



# Special Eurobarometer 477

First results

Democracy and elections

Fieldwork  
September 2018

Survey requested by the European Commission,  
Directorate-General for Justice and Consumers and co-ordinated by the  
Directorate-General for Communication

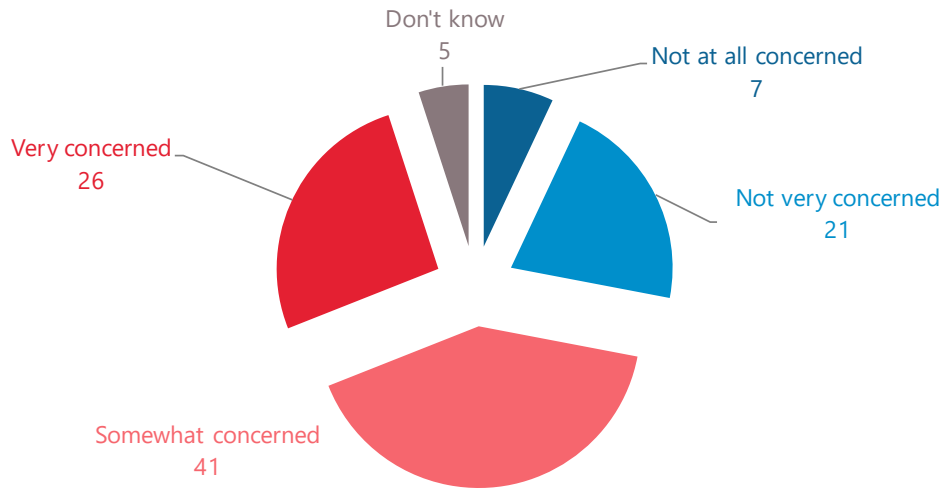
This document does not represent the point of view of the European Commission.  
The interpretations and opinions contained in it are solely those of the authors.

Special Eurobarometer 477 – Wave EB90.1 – Kantar Public



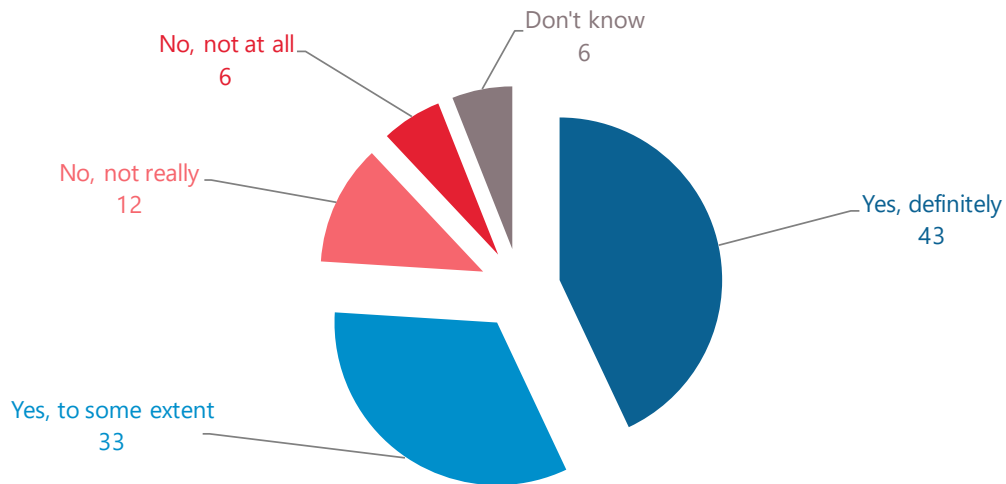
**QB13.1** Turning now to the pre-election period, whether at the local, national or European level. How concerned or not are you about the following issues related to the use of the Internet and of online social networks?

**The personal data people leave on the Internet is used to target the political messages they see, undermining free and fair competition between all political parties**  
 (% - EU)



**QB14** In a pre-election period, traditional media usually have to observe a number of rules, such as observing silence periods just before the elections, ensuring equal campaigning time for the different candidates or strict rules on funding for the campaign. Do you think that these rules should also apply to online social networks, Internet platforms and actors using them?

