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Document prepared by Pierre Dieumegard for [Europe-Democracy-Esperanto](#)

The purpose of this "provisional" document is to enable more people in the European Union to become aware of documents produced by the European Union (and financed by their taxes).

If there are no translations, citizens are excluded from the debate.

This document "Eurobarometer" [only existed in English](#), in a pdf-file . From the initial file, we created a odt-file, prepared by Libre Office software, for machine translation to other languages. The results are now available in [all official languages](#).

It is desirable that the EU administration takes over the translation of important documents. "Important documents" are not only laws and regulations, but also the important information needed to make informed decisions together.

In order to discuss our common future together, and to enable reliable translations, the international language Esperanto would be very useful because of its simplicity, regularity and accuracy.

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INTRODUCTION

This Flash Eurobarometer provides an overview of European citizens' attitudes towards social media. It examines attitudes towards key themes, such as: (1) information habits and sources for social and political current affairs; (2) social media usage patterns and preferences for information on current affairs; (3) exposure and response to disinformation and trust in messengers; (4) engagement with influencers and content creators on social media; (5) audience and preferences for institutional accounts and political content on social media; (6) preferred formats and content types for political content on social media; (7) attitudes towards the European Union.

On behalf of the European Parliament's Directorate-General for Communication, Ipsos European Public Affairs interviewed a representative sample of EU citizens, aged 15 and over, in each of the 27 Member States of the European Union (EU). Between 11 and 18 June 2025, 26 121 interviews were conducted via computer-assisted web interviewing (CAWI), using Ipsos' online panels and their partner network.

Notes

- Survey results are subject to sampling tolerances meaning that not all apparent differences between countries and socio-demographic groups may be statistically significant. Thus, only differences that are statistically significant (at the 5% confidence level) – i.e. where it can be reasonably certain that they are unlikely to have occurred by chance – are highlighted in the text.
- Percentages may not add up to 100%, as they are rounded to the nearest percent. Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text. Response percentages exceed 100% if the question allowed respondents to select multiple responses.
- This Flash Eurobarometer builds on the work of previous reports, such as European Parliament's Media and News surveys of 2022¹ and 2023². Where possible, the report looks at trend changes at EU27 and national level, compared to 2022¹ and 2023². The term percentage point is used when comparing two different percentages (the abbreviation is pp). Trend differences are calculated from percentages with one decimal and are then rounded to the nearest integer.

1 See: <https://europa.eu/eurobarometer/surveys/detail/2832>

2 See: <https://europa.eu/eurobarometer/surveys/detail/3153>

- In this report, countries are referred to by their official abbreviation. The abbreviations used in this report are indicated below.

BE	Belgium	LT	Lithuania
BG	Bulgaria	LU	Luxembourg
CZ	Czechia	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	Netherlands
EE	Estonia	AT	Austria
IE	Ireland	PL	Poland
EL	Greece	PT	Portugal
ES	Spain	RO	Romania
FR	France	SI	Slovenia
HR	Croatia	SK	Slovakia
IT	Italy	FI	Finland
CY	Rep. of Cyprus*	SE	Sweden
LV	Latvia		

* Cyprus as a whole is one of the 27 EU Member States. For practical reasons, interviews are only carried out in the part of the country controlled by the government of the Republic of Cyprus.

KEY FINDINGS

Information habits and sources

Just over four in ten (42%) respondents report that they ‘frequently’ discuss social and political current affairs when getting together with friends or relatives, and about half (51%) mention doing so ‘occasionally’. Fewer than one in ten (6%) respondents indicate that they ‘never’ do so.

Two-thirds (66%) of respondents use traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.) to follow content on social and political current affairs on a daily basis. About six in ten (59%) respondents use other digital sources (such as social media, video – or streaming platforms, blogs, online news portals, etc.) to follow content on social and political current affairs on a daily basis.

Asked about information sources used for getting information on social and political current affairs, about seven in ten (71%) indicate using the TV. More than four in ten (43%) mention the radio, closely followed by printed newspapers and magazines or their online versions (41%), search engines (e.g. Google Search or Bing) (40%), social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) (40%) and friends, family and colleagues (40%).

Just over four in ten respondents (42%) answer that TV has become more important for them over the last year. One in five (25%) point to social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.), and fewer than one in four report increased importance, over the last year, of printed newspapers and magazines or their online versions (19%), the radio (18%) and search engines (e.g. Google Search or Bing) (18%).

Respondents were asked about a range of topics on social and political current affairs that they generally follow or pay attention to. About six in ten (61%) mention public health and healthcare systems. Over four in ten indicate generally following or paying attention to democracy and the rule of law (47%), migration and asylum (45%) or action against climate change (43%). Four in ten respondents (40%) report following or paying attention to the EU’s defence and security, the same share mention (40%) poverty reduction and social inclusion. More than one-third of respondents point to support to the economy and the creation of jobs (37%), as well as foreign policy and trade (36%), as topics of interest in social and political current affairs. Smaller shares answer they are following or paying attention to agriculture and food security (28%) and the EU’s autonomy in the fields of industry and energy (19%).

Social media use

Users of social media and platforms for current affairs information were asked to identify the platforms they use the most for this purpose. Over one in two users indicate Facebook (58%) and YouTube (57%) as the most important ones, followed by Instagram (46%). Fewer than one-third of users mention TikTok (31%), WhatsApp (27%) and X (Twitter) (25%), and at least one in ten point to Telegram (13%) and LinkedIn (10%) as important platforms.

The survey findings reveal a combination of active and passive consumption of social and political information on social media, with many users both intentionally seeking out content and unexpectedly encountering it during casual browsing. Just over three-quarters (76%) of respondents agree with the statement ‘When browsing social media, I sometimes read social and political information that I have come across by chance, even though I was not actively searching for it’. On the other hand, two-thirds (66%) of social media and platforms users agree with the statement ‘I actively search for information about social and political current affairs on social media’.

Respondents in the survey were asked in which ways, if any, they engaged with social and political content on social media. Over one-third of respondents report that they read or view content on their feed(s) (38%) or that they like or react to posts (36%). Fewer than one in four (23%) respondents comment on posts, and fewer than one in five share others' posts on their profile or stories (19%) or share content through direct messages or private chats (18%). About one in ten (11%) create and post their own original content (e.g. thoughts/opinions on issues).

Exposure and response to disinformation and trust in messengers

Asked how often they think they have personally been exposed to disinformation and fake news over the past seven days, over one-third of respondents indicate they have been exposed 'very often' (12%) or 'often' (23%). Three in ten respondents (31%) report they have 'sometimes' been exposed to disinformation and fake news over the past week, and fewer than one in four report they have 'rarely' (16%) or 'never' (7%) been exposed.

Just over six in ten respondents feel confident that they can recognise disinformation when they encounter it (12% 'very confident', 49% 'somewhat confident'). About three in ten are, on the other hand, not confident in their ability to recognise disinformation (of which 26% 'not very confident' and 6% 'not at all confident').

Respondents were then asked what they typically do, when they are unsure whether a piece of information on social media is disinformation. About one in two (49%) respondents mention cross-checking it with other sources of information to see if they are saying the same thing. Four in ten (40%) respondents indicate that they look at who posted it to check if it's from a trusted or distrusted source. About one-third (34%) of respondents report that they check if it's recent news, not an old story being shared again, and fewer than three in ten answer that they check the comments to see what other people are saying about it (29%), check if the pictures or videos look real or fake (25%), or look out for spelling or grammar mistakes (24%). Fewer than two in ten respondents mention that, in order to verify whether a piece of information on social media is disinformation, they either ask people they trust what they think (18%) or use a fact-checking tool or website (14%). Notably, one in ten (10%) respondents indicate that they do not do anything to verify the information.

Following influencers and content creators

More than one-third of respondents (37%) indicate that they follow influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.). Respondents who report following influencers or content creators on social media were then asked about their preferred content types from these accounts. About four in ten followers mention reviews (e.g. products, books, places, etc.) (39%), commentary on social and political current affairs (38%) and how to's (e.g. tutorials) (38%). These are followed by insight into their everyday life (36%) and motivational content (31%). A smaller proportion of followers, close to one in five (19%), indicate a preference for the promotion and advertising of commercial products.

Preferred formats for political content on social media

Just over two in ten (22%) respondents indicate that they follow what's going on in EU politics 'most of the time', and more than four in ten (44%) respondents report doing so 'from time to time'. Another one-fifth (21%) of respondents mention 'rarely' following what's going on in EU politics. About one in ten (11%) reply that they 'never or almost never' do so.

Respondents who indicate using social media and/or platforms for information on social and political current affairs were then asked about their preferred formats for such information on social

media. More than four in ten users report a preference for short text-based posts (e.g. images with short text, status updates) (46%) and for short videos (e.g. TikTok, Instagram Reels, under 1 minute) (39%). This is followed by a preference for medium-length videos (e.g. 1-5 minutes) (39%) and longer videos (e.g. YouTube, over 5 minutes) (35%), each selected by over one-third of users. About one in four users, on the other hand, express a preference for stories (e.g. Instagram Stories) (26%), longer text-based articles (e.g. articles, blog posts) (25%), live streams or live videos (24%) and podcasts (24%). Smaller shares mention infographics or charts (animated or not) (19%) and newsletters (e.g. LinkedIn newsletters, Substack) (15%).

Respondents using social media and/or platforms for information on social and political current affairs were then also asked to express their video content preferences in relation to current affairs information on social media. More than four in ten users report a preference for videos exploring current affairs in depth (47%), interviews with experts (e.g. academics or political analysts) (44%) and interviews with everyday people or citizens affected by the issue (42%). Just over one-third of users point to interviews with politicians or government officials (34%), and three in ten (30%) users indicate videos combining people on camera with graphics, text, or animations as preferred types of video content about current affairs.

Attitudes towards the EU

Respondents were asked to rate the importance of their country being a Member State of the EU on a scale from 1 to 10, where 1 means 'not at all important' and 10 means 'extremely important'. Overall, across the EU, about two-thirds (66%) of respondents consider their country's membership to be important (scores 8-10) and 15% view it as of low importance (scores 1-4). Fewer than two in ten respondents (16%) select a more moderate stance on the scale (scores 5-6 'Neither important, nor unimportant').

Over six in ten respondents are generally in favour of the EU: 27% are in favour of the EU and the way it is working at present; 37% are rather in favour of the EU, but not the way it is working at present. About one-fifth (21%) of respondents are rather sceptical of the EU, but could change their opinion if the way it works really changes. Fewer than one in ten (8%) respondents are opposed to the idea of the EU in general.

When asked about their trust in various entities, over four in ten respondents indicate that they trust the most friends and family (45%) and scientists (45%). Between one in five and one in ten respondents report trusting the most school teachers or university lecturers (17%), journalists (13%), public institutions (13%), NGOs (11%) and media (10%). Smaller shares trust the most any other entity: private companies (6%), politicians (5%), influencers or content creators (4%) or other (3%). Notably, one in ten (10%) respondents report that they trust none of these listed entities the most.

1. INFORMATION HABITS AND SOURCES

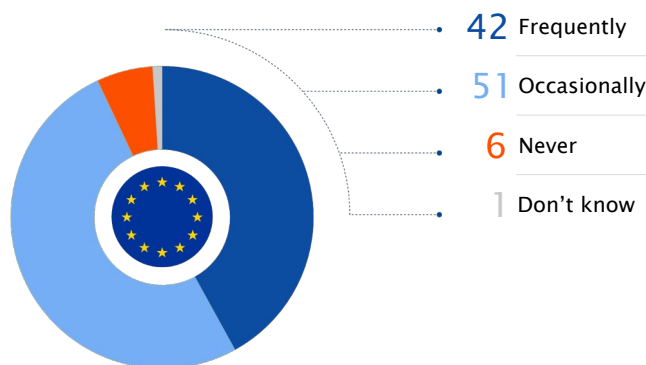
1.1. Frequency of discussing social and political current affairs

Respondents were first asked about the frequency of discussing social and political current affairs when they get together with friends or relatives. Just over four in ten (42%) respondents report that they 'frequently' discuss social and political current affairs when getting together with friends or relatives, and about half (51%) mention doing so 'occasionally'. Fewer than one in ten (6%) respondents indicate that they 'never' do so.

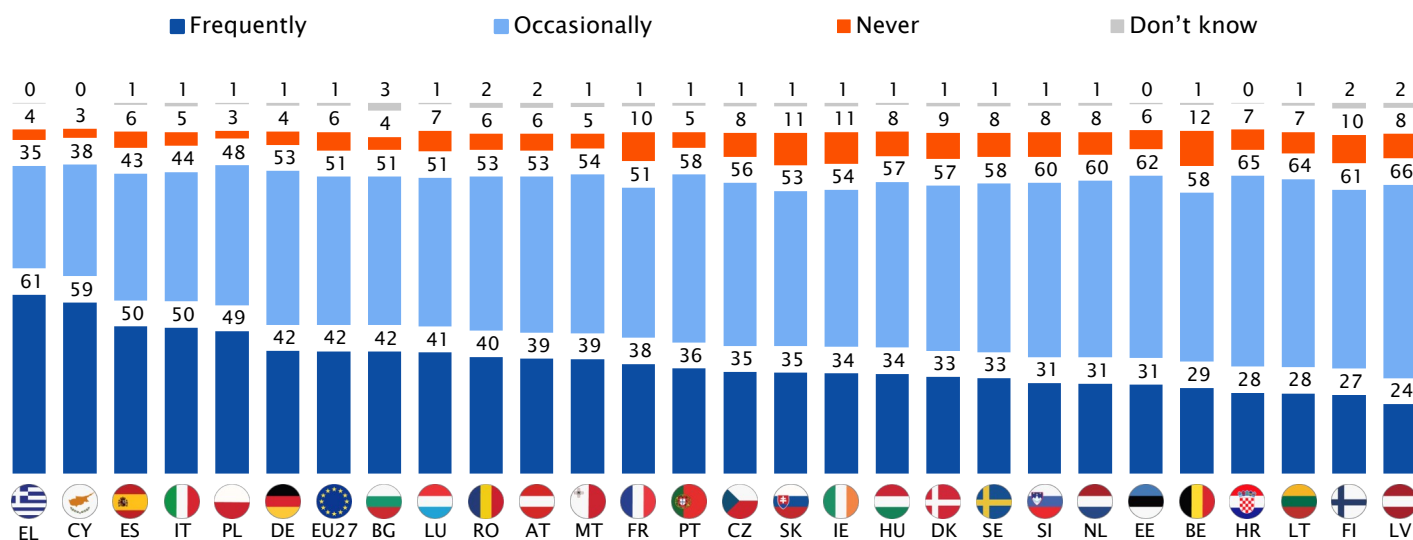
Country differences

About six in ten respondents in Greece (61%) and Cyprus (59%) report to be 'frequently' discussing social and political current affairs when getting together with friends or relatives. In all other Member States, the share of respondents who mention doing so 'frequently' ranges from 24% in Latvia to 49% in Poland and 50% in Italy and Spain.

Q1 When you get together with friends or relatives, how often, if at all, do you discuss social and political current affairs?



Q1 When you get together with friends or relatives, how often, if at all, do you discuss social and political current affairs?



(%) Base: n= 26 121 - All respondents

A majority of respondents in 22 Member States indicate to be 'occasionally' discussing social and political current affairs when getting together with friends or relatives, with the relative size of this majority varying between 51% in Bulgaria, France and Luxembourg, and 66% in Latvia. In contrast, under four in ten respondents in Greece (35%) and Cyprus (38%) 'occasionally' discuss social and political current affairs.

The proportion of respondents reporting that they 'never' discuss social and political current affairs when getting together with friends or relatives ranges from 3% in both Poland and Cyprus to 12% in Belgium.

Socio-demographic considerations

Men (46%) are more likely than women (38%) to report 'frequently' discussing social and political current affairs when getting together with friends or relatives. Women, in turn, are more likely than men to indicate 'occasionally' doing so (54% vs 48%).

Respondents aged 15-24 (38%) are less likely than those aged 25-39 (44%) and 40-54 (42%) to mention that they 'frequently' discuss current affairs when getting together with friends or relatives.

Some differences in the frequency of discussing social and political current affairs are also observed by education. Respondents who completed their education aged 20 and over (47%) are more likely than those who completed it at younger ages (30%-39%) and those still studying (41%) to indicate they 'frequently' discuss current affairs. Those who completed their education aged 15 or below (56%) are, in turn, more likely than those who completed it aged 20 or above (48%) and those still studying (51%) to report 'occasionally' doing so. Those who completed their education aged 15 or below (12%) are also more likely than all other groups (4%-7%) to mention 'never' doing so.

1.2. Frequency of using traditional and digital information sources

The survey results show that EU citizens tend to frequently use both traditional media and other digital sources to follow content on social and political current affairs.

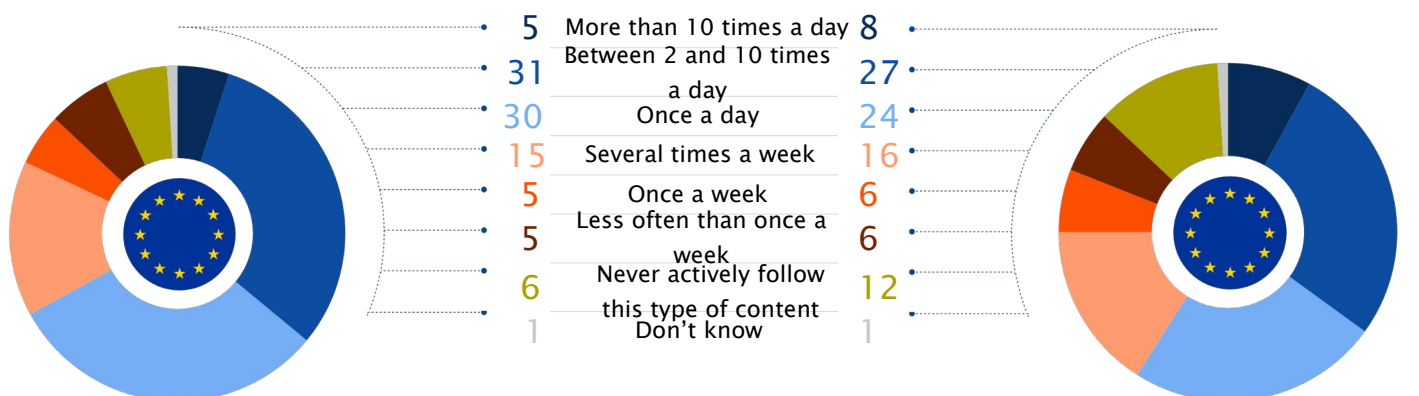
Two-thirds of respondents use traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.) to follow content on social and political current affairs on a daily basis: namely, more than 10 times a day (5%), between 2 and 10 times a day (31%) or once a day (30%). A further 15% do so several times a week. About one in ten respondents report to use traditional media to follow content on social and political current affairs once a week (5%) or less often than once a week (5%). Fewer than one in ten (6%) never actively follow this type of content.

About six in ten (59%) respondents use other digital sources (such as social media, video – or streaming platforms, blogs, online news portals, etc.) to follow content on social and political current affairs on a daily basis, including 8% who do so more than 10 times a day, 27% who do so between 2 and 10 times a day and 24% who do so once a day. A further 22% do so on a weekly basis, of which 16% do so several times a week and 6% once a week. Fewer than one in ten (6%) report doing so less often than once a week. Just over one in ten (12%), on the other hand, mention that they never actively follow this type of content.

Q3 How often do you use the following sources to follow content on social and political current affairs?

Traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.)

Other digital sources (such as social media, video - or streaming platforms, blogs, online news portals, etc.)



(%) Base: n=26 121 – All respondents

Country differences

The frequent use of both traditional media and other digital sources to follow content on social and political current affairs is also visible across all Member States.

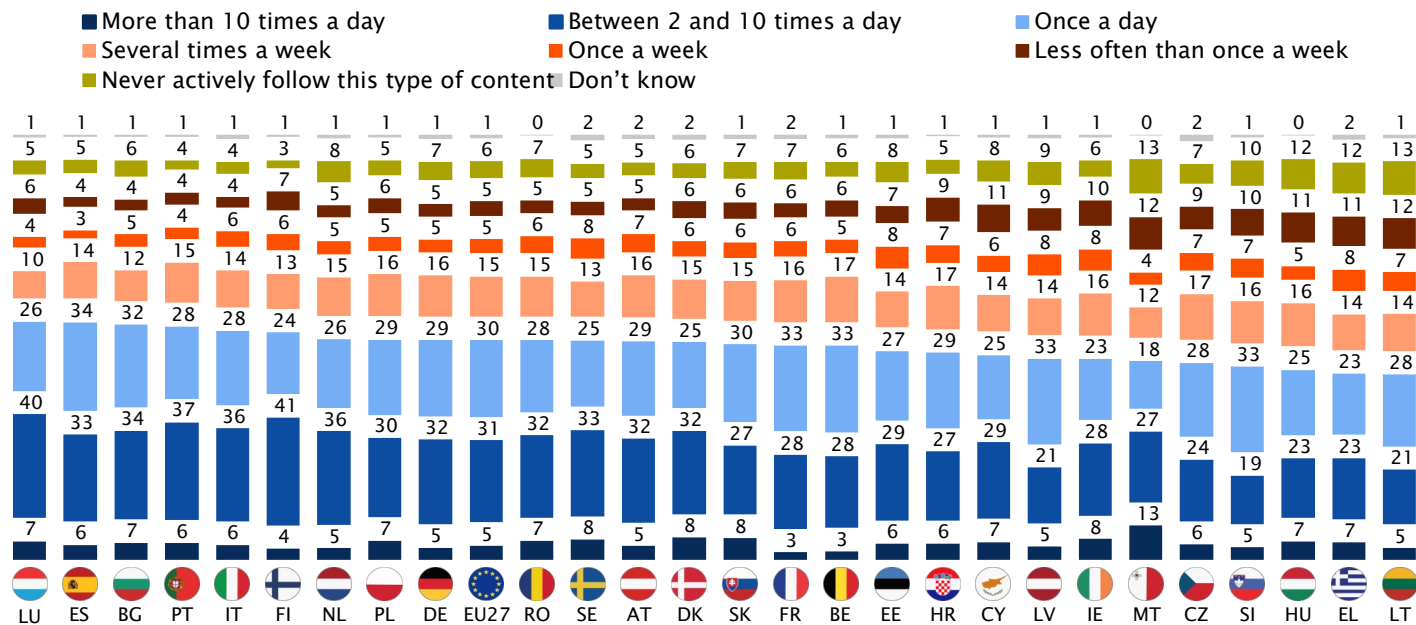
The proportion of respondents using traditional media to follow content on social and political current affairs on a daily basis is above 50% in all Member States. The share of respondents mentioning this ranges from 53% in Greece and Lithuania, to 73% in Spain and Luxembourg.³ In turn, a proportion of respondents varying between 20% (Luxembourg) and 34% (Ireland) report to

³ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

be using traditional media for these purposes on a weekly basis or less often. No more than 13% in any Member State indicate never actively following this type of content.

Q3_1 How often do you use the following sources to follow content on social and political current affairs?

Traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.)

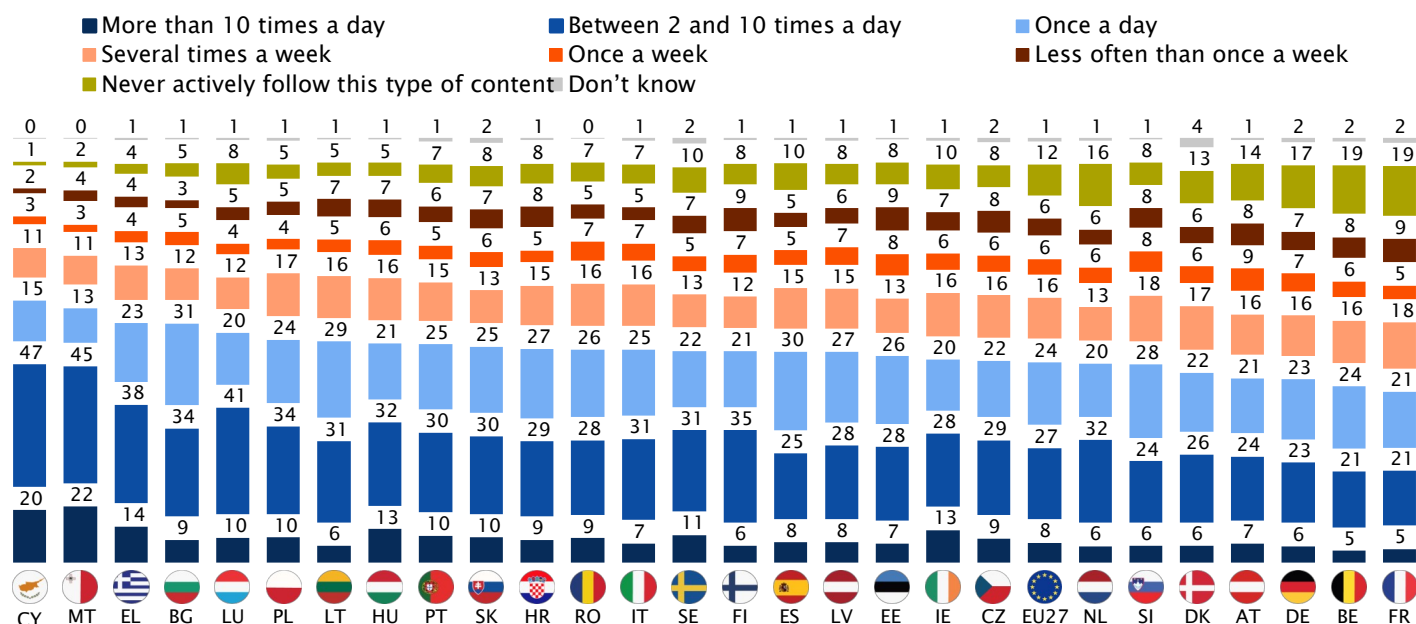


(%) Base: n=26 121 – All respondents

With the exception of France (48%), at least one in two respondents in all Member States use other digital sources to follow content on social and political current affairs on a daily basis. The exact share reporting this varies between just under one in two (48%) in France and eight in ten or more in Malta (80%) and Cyprus (82%). On the other hand, the highest proportion of respondents indicating to use other digital sources for these purposes on a weekly basis or less often can be found in Slovenia (33%), while the lowest shares are observed in Cyprus (16%) and Malta (18%). In France (19%) and Belgium (19%), about two in ten respondents mention never actively following this type of content, whereas only 1% in Cyprus share this view.

Q3_2 How often do you use the following sources to follow content on social and political current affairs?

Other digital sources (such as social media, video- or streaming platforms, blogs, online news portals, etc.)



(%) Base: n=26 121 – All respondents

Socio-demographic considerations

Different usage patterns of traditional media and other digital sources to follow content on current affairs are observed by age and level of education.

The likelihood to use traditional media on a daily basis for these purposes increases by age: from 49% of respondents aged 15-24, to 75% of those aged 55 and over. On the other hand, those aged 55 and over (52%) are less likely than younger age groups (62%-65%) to indicate using other digital sources for these purposes on a daily basis.

The older respondents were when they completed their education, the more likely they are to be frequent users of both traditional media and other digital sources to follow content on current affairs. For example, 47% of respondents who completed their education aged 15 or below report using other digital sources for these purposes on a daily basis, compared to 63% of those who completed their education aged 20 or over.

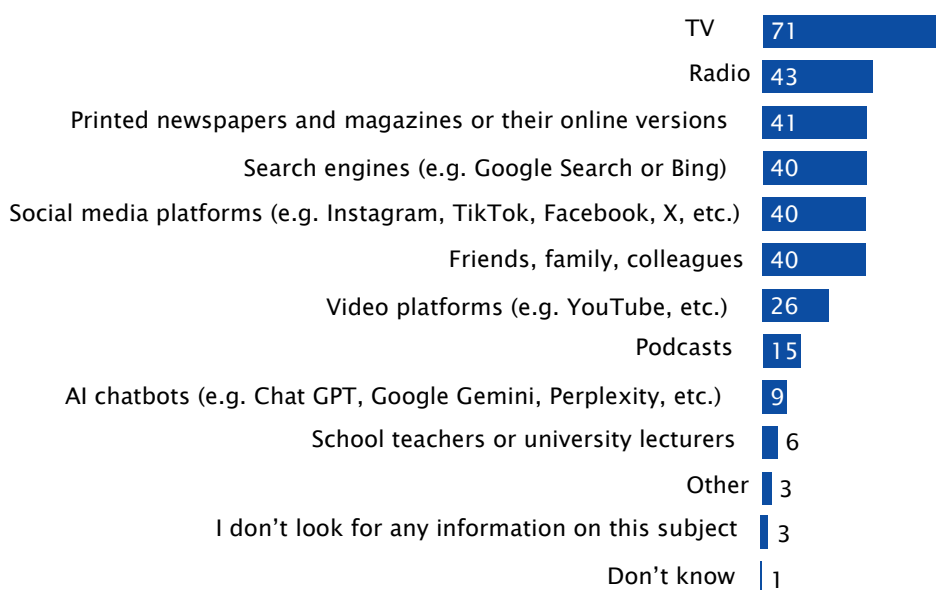
1.3. Preferred information sources for social and political current affairs

Asked about information sources used for getting information on social and political current affairs, about seven in ten (71%) indicate using the TV. More than four in ten (43%) mention the radio, closely followed by printed newspapers and magazines or their online versions (41%), search engines (e.g. Google Search or Bing) (40%), social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) (40%) and friends, family and colleagues (40%).

About one in four respondents (26%) report to be using video platforms (e.g. YouTube, etc.) (26%). Smaller shares mention podcasts (15%), AI chatbots (e.g. ChatGPT, Google Gemini, Perplexity, etc.) (9%), school teachers or university lecturers (6%) or other (3%).

Q4a Which of the following sources do you use for getting information on social and political current affairs?

[Multiple answers]



(%) Base: n= 26 121 – All respondents

Country differences

TV is the most commonly mentioned information source for social and political current affairs in 22 Member States – where 60% or more respondents indicate to be using this source. In the remaining five Member States, lower shares express this preference: Malta (48%), Hungary (53%), Latvia (53%), Greece (54%) and Cyprus (62%).

Radio ranks first in use, jointly with TV, in Luxembourg (64%). In all other Member States, the proportion of respondents selecting radio as information source varies between 27% in Malta and 52% in Austria.

More than half of respondents in Luxembourg (57%), Finland (55%), Austria (54%) and Denmark (51%) indicate to be using printed newspapers and magazines or their online versions. In contrast, just about two in ten (21%) share this view in Latvia and Hungary.

The largest shares of respondents mentioning they use search engines (e.g. Google Search or Bing) for getting information on social and political current affairs are observed in Cyprus (57%), Romania (52%) and Lithuania (51%). The lowest share, in turn, is seen in Latvia (27%).

Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) are the most selected information source in Cyprus (76%), Malta (74%), Greece (56%), Latvia (56%) and Hungary (55%). More than half of respondents also indicate this information source in Bulgaria (55%), Poland (52%) and Slovakia (51%). On the other hand, one in three (33%) mention this source in France.

About half of respondents in Croatia (49%) and Luxembourg (49%) indicate to be using friends, family, colleagues for getting information on current affairs. About three in ten (31%) respondents in Belgium, on the other hand, share this view.

Across all EU27 Member States, smaller shares report to be using the following sources for getting information on social and political current affairs:

- Video platforms (e.g. YouTube, etc.): ranging from 15% in the Netherlands to 41% in Greece, Cyprus and Lithuania;
- Podcasts: from 8% in Latvia to 27% in Cyprus;
- AI chatbots (e.g. ChatGPT, Google Gemini, Perplexity, etc.): from 6% in France to 17% in Cyprus;
- School teachers or university lecturers: from 4% in Croatia, Latvia, Lithuania and Hungary to 11% in Greece.

Q4a Which of the following sources do you use for getting information on social and political current affairs? [Multiple answers]

	TV	Radio	Printed newspapers and magazines or their online versions	Search engines (e.g. Google Search or Bing)	Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.)	Friends, family, colleagues	Video platforms (e.g. YouTube, etc.)	Podcasts	AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.)	School teachers or university lecturers
EU27	71	43	41	40	40	40	26	15	9	6
BE	69	49	42	30	36	31	17	9	8	8
BG	73	32	23	46	55	41	36	20	13	6
CZ	67	28	25	48	43	46	27	20	11	6
DK	66	40	51	42	42	40	18	17	11	7
DE	70	51	48	43	34	46	27	14	9	5
EE	61	45	44	36	49	40	30	12	10	6
IE	62	48	36	41	50	45	25	21	9	6
EL	54	33	34	49	56	39	41	14	14	11
ES	74	43	42	31	38	40	25	16	8	5
FR	73	45	38	32	33	34	17	10	6	5
HR	73	43	27	45	44	49	26	14	8	4
IT	75	36	45	44	39	34	24	13	9	6
CY	62	40	35	57	76	41	41	27	17	5
LV	53	35	21	27	56	40	38	8	11	4
LT	60	35	25	51	48	38	41	19	15	4
LU	64	64	57	49	46	49	24	13	13	5
HU	53	29	21	38	55	34	37	23	11	4
MT	48	27	38	43	74	43	27	21	12	9
NL	66	38	44	33	35	37	15	14	8	5
AT	67	52	54	39	37	38	25	11	10	6
PL	70	46	31	47	52	46	33	18	11	8
PT	80	42	46	43	40	41	22	14	10	7
RO	72	37	34	52	48	45	38	24	16	10
SI	63	44	33	49	40	43	27	9	16	5
SK	67	41	26	37	51	40	24	20	8	6
FI	71	42	55	43	41	43	25	13	7	7
SE	66	40	46	41	44	43	26	14	11	6

Note: The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'other', 'I don't look for any information on this subject' and 'don't know' is not shown. (Note : removed in this file)

(%) Base: n=26 121 – All respondents

Socio-demographic considerations

Men (30%) are more likely than women (21%) to use video platforms (e.g. YouTube, etc) as information sources for social and political current affairs.

