

# YouGov / People vs Big Tech Survey Results

Sample Size: 2323 adults in Germany

Fieldwork: 13th-16th June 2025

		Age						Gender		Region							
Total		18-24	24-34	35-44	45-54	55-64	65+	Male	Female	Nielsen 1: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein	Nielsen 2: Nordrhein-Westfalen	Nielsen 3a: Hessen, Rheinland-Pfalz, Saarland	Nielsen 3b: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	Nielsen 7: Sachsen, Thüringen
Weighted Sample	2323	148	354	393	330	475	623	1134	1189	377	502	318	308	367	101	178	171
Unweighted Sample	2323	120	297	350	331	566	659	1078	1245	373	495	338	249	360	134	167	207
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Given the choice, would you prefer to use social media platforms that are based in the US or Europe, or do you have no preference?

Based in the US	4	2	5	3	6	4	2	5	3	4	4	4	4	3	4	3	3
Based in Europe	46	60	45	45	42	46	46	45	46	53	48	46	47	45	41	36	33
I have no preference	28	21	35	33	31	28	22	30	26	22	26	29	25	31	30	37	36
Not applicable - I would not use social media platforms, regardless of where they are based	16	8	8	12	15	16	26	16	16	18	15	13	16	15	18	19	20
Don't know	6	9	8	8	6	6	5	4	9	3	7	8	8	6	7	5	8

Generally speaking, do you think European enforcement of laws addressing the influence and power of Big Tech companies is too rigorous, too relaxed, or about right?

Too rigorous	6	5	5	5	7	8	6	8	4	7	6	7	5	5	4	8	8
About right	22	29	30	27	24	18	16	24	21	21	20	25	23	21	28	27	22
Too relaxed	47	44	40	42	41	48	56	52	42	52	47	46	44	50	40	37	45
Don't know	25	22	25	26	28	26	22	16	33	20	27	22	28	24	29	28	24

Which of the following comes closest to your view?

Europe should continue to enforce European laws on Big Tech companies, even if this damages relations with President Trump	65	71	60	56	60	67	74	73	59	68	66	64	68	67	67	57	60
Europe should relax the enforcement of European laws on Big Tech companies, to improve relations with President Trump	13	5	16	20	15	14	8	15	11	11	14	13	14	8	10	17	19
Don't know	21	24	24	24	25	19	18	12	31	20	19	22	19	25	23	26	20

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	2025 Past Vote						
	Total	SPD	CDU/ CSU	Bündnis 90/ Die Grünen	AfD	FDP	Die Linke
Weighted Sample	2323	300	521	213	377	79	160
Unweighted Sample	2323	328	486	231	436	94	217
	%	%	%	%	%	%	%

Given the choice, would you prefer to use social media platforms that are based in the US or Europe, or do you have no preference?

Based in the US	4	0	2	1	12	4	1
Based in Europe	46	59	57	70	21	42	59
I have no preference	28	21	20	16	44	38	23
Not applicable - I would not use social media platforms, regardless of where they are based	16	17	16	11	18	16	13
Don't know	6	1	5	2	5	1	5

Generally speaking, do you think European enforcement of laws addressing the influence and power of Big Tech companies is too rigorous, too relaxed, or about right?

Too rigorous	6	3	3	2	19	11	2
About right	22	20	23	17	26	32	15
Too relaxed	47	59	53	71	27	42	63
Don't know	25	18	20	11	28	15	20

Which of the following comes closest to your view?

Europe should continue to enforce European laws on Big Tech companies, even if this damages relations with President Trump	65	83	74	88	37	60	82
Europe should relax the enforcement of European laws on Big Tech companies, to improve relations with President Trump	13	5	8	4	37	24	3
Don't know	21	12	18	8	26	16	15

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	Age							Gender		Region							
	Total	18-24	24-34	35-44	45-54	55-64	65+	Male	Female	Nielsen 1: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein	Nielsen 2: Nordrhein-Westfalen	Nielsen 3a: Hessen, Rheinland-Pfalz, Saarland	Nielsen 3b: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	Nielsen 7: Sachsen, Thüringen
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Big Tech companies and their CEOs have close relationships with President Donald Trump.  
Generally speaking, do you think this is a good or a bad thing?

A very good thing	2	0	4	3	3	3	1	4	1	3	3	2	2	1	1	4	4
A fairly good thing	5	3	5	6	8	5	4	5	5	4	2	7	8	2	7	6	12
<b>TOTAL GOOD THING</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>3</b>	<b>8</b>	<b>10</b>	<b>16</b>
Neither good nor bad thing	26	16	32	32	27	25	19	26	25	22	27	26	26	24	27	27	31
A fairly bad thing	26	33	23	24	24	28	28	25	27	28	27	29	24	28	21	25	22
A very bad thing	31	34	25	26	27	31	40	34	28	37	34	26	30	36	30	24	22
<b>TOTAL BAD THING</b>	<b>57</b>	<b>67</b>	<b>48</b>	<b>50</b>	<b>51</b>	<b>59</b>	<b>68</b>	<b>59</b>	<b>55</b>	<b>65</b>	<b>61</b>	<b>55</b>	<b>54</b>	<b>64</b>	<b>51</b>	<b>49</b>	<b>44</b>
Don't know	9	14	10	9	10	8	7	5	13	6	7	11	10	9	13	14	9

Do you think Big Tech companies like Meta, Google and X are generally more or less powerful than the EU, or are they equally powerful?

