

YouGov European Political Monthly Survey Results

Sample Size: 1080 adults in Spain

Fieldwork: 23rd - 29th September 2025

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	East	South	Madrid Metropolitan	North	North West	Centre	PP	PSOE	VOX	SUMAR
	1080	91	149	206	211	173	251	240	417	423	525	555	241	144	246	151	106	60	132	285	273	107	106
	1080	51	131	217	227	192	262	182	444	454	536	544	241	135	238	173	99	67	127	268	259	114	123
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

...what artificial intelligence (AI) is?

A great deal	11	18	22	11	9	8	6	21	10	6	13	9	9	14	12	16	7	10	7	8	9	15	9
A fair amount	44	51	49	46	48	39	36	50	47	37	45	42	43	41	43	45	47	45	45	46	45	44	44
TOTAL A GREAT DEAL / A FAIR AMOUNT	55	69	71	57	57	47	42	71	57	43	58	51	52	55	55	61	54	55	52	54	54	59	53
Not very much	37	23	23	36	39	44	43	23	38	43	34	39	38	36	36	33	37	33	41	38	36	33	41
Not at all	6	3	2	4	3	9	13	2	4	11	5	7	6	5	8	5	7	8	4	5	7	6	6
TOTAL NOT VERY MUCH / NOT AT ALL	43	26	25	40	42	53	56	25	42	54	39	46	44	41	44	38	44	41	45	43	43	39	47
Don't know	2	5	4	3	1	1	3	4	2	2	3	2	3	4	1	1	2	3	3	3	2	1	0
...the issues surrounding artificial intelligence?																							
A great deal	12	16	19	15	11	10	7	18	13	8	13	11	10	12	14	14	12	17	10	10	13	14	11
A fair amount	44	59	41	46	51	37	38	48	49	38	45	43	45	45	42	47	39	41	48	44	45	39	47
TOTAL A GREAT DEAL / A FAIR AMOUNT	56	75	60	61	62	47	45	66	62	46	58	54	55	57	56	61	51	58	58	54	58	53	58
Not very much	34	15	34	31	33	43	40	27	32	41	32	37	37	31	33	34	39	28	35	38	33	31	36
Not at all	6	5	3	5	3	9	11	3	4	10	6	6	6	4	9	5	7	10	4	4	7	9	3
TOTAL NOT VERY MUCH / NOT AT ALL	40	20	37	36	36	52	51	30	36	51	38	43	43	35	42	39	46	38	39	42	40	40	39
Don't know	3	5	3	3	3	2	4	4	3	3	3	3	2	8	2	1	3	5	3	3	2	6	2

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

Very positive	5	3	6	7	5	5	5	5	6	5	7	3	5	7	8	2	1	8	5	3	4	9	5
Fairly positive	32	40	33	29	32	31	31	36	31	31	37	27	32	27	32	40	25	36	31	40	33	33	22
TOTAL POSITIVE	37	43	39	36	37	36	36	41	37	36	44	30	37	34	40	42	26	44	36	43	37	42	27
Neither positive nor negative	40	32	40	41	42	45	37	37	42	40	35	45	36	49	39	38	45	35	42	41	41	34	44
Fairly negative	15	16	15	15	16	11	17	15	16	15	13	17	19	11	12	16	16	12	16	10	16	16	20
Very negative	5	6	5	4	5	4	6	6	4	5	5	4	6	4	5	2	9	5	4	3	4	7	7
TOTAL NEGATIVE	20	22	20	19	21	15	23	21	20	20	18	21	25	15	17	18	25	17	20	13	20	23	27
Don't know	3	3	1	3	1	4	4	2	2	4	2	3	2	3	4	1	4	5	3	3	2	2	1

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	East	South	Madrid Metropolitan	North	North West	Centre	PP	PSOE	VOX	SUMAR
1080	91	149	206	211	173	251	240	417	423	525	555	241	144	246	151	106	60	132	285	273	107	106
1080	51	131	217	227	192	262	182	444	454	536	544	241	135	238	173	99	67	127	268	259	114	123
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Work