The use of traditional information sources increases by age: TV (from 50% of respondents aged 15-24 to 82% of those aged 55 and over); radio (from 22% to 50%) and printed newspapers and magazines or their online versions (from 24% to 49%). Conversely, the use of other digital sources decreases with age: search engines (from 47% of those aged 15-24 to 36% of those aged 55 and over), social media platforms (65% vs 27%), video platforms (39% vs 17%) and AI chatbots (18% vs 4%). Other sources that are found to be more popular among younger respondents (aged 15-24) than among older groups include friends, family and colleagues (47% vs 37% of those aged 55 and over) and school teachers or university lecturers (19% vs 2%). Respondents aged 25-39 (22%) are, in turn, more likely than all other age groups (9%-19%) to use podcasts as information sources.

The use of all other digital information sources for current affairs is highest among respondents who are still studying. For example, 62% of respondents who are still studying mention to be using social media platforms as a source, compared to 32%-41% of respondents who have completed their education. Those still studying are also more likely to refer to school teachers or university lecturers (23 vs 3%-5%), as well as friends, family and colleagues (47% vs 32%-42%) as preferred information sources. On the other hand, respondents who completed their education aged 20 or older are more likely than those who completed it at younger ages to indicate as information sources: radio (48% vs 37%-44%), as well as printed newspapers, magazines and their online versions (47% vs 31%-39%). The use of the TV as an information source is, in turn, highest among those who completed their education aged 16-19 (75% vs 67% of those who completed aged 15 or below, and 72% of those who completed it aged 20 or over).

1.4. Changing importance of information sources over the last year

Respondents who indicate using at least one information source for social and political current affairs were next asked which of these sources had become more important to them over the past year.

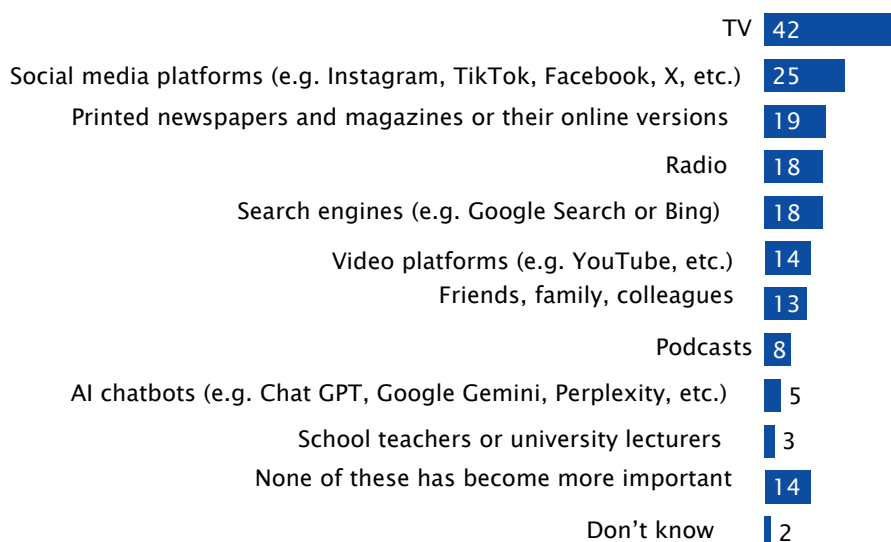
Just over four in ten of them (42%) answer TV has become more important for them over the last year. One in five (25%) point to social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.), and fewer than one in four report increased importance, over the last year, of printed newspapers and magazines or their online versions (19%), radio (18%) or search engines (e.g. Google Search or Bing) (18%).

Smaller shares consisting of no more than one in seven respondents indicate any other source: video platforms (e.g. YouTube, etc.) (14%), friends, family and colleagues (13%), podcasts (8%), AI chatbots (e.g. ChatGPT, Google Gemini, Perplexity, etc.) (5%) and school teachers or university lecturers (3%).

Notably, though, over one in ten (14%) reply that none of these sources has become more important to them over the last year.

Q4b Which of these media channels, if any, have become more important for you over the last year for information on social and political current affairs?

[Multiple answers]



(%) Base: n=25 104- If at least one source (excl. other) selected in Q4a

Country differences

In all but six Member States, current affairs information seekers most commonly mention that TV has become more important for them over the last year for information on social and political current affairs. The highest shares indicating this are observed in Romania (54%) and Italy (52%). The lowest shares are, in turn, seen in Malta (24%).

Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) are reported as the top source having become more important over the last year in Malta (59%), Cyprus (58%), Greece (38%), Latvia (35%) and Hungary (35%). In contrast, just under one in five share this view in the Netherlands (18%).

In Luxembourg, printed newspapers and magazines or their online versions are the most commonly cited type of source having become more important to information seekers over the last year (mentioned by 35%). In all other Member States, the proportion indicating this ranges from fewer than one in ten in Lithuania (8%), Latvia (9%), Hungary (9%) and Czechia (9%), to just over one in four in Finland (27%) and Italy (26%).

About one in three (32%) in Luxembourg reply that the radio has become more important to them over the last year. In contrast, one in ten (10%) share this view in Malta and Czechia.

Over one-third (36%) of information seekers in Cyprus point to search engines (e.g. Google Search or Bing) as having become more important for them over the past year. In the remaining Member States, the proportion indicating this varies between 10% in Latvia and 31% in Romania.

Smaller shares in all Member States mention that any other media channel has become more important for them over the last year for information on social and political current affairs:

- Video platforms (e.g. YouTube, etc.): ranging from 7% in the Netherlands to 25% in Greece;
- Friends, family, colleagues: from 9% in Belgium to 22% in Romania;
- Podcasts: from 2% in Latvia to 14% in Hungary;
- AI chatbots (e.g. ChatGPT, Google Gemini, Perplexity, etc.): from 3% in France to 11% in Cyprus;
- School teachers or university lecturers: from 1% in Estonia, Cyprus, Finland and Sweden, to 5% in Greece and Romania.

Notably, the proportion reporting that none of these has become more important over the last year varies between 5% in Romania and 28% in the Netherlands.

Q4b Which of these media channels, if any, have become more important for you over the last year for information on social and political current affairs? [Multiple answers]

	TV	Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.)	Printed newspapers and magazines or their online versions	Radio	Search engines (e.g. Google Search or Bing)	Video platforms (e.g. YouTube, etc.)	Friends, family, colleagues	Podcasts	AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.)	School teachers or university lecturers	None of these has become more important
EU27	42	25	19	18	18	14	13	8	5	3	14
BE	40	23	21	19	11	8	9	4	5	4	21
BG	47	35	12	16	26	21	18	11	8	3	9
CZ	38	25	9	10	22	14	18	11	7	2	17
DK	39	24	24	17	18	9	12	9	7	2	14
DE	34	21	18	17	18	16	12	8	6	2	23
EE	30	28	18	18	11	15	12	3	5	1	19
IE	37	33	17	23	18	13	14	12	4	3	10
EL	28	38	19	16	28	25	14	7	8	5	12
ES	42	23	19	24	13	12	13	7	4	2	10
FR	47	22	17	20	13	9	10	4	3	3	14
HR	43	25	11	14	21	13	14	7	4	2	13
IT	52	25	26	17	23	12	13	8	5	3	8
CY	36	58	23	17	36	24	17	13	11	1	6
LV	32	35	9	16	10	22	13	2	6	2	16
LT	36	29	8	14	22	22	10	8	7	2	10
LU	31	27	35	32	18	12	15	7	8	2	14
HU	31	35	9	13	18	21	14	14	5	2	14
MT	24	59	20	10	23	13	14	11	7	4	9
NL	31	18	17	12	12	7	10	8	5	2	28
AT	36	25	25	22	18	15	12	7	7	3	17
PL	42	32	14	20	22	20	17	10	6	4	13
PT	48	20	18	15	16	10	13	7	6	3	17
RO	54	34	18	20	31	22	22	13	10	5	5
SI	39	26	13	19	24	12	14	5	9	2	16
SK	45	34	14	21	20	15	20	12	5	2	8
FI	43	24	27	13	13	10	12	6	4	1	14
SE	38	25	20	17	15	14	13	6	7	1	15

Note: (in the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%) Base: n=25 104 – If at least one source (excl. other) selected in Q4a

Socio-demographic considerations

Men (18%) are more likely than women (11%) to report that, over the last year, video platforms (e.g. YouTube, etc.) have become more important to them for information on social and political current affairs.

The survey results also show that the perceived increased importance of certain information sources correlates with age. Older respondents are more likely to report an increased importance of traditional sources over the past year. For example, 51% of respondents aged 55 and over indicate that TV has become more important to them over the last year, compared to 23% of those aged 15-24. This older group (18%) is also more likely than younger age groups (7%-16%) to report that none of the listed sources has become more important over the last year. In contrast, younger respondents are more inclined to report increased importance of other digital sources over the last year for social and political current affairs information. For instance, one-fifth (20%) of respondents aged 15-24 or aged 25-39 indicate that video platforms have become more important to them, compared to 9% of those aged 55 and over. Additionally, respondents aged 15-24 are more likely than older groups to point to school teachers or university lecturers (8% vs 1%-4%), as well as friends, family and colleagues (18% vs 11%-14%) as having become more important to them as information sources over the last year.

The perceived increased importance of all other digital sources is highest among respondents who are still studying, aligning closely with the socio-demographic patterns observed in preferred information sources. For instance, 44% of respondents who are still studying indicate social media platforms have become more important to them over the past year, compared to 20%-25% of other education levels. Furthermore, respondents who completed their education aged 15 or below (47%) or aged 16-19 (48%) are more likely than those who completed it at older ages (40%) and those still studying (27%) to report that TV has become more important to them over the past year. Finally, the older the respondents were when they completed their education, the more likely they are to indicate that printed newspapers and magazines or their online versions have become more important to them over the last year (ranging from 14% of those who completed their education aged 15 or below, to 21% of those who completed it aged 20 and over).

1.5. Topics of interest in social and political current affairs

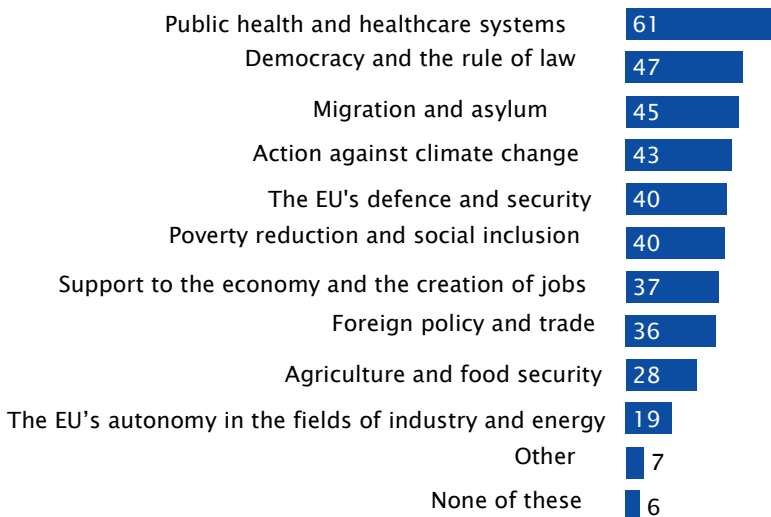
Respondents were asked about a range of topics on social and political current affairs that they generally follow or pay attention to.⁴

Presented with a list of ten topics, about six in ten (61%) mention public health and healthcare systems. Over four in ten indicate generally following or paying attention to democracy and the rule of law (47%), migration and asylum (45%), and action against climate change (43%). Four in ten respondents (40%) report following or paying attention to the EU's defence and security, the same share mention (40%) poverty reduction and social inclusion.

More than one-third of respondents point to support to the economy and the creation of jobs (37%), as well as foreign policy and trade (36%), as topics of interest in social and political current affairs. Smaller shares answer they are following or paying attention to agriculture and food security (28%) or the EU's autonomy in the fields of industry and energy (19%).

Q2 Which of the following social and political current affairs do you generally follow or pay attention to?

[Multiple answers]



(%) Base: n= 26 121 – All respondents

Country differences

When considering various topics in social and political current affairs, respondents in all but three Member States most frequently report that they generally follow or pay attention to public health and healthcare systems. Portugal (72%) stands out as the country with the highest share of respondents mentioning this topic of interest. In contrast, respondents in the Netherlands (52%) and Lithuania (52%) are the least likely to share this view.

The share of respondents indicating democracy and the rule of law as a topic of interest ranges from about three in ten in Latvia (31%) to six in ten (60%) in Cyprus.

Migration and asylum stands out as the most frequently mentioned topic of interest in Germany (64%) and the Netherlands (58%). In three more Member States, over half of respondents report to

⁴ It is important to note that this question differs from previously asked questions about 'main priorities' or 'main issues' (e.g. in terms of EU priorities), as it allowed respondents to indicate multiple areas of interest they generally follow or pay attention to in social and political current affairs.

be generally following or paying attention to this topic: Cyprus (66%), Austria (61%) and Ireland (53%). In turn, fewer than two in ten respondents (18%) in Romania share this view.

Smaller shares in all Member States indicate action against climate change as a topic of interest, with the relative size of this share varying between 18% in Latvia and 49% in Italy.

In Lithuania (53%), the EU's defence and security is the most frequently selected topic of interest. Over half of respondents in Finland (53%), Germany (52%), Estonia (52%) and Poland (51%) also indicate generally following or paying attention to this topic. In contrast, one in four (25%) respondents in Ireland share this view.

Over half of respondents in three Member States – Cyprus (58%), Greece (57%) and Portugal (54%) – identify poverty reduction and social inclusion as a topic of interest. In all other Member States, the proportion selecting this topic ranges from 31% in Latvia, Poland and Sweden, to 50% in Finland.

In Cyprus (50%), Greece (51%) and Romania (51%) and Spain (52%), at least one in two respondents point to support to the economy and the creation of jobs as a topic of interest. In contrast, fewer than one in five respondents (17%) in Lithuania share this view.

The largest share of respondents considering foreign policy and trade a topic of interest is observed in Germany (47%), while the smallest shares are observed in Malta (26%) and the Netherlands (26%).

The remaining two topics of interest are the least frequently selected across all Member States. The share of respondents generally following or paying attention to agriculture and food security, ranges from 13% in Cyprus to 42% in Croatia. For the EU's autonomy in the fields of industry and energy, the proportion of respondents selecting this topic varies between 11% in Latvia and 26% in Romania.

Q2 Which of the following social and political current affairs do you generally follow or pay attention to? [Multiple answers]

	Public health and healthcare systems	Democracy and the rule of law	Migration and asylum	Action against climate change	The EU's defence and security	Poverty reduction and social inclusion	Support to the economy and the creation of jobs	Foreign policy and trade	Agriculture and food security	The EU's autonomy in the fields of industry and energy
EU27	61	47	45	43	40	40	37	36	28	19
BE	54	37	48	34	39	35	26	27	25	17
BG	62	42	22	33	34	49	39	42	28	19
CZ	46	39	39	24	38	33	32	35	32	19
DK	57	41	39	42	47	32	24	41	26	23
DE	58	54	64	48	52	38	34	47	24	16
EE	60	41	25	24	52	43	43	43	28	15
IE	65	36	53	35	25	41	40	28	24	16
EL	69	59	42	33	28	57	51	34	21	15
ES	64	52	45	46	32	45	52	30	28	22
FR	60	35	41	47	34	36	28	30	36	20
HR	65	49	35	38	38	49	34	32	42	14
IT	66	44	36	49	32	41	43	34	27	19
CY	67	60	66	28	32	58	50	32	13	14
LV	54	31	26	18	41	31	32	33	26	11
LT	52	35	31	24	53	33	17	43	21	13
LU	56	44	47	44	50	40	34	41	23	20
HU	63	53	34	38	36	45	43	35	31	19
MT	66	45	40	36	29	38	35	26	25	15
NL	52	46	58	36	44	38	20	26	22	16
AT	65	46	61	46	42	37	34	36	27	20
PL	66	57	42	38	51	31	34	39	31	19
PT	72	46	44	46	41	54	44	28	24	17
RO	63	54	18	35	49	46	51	39	40	26
SI	65	46	36	37	41	47	36	31	35	16
SK	53	44	28	25	34	36	34	38	35	17
FI	63	45	46	34	53	50	48	42	31	17
SE	53	45	44	34	38	31	27	38	17	13

Note: (In the original...) The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Responses 'other' and 'none of these' are not shown.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Men are more likely than women to indicate as topics of interest: democracy and the rule of law (51% vs 43%), the EU's defence and security (45% vs 36%), foreign policy and trade (42% vs 30%), and the EU's autonomy in the fields of industry and energy (23% vs 15%). In turn, women (67%) are more likely than men (55%) to mention public health and healthcare systems.

Mention of most of the listed topics in social and political current affairs increases with age. For example, 44% of respondents aged 15-24 indicate to be generally following or paying attention to public health and healthcare systems, compared to 71% of those aged 55 and over. In contrast, reference to the EU's autonomy in the fields of industry and energy is highest among those aged 25-39 (22% vs 15%-19% of other age groups). Furthermore, as can be expected, interest in support to the economy and the creation of jobs is highest among working-age respondents (40% of those aged 25-39 and 41% of those aged 40-54, vs 34%-35% of other age groups).

Engagement with most of the listed topics increases with the age of completed education. The difference is most pronounced in the cases of democracy and the rule of law (from 36% of those who completed their education aged 15 or below to 52% of those who completed it aged 20 or over) and the EU's defence and security (from 29% to 45% respectively).

2. SOCIAL MEDIA USE

2.1. Preferred social media and platforms for current affairs

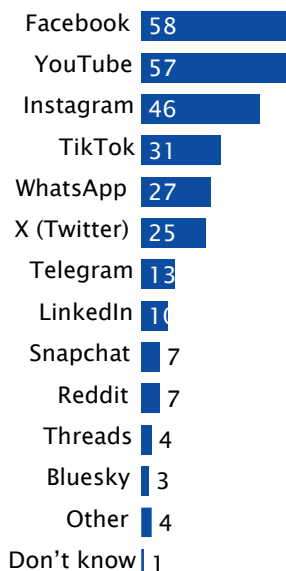
Users of social media and platforms for information on current affairs were asked to identify their platforms they use the most for this purpose.

Facebook (58%) and YouTube (57%) are each mentioned by close to six in ten respondents, followed by Instagram (mentioned by 46%). Fewer than one-third of users mention TikTok (31%), WhatsApp (27%) and X (Twitter) (25%), and at least one in ten point to Telegram (13%) and LinkedIn (10%) as important platforms.

Smaller shares mention any other social media or platform: Snapchat (7%), Reddit (7%), Threads (4%), Bluesky (3%) or any other platform (4%).

Q5 And from which social media and platforms do you get information on social and political current affairs?

Please select the most important ones for you personally. [Multiple answers]



(%)Base: n=14 380- Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Country differences

In 21 Member States, Facebook is the top-ranking social media platform for information on social and political current affairs; this applies, for example to Malta (87%), Bulgaria (83%), Cyprus (82%) and Hungary (80%). In contrast, four in ten (40%) users in the Netherlands share this view.

YouTube is the top-ranking social media platform for information on social and political current affairs in Germany (62%), Spain (56%), France (52%) and Austria (51%). On the other hand, about one-third of users (33%) in Malta mention this social media platform.

In Luxembourg (54%) and the Netherlands (49%), users most commonly select Instagram as the platform that is important to them personally to get information on social and political current affairs. In Latvia (24%), on the other hand, about one in four (24%) users prefer this social media platform for this purpose.

The highest shares of users mentioning TikTok as a platform for information on current affairs are observed in Romania (46%), Ireland (43%) and Cyprus (41%). The lowest share, in turn, is seen in Malta (20%).

The proportion of users indicating WhatsApp as an important platform to get information on current affairs ranges from 5% in Lithuania and Hungary to 37% in Italy.

In Spain, over four in ten (44%) users report getting information on current affairs from X (Twitter). One in ten (10%) users in Hungary, on the other hand, select this platform.

Fewer than one in four users across all Member States identify any other social media or platform as important to them personally to get information about social and political current affairs:

- Telegram: a proportion ranging from 4% in Malta to 22% in Latvia;
- LinkedIn: from 3% in Latvia to 19% in the Netherlands;
- Snapchat: from 1% in Cyprus and Lithuania to 15% in France and Ireland;
- Reddit: from 3% in Cyprus to 12% in Estonia, Ireland, Finland and Sweden;
- Threads: from 3% in Bulgaria, Estonia, Croatia, Luxembourg, Hungary, the Netherlands, Portugal and Slovakia, to 7% in Greece;
- Bluesky: from 0% in Lithuania and Portugal, to 5% in Austria and Sweden;
- Other: from 2% in Belgium, Spain, Poland and Portugal, to 8% in Denmark and the Netherlands.

Q5 And from which social media and platforms do you get information on social and political current affairs? Please select the most important ones for you personally. [Multiple answers]

	X Facebook YouTube Instagram TikTok WhatsApp (Twitter Telegram LinkedIn Snapchat Reddit Threads)										
EU27	58	57	46	31	27	25	13	10	7	7	4
BE	61	45	49	35	22	22	10	10	11	7	4
BG	83	62	32	31	10	15	21	7	3	4	3
CZ	67	54	47	27	24	22	11	9	4	6	6
DK	69	44	45	28	10	20	9	14	14	11	4
DE	45	62	51	25	36	18	15	7	7	6	4
EE	69	53	31	26	6	21	15	7	4	12	3
IE	53	50	42	43	30	33	10	12	15	12	6
EL	68	56	46	35	10	27	11	8	4	7	7
ES	45	56	47	36	34	44	18	10	3	5	4
FR	47	52	44	32	18	29	7	12	15	5	4
HR	70	50	39	26	23	18	13	10	2	11	3
IT	61	55	52	26	37	24	21	12	3	6	5
CY	82	52	48	41	9	24	5	16	1	3	6
LV	64	55	24	37	20	15	22	3	4	4	6
LT	74	67	28	24	5	13	15	6	1	7	4
LU	53	42	54	26	20	15	5	10	3	6	3
HU	80	58	27	34	5	10	7	5	3	8	3
MT	87	33	35	20	20	18	4	16	3	4	5
NL	40	45	49	28	26	23	8	19	8	8	3
AT	49	51	49	33	30	17	14	8	10	11	5
PL	75	63	38	31	20	29	9	8	6	7	5
PT	59	48	53	28	28	25	12	13	3	7	3
RO	76	66	40	46	36	13	14	13	5	8	4
SI	73	57	41	29	12	26	14	12	10	11	4
SK	75	54	40	27	17	11	13	5	5	5	3
FI	56	49	39	36	22	24	8	8	10	12	5
SE	59	54	54	33	13	27	10	14	17	12	6

Note: (In the original...) The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Responses 'other' and 'don't know' are not shown.

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Socio-demographic considerations

Men are more likely than women to identify YouTube (64% vs 49%), X (Twitter) (32% vs 17%), Telegram (16% vs 10%) and Reddit (9% vs 4%) as important platforms for social and political current affairs information. On the other hand, women are more likely than men to point to Instagram (49% vs 42%) and TikTok (33% vs 28%).

The data shows that age influences platform preferences for current affairs information. Older users show a stronger preference for Facebook (71% of those aged 55 and over, vs 31% of users aged 15-24) and WhatsApp (31% vs 19%). Conversely, younger users are more likely to prefer Instagram (64% of those aged 15-24 vs 33% of those aged 55 and over), TikTok (54% vs 17%), X (Twitter) (30% vs 20%) and Snapchat (12% vs 2%). Users aged 25-39 show some distinct platform preferences, being more likely to favour YouTube (60% vs 52%-57% of other age groups), Telegram (16% vs 11%-14%) and Reddit (11% vs 2%-8%). This age group (13%), along with those aged 40-54 (12%) also show a higher preference for LinkedIn than all other age groups (5%-9%).

Finally, users who are still studying are more likely than those who already completed their education at younger ages to indicate as preferred platforms: Instagram (63% vs 40%-43%), TikTok (50% vs 26%-34%), Snapchat (11% vs 6%-8%), Reddit (10% vs 4%-7%) and Threads (7% vs 3%-4%). They are, on the other hand, less likely than those who completed their education to mention Facebook (31% vs 60%-66%) and WhatsApp (21% vs 27%-28%). Furthermore, users who completed their education aged 20 and over (14%) are more likely than all other groups (6%-7%) to point to LinkedIn as preferred platform; this group (28%), alongside those still studying (29%), are also more likely than those who completed their education at younger ages (19%-22%) to point to X (Twitter) as their preferred platform.

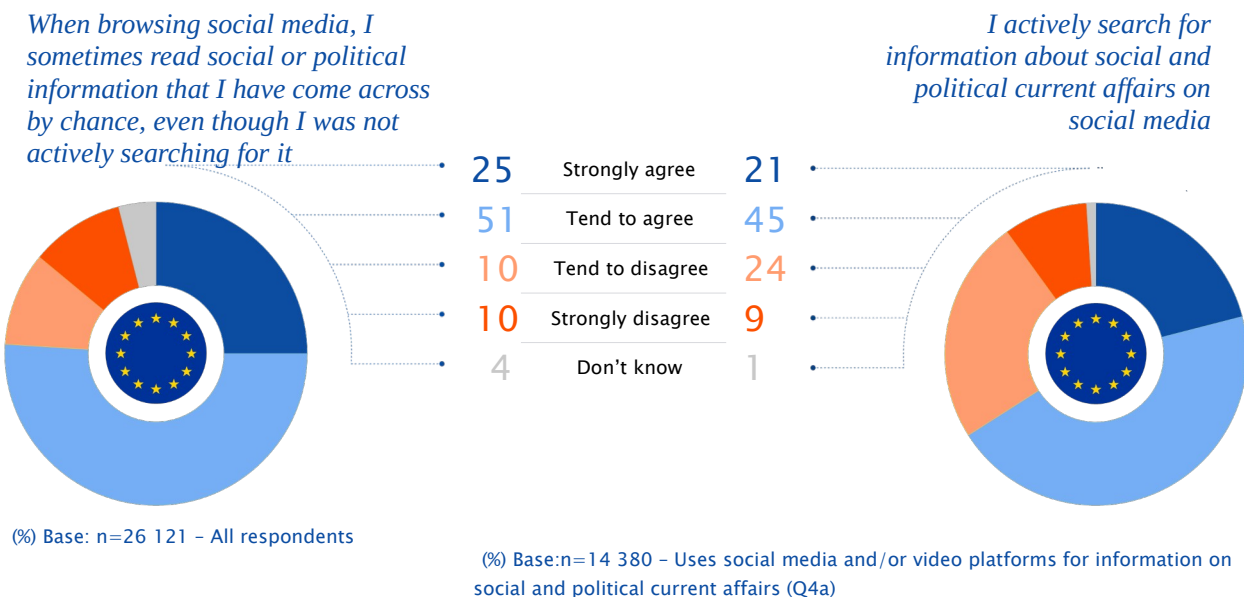
2.2. Active vs passive information consumption on social media

The survey findings reveal a combination of active and passive consumption of social and political information on social media, with many users both intentionally seeking out content and unexpectedly encountering it during casual browsing.

About three-quarters (76%) of respondents who use social media agree with the statement ‘when browsing social media, I sometimes read social and political information that I have come across by chance, even though I was not actively searching for it’ (out of which 25% ‘strongly agree’ and 51% ‘tend to agree’). The share disagreeing consists of 10% who ‘tend to disagree’ and 10% who ‘strongly disagree’.

About two-thirds (66%) of social media and platforms users agree with the statement ‘I actively search for information about social and political current affairs on social media’ (of which 21% ‘strongly agree’ and 45% ‘tend to agree’). One-third (33%) of them disagree with this statement (24% ‘tend to disagree’ and 9% ‘strongly disagree’).

Q6 To what extent do you agree or disagree with each of the following statements?

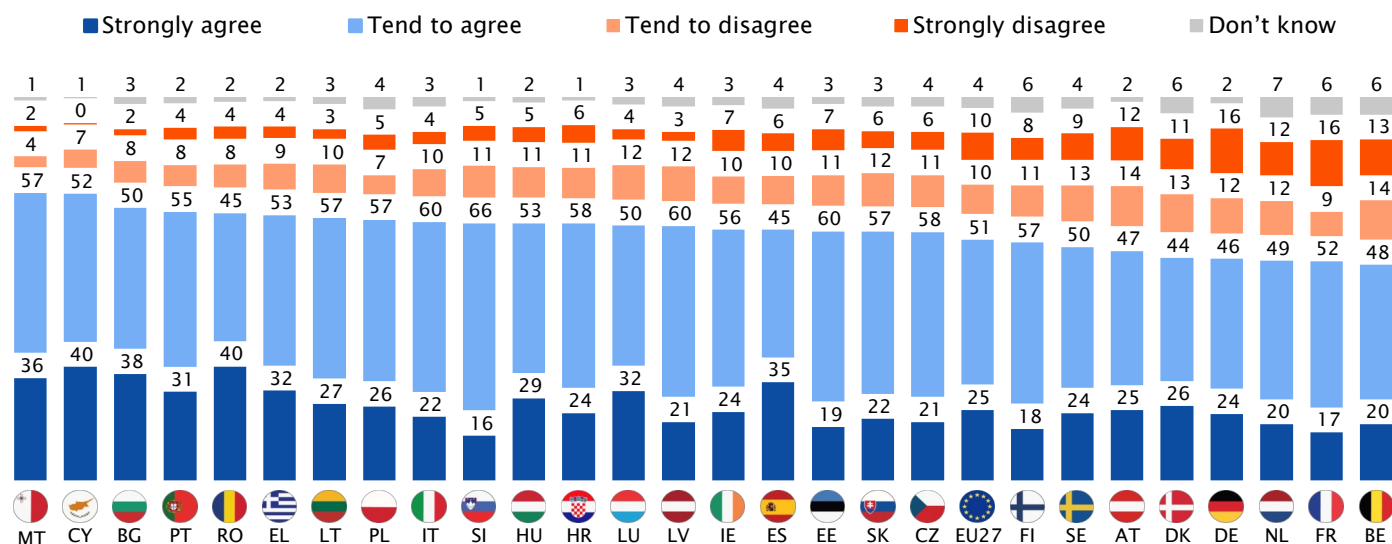


Country differences

In all Member States, at least two-thirds of respondents agree with the statement ‘when browsing social media, I sometimes read social and political information that I have come across by chance, even though I was not actively searching for it’. The proportion agreeing varies between 67% in Belgium and 93% in both Cyprus and Malta.⁵

Q6_2 To what extent do you agree or disagree with each of the following statements?

When browsing social media, I sometimes read social or political information that I have come across by chance, even though I was not actively searching for it



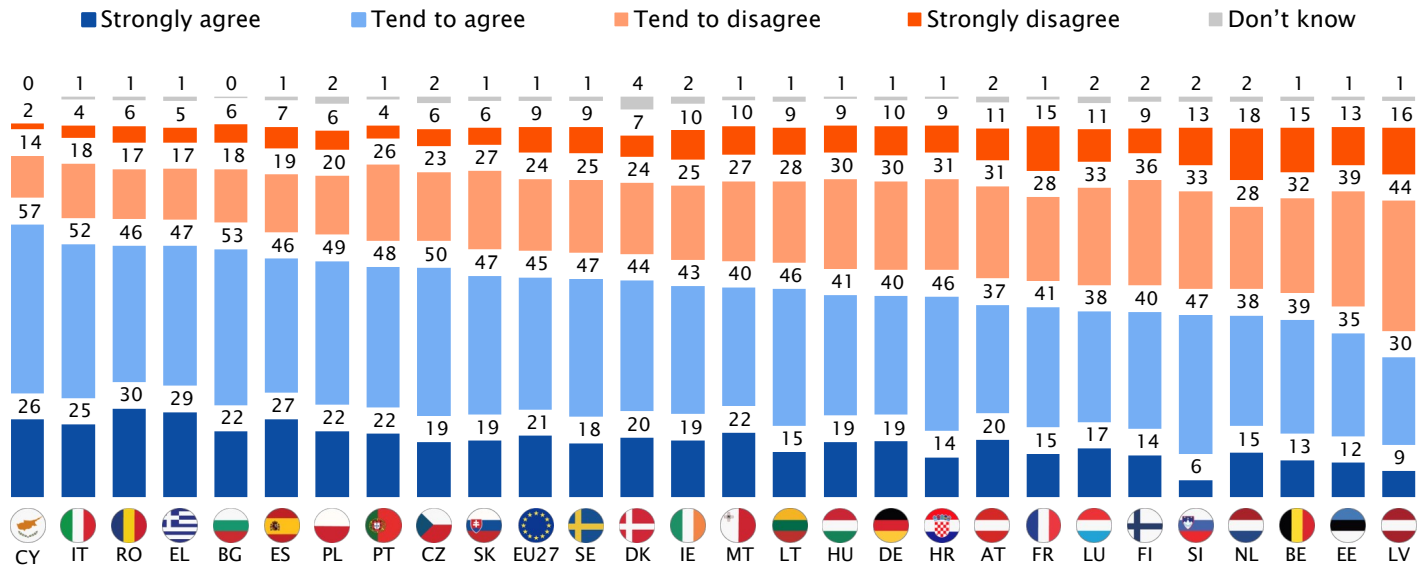
(%) Base: n=26 121 – All respondents

⁵ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

With the exception of Estonia (47%) and Latvia (39%), a majority of users of social media and platforms in all Member States agree with the statement 'I actively search for information about social and political current affairs on social media', with the relative size of this majority ranging from about half (51%) in Belgium to more than eight in ten (84%) in Cyprus.⁶

Q6_1 To what extent do you agree or disagree with each of the following statements?