Big Tech companies are much more powerful	20	14	11	17	20	25	23	21	18	19	20	17	21	20	19	16	26
Big Tech companies are slightly more powerful	28	36	26	27	29	26	28	28	27	31	29	26	30	29	20	22	25
<b>TOTAL BIG TECH COMPANIES ARE MORE POWERFUL</b>	<b>48</b>	<b>50</b>	<b>37</b>	<b>44</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>49</b>	<b>45</b>	<b>50</b>	<b>49</b>	<b>43</b>	<b>51</b>	<b>49</b>	<b>39</b>	<b>38</b>	<b>51</b>
Big Tech companies and the EU are equally powerful	14	13	20	17	14	11	12	16	13	12	14	16	10	14	18	18	18
Big Tech companies are slightly less powerful	9	18	13	10	7	6	7	12	6	9	10	9	11	8	8	9	4
Big Tech companies are much less powerful	3	2	3	5	3	3	3	5	1	5	2	2	3	3	8	3	1
<b>TOTAL BIG TECH COMPANIES ARE LESS POWERFUL</b>	<b>12</b>	<b>20</b>	<b>16</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>17</b>	<b>7</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>5</b>
Don't know	26	18	26	25	27	29	27	18	35	24	25	30	24	25	28	32	25

Generally speaking, do you think Big Tech companies have a positive or negative impact on democracy in European countries?

Large positive impact	3	0	4	5	4	4	3	4	2	6	2	4	3	2	3	2	6
Small positive impact	6	6	8	8	5	5	5	7	5	5	5	5	8	5	12	8	6
<b>TOTAL POSITIVE IMPACT</b>	<b>9</b>	<b>6</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>11</b>	<b>7</b>	<b>15</b>	<b>10</b>	<b>12</b>
Neither positive nor negative	30	25	34	36	32	27	26	30	30	30	30	30	28	30	30	31	33
Small negative impact	22	31	17	16	23	23	24	23	20	26	22	23	21	22	14	17	17
Large negative impact	20	16	17	13	19	22	27	25	16	20	23	16	21	25	20	16	19
<b>TOTAL NEGATIVE IMPACT</b>	<b>42</b>	<b>47</b>	<b>34</b>	<b>29</b>	<b>42</b>	<b>45</b>	<b>51</b>	<b>48</b>	<b>36</b>	<b>46</b>	<b>45</b>	<b>39</b>	<b>42</b>	<b>47</b>	<b>34</b>	<b>33</b>	<b>36</b>
Don't know	18	21	21	21	18	19	15	10	27	14	19	21	19	16	20	27	20

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Weighted Sample		2323	300	521	213	377	79	160
Unweighted Sample		2323	328	486	231	436	94	217
		%	%	%	%	%	%	%

Big Tech companies and their CEOs have close relationships with President Donald Trump.  
Generally speaking, do you think this is a good or a bad thing?

A very good thing	2	1	2	0	8	5	1
A fairly good thing	5	3	4	2	15	4	2
<b>TOTAL GOOD THING</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>23</b>	<b>9</b>	<b>3</b>
Neither good nor bad thing	26	16	21	9	44	39	10
A fairly bad thing	26	29	31	30	14	29	28
A very bad thing	31	50	35	56	11	17	54
<b>TOTAL BAD THING</b>	<b>57</b>	<b>79</b>	<b>66</b>	<b>86</b>	<b>25</b>	<b>46</b>	<b>82</b>
Don't know	9	2	8	3	9	5	5

Do you think Big Tech companies like Meta, Google and X are generally more or less powerful than the EU, or are they equally powerful?

Big Tech companies are much more powerful	20	20	22	22	22	26	17
Big Tech companies are slightly more powerful	28	32	30	26	26	34	31
<b>TOTAL BIG TECH COMPANIES ARE MORE POWERFUL</b>	<b>48</b>	<b>52</b>	<b>52</b>	<b>48</b>	<b>48</b>	<b>60</b>	<b>48</b>
Big Tech companies and the EU are equally powerful	14	14	15	11	16	8	12
Big Tech companies are slightly less powerful	9	7	10	15	7	14	12
Big Tech companies are much less powerful	3	5	2	6	4	3	3
<b>TOTAL BIG TECH COMPANIES ARE LESS POWERFUL</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>21</b>	<b>11</b>	<b>17</b>	<b>15</b>
Don't know	26	22	21	19	24	16	25

Generally speaking, do you think Big Tech companies have a positive or negative impact on democracy in European countries?

Large positive impact	3	2	3	2	8	6	2
Small positive impact	6	5	7	2	9	10	3
<b>TOTAL POSITIVE IMPACT</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>4</b>	<b>17</b>	<b>16</b>	<b>5</b>
Neither positive nor negative	30	25	29	22	44	40	21
Small negative impact	22	29	27	23	12	17	29
Large negative impact	20	27	21	43	10	16	32
<b>TOTAL NEGATIVE IMPACT</b>	<b>42</b>	<b>56</b>	<b>48</b>	<b>66</b>	<b>22</b>	<b>33</b>	<b>61</b>
Don't know	18	12	13	8	18	12	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closest to your view?

The EU should break Big Tech companies up into separate parts	38	34	31	35	34	39	44	44	31	37	40	39	38	37	39	32	38
The EU should not break big Tech companies up into separate parts	23	22	32	26	24	22	16	28	18	24	22	20	22	25	23	25	21
Don't know	40	44	36	39	42	40	39	28	51	39	39	41	40	38	38	44	41

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Unweighted Sample	2323	328	486	231	436	94	217	
		%	%	%	%	%	%	%

Which of the following statements comes  
closest to your view?

The EU should break Big Tech companies up into separate parts	38	50	42	50	22	35	54
The EU should not break big Tech companies up into separate parts	23	15	23	14	40	41	8
Don't know	40	34	36	36	38	24	38