

YouGov Survey Results

Sample Size: 1053 adults in Netherlands
Fieldwork: 23rd September - 3rd October 2025

		Age (1)						Age (2)			Gender		Region				2023 Past Vote			
	Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	North	East	West	South	PVV	PvdA-GL	VVD	NSC
Weighted Sample	1053	112	166	155	172	231	218	278	326	449	516	537	106	222	500	224	211	141	137	116
Unweighted Sample	1053	77	125	157	205	256	233	202	362	489	507	546	100	216	245	492	224	144	111	107
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

...what artificial intelligence (AI) is?

A great deal	9	11	18	11	3	8	3	15	7	6	11	6	6	6	8	13	13	12	7	3
A fair amount	41	56	48	48	46	37	23	51	47	30	46	36	36	49	39	39	33	40	41	56
TOTAL A GREAT DEAL / A FAIR AMOUNT	50	67	66	59	49	45	26	66	54	36	57	42	42	55	47	52	46	52	48	59
Not very much	43	28	27	38	46	47	57	27	42	52	36	49	49	37	45	39	45	40	44	36
Not at all	6	2	3	2	5	5	16	3	3	10	6	7	3	7	7	6	8	8	8	4
TOTAL NOT VERY MUCH / NOT AT ALL	49	30	30	40	51	52	73	30	45	62	42	56	52	44	52	45	53	48	52	40
Don't know	2	4	3	1	0	2	1	3	1	2	2	2	6	2	1	2	1	1	1	1

...the issues surrounding artificial intelligence?

A great deal	8	9	14	13	6	7	5	12	9	6	10	7	7	4	9	11	7	11	9	4
A fair amount	35	43	42	39	42	34	21	42	40	28	42	30	23	41	36	35	27	39	37	40
TOTAL A GREAT DEAL / A FAIR AMOUNT	43	52	56	52	48	41	26	54	49	34	52	37	30	45	45	46	34	50	46	44
Not very much	44	39	38	40	42	49	50	38	41	50	38	50	58	43	42	44	51	38	43	48
Not at all	8	5	2	5	9	5	19	3	7	12	8	8	7	9	8	7	9	7	11	6
TOTAL NOT VERY MUCH / NOT AT ALL	52	44	40	45	51	54	69	41	48	62	46	58	65	52	50	51	60	45	54	54
Don't know	4	4	5	2	1	5	5	4	2	5	3	5	6	3	4	3	6	4	1	2

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

Very positive	4	5	8	7	3	1	3	7	5	2	7	2	3	4	4	6	6	2	10	1
Fairly positive	27	32	43	28	24	27	16	38	26	22	30	25	26	28	25	34	24	22	38	42
TOTAL POSITIVE	31	37	51	35	27	28	19	45	31	24	37	27	29	32	29	40	30	24	48	43
Neither positive nor negative	41	41	31	38	49	44	41	35	44	43	41	41	41	38	44	36	46	43	33	39
Fairly negative	18	10	11	15	18	20	29	11	17	24	15	22	16	20	19	17	16	24	18	15
Very negative	7	9	6	7	3	5	9	7	5	7	6	7	9	8	6	5	5	6	2	0
TOTAL NEGATIVE	25	19	17	22	21	25	38	18	22	31	21	29	25	28	25	22	21	30	20	15
Don't know	3	4	1	5	2	4	1	2	4	2	2	3	5	2	3	2	3	3	0	2

Weighted Sample
Unweighted Sample

	Age (1)						Age (2)			Gender		Region				2023 Past Vote			
Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	North	East	West	South	PVV	PvdA-GL	VVD	NSC
1053	112	166	155	172	231	218	278	326	449	516	537	106	222	500	224	211	141	137	116
1053	77	125	157	205	256	233	202	362	489	507	546	100	216	245	492	224	144	111	107
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Several times a day	7	9	13	9	7	7	1	11	8	4	10	4	4	5	8	9	3	7	12	14
Once or twice a day	6	9	7	9	7	6	0	8	8	3	7	5	6	8	4	8	3	8	6	6
Several times a week	11	18	14	17	10	11	4	15	13	7	12	10	14	13	9	13	10	10	15	8
Once or twice a week	9	3	17	15	11	8	2	11	13	5	9	9	10	9	9	9	9	9	9	12
Less often than once a week	16	9	24	17	26	11	7	18	22	9	16	15	14	16	16	15	14	17	12	15
Never	28	38	19	22	25	37	26	27	24	32	23	33	31	29	28	26	37	17	22	22
Not applicable - I do not do this	20	7	5	11	10	17	53	6	11	35	19	20	16	18	21	18	20	26	20	18
Don't know	4	6	2	1	3	2	7	3	2	5	3	4	5	2	4	2	4	5	3	5

Leisure/personal activities

Several times a day	5	6	6	7	5	2	4	6	6	3	7	3	4	6	3	9	4	4	6	7
Once or twice a day	7	12	12	8	6	4	4	12	7	4	8	6	11	9	4	10	5	11	10	7
Several times a week	16	15	21	17	13	20	8	18	15	14	16	15	16	13	17	16	9	20	19	28
Once or twice a week	15	21	21	17	17	13	7	21	17	10	16	14	18	16	16	11	19	11	15	10
Less often than once a week	21	24	21	26	22	20	16	22	24	18	22	20	13	22	23	19	17	22	17	24
Never	23	14	14	16	25	28	31	14	21	30	20	25	27	24	21	23	30	19	17	10
Not applicable - I do not do this	9	1	3	8	6	10	18	2	7	14	6	11	6	6	10	8	10	11	10	8
Don't know	5	8	1	1	5	3	12	4	3	8	6	5	5	4	7	3	6	3	5	7