I actively search for information about social and political current affairs on social media



(%) Base:n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Socio-demographic considerations

Men are somewhat more likely than women to be active information consumers on social media (69% vs 63%).

Active information seeking increases with age: 70% of those aged 55 and over agree they 'actively search for information about social and political current affairs on social media', compared to 67% of those aged 40-54, 66% of those aged 25-39 and 59% of those aged 15-24. Conversely, passive information consumption decreases with age: 83% of both 15-24 and 25-39 age groups agree with the statement 'When browsing social media, I sometimes read social and political information that I have come across by chance, even though I was not actively searching for it', compared to 78% of those aged 40-54 and 70% of those aged 55 and over.

Some variation in active and passive information consumption on social media is also observed by education. Users who completed their education aged 20 or over (69%) are more likely than all other education levels to be active information consumers on social media, and agree with the statement 'I actively search for information about social and political current affairs on social media', compared to 63% of those who completed their education aged 15 or below. On the other hand, respondents who are still studying (84%) are more likely than those who already completed their education (69%-78%) to be passive information consumers, and agree with the statement 'When browsing social media, I sometimes read social and political information that I have come across by chance, even though I was not actively searching for it'.

⁶ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

2.3. Types of engagement with social and political content

Respondents in the survey were asked in which ways, if any, they engaged with social and political content on social media.

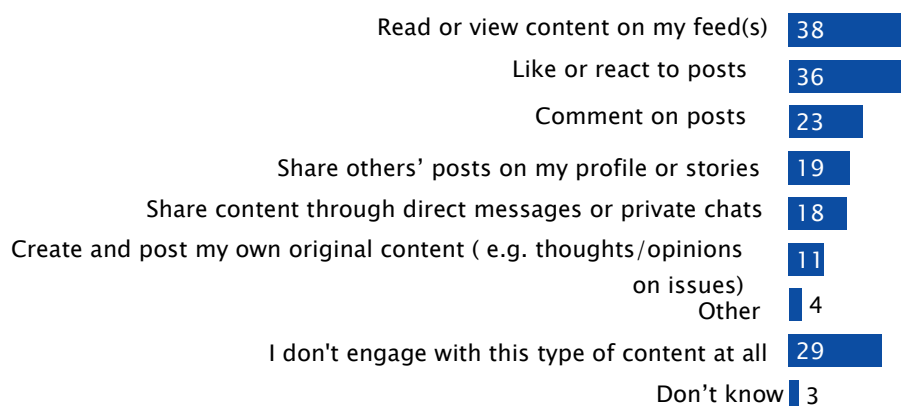
The largest shares of respondents report that they read or view content on their feed(s) (38%) or that they like or react to posts (36%).

Fewer than one in four (23%) respondents comment on posts, and fewer than one in five share others' posts on their profile or stories (19%) or share content through direct messages or private chats (18%). About one in ten (11%) create and post their own original content (e.g. thoughts/opinions on issues).

Notably, about three in ten respondents (29%) don't engage with this type of content at all.

Q7 In which of the following ways, if any, do you engage with social and political content on social media?

[Multiple answers]



(%) Base: n= 26 121 – All respondents

Country differences

Across all Member States, reading or viewing content on their feed(s) and liking or reacting to posts are the two most common types of engagement with social and political content on social media:

- Reading or viewing content on their feed(s) is the most commonly selected response in 16 Member States. Across all Member States, the relative share of respondents indicating this type of engagement ranges from 24% in Czechia to 62% in Poland.
- On the other hand, liking or reacting to posts appears as the top-ranked type of engagement with social and political content on social media in the remaining 11 Member States. The proportion of respondents who engage with social and political content on social media by liking or reacting to posts varies between 15% in Latvia and 58% in Cyprus.

The highest shares of respondents commenting on posts can be found in Cyprus (34%) and Greece (34%), while the lowest share is observed in Latvia (11%).

The proportion of respondents engaging with social and political content on social media by sharing others' posts on their profile or stories varies between 7% in Latvia and 27% in both Greece and Bulgaria.

Sharing content through direct messages or private chats is mentioned by a share of respondents ranging from 11% in Latvia to 29% in Malta.

Smaller shares of below 20% in all Member States indicate to be creating and posting their own original content (e.g. thoughts/opinions on issues). The exact share mentioning this varies between 4% in Latvia and 19% in Greece.

Notably, a share of respondents ranging from 14% in Cyprus to over four in ten respondents in the Netherlands (47%), Belgium (45%) and France (41%) report that they do not engage with this type of content at all.

Q7 In which of the following ways, if any, do you engage with social and political content on social media? [Multiple answers]

	Read or view content on my feed(s)	Like or react to posts	Comment on posts	Share others' posts on my profile or stories	Share content through direct messages or private chats	Create and post my own original content (e.g. thoughts/op inions on issues)	Other	I don't engage with this type of content at all
EU27	38	36	23	19	18	11	4	29
BE	28	24	15	14	12	10	2	45
BG	34	52	27	27	20	13	5	20
CZ	24	42	30	22	22	11	4	25
DK	36	34	21	14	15	10	2	32
DE	37	30	19	15	16	10	9	29
EE	41	36	15	15	18	9	4	23
IE	41	43	27	20	22	13	3	23
EL	46	51	34	27	23	19	1	19
ES	31	46	28	26	19	15	3	28
FR	37	26	17	15	17	7	1	41
HR	35	39	21	13	17	8	5	25
IT	33	41	28	22	19	12	3	27
CY	55	58	34	24	24	14	1	14
LV	51	15	11	7	11	4	2	28
LT	52	39	16	15	19	6	2	18
LU	39	34	13	14	15	9	4	28
HU	60	35	18	19	15	7	3	18
MT	44	46	24	19	29	16	2	20
NL	27	24	15	11	14	10	3	47
AT	36	31	18	16	16	10	7	28
PL	62	40	27	21	21	13	2	17
PT	42	35	21	20	18	11	2	32
RO	37	49	30	19	21	13	3	21
SI	48	31	19	16	15	9	3	25
SK	27	38	20	15	14	9	3	33
FI	38	35	20	13	16	11	3	30
SE	47	37	24	18	19	14	4	26

Note: (In the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Men (26%) are more likely than women (19%) to comment on posts. On the other hand, women (32%) are more likely than men (27%) to indicate they do not engage with this type of content at all.

Younger respondents (aged 15-24) are more likely than those aged 55 and over to read or view content on their feed (51% vs 29%), like or react to posts (46% vs 31%), and share content through direct messages or private chats (25% vs 13%). However, they are less likely than all other age groups to comment on posts (18% vs 22%-24%). Older respondents (aged 55 and over) are, on the other hand, less likely to share others' posts on their profile or stories (16% vs 19%-23% for other age groups) and create and post their own original content (8% vs 12%-15%). Overall engagement also decreases with age, with 41% of those aged 55 and over indicating they don't engage with this type of content at all, compared to 14% of those aged 15-24.

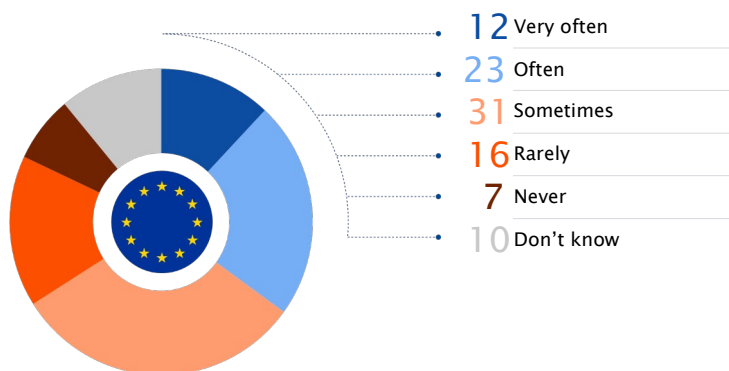
Respondents who are still studying are more likely than those who already completed their education at younger ages to mention that they read or view content on their feeds (51% vs 25%-42%), like or react to posts (46% vs 32%-37%) and share content through direct messages or private chats (25% vs 14%-20%). On the other hand, this group (19%) is less likely than those who completed their education aged 16-19 (23%) or 20 and above (24%) to report that they comment on posts. Respondents who completed their education aged 16-19 are less likely than those who completed their education at older ages and those still studying to mention they create and post their own original content (9% vs 12%-14%).

3. EXPOSURE AND RESPONSE TO DISINFORMATION AND TRUST IN MESSENGERS

3.1. Perceived exposure to disinformation

Asked how often they think they have personally been exposed to disinformation and fake news over the past seven days, over one-third of respondents indicate they have been exposed 'very often' (12%) or 'often' (23%). About three in ten respondents (31%) report they have 'sometimes' been exposed to disinformation and fake news over the past week, and fewer than one in four report they have 'rarely' (16%) or 'never' (7%) been exposed.

Q17 How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?



(%) Base: n=26 121 – All respondents

Country differences

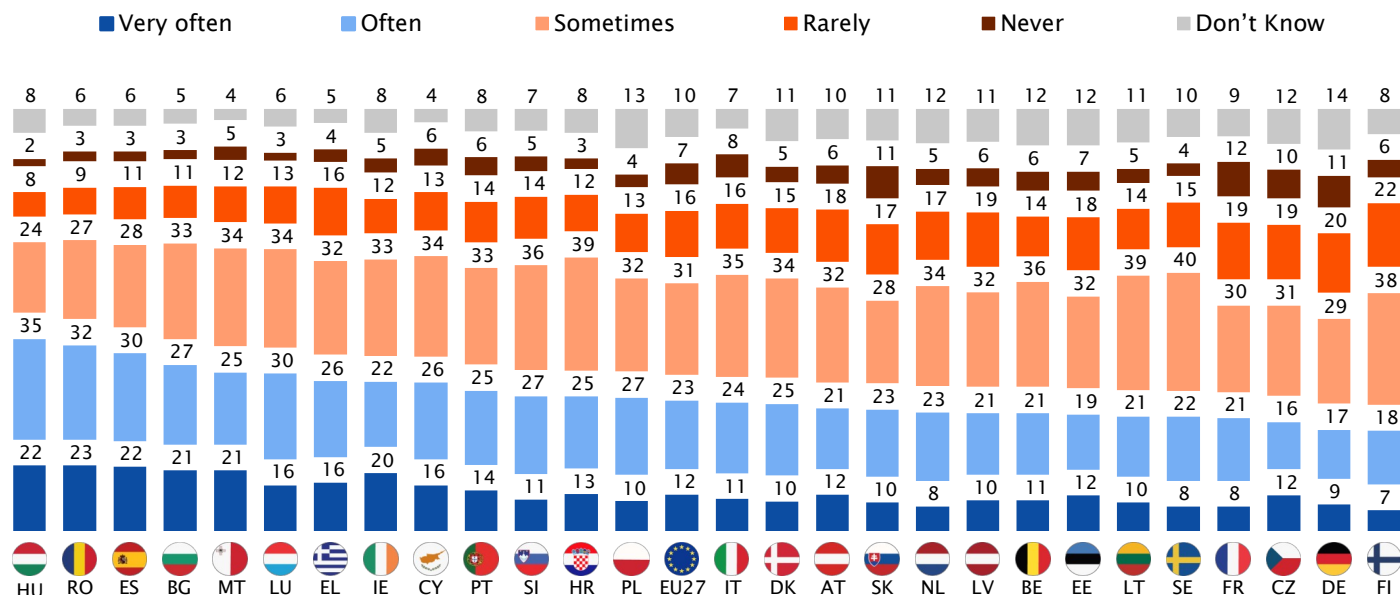
A majority of respondents in three Member States indicate that they have been 'very often' or 'often' exposed to disinformation and fake news over the past week: Hungary (57%), Romania (55%) and Spain (52%). Over four in ten respondents also share this view in Bulgaria (48%), Luxembourg (45%), Malta (45%), Greece (43%), Ireland (42%) and Cyprus (42%).⁷ On the other hand, fewer than three in ten respondents in Germany (26%), Finland (26%) and Czechia (29%) report they have been 'often' or 'very often' exposed to disinformation in the past seven days.

The proportion of respondents mentioning that they have 'sometimes' been exposed to disinformation and fake news in the past week ranges from 24% in Hungary to about four in ten in Sweden (40%), Lithuania (39%) and Croatia (39%).

In all Member States, no more than one-third of respondents report they have 'rarely' or 'never' been exposed to disinformation and fake news in the past seven days. The highest shares mentioning this are observed in France (31%), Germany (31%), Czechia (29%), Finland (28%) and Slovakia (28%). In contrast, just about one in ten (11%) share this point of view in Hungary.

⁷ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Q17 How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?



(%) Base: n=26 121 – All respondents

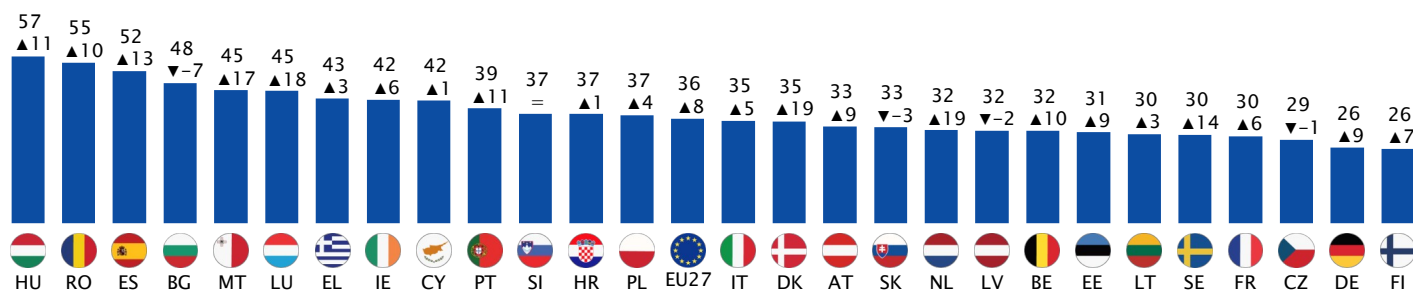
Trend compared to 2022

Since 2022, when this question was last asked (Media & News Survey 2022), the share of respondents reporting to have been 'often' or 'very often' exposed to disinformation and fake news in the past week has increased by eight percentage points at the EU level (from 28% in 2022 to 36% in 2025). At the individual country level, this proportion has increased significantly in more than half of the Member States. The largest increases are seen in the Netherlands (32%, +19 pp), Denmark (35%, +19 pp), Luxembourg (45%, +18 pp), Malta (45%, +17 pp), Sweden (30%, +14 pp), and Spain (52%, +13 pp).

Q17 How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?

% 'Very often' or 'Often'

Trend compared to October 2022 (Flash Eurobarometer FL012EP Media & News Survey 2022)



(%) Base: n=26 121 - All respondents

Socio-demographic considerations

Men (40%) are more likely than women (32%) to indicate frequent exposure (i.e. 'often' or 'very often') to disinformation and fake news over the past seven days.

The perception of frequent exposure to disinformation and fake news over the past seven days decreases with age: 46% of respondents aged 15-25 report frequent exposure to it, compared to 43% of those aged 25-39, 36% of those aged 40-54, and 29% of those aged 55 and over.

Regarding education, respondents who are still studying (46%) and those who completed their education aged 20 and over (37%) are more likely than those who completed their education at younger ages (32%-33%) to acknowledge frequent exposure to disinformation and fake news over the past week.

3.2. Confidence in recognising disinformation

Just over six in ten respondents feel confident that they can recognise disinformation when they encounter it (12% 'very confident', 49% 'somewhat confident').

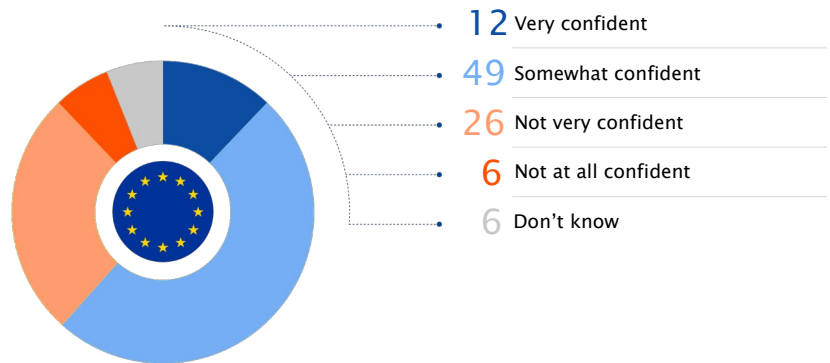
About one-third (32%) are, on the other hand, not confident in their ability to recognise disinformation (of which 26% 'not very confident' and 6% 'not at all confident').

Country differences

With the exception of Poland (49%), a majority of respondents across all Member States report that they feel confident ('very confident' or 'somewhat confident') in their ability to recognise disinformation when encountering it. At least two-thirds of respondents indicate this in Malta (84%), Ireland (72%), Luxembourg (69%), Bulgaria (68%), Croatia (68%), Romania (67%), Finland (67%), Sweden (67%) and France (66%).⁸

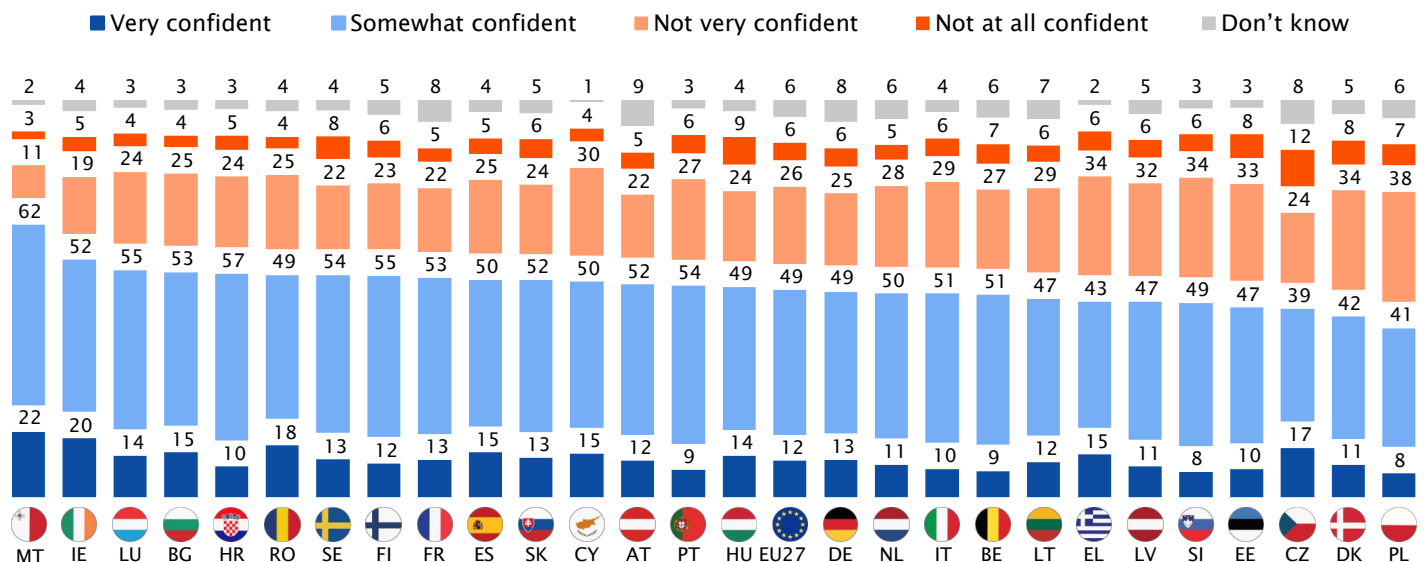
The share of respondents who indicate not feeling confident ('not very confident' or 'not at all confident') in their ability to recognise disinformation ranges from 14% in Malta to over four in ten in Poland (45%), Denmark (42%) and Estonia (41%).

Q18 Do you feel confident that you can recognise disinformation when you encounter it?



(%) Base: n=26 121 – All respondents

Q18 Do you feel confident that you can recognise disinformation when you encounter it?



(%) Base: n=26 121 – All respondents

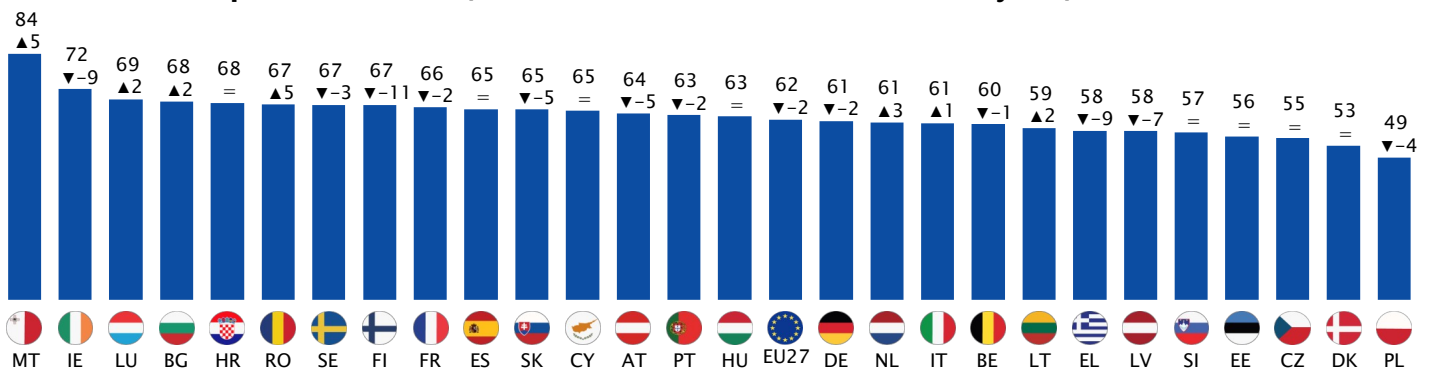
⁸ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Trend compared to 2022

Since 2022 (Media & News Survey 2022), the proportion of respondents reporting to be confident in their ability to recognise disinformation when they encounter it has remained consistent. At the individual country level, confidence in recognising disinformation has significantly increased in Malta (84%, +5 pp) and Romania (67%, +5 pp). It has, on the other hand, decreased in Ireland (72%, -9 pp), Finland (67%, -11 pp), Slovakia (65%, -6 pp), Austria (64%, -5 pp), Greece (58%, -9 pp), Latvia (58%, -6 pp) and Poland (49%, -3 pp).

Q18 Do you feel confident that you can recognise disinformation when you encounter it? % 'Very confident' or 'Somewhat confident'

Trend compared to October 2022 (Flash Eurobarometer FL012EP Media & News Survey 2022)



(%) Base: n=26 121 – All respondents

Socio-demographic considerations

Men are more likely than women to feel confident in their ability to recognise disinformation (68% vs 56%).

The confidence in one's ability to recognise disinformation when encountering it decreases with age: 71% of respondents aged 15-24 are confident in this ability, compared to 69% of those aged 25-39, 63% of those aged 40-54 and 54% of those aged 55 and over.

Regarding education, respondents who completed their education aged 20 and over (67%) and those still studying (68%) are more likely than those who completed their education at younger ages (52%-57%) to be confident in their ability to recognise disinformation.

3.3. Strategies for verifying information

Respondents were then asked what they typically do, when they are unsure whether a piece of information on social media is disinformation.

About half of respondents (49%) mention cross-checking it with other sources of information to see if they are saying the same thing. Four in ten (40%) respondents indicate that they look at who posted it to check if it is from a trusted or distrusted source.

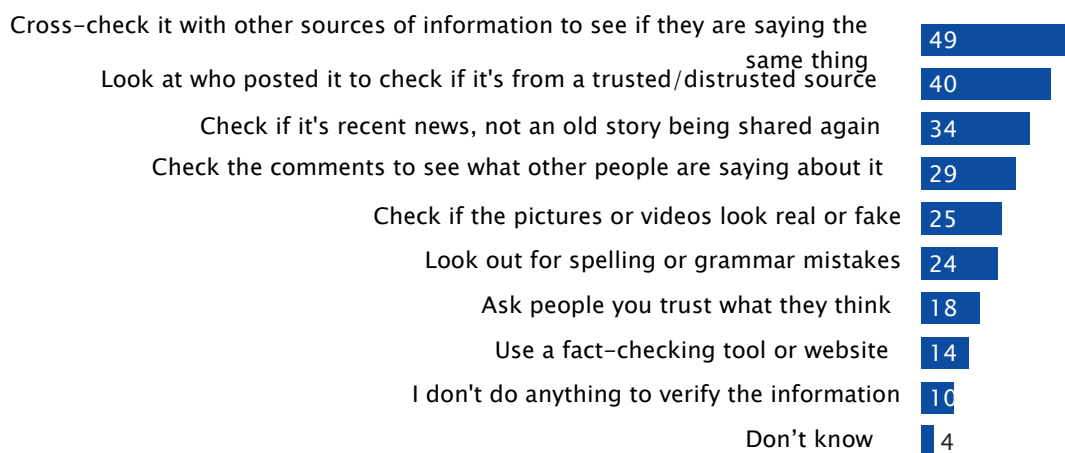
About one-third (34%) of respondents report that they check if it is recent news, not an old story being shared again, and fewer than three in ten answer that they check the comments to see what other people are saying about it (29%), check if the pictures or videos look real or fake (25%) or look out for spelling or grammar mistakes (24%).

Fewer than two in ten respondents mention that, in order to verify whether a piece of information on social media is disinformation, they either ask people they trust what they think (18%) or use a fact-checking tool or website (14%).

One in ten (10%) respondents indicate that they do not do anything to verify the information.

Q19 When you're unsure whether a piece of information on social media is disinformation, what do you typically do?

[Multiple answers]



(%) Base: n= 26 121 - All respondents

Country differences

In all but three Member States (Slovenia, Lithuania and Czechia), the top-ranking strategy for verifying information on social media is to cross-check it with other sources of information to see if they are saying the same thing. The highest shares of respondents mentioning this strategy are observed in Cyprus (67%), Luxembourg (65%) and Greece (64%). In contrast, fewer than three in ten (29%) respondents in Czechia indicate they typically do this.

In Slovenia (46%), Lithuania (44%) and Czechia (35%), respondents most frequently indicate as a strategy for verifying information that they look at who posted it to check if it's from a trusted or distrusted source. In Denmark (41%) and Slovakia (41%) too, this strategy ranks first, jointly with cross-checking the information with other sources of information to see if they are saying the same thing. High shares of respondents also mention this verification strategy in Cyprus (60%), Malta (55%), Luxembourg (51%) and Greece (50%).

The share of respondents pointing to checking if it is recent news, not an old story being shared again as one of the most common verification strategies is highest in both Luxembourg (43%) and Malta (43%), and lowest in Latvia (24%).

The proportion of respondents citing that they check the comments to see what other people are saying about it as a verification strategy ranges from 21% in Austria to 50% in Malta.

In Luxembourg, one-third (33%) of respondents indicate to be checking if the pictures of videos look real or fake as a verification strategy. In contrast, fewer than one in five (19%) respondents in Latvia follow this strategy.

A proportion of respondents ranging from 13% (Cyprus) to 37% (Lithuania) report to be looking out for spelling or grammar mistakes when they are unsure whether a piece of information on social media is disinformation.

Finally, no more than one in four respondents in all EU27 Member States mention any other information verification strategy on social media. Namely:

- Ask people they trust what they think: a proportion of respondents ranging from 14% in France, the Netherlands and Finland, to 25% in Cyprus and Greece;
- Use a fact-checking tool or website: from 10% in France to 24% in Malta;

A share of respondents varying between 3% (Cyprus) and 15% (Czechia) report not doing anything to verify the information.

Q19 When you're unsure whether a piece of information on social media is disinformation, what do you typically do? [Multiple answers]

	Cross-check it with other sources of information to see if they are saying the same thing	Look at who posted it to check if it's from a trusted/dis-trusted source	Check if it's recent news, not an old story being shared again	Check the comments to see what other people are saying about it	Check if the pictures or videos look real or fake	Look out for spelling or grammar mistakes	Ask people you trust what they think	Use a fact-checking tool or website	I don't do anything to verify the information
EU27	49	40	34	29	25	24	18	14	10
BE	45	37	30	25	24	28	16	14	14
BG	52	40	38	37	24	16	22	19	6
CZ	29	35	33	30	20	23	22	22	15
DK	41	41	34	32	28	29	16	19	11
DE	46	39	36	23	27	30	17	13	12
EE	50	47	37	36	27	32	21	21	11
IE	42	38	36	34	31	27	20	23	10
EL	64	50	38	45	30	17	25	20	5
ES	53	40	35	28	22	16	21	16	9
FR	47	36	28	27	22	24	14	10	13
HR	46	45	33	40	21	19	24	18	11
IT	53	42	32	28	24	19	19	12	6
CY	67	60	41	50	32	13	25	17	3
LV	44	37	24	36	19	26	16	14	13
LT	43	44	35	39	21	37	15	12	10
LU	65	51	43	36	33	33	23	15	6
HU	48	46	39	37	24	34	15	13	8
MT	58	55	43	38	29	19	18	24	5
NL	49	42	34	25	23	27	14	19	13
AT	45	39	36	21	27	29	21	13	10
PL	47	39	36	39	25	18	19	14	8
PT	53	42	36	34	30	31	18	21	8
RO	57	43	38	36	32	27	19	22	5
SI	42	46	33	34	28	18	24	20	11
SK	41	41	26	32	23	22	20	17	10
FI	51	45	31	32	30	21	14	12	9
SE	49	48	38	30	30	22	21	15	9

Note: (In the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Younger respondents are more likely to employ various verification strategies:

- Looking who posted it to check if it's from a trusted/distrusted source (47% of those aged 15-24 vs 37% of those aged 55 and over);
- Checking comments to see what other people are saying about it (40% vs 24%);
- Checking if the pictures or videos look real or fake (36% vs 19%);
- Asking trusted people for their opinion (22% of those aged 15-24 and 21% of those aged 25-39, vs 16% of older age groups).

Conversely, the likelihood of not doing anything to verify information increases with age (4% of those aged 15-24 vs 14% of those aged 55 and over). Older respondents (aged 55 and over) are also less likely to use fact-checking tools or websites (12% vs 14%-19% for other age groups) and to check if it's recent news, not an old story being shared again (31% vs 35%-37%).

Aligning with these age-related patterns, respondents still studying are more likely than all other groups to use most verification strategies. For instance, 51% check the source's trustworthiness, compared to 29%-43% of those who have completed their education. Conversely, those who completed education at younger ages (13% for both those aged 15 or below and aged 16-19) are more likely to mention they do not do anything to verify information compared to those who completed education at 20 and over (8%) or are still studying (4%).

4. FOLLOWING INFLUENCERS AND CONTENT CREATORS

4.1. Following influencers and content creators

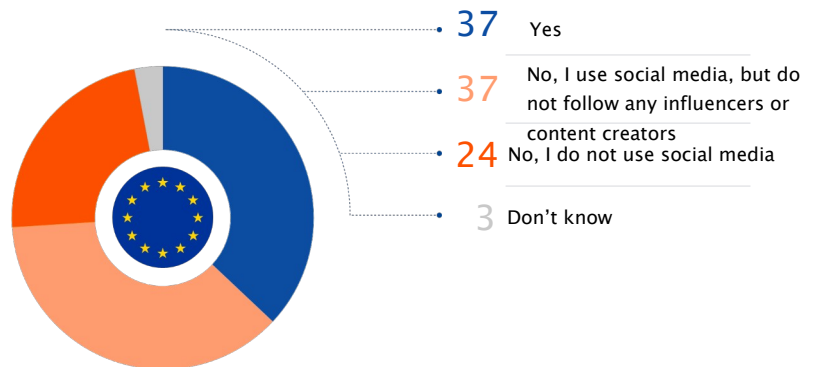
More than one-third of respondents (37%) follow influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.).

An equal proportion (37%) select as response 'no, I use social media, but do not follow any influencers or content creators'. Just under one in four (24%) respondents reply 'no, I do not use social media'.

Country differences

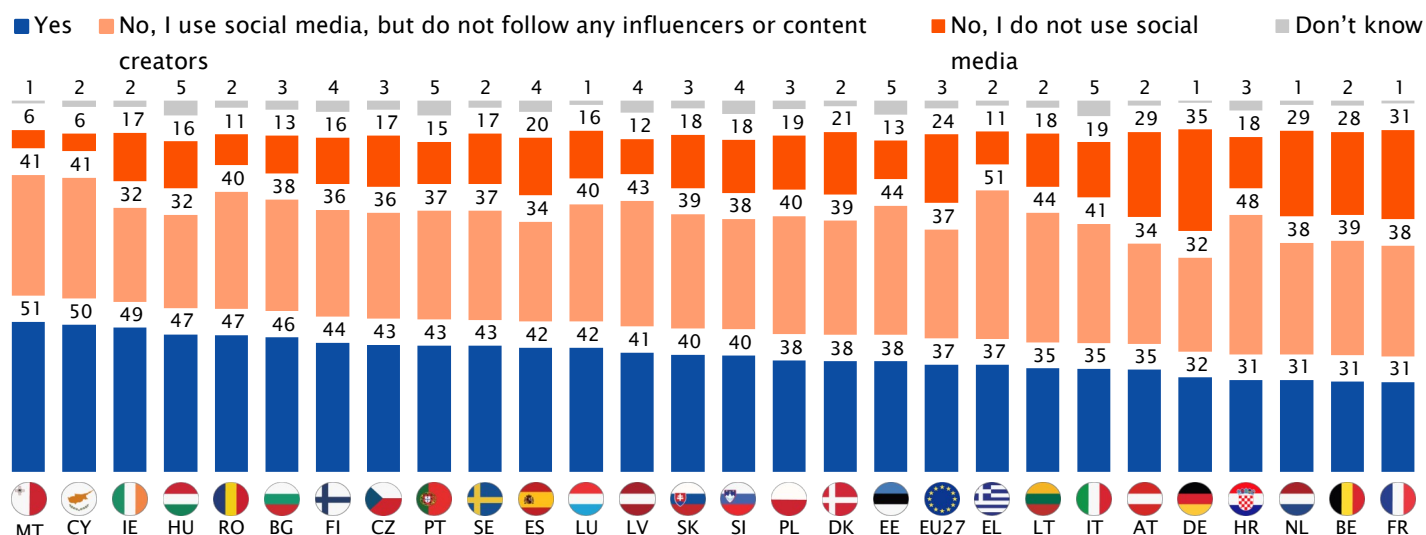
About one in two respondents in Malta (51%) and Cyprus (50%) indicate that they follow influencers or content creators on social media channels. At least four in ten respondents indicate this in 13 Member States, such as Ireland (49%), Hungary (47%), Romania (47%) and Bulgaria (46%). On the other hand, just over three in ten respondents select this response in Croatia (31%), the Netherlands (31%), Belgium (31%) and France (31%).

