3	3	1	1	1	2
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>9</b>	<b>4</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>11</b>	<b>7</b>
Don't know	9	9	9	5	8	10	11	9	6	11	8	9	6	10	11	5	9	13

**Adults**

A great deal of harm	14	11	15	17	16	12	11	14	17	11	14	14	13	16	10	15	12	17
A fair amount of harm	51	57	50	59	40	49	51	52	50	51	48	53	55	50	47	60	41	47
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>65</b>	<b>68</b>	<b>65</b>	<b>76</b>	<b>56</b>	<b>61</b>	<b>62</b>	<b>66</b>	<b>67</b>	<b>62</b>	<b>62</b>	<b>67</b>	<b>68</b>	<b>66</b>	<b>57</b>	<b>75</b>	<b>53</b>	<b>64</b>
Not very much harm	22	20	21	17	30	24	20	20	24	22	23	21	22	20	26	17	29	21
No harm at all	4	1	3	1	4	2	7	2	3	5	5	2	4	4	2	3	8	3
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>26</b>	<b>21</b>	<b>24</b>	<b>18</b>	<b>34</b>	<b>26</b>	<b>27</b>	<b>22</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>23</b>	<b>26</b>	<b>24</b>	<b>28</b>	<b>20</b>	<b>37</b>	<b>24</b>
Don't know	10	12	11	5	9	12	11	11	7	12	9	10	7	10	15	5	11	13

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

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

Strongly oppose	2	2	2	0	0
Oppose	5	9	3	2	1
<b>TOTAL OPPOSE</b>	<b>7</b>	<b>11</b>	<b>5</b>	<b>2</b>	<b>1</b>
Neither support nor oppose	18	16	12	22	19
Support	38	35	39	50	46
Strongly support	30	33	40	21	29
<b>TOTAL SUPPORT</b>	<b>68</b>	<b>68</b>	<b>79</b>	<b>71</b>	<b>75</b>
Don't know	7	5	4	5	6

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

Strongly oppose	4	4	2	10	2
Oppose	5	6	2	3	5
<b>TOTAL OPPOSE</b>	<b>9</b>	<b>10</b>	<b>4</b>	<b>13</b>	<b>7</b>
Neither support nor oppose	16	17	16	14	11
Support	37	37	37	45	39
Strongly support	32	33	41	26	40
<b>TOTAL SUPPORT</b>	<b>69</b>	<b>70</b>	<b>78</b>	<b>71</b>	<b>79</b>
Don't know	6	4	3	2	4

**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	51	48	64	54	51
A fair amount of harm	32	36	25	31	35
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>83</b>	<b>84</b>	<b>89</b>	<b>85</b>	<b>86</b>
Not very much harm	6	7	4	4	3
No harm at all	2	2	1	4	1
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>8</b>	<b>4</b>
Don't know	9	8	7	7	10

**Adults**

A great deal of harm	14	15	13	16	14
A fair amount of harm	51	45	55	58	57
<b>TOTAL A GREAT DEAL / A FAIR AMOUNT OF HARM</b>	<b>65</b>	<b>60</b>	<b>68</b>	<b>74</b>	<b>71</b>
Not very much harm	22	26	22	15	20
No harm at all	4	4	2	4	3
<b>TOTAL NOT VERY MUCH / NO HARM AT ALL</b>	<b>26</b>	<b>30</b>	<b>24</b>	<b>19</b>	<b>23</b>
Don't know	10	10	8	7	6