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	5	6	2	3	1	2	6	3	1	5	2	4	2	3	4	4	0	8	1
Fairly positive impact	40	32	53	39	41	39	33	45	40	36	45	34	36	45	36	44	40	39	47	58
TOTAL POSITIVE IMPACT	43	37	59	41	44	40	35	51	43	37	50	36	40	47	39	48	44	39	55	59
No impact at all	5	4	6	6	7	3	4	6	6	3	7	3	1	7	5	4	9	2	5	4
Fairly negative impact	33	34	24	34	30	35	37	28	32	36	27	39	30	27	37	30	29	38	29	21
Very negative impact	8	11	6	9	6	8	6	8	7	7	5	10	11	10	7	6	7	6	1	5
TOTAL NEGATIVE IMPACT	41	45	30	43	36	43	43	36	39	43	32	49	41	37	44	36	36	44	30	26
Don't know	12	13	4	10	13	14	17	8	12	15	11	13	18	10	12	12	10	15	10	12

Weighted Sample
Unweighted Sample

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Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Male	Female	North	East	West	South	PVV	PvdA-GL	VVD	NSC
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1053	77	125	157	205	256	233	202	362	489	507	546	100	216	245	492	224	144	111	107
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	3	4	4	3	3	1	2	4	3	1	4	1	3	2	3	3	3	0	7	1
Fairly positive impact	33	31	40	36	35	30	28	37	35	29	42	25	32	35	30	37	27	43	36	53
TOTAL POSITIVE IMPACT	36	35	44	39	38	31	30	41	38	30	46	26	35	37	33	40	30	43	43	54
No impact at all	14	18	17	12	16	12	14	17	14	13	15	14	12	16	15	14	24	15	15	12
Fairly negative impact	20	17	18	17	23	20	21	17	20	21	18	21	24	19	19	20	19	23	18	12
Very negative impact	6	5	7	12	4	5	5	6	8	5	5	7	5	7	6	4	6	3	0	2
TOTAL NEGATIVE IMPACT	26	22	25	29	27	25	26	23	28	26	23	28	29	26	25	24	25	26	18	14
Don't know	24	26	14	20	20	32	30	19	20	31	16	32	25	21	27	22	21	17	24	20

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	69	72	64	74	71	64	73	67	72	68	68	71	61	70	71	69	59	82	69	72
It is more important that new technology such as AI can be developed freely, even if this means that the industry is less regulated	15	9	20	15	15	17	10	15	15	14	18	12	22	14	12	16	18	8	22	16
Don't know	16	19	16	11	14	19	17	17	12	18	14	18	17	15	17	15	23	11	10	12

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	6	11	4	6	6	5	9	5	6	9	4	10	7	5	7	8	1	11	6
Current level of regulation is about right	26	45	28	32	22	23	17	35	27	20	30	23	31	30	22	29	25	24	34	32
Current regulations are too relaxed	47	32	40	45	50	48	57	37	48	52	46	47	39	39	54	43	43	57	41	47
Don't know	21	17	22	18	22	23	21	20	20	22	15	27	21	24	19	21	25	18	13	15

Weighted Sample
Unweighted Sample

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1053	77	125	157	205	256	233	202	362	489	507	546	100	216	245	492	224	144	111	107
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Strongly support	14	8	20	11	20	8	15	15	16	11	21	7	15	11	14	16	15	20	14	9
Tend to support	24	26	25	28	24	23	20	25	26	21	24	23	15	24	23	28	18	26	27	30
TOTAL SUPPORT	38	34	45	39	44	31	35	40	42	32	45	30	30	35	37	44	33	46	41	39
Tend to oppose	30	27	29	32	23	32	36	29	27	34	29	31	37	34	31	23	35	26	28	32
Strongly oppose	10	6	8	7	7	14	15	7	7	14	9	11	9	9	9	14	13	13	9	4
TOTAL OPPOSE	40	33	37	39	30	46	51	36	34	48	38	42	46	43	40	37	48	39	37	36
Don't know	22	33	18	23	26	23	15	24	25	19	16	27	24	22	23	19	20	15	22	25

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	13	13	23	5	15	13	9	19	10	11	15	11	8	8	16	13	15	11	19	9
European companies are competitive with tech companies from this country	43	49	30	39	42	42	54	37	40	48	43	42	37	45	45	40	41	36	51	57
European companies are inferior to tech companies from this country	22	22	29	34	23	17	14	26	28	16	27	17	26	25	18	28	20	30	16	15
Don't know	22	16	18	22	21	27	23	17	21	25	14	29	29	22	21	20	24	23	14	19

China

European companies are superior to tech companies from this country	10	23	8	10	15	8	4	14	13	6	14	7	2	12	10	13	8	8	12	10
European companies are competitive with tech companies from this country	32	31	30	32	32	26	40	30	32	33	34	30	34	30	32	31	37	32	37	28
European companies are inferior to tech companies from this country	35	26	39	39	31	37	32	34	35	35	36	33	36	33	34	36	29	34	36	45
Don't know	23	19	24	19	22	28	25	22	21	27	16	31	27	25	24	20	27	27	15	17