Q13 Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?



(%) Base: n=26 121 – All respondents

Q13 Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?



(%) Base: n= 26 121 – All respondents

In 11 Member States, at least 40% of respondents mention that, while they use social media, they do not follow any influencers or content creators; this applies, for example, to Greece (51%), Croatia (48%), Estonia (44%), Lithuania (44%) and Latvia (43%).

The proportion of respondents reporting that they do not use social media at all ranges from under 10% in Malta (6%) and Cyprus (6%), to over 30% in Germany (35%) and France (31%).

Trend compared to 2023

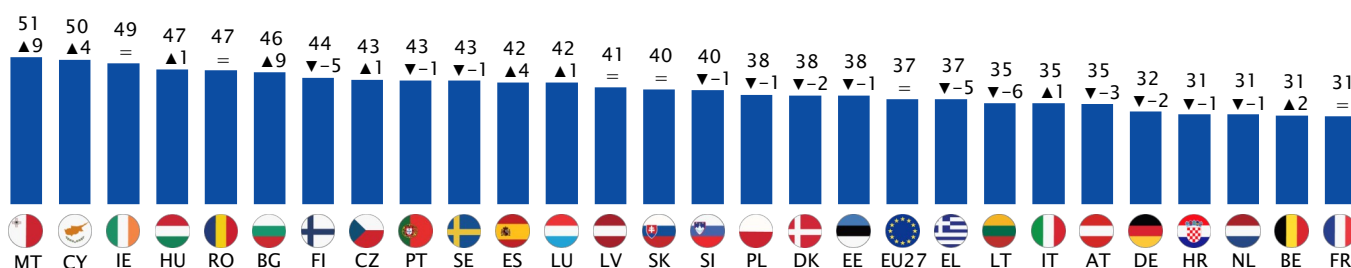
Compared to 2023, when this question was last asked (Media & News Survey 2023), the average EU proportion of respondents indicating they follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.) has remained unchanged. At the individual country level, however, this share has significantly increased in Malta (51%, +9 pp) and Bulgaria (46%, +8 pp); it has, on the other hand, significantly decreased in Finland (44%, -5 pp), Greece (37%, -5 pp) and Lithuania (35%, -6 pp).

Due to a change in question wording, only the trend in 'Yes' responses is analysed and shown in the chart below.

Q13 Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?

% Yes

Trend compared to October 2023 (Flash Eurobarometer FL012EP Media & News Survey 2023)



(%) Base: n=26 121 - All respondents

Socio-demographic considerations

As it can be expected, there is a strong correlation between age and the likelihood to follow any influencers or content creators on social media channels. The likelihood to follow influencers or content creators decreases with age: 74% of respondents aged 15-24 report this behaviour, compared to 61% of those aged 25-34, 36% of those aged 40-54 and just 14% of those aged 55 and over. Conversely, the likelihood of using social media without following influencers increases with age: from 47% of those aged 55 and over, to 20% of those aged 15-24). The likelihood of not using social media at all also increases with age: from 5% of those aged 15-24, to 36% of those aged 55 and over.

Much in line with the above socio-demographic findings on age, respondents who are still studying (69%) are more likely than those who already completed their education (30%-36%) to report they follow influencers or content creators on social media channels.

4.2. Preferred content types from influencers and content creators

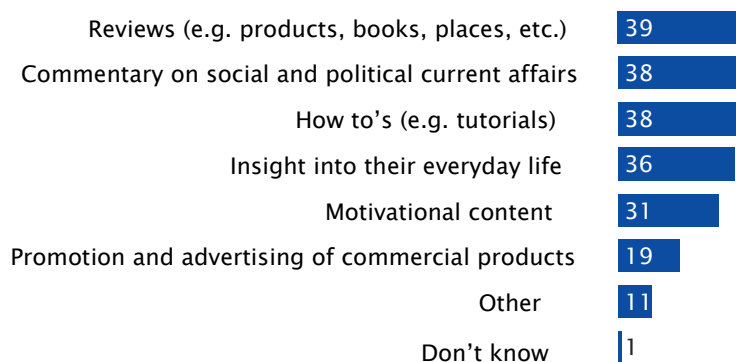
Respondents who report following influencers or content creators on social media were then asked about their preferred content types from these accounts.

About equal share of around four in ten respondents mention reviews (e.g. products, books, places, etc.) (39%), commentary on social and political current affairs (38%) and how to's (e.g. tutorials) (38%). These are followed by insight into their everyday life (36%) and motivational content (31%).

A smaller proportion of followers, about one in five (19%), indicate a preference for the promotion and advertising of commercial products.

Q14 What type of content from influencers or content creators do you prefer?

[Multiple answers]



(%) Base: n = 10 441 – If following influencers or content creators on social media (Q13)

Country differences

Preferred content types from influencers and content creators vary widely by country. In nine Member States, followers most commonly identify reviews (e.g. products, books, places, etc.) as their preferred type of content from these accounts: Italy (52%), Poland (51%), Malta (50%), Croatia (48%), Spain (46%), Romania (45%), Ireland (44%), Czechia (41%, jointly with how to's) and Estonia (39%, jointly with how to's). On the other hand, just over one in five (22%) share this view in Austria.

The top-ranking content type in Cyprus (57%), Greece (50%), Lithuania (40%) and Hungary (39%) is commentary on social and political current affairs. The share mentioning this content type is also high in Poland (44%), Spain (43%), Italy (43%) and Romania (42%). In contrast, fewer than three in ten followers mention this as a preference in the Netherlands (29%), Slovakia (29%), Croatia (26%), Latvia (26%) and Belgium (26%).

In five Member States, the most frequently preferred type of content from influencers or content creators is how to's (e.g. tutorials); this applies to followers in Luxembourg (51%), Latvia (49%), Bulgaria (48%), France (45%) and Slovakia (41%). In two Member States, this content type also ranks first, jointly with reviews: Czechia (41%) and Estonia (39%). Fewer than one in four followers, on the other hand, mention this content type in Slovenia (22%) and Lithuania (23%).

Insight into their everyday life is the most selected type of content in Finland (45%), Sweden (44%), Germany (43%), Belgium (42%), the Netherlands (40%) and Portugal (39%). More than four in ten followers also point to this preference in Cyprus (46%), Austria (43%), France (42%), Denmark (41%) and Greece (41%). In contrast, the lowest share of followers reporting this preference is observed in Italy (25%).

In the remaining three Member States – Austria (44%), Denmark (43%) and Slovenia (42%) – motivational content appears to be the single most frequently preferred type of content from influencers or content creators. In Finland (42%) too, more than four in ten followers share this view. On the other hand, under one in four mention this preference in France (23%) and Cyprus (24%).

Finally, the proportion of followers citing promotion and advertising of commercial products as a preferred type of content from these accounts ranges from 7% in Latvia to 28% in Greece.

Q14 What type of content from influencers or content creators do you prefer? [Multiple answers]

	Reviews (e.g. products, books, places, etc.)	Commentary on social and political current affairs	How to's (e.g. tutorials)	Insight into their everyday life	Motivational content	Promotion and advertising of commercial products	Other
EU27	39	38	38	36	31	19	11
BE	34	26	34	42	26	22	6
BG	40	40	48	26	29	19	8
CZ	41	38	41	38	33	17	6
DK	35	32	30	41	43	14	10
DE	27	37	37	43	37	12	20
EE	39	34	39	33	34	19	9
IE	44	36	37	39	37	21	7
EL	43	50	31	41	26	28	5
ES	46	43	37	30	31	24	9
FR	29	32	45	42	23	17	14
HR	48	26	46	30	37	13	8
IT	52	43	42	25	25	24	8
CY	42	57	37	46	24	27	6
LV	38	26	49	30	36	7	6
LT	36	40	23	35	30	14	6
LU	45	31	51	36	31	11	15
HU	33	39	31	33	33	17	11
MT	50	37	36	36	37	27	7
NL	31	29	33	40	37	16	13
AT	22	37	35	43	44	19	10
PL	51	44	39	34	30	20	5
PT	38	32	25	39	35	24	11
RO	45	42	32	36	33	27	5
SI	35	36	22	37	42	22	8
SK	40	29	41	36	36	17	8
FI	33	35	34	45	42	16	9
SE	34	38	29	44	39	19	6

Note: (In the original...) The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%), Base: n=10 441 – If following influencers or content creators on social media (Q13)

Socio-demographic considerations

Men (44%) are more likely than women (33%) to select commentary on social and political current affairs as preferred type of content from influencers or content creators. Women, on the other hand, are more likely than men to indicate reviews (e.g. products, books, places, etc.) (43% vs 35%) and insight into their everyday life (42% vs 30%) as their favourite types of content.

Some variation in preferred content types is also observed by age. Followers aged 55 and over are more likely than younger groups to prefer commentary on social and political current affairs (48% vs 35%-38%), but less likely to favour motivational content (24% vs 31%-35%). Preference for insight into influencers' everyday life decreases with age: from 43% of followers aged 15-24 to 30% of those aged 55 and over. Younger followers aged 15-24 (34%) are, on the other hand, less likely than older age groups (39%) to prefer how-to's (e.g. tutorials). Followers aged 25-39 (21%) and 40-54 (22%) show a higher preference for promotion and advertising of commercial products compared to those aged 15-24 (15%) and 55 and over (17%).

Relating to education, followers who completed their education aged 20 or above (40%) are more likely than those who completed it at younger ages (29%-36%) to indicate reviews (e.g. products, books, places, etc.) as their preferred type of content; this group (42%) is also more likely than those still studying (36%) and those who completed their education aged 16-19 (35%) to prefer commentary on social and political current affairs. On the other hand, those still studying (15%) are less likely than those who already completed their education (20%-22%) to point to the promotion and advertising of commercial products as preferred type of content from influencers.

5. AUDIENCE AND PREFERENCES FOR INSTITUTIONAL ACCOUNTS AND POLITICAL CONTENT

5.1. Institutional accounts followed on social media

Fewer than three in ten respondents actively follow any of the listed institutional accounts on social media (e.g. by following their accounts or by regularly checking their feeds).

About one in four respondents (26%) mention to be actively following their national government on social media. Each time fewer than one in four respondents, on the other hand, report following national politicians (23%), national political parties (21%) and the local/municipal government (20%).

Smaller shares of respondents actively follow local politicians (17%), international organisations (e.g. NATO, the UN) (13%), European Union (EU) institutions (13%), EU-level politicians (11%) and EU-level political parties (9%).

Almost one in two (48%) respondents indicate that they actively follow none of these accounts on social media.

Q8 Which of the following, if any, do you actively follow on social media (e.g. by following their accounts or by regularly checking their feeds)?

[Multiple answers]



(%) Base: n= 26 121 – All respondents

Country differences

With the exception of Germany (17%), Croatia (25%) and Hungary (27%), the country's national government is the most commonly followed type of institutional account on social media. Following this type of account is most prevalent in Romania (43%), Cyprus (40%), Lithuania (40%) and Slovenia (40%), and least common in Germany (17%), Belgium (20%) and France (21%).

National politicians are the most commonly followed institutional accounts in Hungary (35%). On the other hand, fewer than one in five respondents share this type of behaviour in Germany (15%), Belgium (18%), Croatia (18%), the Netherlands (18%), Austria (18%), France (19%) and Latvia (19%).

In Germany, respondents most commonly identify national political parties as their most-selected type of institutional account on social media (mentioned by 18%). In all other Member States, the share of respondents following these accounts varies between 11% in Latvia and 31% in Malta.

In Croatia (26%) and Latvia (24%, jointly with the national government), the local/municipal government appears to be the most-selected type of institutional account actively followed on social media. In the remaining Member States, the highest shares reporting to follow the local/municipal government are found in Romania (36%) and Luxembourg (34%), and the lowest ones are in Germany (11%), Austria (12%), France (13%) and Denmark (13%).

Mention of local politicians is highest in Malta (35%) and Cyprus (30%), and lowest in the Netherlands (11%).

In Romania (24%) and Malta (23%), over one-fifth of respondents report to be actively following international organisations (e.g. NATO, the UN) on social media. In contrast, fewer than one in ten (9%) in France share this view.

The highest share of respondents indicating EU institutions can be found in Malta (28%), and the lowest shares are in Germany (8%), France (8%), Latvia (9%) and the Netherlands (9%).

Mention of any other type of institutional account remains below 25% in all Member States:

- EU-level politicians: a share of respondents ranging from 6% (the Netherlands) to 23% (Cyprus);
- EU-level political parties: from 4% in Latvia to 16% in Cyprus.

Notably, majorities of respondents in six Member States report that they actively follow none of these institutional accounts on social media: Germany (61%), France (57%), the Netherlands (54%), Austria (53%), Belgium (52%) and Denmark (51%). On the other hand, fewer than three in ten share this view in Malta (26%) and Romania (27%).

Q8 Which of the following, if any, do you actively follow on social media (e.g. by following their accounts or by regularly checking their feeds)? [Multiple answers]

	The [NATIONALITY] National Government	National politicians	National political parties	Local/ municipal government	Local politicians	International organisations (e.g. NATO, the UN)	European Union (EU) institutions	EU-level politicians	EU- level political parties	None of these
EU27	26	23	21	20	17	13	13	11	9	48
BE	20	18	16	16	15	14	12	10	8	52
BG	30	26	21	28	17	15	19	14	8	37
CZ	33	25	23	21	23	14	12	15	10	38
DK	23	21	15	13	20	13	12	13	8	51
DE	17	15	18	11	12	11	8	10	8	61
EE	32	22	18	25	18	18	14	12	6	41
IE	30	21	19	15	27	16	17	12	10	39
EL	25	23	20	24	15	18	17	13	11	43
ES	26	25	21	24	19	13	14	10	10	46
FR	21	19	18	13	13	9	8	8	6	57
HR	25	18	16	26	25	10	12	9	5	45
IT	30	27	23	27	20	15	19	11	11	38
CY	40	29	21	30	30	14	18	23	16	33
LV	24	19	11	24	15	13	9	9	4	44
LT	40	22	17	20	18	18	17	13	6	36
LU	36	34	24	34	20	19	20	17	13	34
HU	27	35	16	25	20	12	17	14	11	37
MT	39	27	31	26	35	23	28	20	13	26
NL	22	18	19	17	11	11	9	6	5	54
AT	23	18	17	12	14	13	12	11	9	53
PL	38	36	28	22	23	15	15	16	9	40
PT	32	25	23	23	15	13	16	10	7	42
RO	43	32	29	36	28	24	24	20	14	27
SI	40	23	19	25	22	17	14	18	9	39
SK	33	24	24	24	14	16	13	18	13	36
FI	39	26	20	20	20	20	14	17	9	41
SE	29	21	19	18	18	16	17	16	9	46

Note: (In the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Men are more likely than women to actively follow on social media their country's national government (29% vs 24%), national politicians (26% vs 20%), national political parties (24% vs 17%) and EU institutions (16% vs 11%). On the other hand, women (52%) are more likely than men (43%) to report that they follow none of these accounts.

Respondents aged 55 and over are less likely than younger age groups to follow the accounts of international organisations (10% vs 12%-18%), EU-level politicians (9% vs 11%-16%) and EU-level political parties (7% vs 8%-13%). They are also less likely than those aged 15-24 and 25-39 to follow the accounts of EU institutions (11% vs 14% and 18% respectively). This older group is, on the other hand, more likely than younger age groups to follow none of these accounts (54% vs 39%-48%).

Education level also impacts account following patterns. Respondents who completed their education aged 20 and above are more likely than those who completed it at younger ages to report to be actively following the social media accounts of national politicians (26% vs 19%-21%) and national political parties (23% vs 16%-20%). Respondents who completed their education aged 15 and below or 16-19 are less likely than other education levels to mention they actively follow international institutions (11% for both, vs 15%-18%), EU institutions (9% and 11% respectively, vs 15% of other education levels) and EU-level politicians (8% and 9% respectively, vs 13% of other education levels). On the other hand, respondents who are still studying (39%) are less likely than those who already completed their education (46%-51%) to indicate they follow none of these accounts.

5.2. Reasons for following institutional accounts

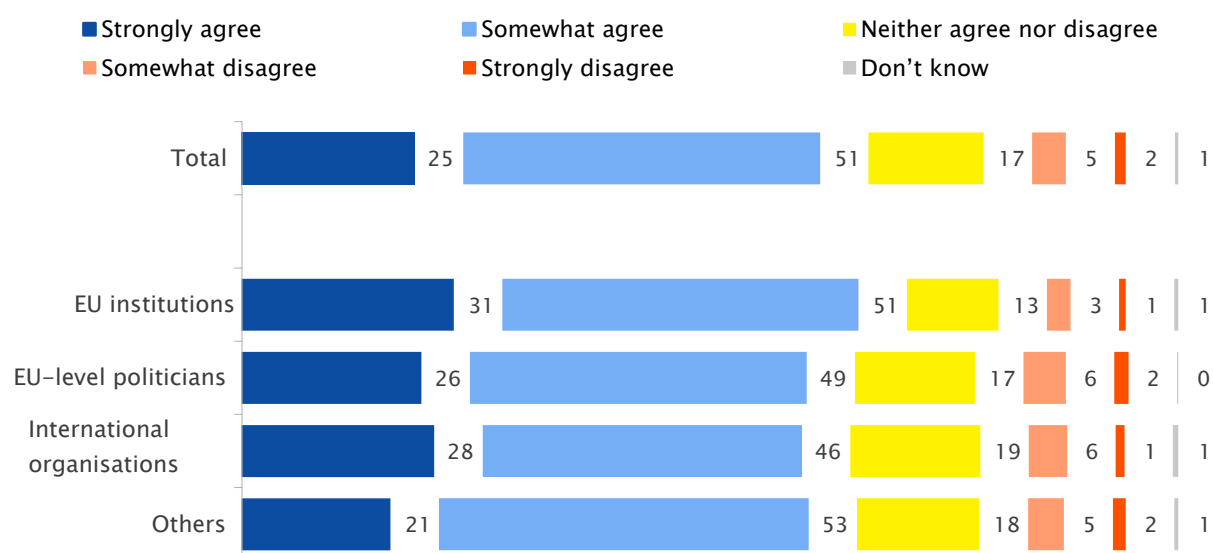
Respondents who actively follow at least one institutional account on social media were asked about reasons for following these accounts.

At the aggregate level, about three-quarters (76%) of this group agree they follow these types of social media accounts because they provide updates on current events (of which 25% 'strongly agree' and 51% 'somewhat agree'). Fewer than one in five (17%) of this group 'neither agree nor disagree', and fewer than one in ten disagree (of which 5% 'somewhat disagree' and 2% 'strongly disagree').

Respondents who actively follow the social media accounts of EU institutions (26% of those who indicate to be actively following at least one institutional account on social media) stand out as the most likely to agree they follow these accounts because they provide updates on current events (82% 'strongly agree' or 'somewhat agree' vs 74%-75% of those following other types of accounts).

Q9_4 In the question on social media you indicated that you follow: ...**To what extent do you agree with the following statement: I follow this type of social media account because ...**

... they provide updates on current events



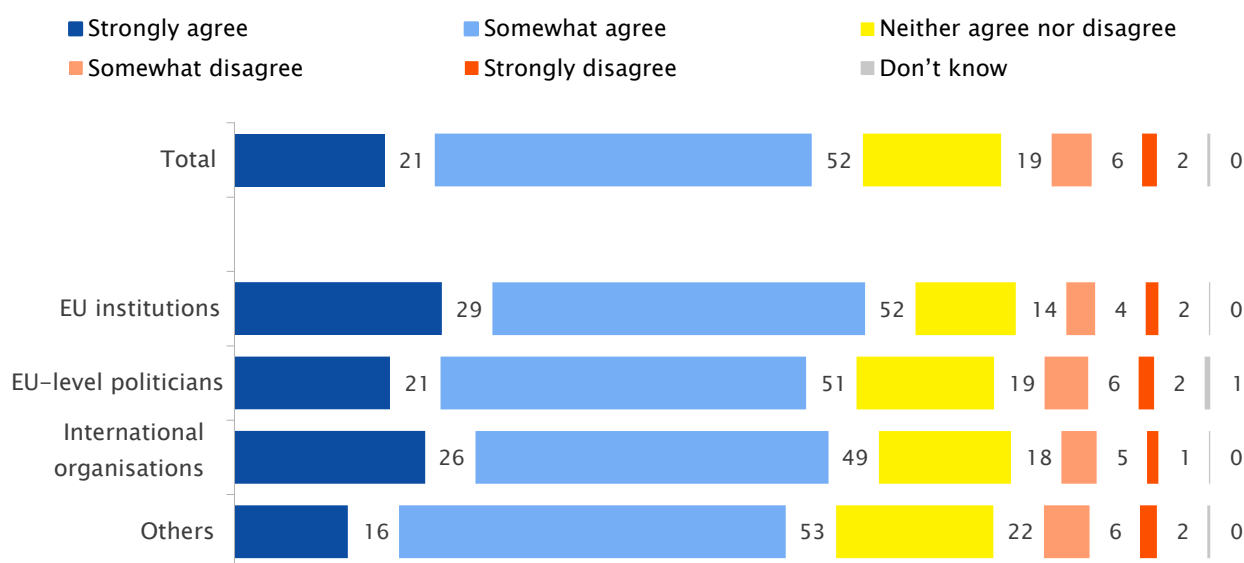
(%) Base: n=15 152- If at least one organisation actively followed on social media (Q8)

About three-quarters (73%) of this group of those actively following at least one institutional account on social media report to be doing so because they help them understand current affairs (21% 'strongly agree' and 52% 'somewhat agree' with this statement). About one in five of this group (19%) 'neither agree nor disagree', and fewer than one in ten disagree (6% 'somewhat disagree' and 2% 'strongly disagree').

A higher-than-average share of respondents actively following EU institutions agree with this statement (80% 'strongly agree' or 'somewhat agree' vs 69%-75% of those following other types of accounts).⁹

Q9_2 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...

... they help me understand current affairs



(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

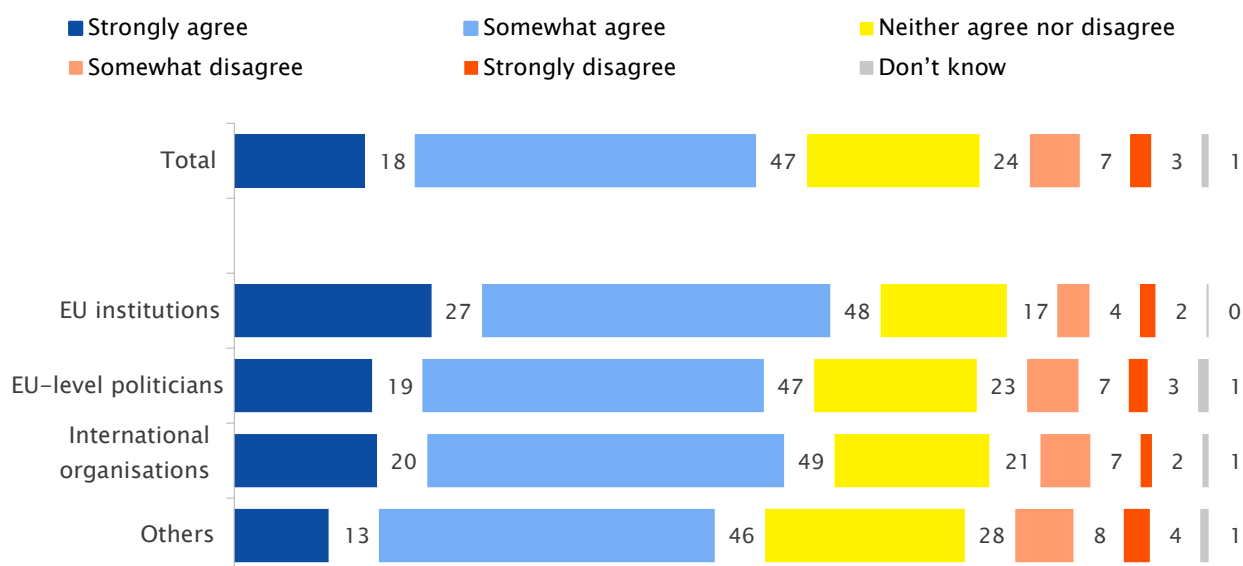
⁹ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Just under two-thirds (65%) of those following at least one account agree that they follow these types of accounts because they help them understand what action they can take on issues (18% 'strongly agree' and 47% 'somewhat agree'). About one in four (24%) of this group 'neither agree nor disagree', and one in ten disagree with this view (7% 'somewhat disagree' and 3% 'strongly disagree').

Once again, those respondents mentioning they follow EU institutions are more likely than average to agree they follow these accounts as they help them understand what action they can take on issues (76% 'strongly agree' or 'somewhat agree' vs 59%-69% of those following other types of accounts).¹⁰

Q9_3 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...

... they help me understand what action I can take on issues



(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

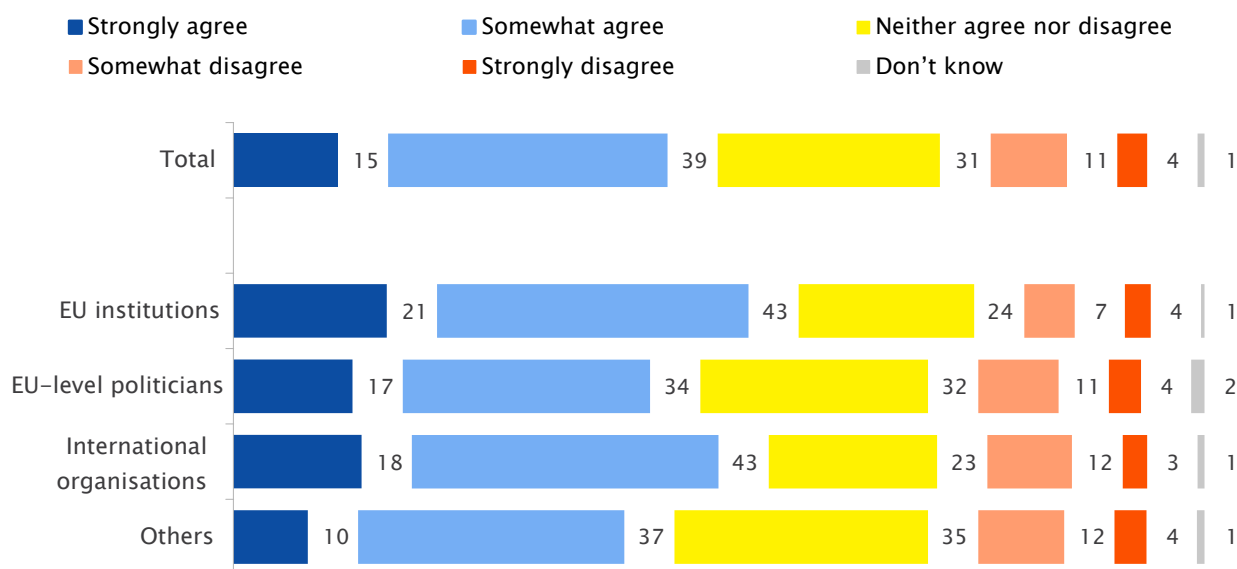
¹⁰ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Just over half (53%) of this group agree that they follow institutional accounts because they are trustworthy (of which 15% 'strongly agree' and 39% 'somewhat agree'). About three in ten (31%) 'neither agree nor disagree'. In contrast, 11% 'somewhat disagree' and 4% 'strongly disagree'.

The proportion of respondents agreeing with this statement is notably higher than average among those respondents who indicate they actively followed EU institutions (64% 'strongly agree' or 'somewhat agree' vs 47%-61% of those following other types of accounts).

Q9_1 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...

...they are trustworthy



(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

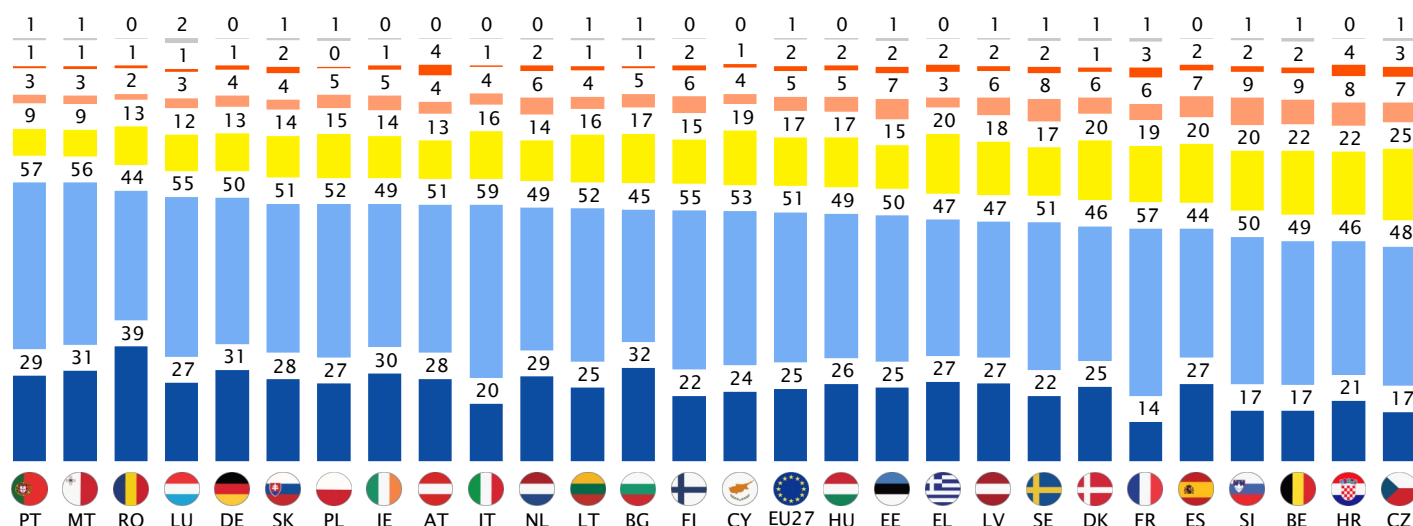
Country differences

In each of the EU27 Member States, at least two-thirds of followers of institutional social media accounts 'somewhat agree' or 'strongly agree' that they follow these types of social media accounts because they provide updates on current events. Followers in Malta (87%) and Portugal (87%) are the most likely to agree with this statement; those in Czechia (65%), Belgium (66%), Croatia (66%) and Slovenia (68%) are the least likely to agree with it.¹¹

Q9_4 In the question on social media you indicated that you follow: ...**To what extent do you agree with the following statement: I follow this type of social media account because ...**

...they provide updates on current events

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



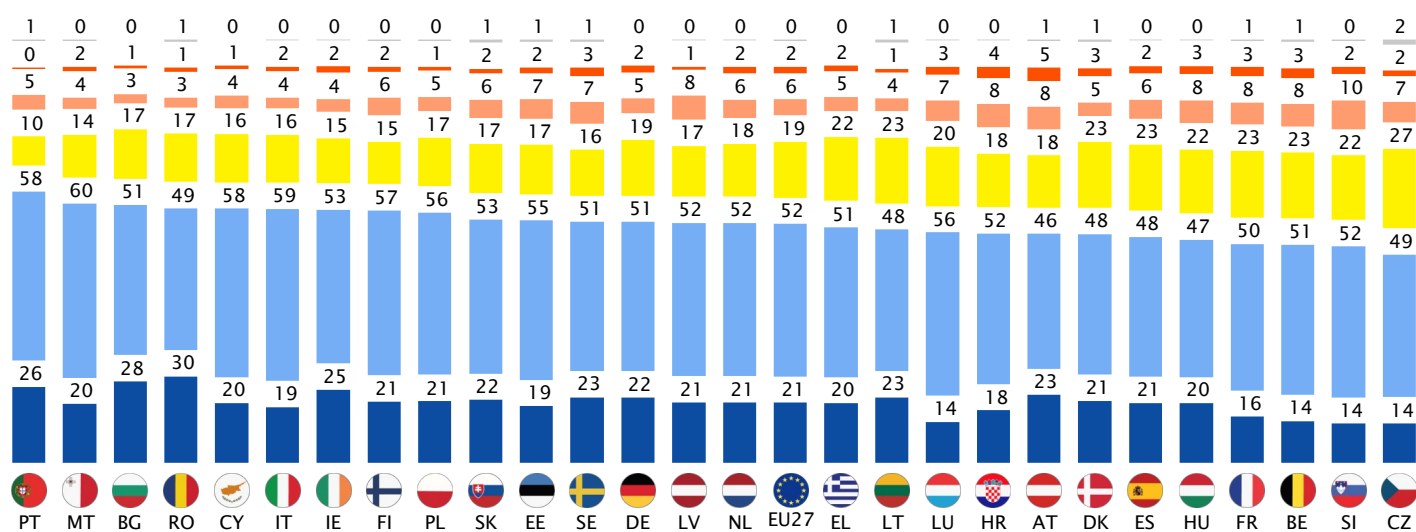
(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

¹¹ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

More than six in ten of this group in all Member States agree to be following these types of accounts because they help them understand current affairs. Overall, the proportion agreeing with this statement ranges from 62% in Czechia to 84% in Portugal.¹²

Q9_2 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...
...they help me understand current affairs

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



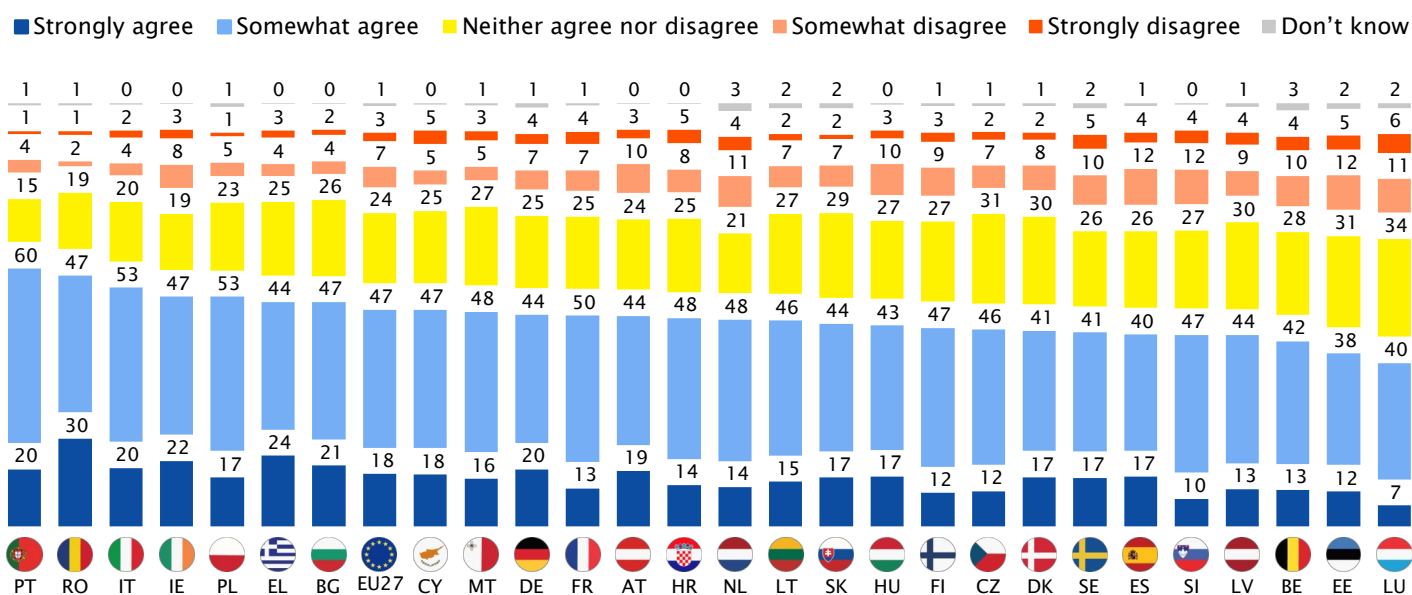
(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

¹² Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

With the exception of Luxembourg (47%), at least one in two across all Member States agree that they follow these types of accounts because they help them understand what action they can take on issues. More than seven in ten agree with this view in Portugal (79%), Romania (77%) and Italy (73%).¹³

Q9_3 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...