Several times a day	8	14	12	9	11	5	3	13	10	4	8	8	7	8	9	8	8	7	11	10	9	6	8
Once or twice a day	4	9	9	7	3	3	1	9	5	2	5	4	7	5	3	7	1	1	6	5	5	9	4
Several times a week	10	21	20	12	10	6	4	20	11	5	14	8	10	10	11	17	6	10	9	12	9	12	10
Once or twice a week	7	5	10	9	12	4	2	8	11	3	8	6	10	3	6	10	7	6	6	5	7	5	5
Less often than once a week	14	15	16	17	15	16	8	16	16	11	12	16	15	14	15	12	19	6	15	17	14	7	21
Never	33	17	24	33	35	41	38	21	34	39	33	33	29	39	31	32	43	34	32	28	31	45	38
Not applicable - I do not do this	20	17	5	11	12	23	44	10	11	35	17	24	21	20	25	14	12	32	20	21	23	12	15
Don't know	2	3	3	2	2	2	1	3	2	1	3	1	2	1	1	1	4	3	2	2	1	3	0

Leisure/personal activities

Several times a day	6	14	3	7	7	3	3	7	7	3	7	4	5	6	5	4	2	9	9	8	5	6	4
Once or twice a day	4	8	8	5	3	2	2	8	4	2	5	4	6	2	4	6	2	3	2	3	7	7	1
Several times a week	18	28	22	20	19	12	12	24	19	12	21	15	14	14	20	27	15	16	17	19	17	16	25
Once or twice a week	13	20	23	13	13	12	6	22	13	8	13	13	14	11	16	12	9	14	12	13	15	7	9
Less often than once a week	20	11	25	21	19	28	13	20	20	19	18	21	19	23	17	18	23	19	22	22	16	18	19
Never	26	12	13	24	28	29	35	13	26	33	24	28	27	29	25	22	35	13	24	22	23	36	30
Not applicable - I do not do this	11	6	1	7	8	12	22	3	8	18	8	13	12	12	10	7	8	19	11	11	13	5	10
Don't know	3	1	3	2	3	2	6	3	3	5	4	3	3	3	3	4	4	7	3	2	4	5	3

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	6	12	8	8	5	5	5	9	6	5	9	4	7	5	9	3	5	7	7	4	7	10	7
Fairly positive impact	44	46	46	39	43	45	44	46	41	45	45	43	40	42	45	57	33	38	45	55	42	39	33
TOTAL POSITIVE IMPACT	50	58	54	47	48	50	49	55	47	50	54	47	47	47	54	60	38	45	52	59	49	49	40
No impact at all	7	4	7	8	6	7	8	6	7	7	8	6	6	8	8	7	4	9	8	7	8	9	5
Fairly negative impact	25	18	24	32	32	22	20	22	32	21	21	29	30	28	19	17	32	34	25	20	26	26	32
Very negative impact	5	9	6	4	5	4	5	7	5	4	6	4	2	4	7	6	8	8	3	3	4	5	7
TOTAL NEGATIVE IMPACT	30	27	30	36	37	26	25	29	37	25	27	33	32	32	26	23	40	42	28	23	30	31	39
Don't know	13	11	10	9	10	16	18	10	9	17	12	13	14	13	13	10	17	4	12	11	13	12	17

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	East	South	Madrid Metropolitan	North	North West	Centre	PP	PSOE	VOX	SUMAR
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1080	51	131	217	227	192	262	182	444	454	536	544	241	135	238	173	99	67	127	268	259	114	123
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	9	5	6	4	4	5	6	5	5	7	3	5	5	7	3	3	5	5	4	6	6	6
Fairly positive impact	34	30	33	29	33	39	36	32	31	37	39	28	33	34	33	45	27	33	29	42	37	37	21
TOTAL POSITIVE IMPACT	39	39	38	35	37	43	41	38	36	42	46	31	38	39	40	48	30	38	34	46	43	43	27
No impact at all	15	20	20	17	14	9	14	20	16	12	17	13	13	11	19	15	15	18	16	19	16	22	13
Fairly negative impact	17	18	15	21	22	14	12	16	22	13	16	18	22	19	11	10	20	24	20	13	15	15	20
Very negative impact	4	4	7	3	3	5	4	6	3	4	4	5	3	3	5	5	6	4	1	3	3	6	5
TOTAL NEGATIVE IMPACT	21	22	22	24	25	19	16	22	25	17	20	23	25	22	16	15	26	28	21	16	18	21	25
Don't know	25	20	20	24	23	29	28	20	24	29	17	32	23	28	25	21	28	16	29	19	24	15	35