(% - EU)

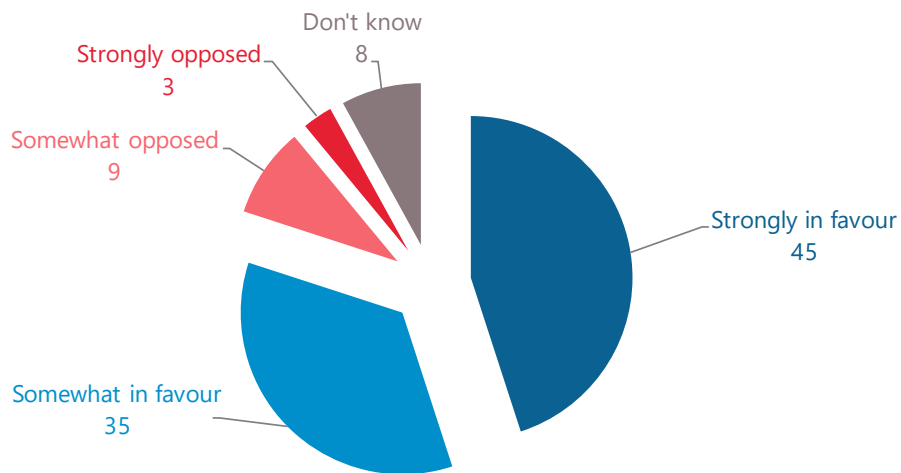


Base: Internet users (n=22,629)

**QB15.1** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Transparency of online social networks and other Internet platforms about the amount of money they receive from political parties and campaign groups and about the support they themselves provide to these political parties and campaign groups**

(% - EU)

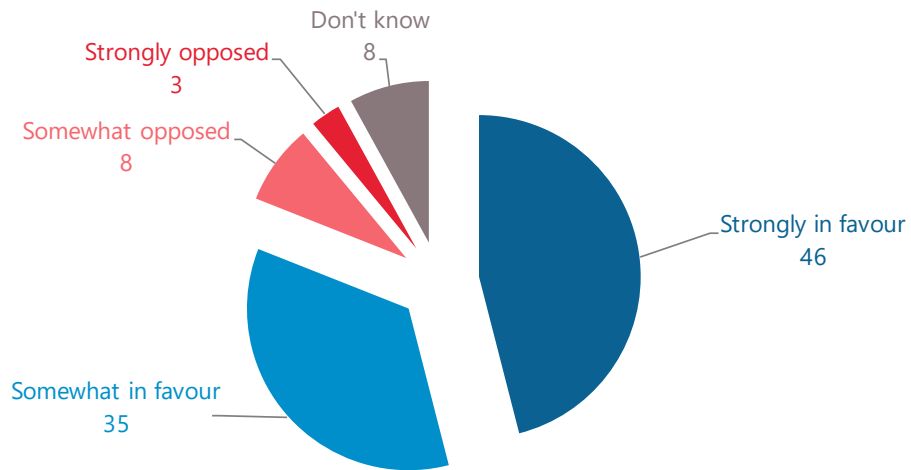


Base: Internet users (n=22,629)

**QB15.2** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Transparency of online social networks and other Internet platforms to make clear what content and publications are online advertisements and who is paying for them**

(% - EU)

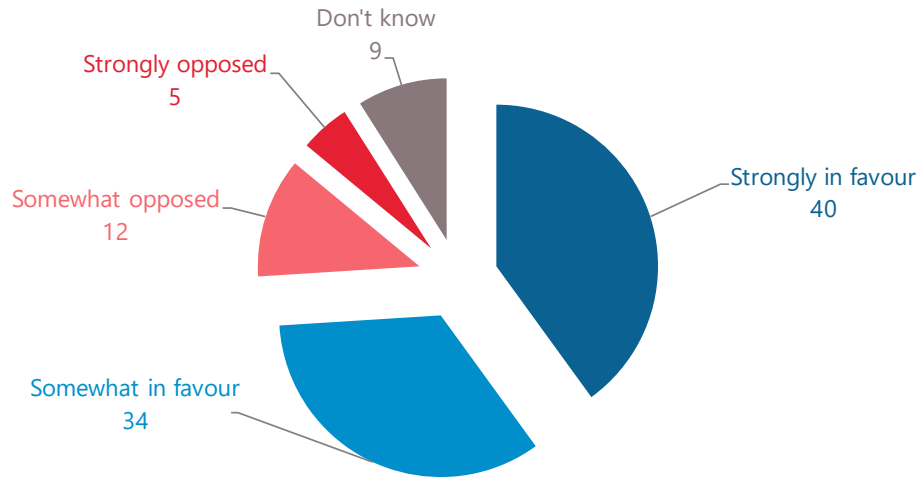


Base: Internet users (n=22,629)

**QB15.6** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Introduction on online social networks of the same strict silence period ("days of reflection") that is required for the other media**

(% - EU)
































Base: Internet users (n=22,629)

**QB13.1** Turning now to the pre-election period, whether at the local, national or European level. How concerned or not are you about the following issues related to the use of the Internet and of online social networks?