...they help me understand what action I can take on issues

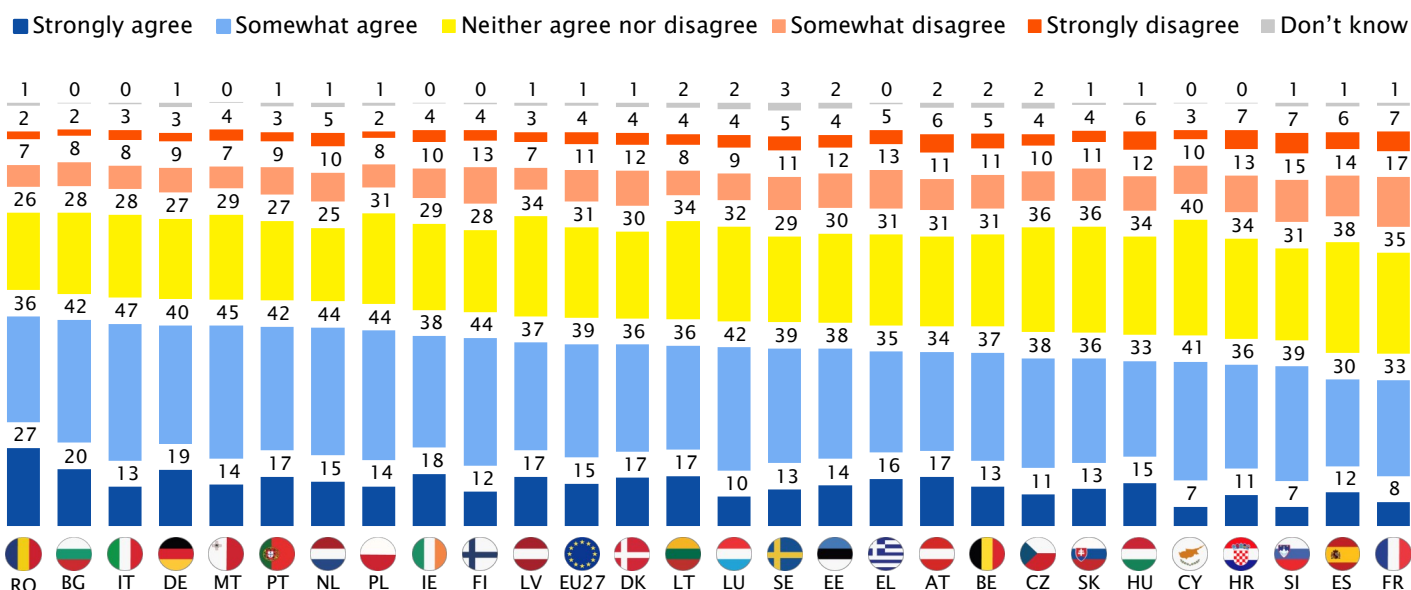


(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

¹³ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Majorities of this group in 18 Member States agree with the statement that they follow these accounts because they are trustworthy, with the relative size of this majority varying between 51% in Greece and Austria, and 63% in Romania. On the other hand, no more than one in two of this group agree with this view in Spain (41%), France (41%), Croatia (46%), Slovenia (46%), Cyprus (47%), Hungary (48%), Slovakia (48%), Czechia (48%) and Belgium (50%).¹⁴

Q9_1 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...
...they are trustworthy



(%)Base: n=15 152- If at least one organisation actively followed on social media (Q8)

Socio-demographic considerations

Followers aged 25-39 are most likely to agree with the view that they follow these types of accounts because they help them understand what action they can take on issues (68% vs 63%-66% for other age groups). This group (58%), along with those aged 40-54 (56%), are more likely than those aged 15-24 (50%) and those aged 55 and over (50%) to be following these accounts because they are trustworthy. On the other hand, older followers (77% of those aged 40-54 and 78% of those aged 55 and over) are more likely than those aged 15-24 (72%) to agree they follow these accounts for updates on current events.

Those who completed their education aged 15 or below are less likely than those who completed it at older ages to agree with all of the statements. The difference is most pronounced when it comes to following these accounts because they provide updates on current events: 68% of those who completed their education aged 15 or below agree with this view, compared to 78% of those who completed it at older ages.

¹⁴ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

5.3. Reasons for not following EU institutions on social media

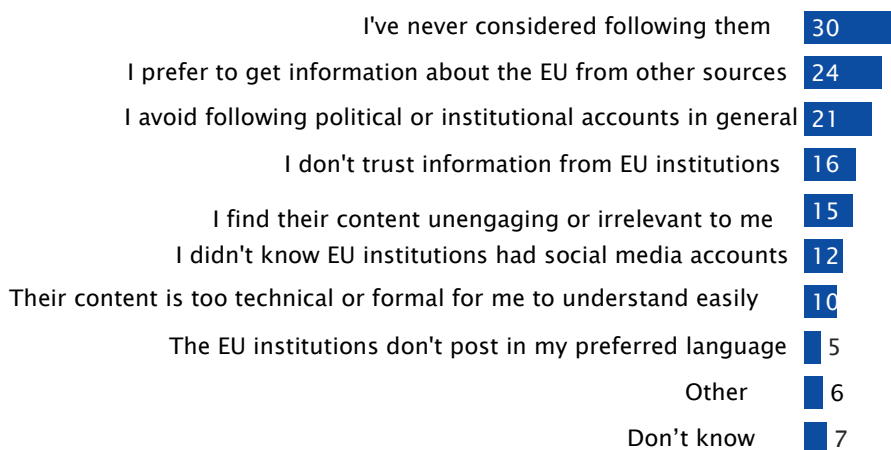
Respondents who do not follow any EU institutions on social media were asked about the main reasons for this.

Three in ten (30%) of this group indicate they do not follow these accounts because they have never considered following them. About one in four (24%) of this group report preferring to get information about the EU from other sources among the main reasons for this, followed by a preference to avoid following political or institutional accounts in general (21%).

Fewer than one in five mention as reasons that they do not trust information from EU institutions (16%), that they find their content unengaging or irrelevant to them (14%) or that they did not know EU institutions had social media accounts (12%). Smaller shares report as reasons that their content is too technical or formal for them to understand easily (10%) and that the EU institutions do not post in their preferred language (5%).

Q10 You mentioned that you do not follow any EU institutions on social media. What are the main reasons for this?

[Multiple answers]



(%)Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Country differences

In all but four Member States, the most frequently mentioned reason for not following any EU institutions on social media is to never have considered following them. The overall highest shares selecting this reason are seen in Estonia (39%), Sweden (37%) and the Netherlands (37%). The lowest share selecting this reason is seen in Greece (23%).

In two Member States, non-followers of EU institutions most frequently indicate as a reason that they prefer to get information about the EU from other sources: Germany (30%) and Finland (29%). This reason also ranks first, jointly with the fact that they have never considered following them, in Austria (29%) and Lithuania (25%). On the other hand, 15% of non-followers share this view in Latvia.

In Greece (32%) and Bulgaria (31%), the top-ranking reason for not following these accounts is that they avoid following political or institutional accounts in general. The lowest share reporting this reason can be found in Finland (13%).

A share of non-followers ranging from fewer than one in ten in Portugal (7%), Finland (9%) and Luxembourg (9%), to more than one in five in Greece (25%), Bulgaria (23%), Czechia (21%) and Cyprus (21%) mention as reason a lack of trust in information from EU institutions.

Any other reason is mentioned by no more than 20% of non-followers in each Member State:

- Finding their content unengaging or irrelevant to them: mentioned by a share ranging from 8% (Bulgaria) to 19% (Czechia);
- Not knowing EU institutions had social media accounts: from 9% (in both Lithuania and Belgium) to 16% (Finland);
- Finding their content too technical or formal for them to understand easily: from 5% (in both Austria and Sweden) to 16% in Lithuania;
- The EU institutions not posting in their preferred language: from 2% (France) to 9% (in both Bulgaria and Romania);
- Other: from 2% (in both Poland and Greece) to 8% (in Germany, the Netherlands and Sweden).

Q10 You mentioned that you do not follow any EU institutions on social media. What are the main reasons for this? [Multiple answers]

	I've never considered following them	I prefer to get information about the EU from other sources	I avoid following political or institutional accounts in general	I don't trust information from EU institutions	I find their content unengaging or irrelevant to me	I didn't know EU institutions had social media accounts	Their content is too technical or formal for me to understand easily	The EU institutions don't post in my preferred language
EU27	30	24	21	16	15	12	10	5
BE	28	24	19	14	16	9	9	4
BG	30	17	31	23	8	12	10	9
CZ	27	22	15	21	19	11	10	7
DK	31	22	18	11	12	11	8	4
DE	26	30	22	15	15	11	6	4
EE	39	20	23	11	16	14	11	8
IE	31	20	20	14	11	14	13	4
EL	23	28	32	25	16	12	13	8
ES	34	22	22	16	16	12	12	5
FR	31	22	20	18	16	11	10	2
HR	35	17	23	15	14	12	14	4
IT	28	24	23	15	15	13	15	6
CY	30	26	28	21	13	11	7	3
LV	30	15	22	11	18	10	12	5
LT	25	25	17	12	14	9	16	6
LU	30	25	19	9	11	14	9	5
HU	31	21	22	14	15	13	8	6
MT	32	19	26	13	17	12	15	6
NL	37	22	16	13	14	10	7	3
AT	29	29	25	17	13	11	5	4
PL	28	25	22	17	14	12	11	5
PT	31	25	18	7	12	14	10	3
RO	32	17	19	13	12	14	12	9
SI	31	20	26	18	15	10	13	6
SK	26	21	22	19	10	14	10	8
FI	26	29	13	9	17	16	14	6
SE	37	23	16	12	15	14	5	4

Note: The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Responses 'other' and 'don't know' are not shown.

(%), Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Socio-demographic considerations

Men are more likely than women to cite three reasons for not following EU institutional accounts: preferring to get information about the EU from other sources (27% vs 22%), not trusting information from EU institutions (19% vs 13%), and finding the content unengaging or irrelevant to them (18% vs 12%).

Age also influences reasons for not following EU institutional accounts. Younger non-followers (aged 15-24) are more likely than all other age groups to cite never having considered following them (36% vs 26%-31%), or not knowing EU institutions had social media accounts (18% vs 10%-14%). However, they are less likely than older age groups to report lack of trust in information from EU institutions (11% vs 15%-17% of older age groups). On the other hand, older non-followers aged 55 and over are more likely than younger age groups to prefer getting information about the EU from other sources (29% vs 20%-22%), but are less likely to find their content unengaging or irrelevant to them (11% vs 15%-20%).

Non-followers who are still studying are more likely than those who already completed their education to mention never having considered following them (37% vs 27%-29%) and not knowing EU institutions had social media accounts (18% vs 11% of all other education levels). Furthermore, this group (18%) is more likely than those who completed their education aged 15 or below (12%) or aged 16-19 (14%) to find their content unengaging or irrelevant to them. They (12%) are, on the other hand, less likely than those who already completed their education (16%- 17%) to mention a lack of trust in information from EU institutions as reason.

5.4. Potential motivators for following EU institutions on social media

Respondents who indicate not actively following EU institutions on social media were then asked what would make them more likely to follow these institutional accounts.

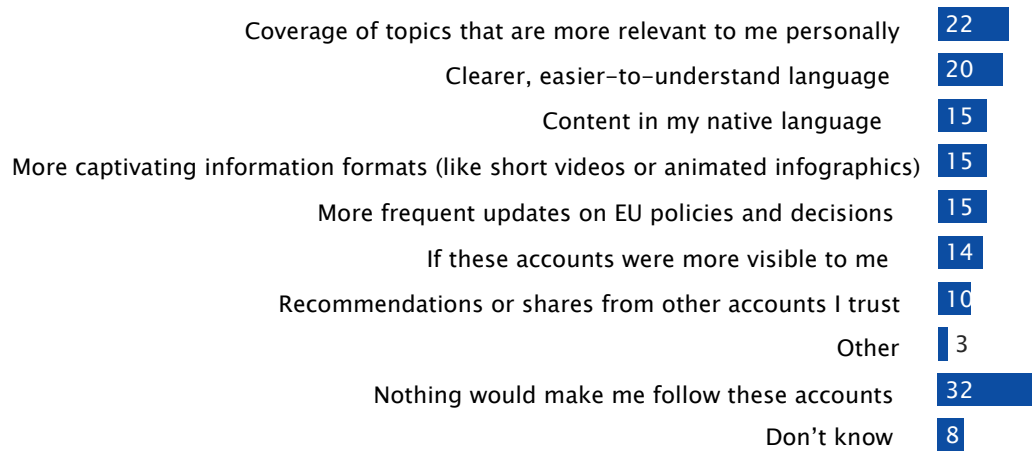
Just over one in five non-followers mention as a potential motivator the coverage of topics that are more relevant to them personally (22%), followed by clearer, easier-to-understand language (20%).

Other potential motivators include content in their native language (15%), more captivating information formats (like short videos or animated infographics) (15%), more frequent updates on EU policies and decisions (15%) and these accounts being more visible to them (14%). One in ten non-followers point to recommendations or shares from other accounts they trust (10%) as a potential motivator for following EU institutions on social media.

About one-third (32%) of non-followers indicate that nothing would make them follow these accounts.

Q11 What would make you more likely to follow European Union (EU) institution accounts on social media?

[Multiple answers]



(%)Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Country differences

In 18 Member States, non-followers most commonly mention the coverage of topics that are more relevant to them personally as a potential motivator for following EU institutions on social media. The overall highest shares selecting this response are seen in Croatia (36%) and Malta (36%). The lowest share selecting this motivator is observed in Belgium (17%).

In five Member States, non-followers most frequently indicate as a potential motivator clearer, easier-to-understand language: Portugal (29%), Romania (29%), Italy (27%), Spain (26%) and Belgium (21%). This potential motivator also ranks first, jointly with the coverage of topics that are more relevant to them personally, in France (18%). The lowest proportion of non-followers indicating this motivator, on the other hand, can be found in Denmark (12%).

In Lithuania (32%) and Hungary (27%), the top-ranking potential motivator is content in their native language. In contrast, fewer than one in ten non-followers in Ireland (5%) report this motivator.

A share of non-followers ranging from 10% (Czechia) to 28% (Cyprus) mention more captivating information formats (like short videos or animated infographics) as a potential motivator.

The proportion suggesting they would be more likely to follow these accounts if there were more frequent updates on EU policies and decisions varies between under one in ten in Croatia (8%) and the Netherlands (8%), and one in four (25%) respondents in Cyprus.

In Luxembourg (24%) and Sweden (22%), non-followers most commonly mention as potential motivator if these accounts were more visible to them. More than one in five non-followers in Cyprus (29%) also mention this motivator. On the other hand, one in ten (10%) non-followers in Germany share this view.

The highest share indicating recommendations or shares from other accounts they trust as a potential motivator is observed in Cyprus (18%), and the lowest one is found in France (6%).

Notably, though, in five Member States, more than one-third of respondents say that nothing would make them follow these accounts than to select any potential motivator. This is the case in Germany (43%), France (43%), the Netherlands (43%), Belgium (39%) and Austria (36%). In contrast, fewer than one in five non-followers share this view in Lithuania (15%), Romania (16%), Cyprus (16%) and Malta (18%).

Q11 What would make you more likely to follow European Union (EU) institution accounts on social media? [Multiple answers]

	Coverage of topics that are more relevant to me personally	Clearer, easier-to-understand language	Content in my native language	More captivating information formats (like short videos or animated)	More frequent updates on EU policies and decisions	If these accounts were more visible to me	Recommendations or shares from other accounts I trust	Other	Nothing would make me follow these accounts	Don't know
EU27	22	20	15	15	15	14	10	3	32	8
BE	17	21	12	14	11	12	9	2	39	9
BG	32	23	27	15	10	13	12	3	25	5
CZ	22	20	21	10	12	14	9	2	30	9
DK	18	12	12	13	11	13	10	5	33	15
DE	20	15	10	11	15	10	9	3	43	9
EE	26	20	25	15	15	14	12	2	29	6
IE	25	24	5	17	16	21	13	4	23	8
EL	27	24	21	21	18	16	16	4	23	3
ES	24	26	16	17	15	16	15	5	25	6
FR	18	18	11	15	12	15	6	2	43	7
HR	36	22	26	17	8	12	11	3	24	6
IT	22	27	16	17	19	15	11	2	21	9
CY	35	24	22	28	25	29	18	3	16	4
LV	28	18	21	14	12	14	10	2	23	10
LT	28	25	32	20	13	15	11	3	15	9
LU	23	19	15	22	14	24	8	5	24	9
HU	20	18	27	14	12	15	8	4	29	8
MT	36	25	13	27	17	23	15	5	18	5
NL	16	15	11	15	8	14	8	3	43	9
AT	25	15	12	13	18	11	10	3	36	8
PL	23	22	22	16	17	16	13	2	22	12
PT	20	29	18	17	18	17	10	3	22	9
RO	27	29	26	18	20	18	13	2	16	7
SI	30	14	18	21	16	13	16	3	25	6
SK	22	15	19	15	15	16	12	3	28	10
FI	29	18	19	15	13	19	10	3	22	12
SE	21	13	10	14	12	22	12	4	25	15

Note: (In the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font.

(%), Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Socio-demographic considerations

Younger non-followers (aged 15-24 and 25-39) are more likely than those aged 55 and over to point to be motivated by: more captivating information formats (like short videos or animated infographics) (26% and 21% respectively, vs 9%), the coverage of topics that are more relevant to them personally (26% and 24% vs 19%), more frequent updates on EU policies and decisions (19% and 18% vs 13%), increased account visibility (21% and 18% vs 11%) and trusted recommendations (15% and 14% vs 8%). Conversely, the likelihood of indicating that nothing would motivate them increases with age: from 18% of those aged 15-24, to 39% of those aged 55 and over.

Education also impacts potential motivators. Non-followers still studying are more likely than those who already completed their education to be motivated by: the coverage of topics that are more relevant to them personally (28% vs 18%-23%), more captivating information formats (26% vs 11%-16%), more frequent updates on EU policies and decisions (19% vs 13%-16%), increased account visibility (22% vs 12%-15%) and trusted recommendations (17% vs 9%-10%). On the other hand, they are less likely than those who already completed their education to say nothing would motivate them (18% vs 32%-35%).

5.5. Desired content from EU institutions

Respondents were also asked about the specific type of social media content that they would find interesting coming from an EU institution (such as the European Parliament).

Over four in ten respondents (45%) report current news and updates as their desired content from EU institutions.

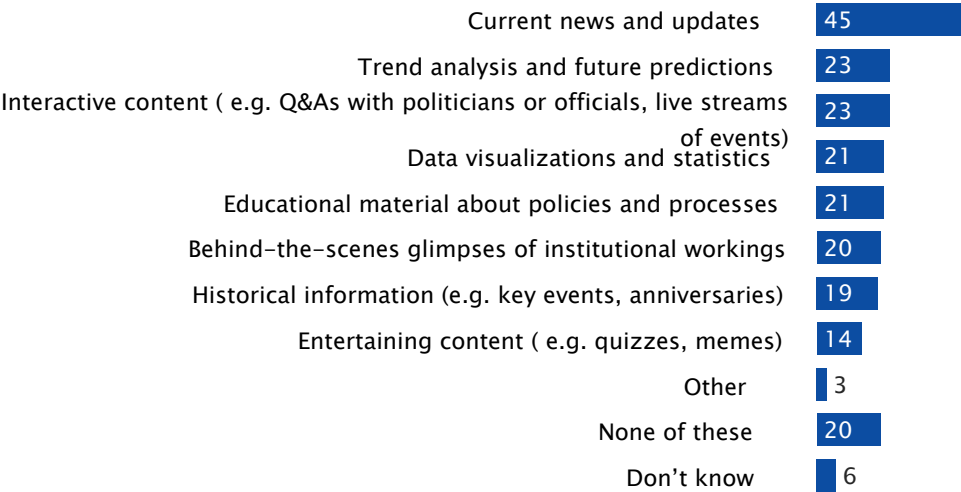
Fewer than one in four respondents, on the other hand, indicate trend analysis and future predictions (23%) and interactive content (e.g. Q&As with politicians or officials, live streams of events) (23%).

About one in five respondents express interest in data visualisations and statistics (21%), educational material about policies and processes (21%), behind-the-scenes glimpses of institutional workings (20%) and historical information (e.g. key events, anniversaries) (19%). The smallest share mention entertaining content (e.g. quizzes, memes) (14%).

One in five (20%) respondents report that they would find none of these specific types of social media content interesting coming from an EU institution.

Q12 What specific type of social media content would you find interesting coming from an EU institution (such as the European Parliament)?

[Multiple answers]



(%) Base: n= 26 121 – All respondents

Country differences

In all EU27 Member States, current news and updates are the most frequently mentioned type of social media content that respondents would find interesting coming from an EU institution (such as the European Parliament). The highest shares mentioning this type of content are observed in Cyprus (62%), Malta (58%), Luxembourg (56%) and Lithuania (56%), while the lowest one is found in France (37%).

The proportion of respondents indicating trend analysis and future predictions as their desired type of content from EU institutions varies between fewer than one in five in Germany (15%), the Netherlands (16%), Belgium (17%), Austria (18%), Sweden (18%) and Denmark (19%), and four in ten (40%) in Romania.

A share of respondents ranging from about one in ten (11%) in the Netherlands, to more than one-third in Cyprus (37%) and Romania (35%) report that interactive content (e.g. Q&As with politicians or officials, live streams of events) is their preferred type of content.

Just over three in ten (32%) respondents in Romania indicate data visualisations and statistics as their desired content type. In contrast, 13% of respondents in the Netherlands share this view.

More than 30% of respondents in Romania (33%), Italy (32%), Ireland (31%) and Malta (31%) express interest in EU institutions providing educational material about policies and processes on social media. On the other hand, one in ten (10%) respondents in France prefer this type of content.

A proportion of respondents varying between 13% in Latvia and more than one in four in Bulgaria (27%), Romania (27%), Finland (27%), Luxembourg (27%), Cyprus (26%) and Hungary (26%) mention behind-the-scenes glimpses of institutional workings as desired type of content.

The highest shares of respondents indicating historical information (e.g. key events, anniversaries) as preferred type of content from EU institutions are observed in Cyprus (33%) and Malta (32%); on the other hand, the lowest share is found in the Netherlands (13%).

Finally, a share of respondents ranging from 11% in Italy and the Netherlands, to 26% in Malta point to entertaining content (e.g. quizzes, memes) as their desired content type from EU institutional accounts.

Q12 What specific type of social media content would you find interesting coming from an EU institution (such as the European Parliament)? [Multiple answers]

	Current news and updates	Trend analysis and future predictions	Interactive content (e.g. Q&As with politicians or officials, live streams of events)	Data visualizations and statistics	Educational material about policies and processes	Behind-the-scenes glimpses of institutional workings	Historical information (e.g. key events, anniversaries)	Entertaining content (e.g. quizzes, memes)	Other	None of these
EU27	45	23	23	21	21	20	19	14	3	20
BE	41	17	17	14	15	17	16	14	2	27
BG	51	35	24	27	21	27	21	14	5	11
CZ	40	22	22	18	17	18	19	15	3	21
DK	40	19	16	14	14	17	19	12	4	23
DE	45	15	20	17	17	22	17	15	4	28
EE	47	29	26	22	26	17	18	17	2	17
IE	51	25	27	18	31	23	26	19	1	14
EL	52	28	33	21	25	19	29	15	2	11
ES	45	24	28	27	23	22	21	16	3	15
FR	37	20	19	19	10	15	15	12	1	30
HR	46	28	26	20	20	20	20	20	2	14
IT	45	27	24	25	32	19	17	11	2	13
CY	62	33	37	24	30	26	33	24	2	7
LV	46	27	20	19	19	13	17	15	2	13
LT	56	28	19	22	17	18	24	16	2	9
LU	56	25	27	28	23	27	25	14	3	14
HU	52	21	29	15	18	26	21	16	4	13
MT	58	28	25	27	31	25	32	26	4	9
NL	41	16	11	13	18	19	13	11	2	29
AT	44	18	23	17	17	25	19	14	2	22
PL	49	32	25	23	23	20	21	16	3	12
PT	52	34	24	29	28	16	24	15	2	10
RO	49	40	35	32	33	27	28	15	2	9
SI	47	34	24	21	18	23	20	19	3	14
SK	46	25	26	21	19	25	18	17	3	13
FI	52	20	23	24	14	27	20	16	2	12
SE	45	18	23	21	23	18	19	12	2	15

Note: (In the original...) The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Men are more likely than women to mention trend analysis and future predictions (26% vs 21%) and data visualisations and statistics (25% vs 18%) as their desired social media content from EU institutions.

Age influences preferences for EU institutional social media content. Older respondents aged 55 and over are more likely than younger age groups to prefer current news and updates (48% of them vs 40% of those aged 15-24), but less likely to express interest in: trend analysis and future predictions (21% vs 24%-26%), interactive content (17% vs 21%-33%), data visualisations and statistics (16% vs 21%-27%), educational material (15% vs 20%-28%), behind-the-scenes glimpses of institutional workings (16% vs 20%-27%), historical information (15% vs 17%-25%), and entertaining content (7% vs 14%-25%).

Respondents who are still studying are more likely than those who already completed their education to show higher interest for interactive content (35% vs 19%-24%), data visualisations and statistics (28% vs 13%-25%), educational material (31% vs 17%-22%), behind-the-scenes glimpses of institutional workings (28% vs 15%-22%), historical information (27% vs 15%-21%) and entertaining content (24% vs 11%-14%). This group and those who completed their education aged 20 and over are also more likely than those who completed their education at younger ages to express interest for trend analysis and future predictions (29% and 27% vs 14%-19%). Those who completed their education aged 15 or below (33%) are less likely than those who completed it at older ages (44%-48%) and those still studying (45%) to express interest in current news and updates as social media content from EU institutions.

6. PREFERRED FORMATS FOR POLITICAL CONTENT ON SOCIAL MEDIA

6.1. Preferred formats for information on current affairs

Respondents who use social media and/or platforms for information on social and political current affairs were then asked about their preferred formats for such information on social media.

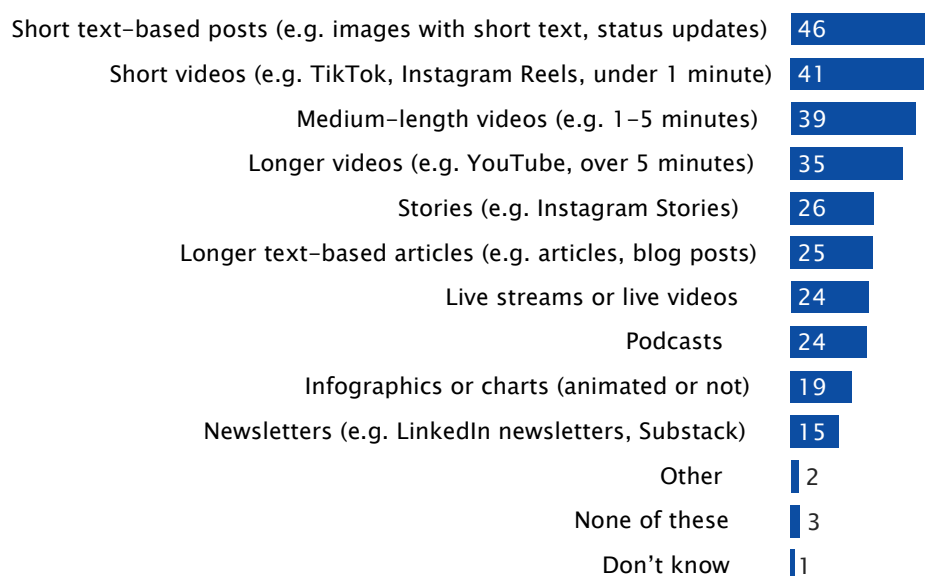
More than four in ten users (46%) report a preference for short text-based posts (e.g. images with short text, status updates) (46%); about four in ten (41%) have a preference for short videos (e.g. TikTok, Instagram Reels, under 1 minute). This is followed by a preference for medium-length videos (e.g. 1-5 minutes) (39%) and longer videos (e.g. YouTube, over 5 minutes) (35%), each selected by over one-third of users.

Four content formats showed nearly equivalent preference rates among users, each favoured by about one-quarter of respondents: stories (e.g. Instagram Stories) (26%), longer text-based articles (e.g. articles, blog posts) (25%), live streams or live videos (24%) and podcasts (24%).

Smaller shares mention infographics or charts (animated or not) (19%) and newsletters (e.g. LinkedIn newsletters, Substack) (15%).

Q15 Which of the following formats do you generally prefer for information about social and political current affairs on social media?

[Multiple answers]



(%)Base: n=14 380– Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Country differences

Short-text based posts (e.g. images with short text, status updates) emerge as the top- ranking format for social media information on current affairs in all but five Member States. The largest shares selecting this type of format are found in Austria (51%), Cyprus (51%), Malta (50%), Luxembourg (50%) and Portugal (50%). In contrast, fewer than four in ten share this view in Lithuania (35%) and Ireland (37%).

In Cyprus (52%), Ireland (51%), Romania (48%) and Spain (46%), users most commonly select short videos (e.g. TikTok, Instagram Reels, under 1 minute) as their preferred type of format. On the other hand, fewer than three in ten users in Lithuania (27%) share this view.

In Romania, medium-length videos (e.g. 1-5 minutes) are indicated as the top-ranking format type, jointly with short videos (both mentioned by 45% of respondents). Fewer than three in ten (28%) users, on the other hand, express this preference in Latvia.

Longer videos (e.g. YouTube, over 5 minutes) rank first among all types of information formats in Lithuania (41%). More than four in ten users also share this view in Romania (44%) and Spain (41%). In contrast, one in five (20%) users hold this opinion in Malta.

The highest shares of users indicating stories (e.g. Instagram Stories) as preferred type of format on social media are found in Luxembourg (34%) and Ireland (31%); the lowest shares, on the other hand, are in Latvia (14%) and Lithuania (15%).

The proportion of users preferring longer text-based articles (e.g. articles, blog posts) as information format on social media is highest in Greece (34%) and lowest in Latvia (15%).

Over three in ten users in Greece (34%), Poland (33%), Bulgaria (32%), Hungary (32%) and Lithuania (31%) indicate a preference for live streams or live videos. In contrast, about one in ten (11%) users in the Netherlands share this viewpoint.

At least one-third of users in Cyprus (38%), Romania (38%) and Czechia (33%) report preferring podcasts as information format for current affairs on social media. In Latvia, on the other hand, 13% of users express this view.

A share of users ranging from 11% (Bulgaria, Lithuania and Hungary) to 26% (Luxembourg) express an information format preference for infographics or charts (animated or not).