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	73	63	71	73	76	74	74	68	75	74	67	78	72	73	71	75	69	81	75	77	75	65	80
It is more important that new technology such as AI can be developed freely, even if this means that the industry is less regulated	16	27	20	17	13	13	13	22	15	13	23	9	16	15	17	19	11	13	16	14	13	22	13
Don't know	11	10	9	10	11	13	13	10	11	13	10	12	12	12	12	6	20	6	9	9	12	13	6

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	8	16	13	8	8	6	6	14	8	6	13	5	7	6	11	9	9	9	8	8	5	23	4
Current level of regulation is about right	33	27	41	31	29	32	36	36	30	34	36	30	32	36	37	38	18	22	34	39	36	33	27
Current regulations are too relaxed	37	30	26	39	43	38	38	28	41	38	32	41	39	38	28	35	45	47	38	33	39	22	50
Don't know	22	27	20	23	21	24	21	22	22	22	20	24	21	20	24	18	28	22	20	20	20	23	19

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	East	South	Madrid Metropolitan	North	North West	Centre	PP	PSOE	VOX	SUMAR
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1080	51	131	217	227	192	262	182	444	454	536	544	241	135	238	173	99	67	127	268	259	114	123
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Strongly support	39	21	32	44	42	39	43	28	43	42	43	35	38	40	40	38	35	55	35	36	38	45	38
Tend to support	27	34	37	26	24	23	22	36	25	23	24	29	29	29	27	25	24	21	27	25	32	20	25
TOTAL SUPPORT	66	55	69	70	66	62	65	64	68	65	67	64	67	69	67	63	59	76	62	61	70	65	63
Tend to oppose	13	16	13	11	14	14	13	14	13	13	13	14	14	12	14	12	15	6	15	16	12	7	15
Strongly oppose	10	18	12	6	9	12	10	14	8	11	11	10	10	10	8	15	11	9	9	12	8	18	5
TOTAL OPPOSE	23	34	25	17	23	26	23	28	21	24	24	24	24	22	22	27	26	15	24	28	20	25	20
Don't know	11	11	7	12	11	11	12	8	12	12	10	12	9	9	12	10	15	10	14	11	10	11	18

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	10	17	12	11	11	8	5	14	11	6	10	9	8	10	11	8	8	9	13	8	11	13	16
European companies are competitive with tech companies from this country	43	38	37	46	46	43	42	38	46	42	40	45	42	48	37	47	44	42	43	44	46	39	46
European companies are inferior to tech companies from this country	32	29	38	28	29	31	35	34	29	34	37	27	34	28	35	37	23	36	27	34	29	33	26
Don't know	16	17	13	15	15	18	17	14	15	18	12	20	17	15	16	8	26	13	17	14	14	15	12

China

European companies are superior to tech companies from this country	7	6	10	9	8	3	5	8	9	5	7	7	7	9	8	8	1	5	7	8	7	13	6
European companies are competitive with tech companies from this country	30	25	32	28	27	31	32	29	28	32	33	27	31	35	26	37	29	26	23	31	31	34	30
European companies are inferior to tech companies from this country	49	55	45	49	51	51	45	49	50	48	50	48	46	43	52	47	46	56	55	49	49	40	50
Don't know	15	13	14	14	13	14	17	14	14	16	10	18	16	14	14	8	24	13	15	12	13	14	13