**The personal data people leave on the Internet is used to target the political messages they see, undermining free and fair competition between all political parties (%)**






























(IF 'INTERNET USERS', CODE 1 TO 5 IN D62.1 TO D62.4)

		Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know	Total 'Concerned'	Total 'Not concerned'
EU28		26	41	21	7	5	67	28
BE		21	45	27	6	1	66	33
BG		24	43	17	7	9	67	24
CZ		24	33	25	12	6	57	37
DK		18	42	24	12	4	60	36
DE		21	42	25	5	7	63	30
EE		13	35	27	12	13	48	39
IE		36	43	12	5	4	79	17
EL		30	46	18	3	3	76	21
ES		36	42	12	5	5	78	17
FR		28	37	20	10	5	65	30
HR		21	44	23	10	2	65	33
IT		24	48	17	7	4	72	24
CY		32	40	12	11	5	72	23
LV		31	36	20	8	5	67	28
LT		25	40	21	5	9	65	26
LU		25	35	20	12	8	60	32
HU		27	48	16	7	2	75	23
MT		30	44	15	5	6	74	20
NL		17	42	29	8	4	59	37
AT		22	46	22	6	4	68	28
PL		23	41	27	6	3	64	33
PT		19	37	32	8	4	56	40
RO		34	37	17	5	7	71	22
SI		20	38	26	11	5	58	37
SK		10	47	27	7	9	57	34
FI		18	36	34	8	4	54	42
SE		20	45	27	6	2	65	33
UK		36	37	16	7	4	73	23

**QB14** In a pre-election period, traditional media usually have to observe a number of rules, such as observing silence periods just before the elections, ensuring equal campaigning time for the different candidates or strict rules on funding for the campaign. Do you think that these rules should also apply to online social networks, Internet platforms and actors using them?

(%)

(IF 'INTERNET USERS', CODE 1 TO 5 IN D62.1 TO D62.4)






























		Yes, definitely	Yes, to some extent	No, not really	No, not at all	Don't know	Total 'Yes'	Total 'No'
EU28		43	33	12	6	6	76	18
BE		38	36	22	3	1	74	25
BG		37	35	9	4	15	72	13
CZ		36	34	16	8	6	70	24
DK		47	27	12	8	6	74	20
DE		50	25	9	6	10	75	15
EE		38	38	9	4	11	76	13
IE		52	32	8	2	6	84	10
EL		48	35	11	4	2	83	15
ES		46	29	10	7	8	75	17
FR		44	30	13	9	4	74	22
HR		48	35	10	4	3	83	14
IT		38	38	16	3	5	76	19
CY		55	27	7	2	9	82	9
LV		45	33	11	5	6	78	16
LT		42	33	11	3	11	75	14
LU		42	31	13	4	10	73	17
HU		45	39	11	3	2	84	14
MT		43	37	6	8	6	80	14
NL		47	30	13	7	3	77	20
AT		34	37	17	5	7	71	22
PL		34	44	11	3	8	78	14
PT		29	52	9	3	7	81	12
RO		30	46	12	7	5	76	19
SI		57	28	7	4	4	85	11
SK		43	35	11	8	3	78	19
FI		36	40	14	4	6	76	18
SE		34	29	18	15	4	63	33
UK		47	32	10	4	7	79	14



**QB15.1** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Transparency of online social networks and other Internet platforms about the amount of money they receive from political parties and campaign groups and about the support they themselves provide to these political parties and campaign groups (%)**






























(IF 'INTERNET USERS', CODE 1 TO 5 IN D62.1 TO D62.4)