In Denmark (22%) and Sweden (21%), over one-fifth of users generally prefer that information about current affairs on social media comes in the form of newsletters (e.g. LinkedIn newsletters, Substack). In contrast, fewer than one in ten users in Croatia (4%), Latvia (6%), Lithuania (6%), Slovakia (7%), Estonia (7%) and Czechia (8%) share this opinion.

Q15 Which of the following formats do you generally prefer for information about social and political current affairs on social media? [Multiple answers]

	Short text-based posts (e.g. images with short text, status updates)	Short videos (e.g. TikTok, Instagram Reels, under 1 minute)	Medium-length videos (e.g. 1-5 minutes)	Longer videos (e.g. YouTube, over 5 minutes)	Stories (e.g. Instagram Stories)	Longer text-based articles (e.g. articles, blog posts)	Live streams or live videos	Podcasts	Infographics or charts (animated or not)	Newsletters (e.g. LinkedIn newsletters, Substack)
EU27	46	41	39	35	26	25	24	24	19	15
BE	44	40	31	26	24	26	19	17	18	18
BG	47	33	36	31	18	22	32	26	11	10
CZ	45	39	34	36	27	23	27	33	13	8
DK	40	37	31	30	20	27	15	25	18	22
DE	49	42	37	37	28	28	21	24	23	20
EE	43	37	37	34	19	26	24	18	19	7
IE	37	51	36	31	31	17	22	27	16	16
EL	48	40	39	35	23	34	34	19	20	19
ES	40	46	39	41	26	26	23	30	17	12
FR	47	42	41	34	29	24	21	18	21	17
HR	49	39	41	27	21	18	25	24	14	4
IT	46	43	45	34	28	25	25	19	22	13
CY	51	52	42	23	26	25	29	38	19	15
LV	42	35	28	31	14	15	23	13	12	6
LT	35	27	35	41	15	27	31	19	11	6
LU	50	48	36	29	34	23	14	27	26	10
HU	48	34	38	32	17	26	32	29	11	10
MT	50	48	33	20	28	19	24	27	25	13
NL	44	33	33	28	18	22	11	19	21	17
AT	51	46	36	31	25	24	21	19	20	19
PL	46	39	37	35	28	26	33	26	20	11
PT	50	37	42	26	28	19	26	21	17	13
RO	44	48	48	44	23	27	27	38	14	16
SI	47	38	36	31	21	21	30	14	14	13
SK	44	34	33	30	21	24	28	30	14	7
FI	49	39	38	32	25	24	20	22	20	15
SE	43	37	33	32	27	26	17	21	14	21

Note: (In the original...) The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Responses 'other', 'none of these' and 'don't know' are not shown.

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Socio-demographic considerations

Women are more likely than men to prefer short text-based posts (48% vs 43%) and stories (e.g. Instagram Stories) (29% vs 23%) as types of social media formats for information about current affairs. Men, on the other hand, are more likely to indicate longer videos (e.g. YouTube, over 5 minutes) (42% vs 28%) and longer text-based articles (e.g. articles, blog posts) (28% vs 23%).

The younger the users, the more likely they are to prefer short videos (e.g. 60% of those aged 15-24, vs 26% of those aged 55 and over) and stories (e.g. Instagram stories) (36% vs 15% respectively). On the other hand, users aged 15-24 are less likely to prefer newsletters (9% vs 15%-19%) and live streams or live videos (17% vs 23%-29%). Those aged 25-39 are more likely than all other groups to prefer podcasts (29% vs 20%-23%), while this group and those aged 40-54 are more likely than other age groups to prefer longer text-based articles (28% each vs 21%-24% of other age groups). On the other hand, the group aged 55 and over is less likely than all other age groups to prefer longer videos (31% vs 35%-38%) and infographics or charts (11% vs 18%-25%).

Some differences are also observed by education. Users still studying are more likely than all other age groups to prefer short videos (57% vs 36%-40%), stories (35% vs 21%-26%) and infographics or charts (27% vs 12%-21%), but are less likely to prefer live streams or live videos (17% vs 26% of those who completed their education aged 16-19 or 20 and over). On the other hand, those who completed their education aged 20 or over are more likely than those who completed it at younger ages and those still studying to prefer longer text-based articles (29% vs 18%-24%) and newsletters (18% vs 10%-13%). Users who completed their education aged 15 and below are less likely than all other education levels to prefer short text-based posts (33% vs 45%-49%).

6.2. Video content preferences for current affairs

Respondents using social media and/or platforms for information on social and political current affairs were then also asked to express their video content preferences in relation to current affairs information on social media.

More than four in ten users report a preference for videos exploring current affairs in depth (47%), interviews with experts (e.g. academics or political analysts) (44%) and interviews with everyday people or citizens affected by the issue (42%).

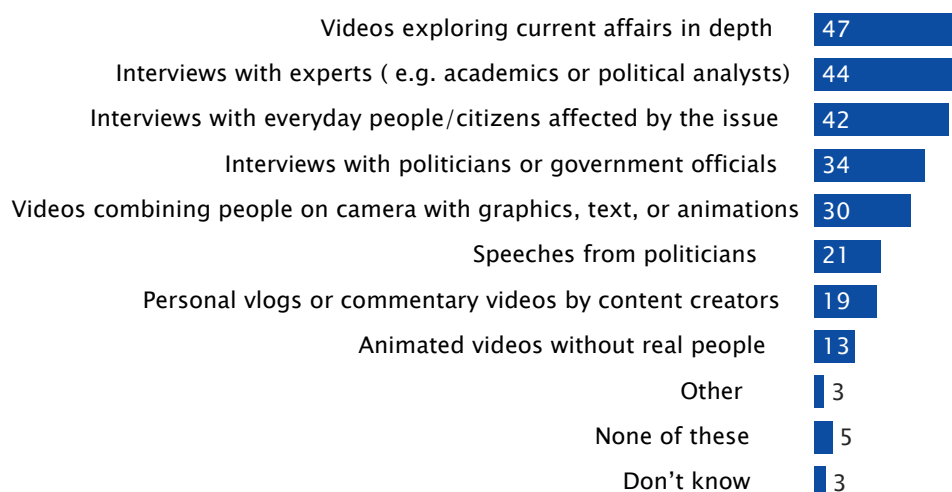
Just over one-third of users point to interviews with politicians or government officials (34%) and three in ten (30%) users indicate videos combining people on camera with graphics, text, or animations as preferred types of video content about current affairs.

Smaller shares mention, on the other hand, speeches from politicians (21%), personal vlogs or commentary videos by content creators (19%) and animated videos without real people (13%).

Fewer than one in ten (5%) users express a preference for none of these types of content.

Q16 For videos about social and political current affairs on social media, which of the following types of content would you prefer?

[Multiple answers]



(%) Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Country differences

Videos exploring current affairs in depth emerge as the top-ranking type of video content about current affairs on social media in 11 Member States. The largest shares preferring this type of video content are observed in Lithuania (56%), Italy (54%) and Germany (52%). In contrast, just over one-third of users share this view in Belgium (35%).

In nine Member States, interviews with experts (e.g. academics or political analysts) are the top-ranking type of video content that users would prefer on social media: Bulgaria (54%), Cyprus (54%), Romania (52%), Malta (51%), Poland (51%), Czechia (47%), Luxembourg (47%), the Netherlands (40%) and Belgium (37%). In Estonia too, interviews with experts rank first, jointly with videos exploring current affairs in depth (48%).

Users in seven Member States most frequently mention interviews with everyday people or citizens affected by the issue as their preferred type of video content: Croatia (57%), Greece (55%), Ireland (49%), Slovakia (47%), Sweden (44%), Denmark (42%) and Latvia (42%). This type of video content also ranks first in Cyprus (54%), jointly with interviews with experts. The lowest share of users selecting this type of content can be found in France (33%).

In Poland (43%), Sweden (43%) and Romania (41%), over four in ten users point to interviews with politicians or government officials as their preferred type of video content on social media. In contrast, about one in five users hold the same view in Belgium (26%).

Smaller shares of users in all Member States mention they would prefer any other type of video content about current affairs on social media:

- Videos combining people on camera with graphics, text, or animations: the share replying that they would prefer this video content type varies between 14% in Latvia and 37% in France;
- Speeches from politicians: between 8% in Latvia and 30% in Romania;
- Personal vlogs or commentary videos by content creators: between 11% in France and 34% in Romania;
- Animated videos without real people: between 7% in Latvia and 19% in Belgium.

Fewer than one in ten respondents in each Member State mention they would prefer none of these types of video content.

Q16 For videos about social and political current affairs on social media, which of the following types of content would you prefer? [Multiple answers]

	Videos exploring current affairs in depth	Interviews with experts (e.g. academics or political analysts)	Interviews with everyday people/citizens affected by the issue	Interviews with politicians or government officials	Videos combining people on camera with graphics, text, or animations	Speeches from politicians	Personal vlogs or commentary videos by content creators	Animated videos without real people
EU27	47	44	42	34	30	21	19	13
BE	35	37	35	26	32	17	21	19
BG	51	54	50	32	28	10	21	10
CZ	41	47	45	37	19	26	20	13
DK	41	41	42	34	29	20	19	12
DE	52	39	42	40	28	26	20	14
EE	48	48	46	33	27	17	21	12
IE	40	40	49	38	30	19	24	14
EL	49	49	55	27	32	15	24	17
ES	49	42	42	31	31	17	24	13
FR	42	38	33	28	37	18	11	14
HR	44	48	57	29	27	14	17	8
IT	54	44	39	28	32	16	14	11
CY	45	54	54	36	31	15	20	10
LV	39	37	42	27	14	8	19	7
LT	56	51	41	35	17	15	18	10
LU	45	47	45	34	33	21	17	16
HU	51	50	44	38	20	23	18	9
MT	37	51	49	37	29	18	19	14
NL	37	40	36	29	33	15	16	14
AT	44	41	40	31	28	21	22	13
PL	44	51	43	43	32	25	21	11
PT	49	45	45	39	25	21	16	13
RO	43	52	49	41	28	30	34	13
SI	48	40	42	30	30	17	18	14
SK	46	42	47	35	19	19	19	8
FI	48	47	43	34	25	23	22	11
SE	36	41	44	43	26	24	24	10

Note: The higher the proportion selecting a response, the darker blue the cell. The highest-ranking response for each country is shown in dark blue/white font. Responses 'other', 'none of these' and 'don't know' are not shown.

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Socio-demographic considerations

Men are more likely than women to indicate, as preferred types of video content, interviews with politicians or government officials (37% vs 31%), videos combining people on camera with graphics, text or animations (32% vs 27%) and speeches from politicians (24% vs 17%). Women, on the other hand, are more likely to report a propensity for interviews with everyday people or citizens affected by the issue (44% vs 39%).

Some variation in video content preferences is also observed by age. Users aged 55 and over (51%) are more likely than all other age groups (42%-46%) to favour videos exploring current affairs in depth; this group is also more likely than those aged 15-24 to prefer the format of interviews with experts (48% vs 38%), interviews with everyday people or citizens affected by the issue (44% vs 39%), interviews with politicians or government officials (37% vs 31%) and speeches from politicians (23% vs 19%). On the other hand, users aged 55 and over are less likely than younger age groups to express a preference for videos combining people on camera with graphics, text, or animations (19% vs 29%-39%), personal vlogs or commentary videos by content creators (13% vs 20%-25%) and animated videos without real people (6% vs 11%-18%).

Those who completed their education aged 20 and over are more likely than those who completed it at younger ages to prefer interviews with experts (50 vs 32%-39%) and interviews with politicians (37% vs 28%-33%); this group and those who completed their education aged 16-19 are also more likely than those who completed their education aged 15 or below to favour videos exploring current affairs in depth (47% and 49% each, vs 39%). Users still studying are more likely than other education levels to express a preference for videos combining people on camera with graphics, text, or animations (41% vs 22%-32%), personal vlogs or commentary videos by content creators (26% vs 16%-19%) and animated videos without real people (19% vs 9%-13%). Users who completed their education aged 16-19 (24%) are more likely than all other groups (17%-20%) to prefer speeches from politicians. Finally, users who completed their education aged 15 or below (10%) are more likely than all other education levels (3%-6%) to indicate none of these types of content as their preference.

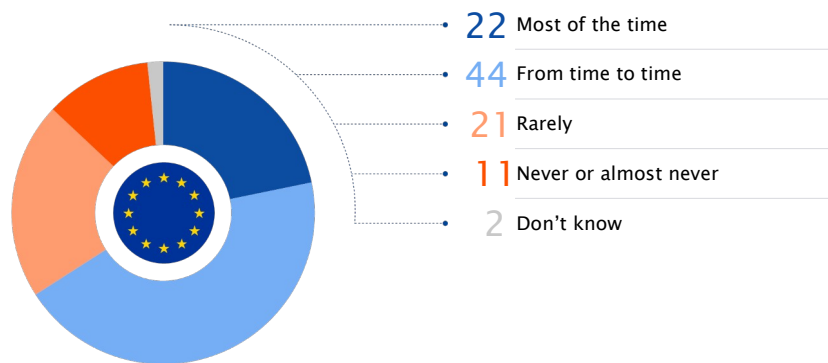
7. ATTITUDES TOWARDS THE EU

7.1. Interest in EU politics

Respondents were presented with the preamble: 'Some people follow what's going on in EU politics, whether there's an election going on or not. Others aren't that interested'. They were then asked whether they would say they follow what's going on in EU politics.

Just over two in ten (22%) respondents indicate that they follow what's going on in EU politics 'most of the time', and more than four in ten (44%) respondents report doing so 'from time to time'. Another one-fifth (21%) of respondents mention 'rarely' following what's going on in EU politics. About one in ten (11%) reply that they 'never or almost never' do so.

Q23 Some people follow what's going on in European Union politics, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in European Union politics?



(%) Base: n=26 121 – All respondents

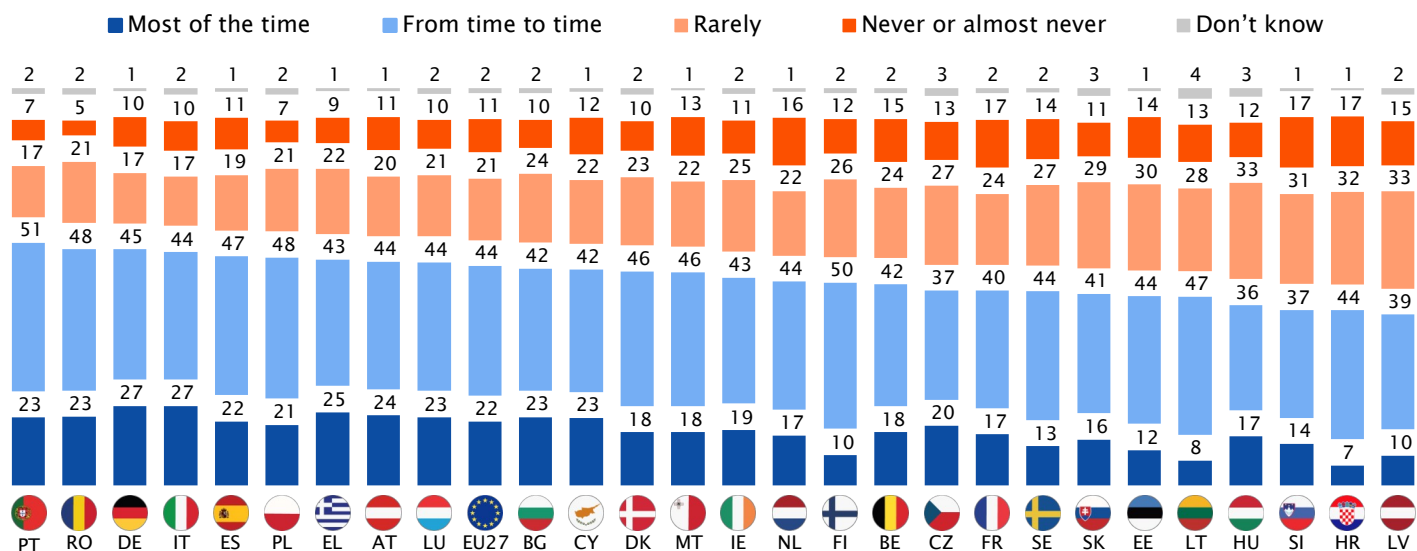
Country differences

With the exception of Latvia (49%), a majority in all Member States mention to be following what is going on in EU politics at least from time to time (i.e. 'from time to time' and 'most of the time'). More than two-thirds of respondents indicate this in Portugal (74%), Germany (72%), Romania (72%), Italy (71%), Spain (69%), Poland (69%) and Greece (68%).¹⁵

In Latvia (33%), Hungary (33%), Croatia (32%) and Slovenia (31%), just over three in ten respondents report to be 'rarely' following what is going on in EU politics. On the other hand, fewer than two in ten respondents mention this in Germany (17%), Italy (17%), Portugal (17%) and Spain (19%). The highest shares replying they 'never or almost never' follow what is going on in EU politics are observed in France (17%), Croatia (17%), Slovenia (17%) and the Netherlands (16%). This view is, on the other hand, least common in Romania (5%), Poland (7%) and Portugal (7%).

¹⁵ Due to rounding, it may also happen that the percentages for separate response options do not exactly add up to the totals mentioned in the text.

Q23 Some people follow what's going on in European Union politics, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in European Union politics?



(%) Base: n=26 121 - All respondents

Socio-demographic considerations

Men are more likely than women to report following what's going on in EU politics 'most of the time' (26% vs 18%); on the other hand, women are more likely than their counterparts to mention 'never or almost never' doing so (14% vs 9%).

The likelihood to indicate following what's going on in EU politics 'most of the time' is highest

among those aged 55 and over (26% vs 15%-21%). Respondents aged 55 and over (18%) are, on the other hand, less likely than all younger groups (22%-25%) to mention 'rarely' following what's going on in EU politics.

The older respondents were when they completed their education, the more likely they are to report following EU politics 'most of the time': from 16% of those who completed their education aged 15 or below, to 25% of those who completed it aged 20 and over. Respondents who are still studying (48%) and those who completed their education aged 20 and over (46%) are also more likely than those who completed it at younger ages (39%-42%) to report doing so 'from time to time'. On the other hand, respondents who completed their education aged 15 or below (17%) are more likely than all other education levels (9%-13%) to indicate 'never or almost never' doing so.

7.2. Perceived importance of EU membership

Respondents were asked to rate the importance of their country being a Member State of the EU on a scale from 1 to 10, where 1 means 'not at all important' and 10 means 'extremely important'.

Overall, across the EU, about two-thirds (66%) of respondents consider their country's membership to be important (scores 8-10) and 15% view it as of low importance (scores 1-4). Fewer than two in ten respondents (16%) select a more moderate stance on the scale (scores 5-6 'Neither important, nor unimportant').

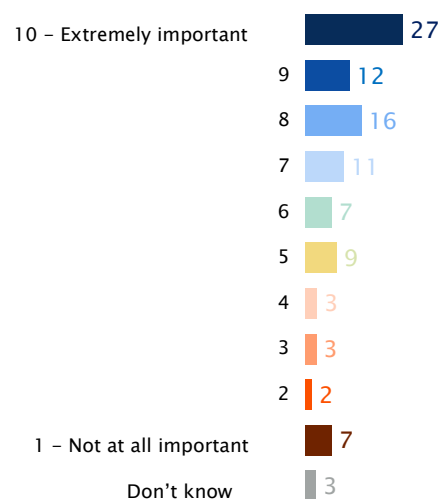
Country differences

In all but one Member State (Czechia), a majority of respondents consider their country's EU membership to be important (scores 8-10), with the relative size of this majority ranging from 55% in Austria to 82% in Portugal. In contrast, 45% of respondents in Czechia share this view.

The share of respondents expressing a more moderate stance on the importance scale (scores 5-6) varies between about one in ten respondents in Romania (10%), Luxembourg (11%) and Portugal (11%) to about a quarter of respondents in Czechia (24%).

The highest proportions of respondents viewing their country's EU membership as of low importance (scores 1-4) are observed in Czechia (28%), Austria (24%) and Bulgaria (24%). On the other hand, fewer than one in ten respondents share this view in Portugal (5%), Luxembourg (8%), Romania (8%) and Lithuania (9%).

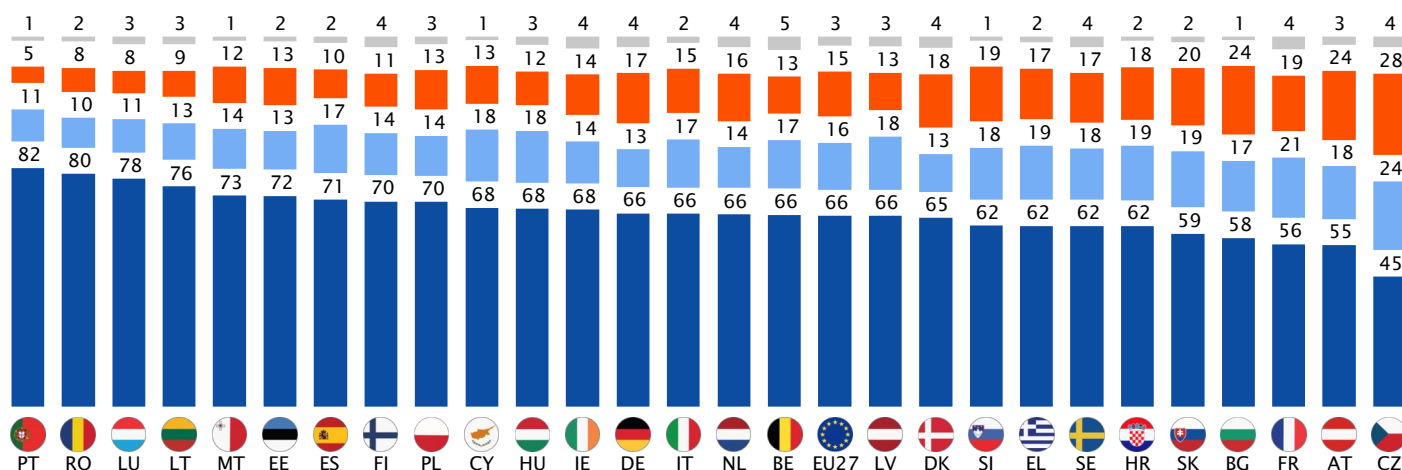
Q20 How important is it for you that (COUNTRY) is a Member State of the European Union? Please use a scale from 1 to 10 where 1 means "not at all important" and 10 means "extremely important".



(%) Base: n=26 121 - All respondents

Q20 How important is it for you that (COUNTRY) is a Member State of the European Union? Please use a scale from 1 to 10 where 1 means “not at all important” and 10 means “extremely important”.

■ Important [7 – 10] ■ Neither important nor unimportant [5 – 6] ■ Unimportant [1 – 4] ■ Don't know



(%) Base: n=26 121 – All respondents

Socio-demographic considerations

The following socio-demographic groups are more likely to view their country's membership as of importance (scores 7-10):

- Respondents aged 55 and over (69% vs 62%-64% of all other age groups);
- Respondents who completed their education aged 20 and over (71% vs 56%-62% of other education levels).

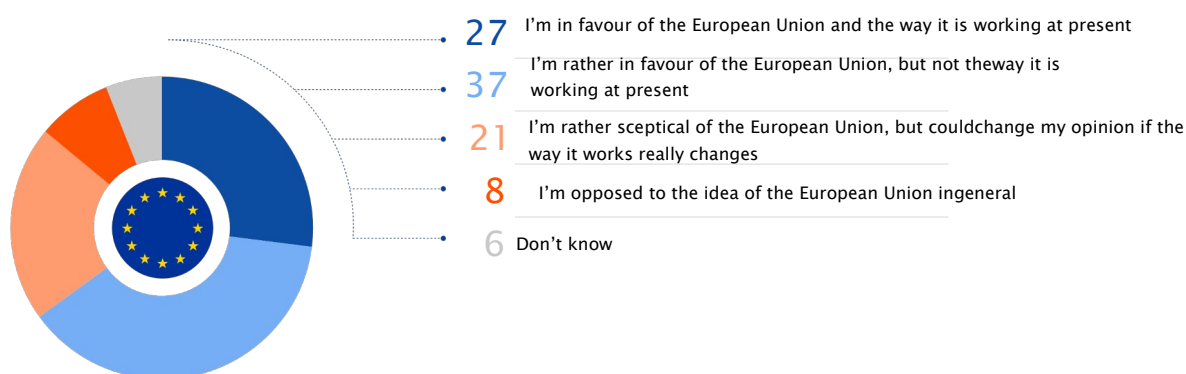
In contrast, the following socio-demographic groups are somewhat more likely to view their country's membership as of low importance (scores 1-4):

- Men (17% vs 14% of women);
- Respondents aged 40-54 (vs e.g. 13% of those aged 15-24)
- Respondents who completed their education aged 19 or below (17% vs 14% of those who completed their education aged 20 and over and 13% of those still studying).

7.3. Favourability towards the EU

Over six in ten respondents are generally in favour of the EU: 27% are in favour of the EU and the way it is working at present; 37% are rather in favour of the EU, but not the way it is working at present. About one-fifth (21%) of respondents are rather sceptical of the EU, but could change their opinion if the way it works really changes. Fewer than one in ten (8%) respondents are opposed to the idea of the EU in general.

Q21 Which of the following statements regarding the European Union is closest to your opinion?



(%) Base: n=26 121 – All respondents

Country differences

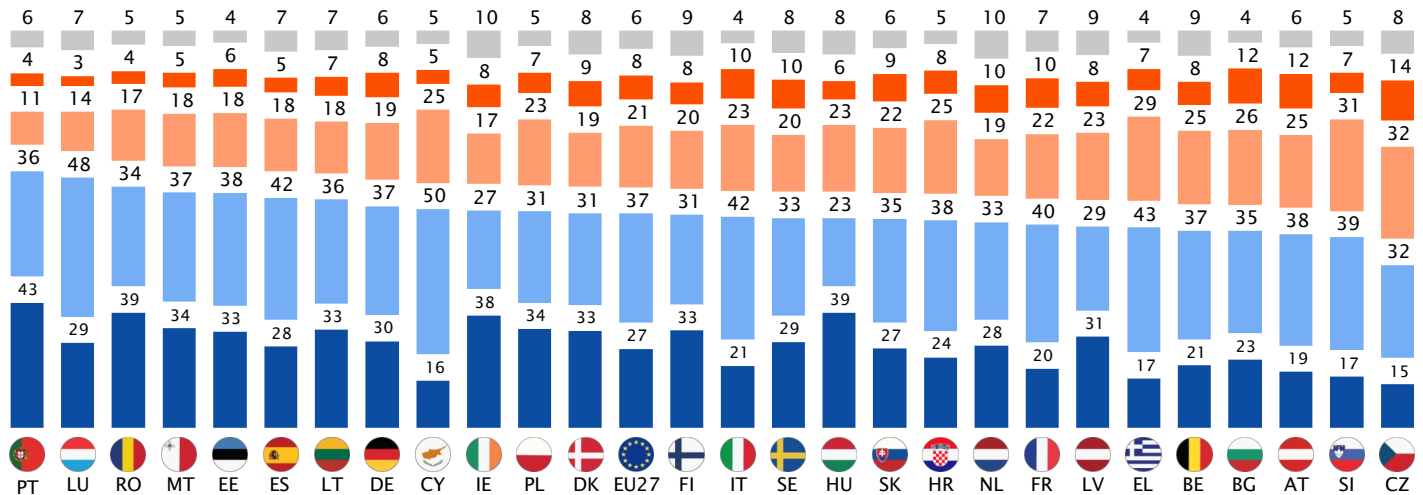
The proportion of respondents generally in favour of the EU reaches a majority in all but one Member State (Czechia, where the figure stands at 47%). Notably though, the share in favour of the EU and the way it is working at present never reaches a majority in any Member State, and ranges from 15% in Czechia to 43% in Portugal. On the other hand, the proportion of respondents reporting to be rather in favour of the EU, but not the way it is working at present, varies between 23% in Hungary and 50% in Cyprus.

At least three in ten respondents in Czechia (32%) and Slovenia (31%) indicate to be rather sceptical of the EU, but could change their opinion if the way it works really changes. In contrast, about one in ten (11%) respondents in Portugal share this view.

The share of respondents reporting to be opposed to the idea of the EU in general remains below the 10% mark in all but seven Member States: Czechia (14%), Austria (12%), Bulgaria (12%), the Netherlands (10%), France (10%), Italy (10%) and Sweden (10%). On the other hand, the lowest shares indicating to be opposed are found in Luxembourg (3%).

Q21 Which of the following statements regarding the European Union is closest to your opinion?

- I'm in favour of the European Union and the way it is working at present
- I'm rather in favour of the European Union, but not the way it is working at present
- I'm rather sceptical of the European Union, but could change my opinion if the way it works really changes
- I'm opposed to the idea of the European Union in general
- Don't know



(%) Base: n=26 121 - All respondents

Socio-demographic considerations

Respondents aged 15-24 (31%) are more likely than all other age groups (24%-28%) to be in favour of the EU and the way it is working at present; this group (17%) is also likely than all other age groups (21%-23%) to report being rather sceptical of the EU but willing to change their opinion if the way it works really changes. Respondents aged 40-54 are, on the other hand, more likely than all other groups to be opposed to the idea of the EU in general (11% vs 5%-8%).

Regarding education, respondents who completed their education aged 20 or above (29%) and those still studying (31%) are more likely than those who completed their education at younger ages (19%-24%) to report being in favour of the EU and the way it is working at present. Respondents who completed their education aged 20 or above are also more likely than all other education levels to mention being rather in favour of the EU, but not the way it is working at present (40% vs 32%-36%). In contrast, respondents who completed their education aged 15 or below or aged 16-19 are more likely than other education levels to indicate being rather sceptical of the EU but willing to change their opinion if the way it works really changes (28% and 22% respectively, vs 18%-20%) and to mention being opposed to the idea of the EU in general (11% and 10% vs 5%-7%).

7.4. Most trusted entities

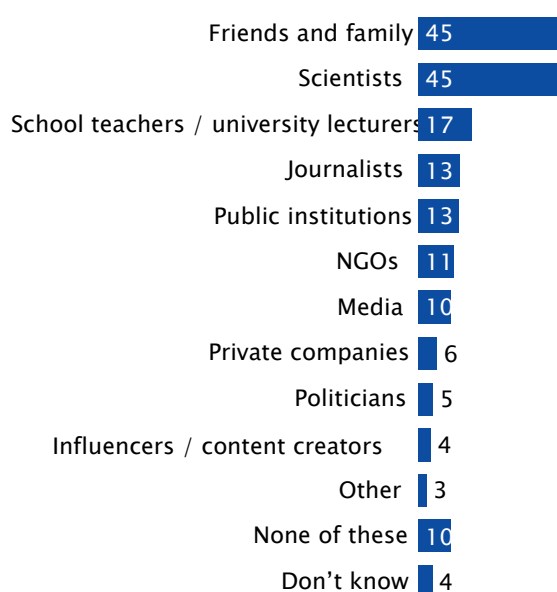
When asked about their trust in various entities, over four in ten respondents indicate that they trust the most friends and family (45%); the same share is observed for scientists (45%).

Between one in five and one in ten respondents report trusting the most school teachers or university lecturers (17%), journalists (13%), public institutions (13%), NGOs (11%) and media (10%). Smaller shares trust the most any other entity: private companies (6%), politicians (5%), influencers or content creators (4%) or other (3%).

Notably, one in ten (10%) respondents report that they trust none of these listed entities the most.

Q22 Which of the following do you trust the most?

[Multiple answers]



(%) Base: n= 26 121 - All respondents

Country differences

Respondents in most Member States most commonly mention friends and family as the most trusted group; this applies, for example, to Croatia (54%), Slovenia (53%), Ireland (53%), Czechia (53%), Greece (52%) and Cyprus (50%).

Scientists are the top-ranking response in Spain (54%), Estonia (52%), Italy (52%), Luxembourg (52%), Belgium (45%), the Netherlands (45%) and Lithuania (42%).

Smaller shares of about one-fifth or fewer respondents indicate any other entity as being the most trustworthy:

- School teachers or university lecturers: a share ranging from 9% in Germany and Latvia, to 26% in Greece;
- Journalists: from 6% in Greece to 22% in the Netherlands;
- Public institutions: from 5% in Cyprus to 24% in Sweden;
- NGOs: from 4% in Slovenia to 22% in both Hungary and Malta;
- Media: from 3% in Greece to 20% in Portugal;
- Private companies: from 3% in Croatia, Cyprus, Luxembourg, Hungary and Finland, to 8% in Denmark;
- Politicians: from 1% in Cyprus to 9% in Sweden;
- Influencers/content creators: from 1% in Luxembourg to 7% in Bulgaria, Czechia and Greece.

Finally, a proportion of respondents varying between 5% (in Finland and Sweden) and 17% (in Cyprus) indicate none of these as being the most trustworthy.

Q22 Which of the following do you trust the most? [Multiple answers]

	Frien ds and family	Scient ists	School teachers / university lecturers	Journalis ts	Public institutio ns	NGO s	Medi a	Private compani es	Politicia ns	Influence rs / content creators	Oth er	Non e of thes e
U2 7	45	45	17	13	13	11	10	6	5	4	3	10
BE	36	45	19	18	9	8	14	6	4	5	2	8
BG	41	38	19	14	13	12	16	4	4	7	6	12
CZ	53	37	10	8	10	10	9	6	5	7	4	8
DK	44	42	14	11	13	6	11	8	8	2	2	7
DE	48	44	9	13	16	8	10	6	5	4	3	12
EE	50	52	14	11	17	6	13	5	5	4	2	6
IE	53	35	19	17	14	7	11	5	7	6	2	6
EL	52	46	26	6	9	5	3	4	5	7	3	10
ES	51	54	19	11	11	13	12	6	4	5	2	6
FR	42	41	19	12	11	14	8	7	4	3	2	13
HR	54	43	14	8	7	18	6	3	2	3	3	9
IT	38	52	21	11	15	13	6	7	5	3	3	11
CY	50	48	18	7	5	5	7	3	1	4	3	17
LV	47	30	9	12	14	5	13	4	3	4	2	11
LT	40	42	11	11	14	9	16	4	2	4	3	12
LU	46	52	16	19	21	9	10	3	3	1	2	7
HU	49	35	14	8	6	22	7	3	3	6	4	12
MT	45	32	21	19	11	22	10	4	7	4	3	7
NL	42	45	13	22	11	6	11	4	6	3	3	9
AT	44	41	17	11	18	6	11	4	5	5	2	11
PL	41	41	19	16	10	12	11	6	4	4	2	13
PT	48	44	24	17	11	13	20	4	2	3	2	6
RO	46	43	20	15	10	10	11	7	4	5	3	9
SI	53	43	15	7	10	4	7	7	2	4	3	12
SK	37	37	13	13	13	9	13	5	6	4	4	14
FI	48	47	14	9	20	11	12	3	5	5	3	5
SE	48	46	15	15	24	10	11	5	9	3	2	5

Note: The higher the proportion selecting a response, the darker blue/orange the cell. The highest-ranking response for each country is shown in dark blue/white font. Response 'don't know' is not shown.

(%), Base: n=26 121 – All respondents

Socio-demographic considerations

Men are more likely than women to trust scientists the most (47% vs 42%).

Some differences are also observed by age. Namely, trust in scientists increases with age (from 39% of respondents aged 15-24, to 48% of those aged 55 and over), as so does the tendency to not trust any of the listed entities (from 6% of those aged 15-24, to 12% of those aged 55 and over). Conversely, trust in influencers and content creators decreases with age (from 8% of those aged 15-24, to 1% of those aged 55 and over).

Respondents who completed their education aged 20 or over (51%) are more likely than those who completed it at younger ages (37%-41%) and those still studying (44%) to trust scientists the most. Respondents who are still studying are more likely than those who already completed their education at earlier ages to trust the most school teachers or university lecturers (24% vs 12-18%) and NGOs (13% vs 8%-12%). This group is also less likely than those who completed their education to indicate trusting the most none of these (6% vs 9%-13%).

Comments

(Pierre Dieumegard)

It is a pity that there are no tables of numerical values for socio-demographic aspects. This would have made it easier to see the significance of differences in age or social category.

Chatbots have not (yet) become an important source of information (Q4a): between 6% in France and 17% in Cyprus. However, my personal experience with secondary school pupils indicates that among young people under the age of 15, consulting chatbots is very common.

TECHNICAL SPECIFICATIONS

Between 11 and 18 June 2025, Ipsos European Public affairs carried out Flash Eurobarometer FL014EP at the request of the European Parliament, Directorate-General for Communication. The Flash Eurobarometer covers the population of EU citizens, residents in one of the 27 Member States of the European Union, and aged 15 and over.

All interviews were carried via Computer-Assisted Web Interviewing (CAWI), using Ipsos online panels and their partner network. Respondents were selected from online access panels, groups of pre-recruited individuals who have agreed to take part in research. Sampling quota were set based on age (15-24 year-olds, 25-34 year-olds, 35-49 year-olds, 55-64 year-olds and 65+ year-olds), gender and geographic region (NUTS1, NUTS2 or NUTS 3, depending on the size of the country and the number of NUTS regions).

Margin of error

Survey results are subject to sampling tolerances. The 'margin of error' quantifies uncertainty about (or confidence in) a survey result. As a general rule, the more interviews conducted (sample size), the smaller the margin of error. A sample of 500 will produce a margin of error of not more than 4.4 percentage points, and a sample of 1 000 will produce a margin of error of not more than 3.1 percentage points.

Statistical margins due to sampling tolerances (at the 95 % level of confidence)

	various sample sizes are in rows			various observed results are in columns			
	5 %	10 %	25 %	50 %	75 %	90 %	95 %
n=50	±6.0	±8.3	±12.0	±13.9	±12.0	±8.3	±6.0
n=100	±4.3	±5.9	±8.5	±9.8	±8.5	±5.9	±4.3
n=200	±3.0	±4.2	±6.0	±6.9	±6.0	±4.2	±3.0
n=500	±1.9	±2.6	±3.8	±4.4	±3.8	±2.6	±1.9
n=1000	±1.4	±1.9	±2.7	±3.1	±2.7	±1.9	±1.4
n=1500	±1.1	±1.5	±2.2	±2.5	±2.2	±1.5	±1.1
n=2000	±1.0	±1.3	±1.9	±2.2	±1.9	±1.3	±1.0

	Number of interviews	Fieldwork dates	Population 15+ (absolute numbers)	Population 15+ (as % of EU27 population)
EU27	26121	11.06.2025-18.06.2025	383 603 764	100,00 %
BE	1010	11.06.2025-17.06.2025	9 892 796	2.58%
BG	1011	11.06.2025-17.06.2025	5 534 456	1.44%
CZ	1036	11.06.2025-17.06.2025	9 172 797	2.39%
DK	1036	11.06.2025-18.06.2025	5 022 981	1.31%
DE	1038	11.06.2025-18.06.2025	71 818 299	18.72%
EE	1023	11.06.2025-18.06.2025	1 154 359	0.30%
IE	1017	11.06.2025-17.06.2025	4 338 938	1.13%
EL	1044	11.06.2025-18.06.2025	9 041 201	2.36%
ES	1039	11.06.2025-17.06.2025	42 189 318	11.00%
FR	1037	11.06.2025-16.06.2025	56 855 864	14.82%
HR	1014	11.06.2025-18.06.2025	3 319 752	0.87%
IT	1058	11.06.2025-16.06.2025	51 784 963	13.50%
CY	506	11.06.2025-17.06.2025	818 909	0.21%
LV	1032	11.06.2025-18.06.2025	1 579 066	0.41%
LT	1005	11.06.2025-18.06.2025	2 467 008	0.64%
LU	504	11.06.2025-17.06.2025	566 303	0.15%
HU	1000	11.06.2025-17.06.2025	8 199 448	2.14%
MT	500	11.06.2025-17.06.2025	493 961	0.13%
NL	1085	11.06.2025-17.06.2025	15 228 902	3.97%
AT	1020	11.06.2025-18.06.2025	7 842 929	2.04%
PL	1005	11.06.2025-17.06.2025	31 082 980	8.10%
PT	1018	11.06.2025-17.06.2025	9 275 958	2.42%
RO	1040	11.06.2025-17.06.2025	16 034 437	4.18%
SI	1009	11.06.2025-17.06.2025	1 811 104	0.47%
SK	1023	11.06.2025-17.06.2025	4 557 290	1.19%
FI	1008	11.06.2025-17.06.2025	4 771 619	1.24%
SE	1003	11.06.2025-17.06.2025	8 748 126	2.28%

QUESTIONNAIRE

[ASK ALL]

Q1 When you get together with friends or relatives, how often, if at all, do you discuss social and political current affairs?

[SINGLE ANSWER]

- Frequently 1
- Occasionally 2
- Never 3
- Don't know 998

[ASK ALL]

Q2 Which of the following social and political current affairs do you generally follow or pay attention to? Please select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE ITEMS 1-10]

- Foreign policy and trade 1
- Support to the economy and the creation of jobs 2
- Action against climate change 3
- Public health and healthcare systems 4
- Poverty reduction and social inclusion 5
- Migration and asylum 6
- Democracy and the rule of law 7
- The EU's defence and security 8
- Agriculture and food security 9
- The EU's autonomy in the fields of industry and energy 10
- Other 11
- None of these 12

[ASK ALL]

Q3 How often do you use the following sources to follow content on social and political current affairs?

[ONE ANSWER PER LINE]

STATEMENTS

Traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.)

Other digital sources (such as social media, video- or streaming platforms, blogs, online news portals, etc.)

RESPONSE SCALE

- More than 10 times a day 1
- Between 2 and 10 times a day 2
- Once a day 3
- Several times a week 4
- Once a week 5
- Less often than once a week 6
- Never actively follow this type of content 7
- Don't know 998

[ASK ALL]

Q4a Which of the following sources do you use for getting information on social and political current affairs? Please select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE ITEMS 1-10]

- TV 1
- Radio 2
- Printed newspapers and magazines or their online versions 3

Search engines (e.g. Google Search or Bing) 4
 Video platforms (e.g. YouTube, etc.) 5
 Podcasts 6
 Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) 7
 AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.) 8
 School teachers or university lecturers 9
 Friends, family, colleagues 10
 Other 11
 I don't look for any information on this subject 12
 Don't know 998

[DO NOT ASK IF Q4a= 12 OR 998 OR 11 (if exclusively selected)]

Q4b Which of these media channels, if any, have become more important for you over the last year for information on social and political current affairs?

[MULTIPLE ANSWERS ALLOWED]
 [SHOW ONLY ITEMS SELECTED IN Q3a]

TV 1
 Radio 2
 Printed newspapers and magazines or their online versions 3
 Search engines (e.g. Google Search or Bing) 4
 Video platforms (e.g. YouTube, etc.) 5
 Podcasts 6
 Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.) 7
 AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.) 8
 School teachers or university lecturers 9
 Friends, family, colleagues 10
 None of these has become more important 12
 Don't know 998

[ASK IF Q4a = 5 OR 7]

Q5 And from which social media and platforms do you get information on social and political current affairs? Please select the most important ones for you personally.

[MULTIPLE ANSWERS ALLOWED]
 [RANDOMISE 1-12]

WhatsApp 1
 Facebook 2
 YouTube 3
 Threads 4
 Instagram 5
 X (Twitter) 6
 TikTok 7
 LinkedIn 8
 Snapchat 9
 Telegram 10
 Bluesky 11
 Reddit 12
 Other 13
 Don't know 998

[ASK ALL]

Q6 To what extent do you agree or disagree with each of the following statements?

[ONE ANSWER PER LINE]
 STATEMENTS

[ASK IF Q3a IS EQUAL TO 5 OR 7] I actively search for information about

social and political current affairs on social media

When browsing social media, I sometimes read social or political information that I have come across by chance, even though I was not actively searching for it

2

RESPONSE SCALE

Strongly agree 1
Tend to agree 2
Tend to disagree 3
Strongly disagree 4
Don't know 998

[ASK ALL]

Q7 In which of the following ways, if any, do you engage with social and political content on social media?

[MULTIPLE ANSWERS ALLOWED]
[RANDOMISE 1-6]

Read or view content on my feed(s) 1
Like or react to posts 2
Comment on posts 3
Share others' posts on my profile or stories 4
Share content through direct messages or private chats 5
Create and post my own original content (e.g. thoughts/opinions on issues) 6
Other 7
I don't engage with this type of content at all 8
Don't know 998

[ASK ALL]

Q8 Which of the following, if any, do you actively follow on social media (e.g. by following their accounts or by regularly checking their feeds)?

[MULTIPLE ANSWERS ALLOWED]
[RANDOMISE 1-3, 4-5, 6-7, 8-9 (+ within blocks)]

National politicians 1
Local politicians 2
EU-level politicians 3
The [NATIONALITY] National Government 4
Local/municipal government 5
European Union (EU) institutions 6
International organisations (e.g. NATO, the UN) 7
National political parties 8
EU-level political parties 9
None of these 10

[ASK IF Q8 IS NOT 10]

Q9 In the question on social media you indicated that you follow: [SHOW ITEM MENTIONED IN Q7 FOLLOWING THIS HIERACHY: (1) EU INSTITUTIONS; (2) EU-LEVEL POLITICIANS; (3) INTERNATIONAL ORGANISATIONS; (4) RANDOMISE OTHERS]. To what extent do you agree with the following statement: "I follow this type of social media account because ...":

[ONE ANSWER PER LINE]
STATEMENTS [RANDOMISE ITEMS 1-4]

...they are trustworthy
...they help me understand current affairs
...they help me understand what action I can take on issues
...they provide updates on current events

RESPONSE SCALE

Strongly agree 1
 Somewhat agree 2
 Neither agree nor disagree 3
 Somewhat disagree 4
 Strongly disagree 5
 Don't know 998

[ASK IF Q8 IS NOT 6]

Q10 You mentioned that you do not follow any EU institutions on social media. What are the main reasons for this?

[MAX 3 ANSWERS ALLOWED]

[RANDOMISE 1-8]

I didn't know EU institutions had social media accounts 1
 I've never considered following them 2
 I don't trust information from EU institutions 3
 I prefer to get information about the EU from other sources 4
 I find their content unengaging or irrelevant to me 5
 I avoid following political or institutional accounts in general 6
 Their content is too technical or formal for me to understand easily 7
 The EU institutions don't post in my preferred language 8
 Other 9
 Don't know 998

[ASK IF Q8 IS NOT 6]

Q11 What would make you more likely to follow European Union (EU) institution accounts on social media? Select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE 1-7]

If these accounts were more visible to me 1
 More captivating information formats (like short videos or animated infographics)

2

Coverage of topics that are more relevant to me personally 3
 More frequent updates on EU policies and decisions 4
 Clearer, easier-to-understand language 5
 Recommendations or shares from other accounts I trust 6
 Content in my native language 7
 Other 8
 Nothing would make me follow these accounts 9
 Don't know 998

[ASK ALL]

Q12 What specific type of social media content would you find interesting coming from an EU institution (such as the European Parliament)? Select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE ITEMS 1-8]

Historical information (e.g. key events, anniversaries) 1
 Current news and updates 2
 Trend analysis and future predictions 3
 Entertaining content (e.g. quizzes, memes) 4
 Educational material about policies and processes 5
 Behind-the-scenes glimpses of institutional workings 6
 Data visualizations and statistics 7
 Interactive content (e.g. Q&As with politicians or officials, live streams of events)

8

Other 9
 None of these 10
 Don't know 998

INTRO The next two questions are about people who use social media to promote products, share tutorials, or create content primarily to have an impact on people's tastes, purchases, or opinions. These people are sometimes referred to as "influencers" or "content creators".

[ASK ALL]

Q13 Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?

[SINGLE ANSWER]

Yes 1
 No, I use social media, but do not follow any influencers or content creators 2
 No, I do not use social media 3
 Don't know 998

[ASK IF Q13 = 1]

Q14 What type of content from influencers or content creators do you prefer?

[MAX 3 ANSWERS ALLOWED]

[RANDOMISE 1-6]

Commentary on social and political current affairs 1
 Reviews (e.g. products, books, places, etc.) 2
 How to's (e.g. tutorials) 3
 Insight into their everyday life 4
 Motivational content 5
 Promotion and advertising of commercial products 6
 Other 7
 Don't know 998

INTRO Now, we'd like to ask about your preferred formats for social media information on social and political current affairs.

[ASK IF Q4a = 5 OR 7]

Q15 Which of the following formats do you generally prefer for information about social and political current affairs on social media?

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE 1-10 (1-2, 3-6 IN BLOCK)]

Short text-based posts (e.g. images with short text, status updates) 1
 Longer text-based articles (e.g. articles, blog posts) 2
 Short videos (e.g. TikTok, Instagram Reels, under 1 minute) 3
 Medium-length videos (e.g. 1-5 minutes) 4
 Longer videos (e.g. YouTube, over 5 minutes) 5
 Live streams or live videos 6
 Infographics or charts (animated or not) 7
 Podcasts 8
 Stories (e.g. Instagram Stories) 9
 Newsletters (e.g. LinkedIn newsletters, Substack) 10
 Other 11
 None of these 12
 Don't know 998

[ASK IF Q4a = 5 OR 7]

Q16 For videos about social and political current affairs on social media, which of the following types of content would you prefer? Select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE ITEMS IN BLOCKS: 1-3, 4-7 & 8 (+ within blocks)]

Interviews with experts (e.g. academics or political analysts) 1

Interviews with everyday people/citizens affected by the issue 2

Interviews with politicians or government officials 3

Animated videos without real people 4

Videos exploring current affairs in depth 5

Personal vlogs or commentary videos by content creators 6

Videos combining people on camera with graphics, text, or animations 7

Speeches from politicians 8

Other 9

None of these 10

Don't know 998

INTRO Now, a few questions about disinformation.

Disinformation refers to false or misleading information that is spread deliberately with the intention of deceiving the public.

[ASK ALL]

Q17 How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?

[SINGLE ANSWER]

Very often 1

Often 2

Sometimes 3

Rarely 4

Never 5

Don't Know 998

[ASK ALL]

Q18 Do you feel confident that you can recognise disinformation when you encounter it?

[SINGLE ANSWER]

Very confident 1

Somewhat confident 2

Not very confident 3

Not at all confident 4

Don't know 998

[ASK ALL]

Q19 When you're unsure whether a piece of information on social media is disinformation, what do you typically do? Select all that apply.

[MULTIPLE ANSWERS ALLOWED]

[RANDOMISE 1-8]

Look at who posted it to check if it's from a trusted/distrusted source 1

Cross-check it with other sources of information to see if they are saying the same thing

2

Check if it's recent news, not an old story being shared again 3

Look out for spelling or grammar mistakes 4

Use a fact-checking tool or website 5

Check if the pictures or videos look real or fake 6

Check the comments to see what other people are saying about it 7

Ask people you trust what they think 8

I don't do anything to verify the information 9

Don't know 998

[ASK ALL]

Q20 How important is it for you that (COUNTRY) is a Member State of the European Union? Please use a scale from 1 to 10 where 1 means "not at all important" and 10 means "extremely important".

[SINGLE ANSWER]

1 - Not at all important 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 - Extremely important 10

Don't know 998

[ASK ALL]

Q21 Which of the following statements regarding the European Union is closest to your opinion?

[SINGLE ANSWER]

I'm in favour of the European Union and the way it is working at present 1

I'm rather in favour of the European Union, but not the way it is working at present

2

I'm rather sceptical of the European Union, but could change my opinion if the way it works really changes

3

I'm opposed to the idea of the European Union in general 4

Don't know 998

[ASK ALL]

Q22 Which of the following do you trust the most?

[MAX 3 ANSWERS ALLOWED]

[RANDOMISE 1-10]

Journalists 1

NGOs 2

Media 3

Private companies 4

Politicians 5

Public institutions 6

School teachers / university lecturers 7

Influencers / content creators 8

Scientists 9

Friends and family 10

Other 11

None of these 12

Don't know 998

[ASK ALL]

Q23 Some people follow what's going on in European Union politics, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in European Union politics?

[SINGLE ANSWER]

Most of the time 1

From time to time 2

Rarely 3

Never or almost never 4

Don't know 998

DATA ANNEX

Q1 When you get together with friends or relatives, how often, if at all, do you discuss social and political current affairs?

	Frequently	Occasionally	Never	Don't know
EU27	42	51	6	1
BE	29	58	12	1
BG	42	51	4	3
CZ	35	56	8	1
DK	33	57	9	1
DE	42	53	4	1
EE	31	62	6	0
IE	34	54	11	1
EL	61	35	4	0
ES	50	43	6	1
FR	38	51	10	1
HR	28	65	7	0
IT	50	44	5	1
CY	59	38	3	0
LV	24	66	8	2
LT	28	64	7	1
LU	41	51	7	1
HU	34	57	8	1
MT	39	54	5	1
NL	31	60	8	1
AT	39	53	6	2
PL	49	48	3	1
PT	36	58	5	1
RO	40	53	6	2
SI	31	60	8	1
SK	35	53	11	1
FI	27	61	10	2
SE	33	58	8	1

(%), Base: n=26 121 – all respondents

Q2 Which of the following social and political current affairs do you generally follow or pay attention to?
Please select all that apply. [Multiple Answers]

	Public health and health care systems	Democracy and the rule of law	Migration and asylum	Action against climate change	The EU's defence and security	Poverty reduction and social inclusion	Support to the economy and the creation of jobs	Foreign policy and trade	Agriculture and food security	The EU's autonomy in the fields of industry and energy	Other	None of these
EU27	61	47	45	43	40	40	37	36	28	19	7	6
BE	54	37	48	34	39	35	26	27	25	17	6	8
BG	62	42	22	33	34	49	39	42	28	19	15	7
CZ	46	39	39	24	38	33	32	35	32	19	8	11
DK	57	41	39	42	47	32	24	41	26	23	11	7
DE	58	54	64	48	52	38	34	47	24	16	11	6
EE	60	41	25	24	52	43	43	43	28	15	6	5
IE	65	36	53	35	25	41	40	28	24	16	5	6
EL	69	59	42	33	28	57	51	34	21	15	4	3
ES	64	52	45	46	32	45	52	30	28	22	6	7
FR	60	35	41	47	34	36	28	30	36	20	7	5
HR	65	49	35	38	38	49	34	32	42	14	4	5
IT	66	44	36	49	32	41	43	34	27	19	6	3
CY	67	60	66	28	32	58	50	32	13	14	6	3
LV	54	31	26	18	41	31	32	33	26	11	5	8
LT	52	35	31	24	53	33	17	43	21	13	6	6
LU	56	44	47	44	50	40	34	41	23	20	10	4
HU	63	53	34	38	36	45	43	35	31	19	8	7
MT	66	45	40	36	29	38	35	26	25	15	10	4
NL	52	46	58	36	44	38	20	26	22	16	9	8
AT	65	46	61	46	42	37	34	36	27	20	7	4
PL	66	57	42	38	51	31	34	39	31	19	2	5
PT	72	46	44	46	41	54	44	28	24	17	5	5
RO	63	54	18	35	49	46	51	39	40	26	8	5
SI	65	46	36	37	41	47	36	31	35	16	6	7
SK	53	44	28	25	34	36	34	38	35	17	5	9
FI	63	45	46	34	53	50	48	42	31	17	5	4
SE	53	45	44	34	38	31	27	38	17	13	9	7

(%), Base: n=26 121 – all respondents

Q3_1 How often do you use the following sources to follow content on social and political current affairs? Traditional media (offline or digital services of TV stations, newspapers, radio stations, etc.)

	More than 10 times a day	Between 2 and 10 times a day	Once a day	Several times a week	Once a week	Less often than once a week	Never actively follow this type of content	More than 10 times a day	Don't know
EU27	5	31	30	15	5	5	6	1	5
BE	3	28	33	17	5	6	6	1	3
BG	7	34	32	12	5	4	6	1	7
CZ	6	24	28	17	7	9	7	2	6
DK	8	32	25	15	6	6	6	2	8
DE	5	32	29	16	5	5	7	1	5
EE	6	29	27	14	8	7	8	1	6
IE	8	28	23	16	8	10	6	1	8
EL	7	23	23	14	8	11	12	2	7
ES	6	33	34	14	3	4	5	1	6
FR	3	28	33	16	6	6	7	2	3
HR	6	27	29	17	7	9	5	1	6
IT	6	36	28	14	6	4	4	1	6
CY	7	29	25	14	6	11	8	1	7
LV	5	21	33	14	8	9	9	1	5
LT	5	21	28	14	7	12	13	1	5
LU	7	40	26	10	4	6	5	1	7
HU	7	23	25	16	5	11	12	0	7
MT	13	27	18	12	4	12	13	0	13
NL	5	36	26	15	5	5	8	1	5
AT	5	32	29	16	7	5	5	2	5
PL	7	30	29	16	5	6	5	1	7
PT	6	37	28	15	4	4	4	1	6
RO	7	32	28	15	6	5	7	0	7
SI	5	19	33	16	7	10	10	1	5
SK	8	27	30	15	6	6	7	1	8
FI	4	41	24	13	6	7	3	1	4
SE	8	33	25	13	8	5	5	2	8

(%), Base: n=26 121 – all respondents

Q3_2 How often do you use the following sources to follow content on social and political current affairs? Other digital sources (such as social media, video- or streaming platforms, blogs, online news portals, etc.)

	More than 10 times a day	Between 2 and 10 times a day	Once a day	Several times a week	Once a week	Less often than once a week	Never actively follow this type of content	More than 10 times a day	Don't know
EU27	8	27	24	16	6	6	12	1	8
BE	5	21	24	16	6	8	19	2	5
BG	9	34	31	12	5	3	5	1	9
CZ	9	29	22	16	6	8	8	2	9
DK	6	26	22	17	6	6	13	4	6
DE	6	23	23	16	7	7	17	2	6
EE	7	28	26	13	8	9	8	1	7
IE	13	28	20	16	6	7	10	1	13
EL	14	38	23	13	4	4	4	1	14
ES	8	25	30	15	5	5	10	1	8
FR	5	21	21	18	5	9	19	2	5
HR	9	29	27	15	5	8	8	1	9
IT	7	31	25	16	7	5	7	1	7
CY	20	47	15	11	3	2	1	0	20
LV	8	28	27	15	7	6	8	1	8
LT	6	31	29	16	5	7	5	1	6
LU	10	41	20	12	4	5	8	1	10
HU	13	32	21	16	6	7	5	1	13
MT	22	45	13	11	3	4	2	0	22
NL	6	32	20	13	6	6	16	1	6
AT	7	24	21	16	9	8	14	1	7
PL	10	34	24	17	4	5	5	1	10
PT	10	30	25	15	5	6	7	1	10
RO	9	28	26	16	7	5	7	0	9
SI	6	24	28	18	8	8	8	1	6
SK	10	30	25	13	6	7	8	2	10
FI	6	35	21	12	7	9	8	1	6
SE	11	31	22	13	5	7	10	2	11

(%), Base: n=26 121 – all respondents

Q4a Which of the following sources do you use for getting information on social and political current affairs? Please select all that apply. [Multiple answers]

	TV	Radio	Printed newspapers and magazines or their online versions	Search engines (e.g. Google Search or Bing)	Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.)	Friends, family, colleagues	Video platforms (e.g. YouTube, etc.)	Podcasts	AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.)	School teachers or university lecturers	Other	I don't look for any information on this subject	Don't know
EU27	71	43	41	40	40	40	26	15	9	6	3	3	1
BE	69	49	42	30	36	31	17	9	8	8	3	4	1
BG	73	32	23	46	55	41	36	20	13	6	7	2	0
CZ	67	28	25	48	43	46	27	20	11	6	4	3	1
DK	66	40	51	42	42	40	18	17	11	7	3	4	1
DE	70	51	48	43	34	46	27	14	9	5	6	3	1
EE	61	45	44	36	49	40	30	12	10	6	2	4	0
IE	62	48	36	41	50	45	25	21	9	6	2	3	1
EL	54	33	34	49	56	39	41	14	14	11	3	2	0
ES	74	43	42	31	38	40	25	16	8	5	3	2	0
FR	73	45	38	32	33	34	17	10	6	5	2	3	0
HR	73	43	27	45	44	49	26	14	8	4	3	3	0
IT	75	36	45	44	39	34	24	13	9	6	3	1	1
CY	62	40	35	57	76	41	41	27	17	5	1	1	0
LV	53	35	21	27	56	40	38	8	11	4	2	5	0
LT	60	35	25	51	48	38	41	19	15	4	2	3	0
LU	64	64	57	49	46	49	24	13	13	5	2	1	0
HU	53	29	21	38	55	34	37	23	11	4	4	4	1
MT	48	27	38	43	74	43	27	21	12	9	3	2	0
NL	66	38	44	33	35	37	15	14	8	5	6	5	1
AT	67	52	54	39	37	38	25	11	10	6	2	3	0
PL	70	46	31	47	52	46	33	18	11	8	3	3	1
PT	80	42	46	43	40	41	22	14	10	7	1	1	1
RO	72	37	34	52	48	45	38	24	16	10	3	3	1
SI	63	44	33	49	40	43	27	9	16	5	3	5	1
SK	67	41	26	37	51	40	24	20	8	6	2	4	1
FI	71	42	55	43	41	43	25	13	7	7	4	3	1
SE	66	40	46	41	44	43	26	14	11	6	3	3	1

(%), Base: n=26 121 – all respondents

Q4b Which of these media channels, if any, have become more important for you over the last year for information on social and political current affairs? [Multiple Answers]

		Social media platforms (e.g. Instagram, TikTok, Facebook, X, etc.)	Printed newspapers and magazines or their online versions	Radio	Search engines (e.g. Google Search or Bing)	Video platforms (e.g. YouTube, etc.)	Friends, family, colleagues	Podcasts	AI chatbots (e.g. Chat GPT, Google Gemini, Perplexity, etc.)	School teachers or university lecturers	None of these has become more important	Don't know
EU27	42	25	19	18	18	14	13	8	5	3	14	2
BE	40	23	21	19	11	8	9	4	5	4	21	2
BG	47	35	12	16	26	21	18	11	8	3	9	2
CZ	38	25	9	10	22	14	18	11	7	2	17	4
DK	39	24	24	17	18	9	12	9	7	2	14	3
DE	34	21	18	17	18	16	12	8	6	2	23	3
EE	30	28	18	18	11	15	12	3	5	1	19	2
IE	37	33	17	23	18	13	14	12	4	3	10	1
EL	28	38	19	16	28	25	14	7	8	5	12	1
ES	42	23	19	24	13	12	13	7	4	2	10	1
FR	47	22	17	20	13	9	10	4	3	3	14	2
HR	43	25	11	14	21	13	14	7	4	2	13	1
IT	52	25	26	17	23	12	13	8	5	3	8	1
CY	36	58	23	17	36	24	17	13	11	1	6	1
LV	32	35	9	16	10	22	13	2	6	2	16	2
LT	36	29	8	14	22	22	10	8	7	2	10	2
LU	31	27	35	32	18	12	15	7	8	2	14	1
HU	31	35	9	13	18	21	14	14	5	2	14	1
MT	24	59	20	10	23	13	14	11	7	4	9	1
NL	31	18	17	12	12	7	10	8	5	2	28	2
AT	36	25	25	22	18	15	12	7	7	3	17	3
PL	42	32	14	20	22	20	17	10	6	4	13	1
PT	48	20	18	15	16	10	13	7	6	3	17	2
RO	54	34	18	20	31	22	22	13	10	5	5	1
SI	39	26	13	19	24	12	14	5	9	2	16	1
SK	45	34	14	21	20	15	20	12	5	2	8	3
FI	43	24	27	13	13	10	12	6	4	1	14	2
SE	38	25	20	17	15	14	13	6	7	1	15	3

(%), Base: n=25 104 – If at least one source (excl. other) selected in Q4a

Q5 And from which social media and platforms do you get information on social and political current affairs? Please select the most important ones for you personally. [Multiple answers]

	Faceb ook	YouTu be	Instagr am	TikT ok	Whats App	X (Twitt er)	Telegr am	Linke dIn	Snapp chat	Red dit	Threa ds	Blues ky	Oth er	Do n't know
EU 27	58	57	46	31	27	25	13	10	7	7	4	3	4	1
BE	61	45	49	35	22	22	10	10	11	7	4	3	2	1
BG	83	62	32	31	10	15	21	7	3	4	3	1	7	1
CZ	67	54	47	27	24	22	11	9	4	6	6	2	5	2
DK	69	44	45	28	10	20	9	14	14	11	4	3	8	2
DE	45	62	51	25	36	18	15	7	7	6	4	4	7	1
EE	69	53	31	26	6	21	15	7	4	12	3	3	3	1
IE	53	50	42	43	30	33	10	12	15	12	6	3	3	2
EL	68	56	46	35	10	27	11	8	4	7	7	4	4	1
ES	45	56	47	36	34	44	18	10	3	5	4	3	2	1
FR	47	52	44	32	18	29	7	12	15	5	4	2	3	1
HR	70	50	39	26	23	18	13	10	2	11	3	1	3	2
IT	61	55	52	26	37	24	21	12	3	6	5	1	5	0
CY	82	52	48	41	9	24	5	16	1	3	6	1	3	1
LV	64	55	24	37	20	15	22	3	4	4	6	1	4	1
LT	74	67	28	24	5	13	15	6	1	7	4	0	6	1
LU	53	42	54	26	20	15	5	10	3	6	3	2	4	2
HU	80	58	27	34	5	10	7	5	3	8	3	1	5	1
MT	87	33	35	20	20	18	4	16	3	4	5	2	5	0
NL	40	45	49	28	26	23	8	19	8	8	3	6	8	2
AT	49	51	49	33	30	17	14	8	10	11	5	5	5	1
PL	75	63	38	31	20	29	9	8	6	7	5	3	2	0
PT	59	48	53	28	28	25	12	13	3	7	3	0	2	1
RO	76	66	40	46	36	13	14	13	5	8	4	1	3	1
SI	73	57	41	29	12	26	14	12	10	11	4	2	4	0
SK	75	54	40	27	17	11	13	5	5	5	3	2	3	1
FI	56	49	39	36	22	24	8	8	10	12	5	3	5	2
SE	59	54	54	33	13	27	10	14	17	12	6	5	7	1

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Q6_1 To what extent do you agree or disagree with each of the following statements? I actively search for information about social and political current affairs on social media

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	21	45	24	9	1
BE	13	39	32	15	1
BG	22	53	18	6	0
CZ	19	50	23	6	2
DK	20	44	24	7	4
DE	19	40	30	10	1
EE	12	35	39	13	1
IE	19	43	25	10	2
EL	29	47	17	5	1
ES	27	46	19	7	1
FR	15	41	28	15	1
HR	14	46	31	9	1
IT	25	52	18	4	1
CY	26	57	14	2	0
LV	9	30	44	16	1
LT	15	46	28	9	1
LU	17	38	33	11	2
HU	19	41	30	9	1
MT	22	40	27	10	1
NL	15	38	28	18	2
AT	20	37	31	11	2
PL	22	49	20	6	2
PT	22	48	26	4	1
RO	30	46	17	6	1
SI	6	47	33	13	2
SK	19	47	27	6	1
FI	14	40	36	9	2
SE	18	47	25	9	1

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Q6_2 To what extent do you agree or disagree with each of the following statements? When browsing social media, I sometimes read social or political information that I have come across by chance, even though I was not actively searching for it