		Strongly in favour	Somewhat in favour	Somewhat opposed	Strongly opposed	Don't know	Total 'In favour'	Total 'Opposed'
EU28		45	35	9	3	8	80	12
BE		36	45	12	4	3	81	16
BG		53	28	6	2	11	81	8
CZ		41	39	11	2	7	80	13
DK		55	29	8	3	5	84	11
DE		56	29	6	2	7	85	8
EE		33	38	6	3	20	71	9
IE		50	37	5	1	7	87	6
EL		55	36	6	1	2	91	7
ES		48	33	8	3	8	81	11
FR		41	33	10	5	11	74	15
HR		52	35	9	2	2	87	11
IT		37	42	12	3	6	79	15
CY		40	32	8	6	14	72	14
LV		43	32	10	3	12	75	13
LT		23	44	14	3	16	67	17
LU		35	38	8	3	16	73	11
HU		38	41	13	3	5	79	16
MT		30	51	6	2	11	81	8
NL		56	28	7	2	7	84	9
AT		42	38	11	3	6	80	14
PL		33	45	10	5	7	78	15
PT		33	50	7	3	7	83	10
RO		37	36	16	5	6	73	21
SI		33	37	14	5	11	70	19
SK		36	40	10	4	10	76	14
FI		47	32	9	2	10	79	11
SE		63	22	5	3	7	85	8
UK		48	31	8	2	11	79	10

**QB15.2** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Transparency of online social networks and other Internet platforms to make clear what content and publications are online advertisements and who is paying for them (%)**






























(IF 'INTERNET USERS', CODE 1 TO 5 IN D62.1 TO D62.4)

		Strongly in favour	Somewhat in favour	Somewhat opposed	Strongly opposed	Don't know	Total 'In favour'	Total 'Opposed'
EU28		46	35	8	3	8	81	11
BE		35	46	13	3	3	81	16
BG		52	31	5	1	11	83	6
CZ		45	37	8	3	7	82	11
DK		59	25	9	2	5	84	11
DE		58	29	5	1	7	87	6
EE		36	39	4	2	19	75	6
IE		48	38	4	2	8	86	6
EL		57	35	5	2	1	92	7
ES		49	35	6	3	7	84	9
FR		39	34	11	4	12	73	15
HR		52	36	8	2	2	88	10
IT		37	42	13	2	6	79	15
CY		41	33	6	6	14	74	12
LV		46	34	7	3	10	80	10
LT		24	46	13	2	15	70	15
LU		36	39	9	3	13	75	12
HU		41	39	12	3	5	80	15
MT		28	55	5	1	11	83	6
NL		59	27	7	2	5	86	9
AT		44	37	10	3	6	81	13
PL		35	45	10	4	6	80	14
PT		34	50	6	3	7	84	9
RO		36	37	14	6	7	73	20
SI		35	37	12	5	11	72	17
SK		36	40	10	4	10	76	14
FI		55	28	5	2	10	83	7
SE		71	18	5	1	5	89	6
UK		47	33	7	2	11	80	9

**QB15.6** In more details, are you in favour or opposed to the application of each of the following principles to online social networks, Internet platforms and actors using them during election periods?

**Introduction on online social networks of the same strict silence period ("days of reflection") that is required for the other media (%)**

(IF 'INTERNET USERS', CODE 1 TO 5 IN D62.1 TO D62.4)

		Strongly in favour	Somewhat in favour	Somewhat opposed	Strongly opposed	Don't know	Total 'In favour'	Total 'Opposed'
EU28		40	34	12	5	9	74	17
BE		33	46	14	4	3	79	18
BG		43	28	10	4	15	71	14
CZ		41	32	12	6	9	73	18
DK		52	24	11	6	7	76	17
DE		47	28	11	4	10	75	15
EE		30	38	10	2	20	68	12
IE		43	40	6	2	9	83	8
EL		43	37	13	4	3	80	17
ES		43	35	7	5	10	78	12
FR		40	33	10	6	11	73	16
HR		54	33	9	2	2	87	11
IT		36	38	17	4	5	74	21
CY		45	28	8	5	14	73	13
LV		46	31	8	3	12	77	11
LT		31	43	10	2	14	74	12
LU		34	35	12	4	15	69	16
HU		43	37	11	5	4	80	16
MT		30	49	8	3	10	79	11
NL		42	30	14	7	7	72	21
AT		32	35	17	5	11	67	22
PL		33	43	13	5	6	76	18
PT		31	45	11	6	7	76	17
RO		35	34	18	6	7	69	24
SI		42	32	11	5	10	74	16
SK		40	35	11	4	10	75	15
FI		29	35	14	7	15	64	21
SE		32	26	14	18	10	58	32
UK		40	35	10	2	13	75	12