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	25	51	10	10	4
BE	20	48	14	13	6
BG	38	50	8	2	3
CZ	21	58	11	6	4
DK	26	44	13	11	6
DE	24	46	12	16	2
EE	19	60	11	7	3
IE	24	56	10	7	3
EL	32	53	9	4	2
ES	35	45	10	6	4
FR	17	52	9	16	6
HR	24	58	11	6	1
IT	22	60	10	4	3
CY	40	52	7	0	1
LV	21	60	12	3	4
LT	27	57	10	3	3
LU	32	50	12	4	3
HU	29	53	11	5	2
MT	36	57	4	2	1
NL	20	49	12	12	7
AT	25	47	14	12	2
PL	26	57	7	5	4
PT	31	55	8	4	2
RO	40	45	8	4	2
SI	16	66	11	5	1
SK	22	57	12	6	3
FI	18	57	11	8	6
SE	24	50	13	9	4

(%), Base: n=26 121 – all respondents

Q7 In which of the following ways, if any, do you engage with social and political content on social media? [Multiple answers]

	Read or view content on my feed(s)	Like or react to posts	Comment on posts	Share others' posts on my profile or stories	Share content through direct messages or private chats	Create and post my own original content (e.g. thoughts/o pinions on issues)	Other	I don't engage with this type of content at all	Don't know
EU27	38	36	23	19	18	11	4	29	3
BE	28	24	15	14	12	10	2	45	2
BG	34	52	27	27	20	13	5	20	3
CZ	24	42	30	22	22	11	4	25	4
DK	36	34	21	14	15	10	2	32	4
DE	37	30	19	15	16	10	9	29	4
EE	41	36	15	15	18	9	4	23	5
IE	41	43	27	20	22	13	3	23	2
EL	46	51	34	27	23	19	1	19	1
ES	31	46	28	26	19	15	3	28	2
FR	37	26	17	15	17	7	1	41	1
HR	35	39	21	13	17	8	5	25	3
IT	33	41	28	22	19	12	3	27	2
CY	55	58	34	24	24	14	1	14	1
LV	51	15	11	7	11	4	2	28	3
LT	52	39	16	15	19	6	2	18	4
LU	39	34	13	14	15	9	4	28	5
HU	60	35	18	19	15	7	3	18	3
MT	44	46	24	19	29	16	2	20	0
NL	27	24	15	11	14	10	3	47	3
AT	36	31	18	16	16	10	7	28	4
PL	62	40	27	21	21	13	2	17	3
PT	42	35	21	20	18	11	2	32	2
RO	37	49	30	19	21	13	3	21	3
SI	48	31	19	16	15	9	3	25	2
SK	27	38	20	15	14	9	3	33	3
FI	38	35	20	13	16	11	3	30	4
SE	47	37	24	18	19	14	4	26	3

(%), Base: n=26 121 – all respondents

Q8 Which of the following, if any, do you actively follow on social media (e.g. by following their accounts or by regularly checking their feeds)? [Multiple Answers]

	The [NATIONALITY] National Government	National politicians	National political parties	Local/ municipal government	Local politicians	International organisations (e.g. NATO, the UN)	European Union (EU) institutions	EU- level politicians	EU- level political parties	None of these
EU27	26	23	21	20	17	13	13	11	9	48
BE	20	18	16	16	15	14	12	10	8	52
BG	30	26	21	28	17	15	19	14	8	37
CZ	33	25	23	21	23	14	12	15	10	38
DK	23	21	15	13	20	13	12	13	8	51
DE	17	15	18	11	12	11	8	10	8	61
EE	32	22	18	25	18	18	14	12	6	41
IE	30	21	19	15	27	16	17	12	10	39
EL	25	23	20	24	15	18	17	13	11	43
ES	26	25	21	24	19	13	14	10	10	46
FR	21	19	18	13	13	9	8	8	6	57
HR	25	18	16	26	25	10	12	9	5	45
IT	30	27	23	27	20	15	19	11	11	38
CY	40	29	21	30	30	14	18	23	16	33
LV	24	19	11	24	15	13	9	9	4	44
LT	40	22	17	20	18	18	17	13	6	36
LU	36	34	24	34	20	19	20	17	13	34
HU	27	35	16	25	20	12	17	14	11	37
MT	39	27	31	26	35	23	28	20	13	26
NL	22	18	19	17	11	11	9	6	5	54
AT	23	18	17	12	14	13	12	11	9	53
PL	38	36	28	22	23	15	15	16	9	40
PT	32	25	23	23	15	13	16	10	7	42
RO	43	32	29	36	28	24	24	20	14	27
SI	40	23	19	25	22	17	14	18	9	39
SK	33	24	24	24	14	16	13	18	13	36
FI	39	26	20	20	20	20	14	17	9	41
SE	29	21	19	18	18	16	17	16	9	46

(%), Base: n=26 121 – all respondents

Q9_1 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...they are trustworthy

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	15	39	31	11	4
BE	13	37	31	11	5
BG	20	42	28	8	2
CZ	11	38	36	10	4
DK	17	36	30	12	4
DE	19	40	27	9	3
EE	14	38	30	12	4
IE	18	38	29	10	4
EL	16	35	31	13	5
ES	12	30	38	14	6
FR	8	33	35	17	7
HR	11	36	34	13	7
IT	13	47	28	8	3
CY	7	41	40	10	3
LV	17	37	34	7	3
LT	17	36	34	8	4
LU	10	42	32	9	4
HU	15	33	34	12	6
MT	14	45	29	7	4
NL	15	44	25	10	5
AT	17	34	31	11	6
PL	14	44	31	8	2
PT	17	42	27	9	3
RO	27	36	26	7	2
SI	7	39	31	15	7
SK	13	36	36	11	4
FI	12	44	28	13	4
SE	13	39	29	11	5

(%), Base: n=15 152 – If at least one organisation actively followed on social media (Q8)

Q9_2 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...they help me understand current affairs

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	21	52	19	6	2
BE	14	51	23	8	3
BG	28	51	17	3	1
CZ	14	49	27	7	2
DK	21	48	23	5	3
DE	22	51	19	5	2
EE	19	55	17	7	2
IE	25	53	15	4	2
EL	20	51	22	5	2
ES	21	48	23	6	2
FR	16	50	23	8	3
HR	18	52	18	8	4
IT	19	59	16	4	2
CY	20	58	16	4	1
LV	21	52	17	8	1
LT	23	48	23	4	1
LU	14	56	20	7	3
HU	20	47	22	8	3
MT	20	60	14	4	2
NL	21	52	18	6	2
AT	23	46	18	8	5
PL	21	56	17	5	1
PT	26	58	10	5	0
RO	30	49	17	3	1
SI	14	52	22	10	2
SK	22	53	17	6	2
FI	21	57	15	6	2
SE	23	51	16	7	3

(%), Base: n=15 152 – If at least one organisation actively followed on social media (Q8)

Q9_3 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ...they help me understand what action I can take on issues

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	18	47	24	7	3
BE	13	42	28	10	4
BG	21	47	26	4	2
CZ	12	46	31	7	2
DK	17	41	30	8	2
DE	20	44	25	7	4
EE	12	38	31	12	5
IE	22	47	19	8	3
EL	24	44	25	4	3
ES	17	40	26	12	4
FR	13	50	25	7	4
HR	14	48	25	8	5
IT	20	53	20	4	2
CY	18	47	25	5	5
LV	13	44	30	9	4
LT	15	46	27	7	2
LU	7	40	34	11	6
HU	17	43	27	10	3
MT	16	48	27	5	3
NL	14	48	21	11	4
AT	19	44	24	10	3
PL	17	53	23	5	1
PT	20	60	15	4	1
RO	30	47	19	2	1
SI	10	47	27	12	4
SK	17	44	29	7	2
FI	12	47	27	9	3
SE	17	41	26	10	5

(%), Base: n=15 152 – If at least one organisation actively followed on social media (Q8)

Q9_4 In the question on social media you indicated that you follow: ...To what extent do you agree with the following statement: I follow this type of social media account because ... they provide updates on current events

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
EU27	25	51	17	5	2
BE	17	49	22	9	2
BG	32	45	17	5	1
CZ	17	48	25	7	3
DK	25	46	20	6	1
DE	31	50	13	4	1
EE	25	50	15	7	2
IE	30	49	14	5	1
EL	27	47	20	3	2
ES	27	44	20	7	2
FR	14	57	19	6	3
HR	21	46	22	8	4
IT	20	59	16	4	1
CY	24	53	19	4	1
LV	27	47	18	6	2
LT	25	52	16	4	1
LU	27	55	12	3	1
HU	26	49	17	5	2
MT	31	56	9	3	1
NL	29	49	14	6	2
AT	28	51	13	4	4
PL	27	52	15	5	0
PT	29	57	9	3	1
RO	39	44	13	2	1
SI	17	50	20	9	2
SK	28	51	14	4	2
FI	22	55	15	6	2
SE	22	51	17	8	2

(%), Base: n=15 152 – If at least one organisation actively followed on social media (Q8)

Q10 You mentioned that you do not follow any EU institutions on social media. What are the main reasons for this? [Multiple Answers]

	I've never considered following them	I prefer to get information about the EU from other sources	I avoid following political or institutional accounts in general	I don't trust information from EU institutions	I find their content unengaging or irrelevant to me	I didn't know EU institutions had social media accounts	Their content is too technical or formal for me to understand easily	The EU institutions don't post in my preferred language	Other	None of these
EU27	30	24	21	16	15	12	10	5	6	7
BE	28	24	19	14	16	9	9	4	7	7
BG	30	17	31	23	8	12	10	9	4	6
CZ	27	22	15	21	19	11	10	7	5	6
DK	31	22	18	11	12	11	8	4	7	10
DE	26	30	22	15	15	11	6	4	8	6
EE	39	20	23	11	16	14	11	8	4	5
IE	31	20	20	14	11	14	13	4	5	8
EL	23	28	32	25	16	12	13	8	2	3
ES	34	22	22	16	16	12	12	5	5	5
FR	31	22	20	18	16	11	10	2	7	6
HR	35	17	23	15	14	12	14	4	4	5
IT	28	24	23	15	15	13	15	6	5	7
CY	30	26	28	21	13	11	7	3	3	3
LV	30	15	22	11	18	10	12	5	4	6
LT	25	25	17	12	14	9	16	6	4	8
LU	30	25	19	9	11	14	9	5	5	6
HU	31	21	22	14	15	13	8	6	4	8
MT	32	19	26	13	17	12	15	6	5	6
NL	37	22	16	13	14	10	7	3	8	7
AT	29	29	25	17	13	11	5	4	6	5
PL	28	25	22	17	14	12	11	5	2	10
PT	31	25	18	7	12	14	10	3	4	9
RO	32	17	19	13	12	14	12	9	3	6
SI	31	20	26	18	15	10	13	6	3	5
SK	26	21	22	19	10	14	10	8	4	8
FI	26	29	13	9	17	16	14	6	6	8
SE	37	23	16	12	15	14	5	4	8	7

(%), Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Q11 What would make you more likely to follow European Union (EU) institution accounts on social media?
Select all that apply. [Multiple Answers]

	Coverage of topics that are more relevant to me personally	Clearer, easier-to-understand language	Content in my native language	More captivating information formats (like short videos or animated infographics)	More frequent updates on EU policies and decisions	If these accounts were more visible to me	Recommendations or shares from other accounts I trust	Other	Nothing would make me follow these accounts	Don't know
EU27	22	20	15	15	15	14	10	3	32	8
BE	17	21	12	14	11	12	9	2	39	9
BG	32	23	27	15	10	13	12	3	25	5
CZ	22	20	21	10	12	14	9	2	30	9
DK	18	12	12	13	11	13	10	5	33	15
DE	20	15	10	11	15	10	9	3	43	9
EE	26	20	25	15	15	14	12	2	29	6
IE	25	24	5	17	16	21	13	4	23	8
EL	27	24	21	21	18	16	16	4	23	3
ES	24	26	16	17	15	16	15	5	25	6
FR	18	18	11	15	12	15	6	2	43	7
HR	36	22	26	17	8	12	11	3	24	6
IT	22	27	16	17	19	15	11	2	21	9
CY	35	24	22	28	25	29	18	3	16	4
LV	28	18	21	14	12	14	10	2	23	10
LT	28	25	32	20	13	15	11	3	15	9
LU	23	19	15	22	14	24	8	5	24	9
HU	20	18	27	14	12	15	8	4	29	8
MT	36	25	13	27	17	23	15	5	18	5
NL	16	15	11	15	8	14	8	3	43	9
AT	25	15	12	13	18	11	10	3	36	8
PL	23	22	22	16	17	16	13	2	22	12
PT	20	29	18	17	18	17	10	3	22	9
RO	27	29	26	18	20	18	13	2	16	7
SI	30	14	18	21	16	13	16	3	25	6
SK	22	15	19	15	15	16	12	3	28	10
FI	29	18	19	15	13	19	10	3	22	12
SE	21	13	10	14	12	22	12	4	25	15

(%), Base: n=22 171 – If EU institutions not actively followed on social media (Q8)

Q12 What specific type of social media content would you find interesting coming from an EU institution (such as the European Parliament)? [Multiple Answers]

	Current news and updates	Trend analysis and future predictions	Interactive content (e.g. Q&As with politicians or officials, live streams of events)	Data visualisations and statistics	Educational material about policies and processes	Behind-the-scenes glimpses of institutional workings	Historical information (e.g. key events, anniversaries)	Entertaining content (e.g. quizzes, memes)	Other	None of these	Don't know
EU27	45	23	23	21	21	20	19	14	3	20	6
BE	41	17	17	14	15	17	16	14	2	27	6
BG	51	35	24	27	21	27	21	14	5	11	5
CZ	40	22	22	18	17	18	19	15	3	21	7
DK	40	19	16	14	14	17	19	12	4	23	10
DE	45	15	20	17	17	22	17	15	4	28	6
EE	47	29	26	22	26	17	18	17	2	17	5
IE	51	25	27	18	31	23	26	19	1	14	4
EL	52	28	33	21	25	19	29	15	2	11	4
ES	45	24	28	27	23	22	21	16	3	15	4
FR	37	20	19	19	10	15	15	12	1	30	6
HR	46	28	26	20	20	20	20	20	2	14	5
IT	45	27	24	25	32	19	17	11	2	13	5
CY	62	33	37	24	30	26	33	24	2	7	3
LV	46	27	20	19	19	13	17	15	2	13	8
LT	56	28	19	22	17	18	24	16	2	9	7
LU	56	25	27	28	23	27	25	14	3	14	5
HU	52	21	29	15	18	26	21	16	4	13	6
MT	58	28	25	27	31	25	32	26	4	9	2
NL	41	16	11	13	18	19	13	11	2	29	8
AT	44	18	23	17	17	25	19	14	2	22	5
PL	49	32	25	23	23	20	21	16	3	12	8
PT	52	34	24	29	28	16	24	15	2	10	8
RO	49	40	35	32	33	27	28	15	2	9	4
SI	47	34	24	21	18	23	20	19	3	14	5
SK	46	25	26	21	19	25	18	17	3	13	7
FI	52	20	23	24	14	27	20	16	2	12	9
SE	45	18	23	21	23	18	19	12	2	15	10

(%), Base: n=26 121 – all respondents

Q13 Do you follow any influencers or content creators on social media channels (e.g. YouTube, Instagram, or TikTok, etc.)?

	Yes	No, I use social media, but do not follow any influencers or content creators	No, I do not use social media	Don't know
EU27	37	37	24	3
BE	31	39	28	2
BG	46	38	13	3
CZ	43	36	17	3
DK	38	39	21	2
DE	32	32	35	1
EE	38	44	13	5
IE	49	32	17	2
EL	37	51	11	2
ES	42	34	20	4
FR	31	38	31	1
HR	31	48	18	3
IT	35	41	19	5
CY	50	41	6	2
LV	41	43	12	4
LT	35	44	18	2
LU	42	40	16	1
HU	47	32	16	5
MT	51	41	6	1
NL	31	38	29	1
AT	35	34	29	2
PL	38	40	19	3
PT	43	37	15	5
RO	47	40	11	2
SI	40	38	18	4
SK	40	39	18	3
FI	44	36	16	4
SE	43	37	17	2

(%), Base: n=26 121 – all respondents

Q14 What type of content from influencers or content creators do you prefer? [Multiple answers]

	Reviews (e.g. products, books, places, etc.)	Commentary on social and political current affairs	How to's (e.g. tutorials)	Insight into their everyday life	Motivational content	Promotion and advertising of commercial products	Other	Don't know
EU27	39	38	38	36	31	19	11	1
BE	34	26	34	42	26	22	6	1
BG	40	40	48	26	29	19	8	0
CZ	41	38	41	38	33	17	6	1
DK	35	32	30	41	43	14	10	3
DE	27	37	37	43	37	12	20	1
EE	39	34	39	33	34	19	9	1
IE	44	36	37	39	37	21	7	1
EL	43	50	31	41	26	28	5	2
ES	46	43	37	30	31	24	9	1
FR	29	32	45	42	23	17	14	0
HR	48	26	46	30	37	13	8	1
IT	52	43	42	25	25	24	8	1
CY	42	57	37	46	24	27	6	0
LV	38	26	49	30	36	7	6	1
LT	36	40	23	35	30	14	6	2
LU	45	31	51	36	31	11	15	1
HU	33	39	31	33	33	17	11	2
MT	50	37	36	36	37	27	7	1
NL	31	29	33	40	37	16	13	1
AT	22	37	35	43	44	19	10	2
PL	51	44	39	34	30	20	5	2
PT	38	32	25	39	35	24	11	1
RO	45	42	32	36	33	27	5	1
SI	35	36	22	37	42	22	8	1
SK	40	29	41	36	36	17	8	1
FI	33	35	34	45	42	16	9	1
SE	34	38	29	44	39	19	6	1

(%), Base: n=10 441 – If following influencers or content creators on social media (Q13)

Q15 Which of the following formats do you generally prefer for information about social and political current affairs on social media? [Multiple answers]

	Short text-based posts (e.g. images with short text, status updates)	Short videos (e.g. TikTok, Instagram Reels, under 1 minute)	Medium-length videos (e.g. 1-5 minutes)	Longer videos (e.g. YouTube, over 5 minutes)	Stories (e.g. Instagram Stories)	Longer text-based articles (e.g. articles, blog posts)	Live streams or live videos	Podcasts	Infographics or charts (animated or not)	Newsletters (e.g. LinkedIn newsletters, Substack)	Other	None of these	Don't know
EU27	46	41	39	35	26	25	24	24	19	15	2	3	1
BE	44	40	31	26	24	26	19	17	18	18	2	5	1
BG	47	33	36	31	18	22	32	26	11	10	6	1	1
CZ	45	39	34	36	27	23	27	33	13	8	2	4	1
DK	40	37	31	30	20	27	15	25	18	22	4	5	3
DE	49	42	37	37	28	28	21	24	23	20	5	3	1
EE	43	37	37	34	19	26	24	18	19	7	2	2	1
IE	37	51	36	31	31	17	22	27	16	16	1	3	1
EL	48	40	39	35	23	34	34	19	20	19	1	3	1
ES	40	46	39	41	26	26	23	30	17	12	3	3	1
FR	47	42	41	34	29	24	21	18	21	17	1	2	1
HR	49	39	41	27	21	18	25	24	14	4	2	3	2
IT	46	43	45	34	28	25	25	19	22	13	2	2	0
CY	51	52	42	23	26	25	29	38	19	15	2	1	1
LV	42	35	28	31	14	15	23	13	12	6	1	5	3
LT	35	27	35	41	15	27	31	19	11	6	1	2	3
LU	50	48	36	29	34	23	14	27	26	10	3	3	2
HU	48	34	38	32	17	26	32	29	11	10	3	4	1
MT	50	48	33	20	28	19	24	27	25	13	2	3	1
NL	44	33	33	28	18	22	11	19	21	17	3	5	4
AT	51	46	36	31	25	24	21	19	20	19	2	3	1
PL	46	39	37	35	28	26	33	26	20	11	1	2	3
PT	50	37	42	26	28	19	26	21	17	13	2	2	2
RO	44	48	48	44	23	27	27	38	14	16	3	2	1
SI	47	38	36	31	21	21	30	14	14	13	2	2	1
SK	44	34	33	30	21	24	28	30	14	7	1	4	2
FI	49	39	38	32	25	24	20	22	20	15	3	2	2
SE	43	37	33	32	27	26	17	21	14	21	2	3	2

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Q16 For videos about social and political current affairs on social media, which of the following types of content would you prefer? Select all that apply. [Multiple Answers]

	Videos exploring current affairs in depth	Interviews with experts (e.g. academics or political analysts)	Interviews with everyday people/citizens affected by the issue	Interviews with politicians or government officials	Videos combining people on camera with graphics, text, or animations	Speeches from politicians	Personal vlogs or commentary videos by content creators	Animated videos without real people	Other	None of these	Don't know
EU27	47	44	42	34	30	21	19	13	3	5	3
BE	35	37	35	26	32	17	21	19	3	9	4
BG	51	54	50	32	28	10	21	10	3	4	2
CZ	41	47	45	37	19	26	20	13	2	6	3
DK	41	41	42	34	29	20	19	12	5	7	6
DE	52	39	42	40	28	26	20	14	5	6	2
EE	48	48	46	33	27	17	21	12	2	6	3
IE	40	40	49	38	30	19	24	14	3	4	3
EL	49	49	55	27	32	15	24	17	1	4	1
ES	49	42	42	31	31	17	24	13	4	4	3
FR	42	38	33	28	37	18	11	14	2	9	5
HR	44	48	57	29	27	14	17	8	2	5	3
IT	54	44	39	28	32	16	14	11	2	3	3
CY	45	54	54	36	31	15	20	10	3	4	1
LV	39	37	42	27	14	8	19	7	2	6	6
LT	56	51	41	35	17	15	18	10	1	2	4
LU	45	47	45	34	33	21	17	16	3	5	4
HU	51	50	44	38	20	23	18	9	4	6	3
MT	37	51	49	37	29	18	19	14	2	5	1
NL	37	40	36	29	33	15	16	14	2	9	4
AT	44	41	40	31	28	21	22	13	3	8	3
PL	44	51	43	43	32	25	21	11	1	4	4
PT	49	45	45	39	25	21	16	13	2	3	3
RO	43	52	49	41	28	30	34	13	4	4	2
SI	48	40	42	30	30	17	18	14	3	8	4
SK	46	42	47	35	19	19	19	8	1	6	5
FI	48	47	43	34	25	23	22	11	4	3	7
SE	36	41	44	43	26	24	24	10	2	5	6

(%), Base: n=14 380 – Uses social media and/or video platforms for information on social and political current affairs (Q4a)

Q17 How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?

	Very often	Often	Sometimes	Rarely	Never	Don't Know
EU27	12	23	31	16	7	10
BE	11	21	36	14	6	12
BG	21	27	33	11	3	5
CZ	12	16	31	19	10	12
DK	10	25	34	15	5	11
DE	9	17	29	20	11	14
EE	12	19	32	18	7	12
IE	20	22	33	12	5	8
EL	16	26	32	16	4	5
ES	22	30	28	11	3	6
FR	8	21	30	19	12	9
HR	13	25	39	12	3	8
IT	11	24	35	16	8	7
CY	16	26	34	13	6	4
LV	10	21	32	19	6	11
LT	10	21	39	14	5	11
LU	16	30	34	13	3	6
HU	22	35	24	8	2	8
MT	21	25	34	12	5	4
NL	8	23	34	17	5	12
AT	12	21	32	18	6	10
PL	10	27	32	13	4	13
PT	14	25	33	14	6	8
RO	23	32	27	9	3	6
SI	11	27	36	14	5	7
SK	10	23	28	17	11	11
FI	7	18	38	22	6	8
SE	8	22	40	15	4	10

(%), Base: n=26 121 – all respondents

Q18 Do you feel confident that you can recognise disinformation when you encounter it?

	Very confident	Somewhat confident	Not very confident	Not at all confident	Don't know
EU27	12	49	26	6	6
BE	9	51	27	7	6
BG	15	53	25	4	3
CZ	17	39	24	12	8
DK	11	42	34	8	5
DE	13	49	25	6	8
EE	10	47	33	8	3
IE	20	52	19	5	4
EL	15	43	34	6	2
ES	15	50	25	5	4
FR	13	53	22	5	8
HR	10	57	24	5	3
IT	10	51	29	6	4
CY	15	50	30	4	1
LV	11	47	32	6	5
LT	12	47	29	6	7
LU	14	55	24	4	3
HU	14	49	24	9	4
MT	22	62	11	3	2
NL	11	50	28	5	6
AT	12	52	22	5	9
PL	8	41	38	7	6
PT	9	54	27	6	3
RO	18	49	25	4	4
SI	8	49	34	6	3
SK	13	52	24	6	5
FI	12	55	23	6	5
SE	13	54	22	8	4

(%), Base: n=26 121 – all respondents

Q19 When you're unsure whether a piece of information on social media is disinformation, what do you typically do?
Select all that apply. [Multiple Answers]

	Cross-check it with other sources of information to see if they are saying the same thing	Look at who posted it to check if it's from a trusted/distrusted source	Check if it's recent news not an old story being shared again	Check the comments to see what other people are saying about it	Check if the pictures or videos look real or fake	Look out for spelling or grammar mistakes	Ask people you trust what they think	Use a fact-checking tool or website	I don't do anything to verify the information	Don't know
EU27	49	40	34	29	25	24	18	14	10	4
BE	45	37	30	25	24	28	16	14	14	5
BG	52	40	38	37	24	16	22	19	6	3
CZ	29	35	33	30	20	23	22	22	15	3
DK	41	41	34	32	28	29	16	19	11	7
DE	46	39	36	23	27	30	17	13	12	4
EE	50	47	37	36	27	32	21	21	11	3
IE	42	38	36	34	31	27	20	23	10	4
EL	64	50	38	45	30	17	25	20	5	2
ES	53	40	35	28	22	16	21	16	9	2
FR	47	36	28	27	22	24	14	10	13	4
HR	46	45	33	40	21	19	24	18	11	2
IT	53	42	32	28	24	19	19	12	6	2
CY	67	60	41	50	32	13	25	17	3	1
LV	44	37	24	36	19	26	16	14	13	5
LT	43	44	35	39	21	37	15	12	10	3
LU	65	51	43	36	33	33	23	15	6	1
HU	48	46	39	37	24	34	15	13	8	3
MT	58	55	43	38	29	19	18	24	5	1
NL	49	42	34	25	23	27	14	19	13	6
AT	45	39	36	21	27	29	21	13	10	5
PL	47	39	36	39	25	18	19	14	8	4
PT	53	42	36	34	30	31	18	21	8	2
RO	57	43	38	36	32	27	19	22	5	2
SI	42	46	33	34	28	18	24	20	11	2
SK	41	41	26	32	23	22	20	17	10	4
FI	51	45	31	32	30	21	14	12	9	8
SE	49	48	38	30	30	22	21	15	9	5

(%), Base: n=26 121 – all respondents

Q20 How important is it for you that (COUNTRY) is a Member State of the European Union?
Please use a scale from 1 to 10 where 1 means “not at all important” and 10 means “extremely important”.

	1 – Not at all important	2	3	4	5	6	7	8	9	10 - Extremely important	Don't know
EU27	7	2	3	3	9	7	11	16	12	27	3
BE	6	2	2	2	10	7	13	19	12	21	5
BG	11	4	3	5	11	6	10	12	9	28	1
CZ	15	4	5	5	15	9	8	12	8	17	4
DK	8	2	3	5	6	7	13	17	13	22	4
DE	8	2	4	3	7	5	10	16	11	30	4
EE	6	2	3	2	7	6	8	12	12	40	2
IE	7	2	2	4	7	8	10	14	12	32	4
EL	8	2	4	4	10	9	11	16	13	23	2
ES	5	1	2	3	9	7	13	19	18	22	2
FR	8	2	4	5	13	8	11	15	10	19	4
HR	8	2	3	4	9	9	12	16	12	23	2
IT	8	2	3	2	8	9	12	16	11	27	2
CY	5	1	3	4	10	8	12	15	13	29	1
LV	6	2	3	3	10	8	8	14	14	29	3
LT	4	1	2	2	6	7	7	10	14	44	3
LU	4	1	0	2	7	4	6	12	13	47	3
HU	5	2	2	3	9	8	8	11	8	41	3
MT	6	2	2	2	8	6	12	15	14	32	1
NL	8	2	3	3	6	8	15	20	14	17	4
AT	13	2	4	5	10	8	9	14	8	25	3
PL	5	1	4	3	7	7	9	14	12	35	3
PT	2	1	1	2	5	7	9	18	16	39	1
RO	4	1	2	1	6	4	6	9	13	52	2
SI	8	3	4	3	10	8	12	17	13	20	1
SK	9	3	4	4	11	8	8	9	9	33	2
FI	5	3	2	2	7	7	10	21	18	21	4
SE	9	2	3	3	10	8	13	18	11	20	4

(%), Base: n=26 121 – all respondents

Q21 Which of the following statements regarding the European Union is closest to your opinion?

	I'm in favour of the European Union and the way it is working at present	I'm rather in favour of the European Union, but not the way it is working at present	I'm rather sceptical of the European Union, but could change my opinion if the way it works really changes	I'm opposed to the idea of the European Union in general	Don't know
EU27	27	37	21	8	6
BE	21	37	25	8	9
BG	23	35	26	12	4
CZ	15	32	32	14	8
DK	33	31	19	9	8
DE	30	37	19	8	6
EE	33	38	18	6	4
IE	38	27	17	8	10
EL	17	43	29	7	4
ES	28	42	18	5	7
FR	20	40	22	10	7
HR	24	38	25	8	5
IT	21	42	23	10	4
CY	16	50	25	5	5
LV	31	29	23	8	9
LT	33	36	18	7	7
LU	29	48	14	3	7
HU	39	23	23	6	8
MT	34	37	18	5	5
NL	28	33	19	10	10
AT	19	38	25	12	6
PL	34	31	23	7	5
PT	43	36	11	4	6
RO	39	34	17	4	5
SI	17	39	31	7	5
SK	27	35	22	9	6
FI	33	31	20	8	9
SE	29	33	20	10	8

(%), Base: n=26 121 – all respondents

Q22 Which of the following do you trust the most? [Multiple answers]

	Friends and family	Scientists	School teachers / university lecturers	Journalists	Public institutions	NGOs	Media	Private companies	Politicians	Influencers / content creators	Others	Don't know
EU27	45	45	17	13	13	11	10	6	5	4	3	10
BE	36	45	19	18	9	8	14	6	4	5	2	8
BG	41	38	19	14	13	12	16	4	4	7	6	12
CZ	53	37	10	8	10	10	9	6	5	7	4	8
DK	44	42	14	11	13	6	11	8	8	2	2	7
DE	48	44	9	13	16	8	10	6	5	4	3	12
EE	50	52	14	11	17	6	13	5	5	4	2	6
IE	53	35	19	17	14	7	11	5	7	6	2	6
EL	52	46	26	6	9	5	3	4	5	7	3	10
ES	51	54	19	11	11	13	12	6	4	5	2	6
FR	42	41	19	12	11	14	8	7	4	3	2	13
HR	54	43	14	8	7	18	6	3	2	3	3	9
IT	38	52	21	11	15	13	6	7	5	3	3	11
CY	50	48	18	7	5	5	7	3	1	4	3	17
LV	47	30	9	12	14	5	13	4	3	4	2	11
LT	40	42	11	11	14	9	16	4	2	4	3	12
LU	46	52	16	19	21	9	10	3	3	1	2	7
HU	49	35	14	8	6	22	7	3	3	6	4	12
MT	45	32	21	19	11	22	10	4	7	4	3	7
NL	42	45	13	22	11	6	11	4	6	3	3	9
AT	44	41	17	11	18	6	11	4	5	5	2	11
PL	41	41	19	16	10	12	11	6	4	4	2	13
PT	48	44	24	17	11	13	20	4	2	3	2	6
RO	46	43	20	15	10	10	11	7	4	5	3	9
SI	53	43	15	7	10	4	7	7	2	4	3	12
SK	37	37	13	13	13	9	13	5	6	4	4	14
FI	48	47	14	9	20	11	12	3	5	5	3	5
SE	48	46	15	15	24	10	11	5	9	3	2	5

(%), Base: n=26 121 – all respondents

Q23 Some people follow what's going on in European Union politics, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in European Union politics?

	Most of the time	From time to time	Rarely	Never or almost never	Don't know
EU27	22	44	21	11	2
BE	18	42	24	15	2
BG	23	42	24	10	2
CZ	20	37	27	13	3
DK	18	46	23	10	2
DE	27	45	17	10	1
EE	12	44	30	14	1
IE	19	43	25	11	2
EL	25	43	22	9	1
ES	22	47	19	11	1
FR	17	40	24	17	2
HR	7	44	32	17	1
IT	27	44	17	10	2
CY	23	42	22	12	1
LV	10	39	33	15	2
LT	8	47	28	13	4
LU	23	44	21	10	2
HU	17	36	33	12	3
MT	18	46	22	13	1
NL	17	44	22	16	1
AT	24	44	20	11	1
PL	21	48	21	7	2
PT	23	51	17	7	2
RO	23	48	21	5	2
SI	14	37	31	17	1
SK	16	41	29	11	3
FI	10	50	26	12	2
SE	13	44	27	14	2

(%), Base: n=26 121 – all respondents

This Flash Eurobarometer provides an overview of European citizens' attitudes towards social media. It examines attitudes towards key themes, such as: information habits and sources for social and political current affairs; social media usage patterns and preferences for information on current affairs; exposure and response to disinformation and trust in messengers; engagement with influencers and content creators on social media; audience and preferences for institutional accounts and political content on social media; preferred formats and content types for political content on social media; attitudes towards the European Union.

On behalf of the European Parliament's Directorate-General for Communication, Ipsos European Public Affairs interviewed a representative sample of EU citizens, aged 15 and over, in each of the 27 Member States of the European Union (EU). Between 11 and 18 June 2025, 26 121 interviews were conducted via computer-assisted web interviewing (CAWI), using Ipsos' online panels and their partner network.



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