



International Youth Survey 2025

Bondata / 13.11.2025

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Helena Kultanen
Henriikka Mujunen

General information on the survey 1/2

- The objective of the study was to examine young people's attitudes toward social media use and content.
- The research is based on two main premises:
 - To enrich and contextualise the findings of the Behavioural Insights Audit for Sitra, with a particular focus on the effects that social media use may have on young people's approach to civic discourse (18–24-year-olds).
 - To reimagine a previous study conducted at the University of Chicago on students' willingness to participate in a social experiment in which they closed their social media accounts for four weeks. The present survey adapts this general approach to examine young adults in Europe (18–29-year-olds).
- The survey was conducted by Bondata.

Note: The aggregate percentages presented in the graphs, which combine multiple categories, have been calculated from rounded figures. Percentages calculated directly from the absolute frequencies may therefore differ slightly. These aggregate figures are provided solely for presentational purposes.

General information on the survey 2/2

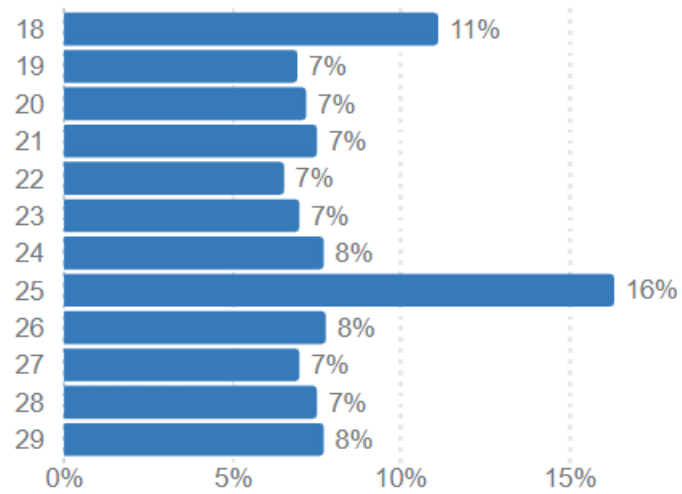
- Survey data were collected simultaneously in Finland, France and Romania.
- Data were collected via an online panel survey in October and November 2025.
- Survey invitations were distributed using census-based quotas for gender, age and region. In Finland, a slight oversampling of 25–29-year-olds relative to 18–24-year-olds was necessary (approximately 35 additional respondents).
- The final dataset consists of 3,063 responses: Finland (1,030), France (1,022) and Romania (1,011).
- The margin of error is 3.1 percentage points in either direction at the 95% confidence level.

Background information

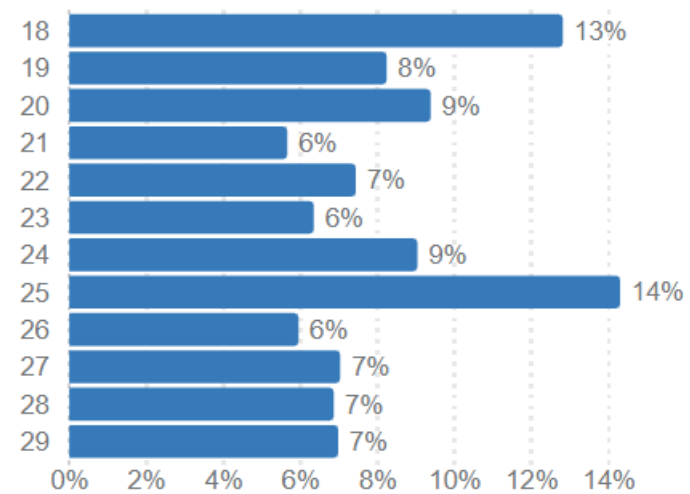
All respondents (ages 18-29)

Age

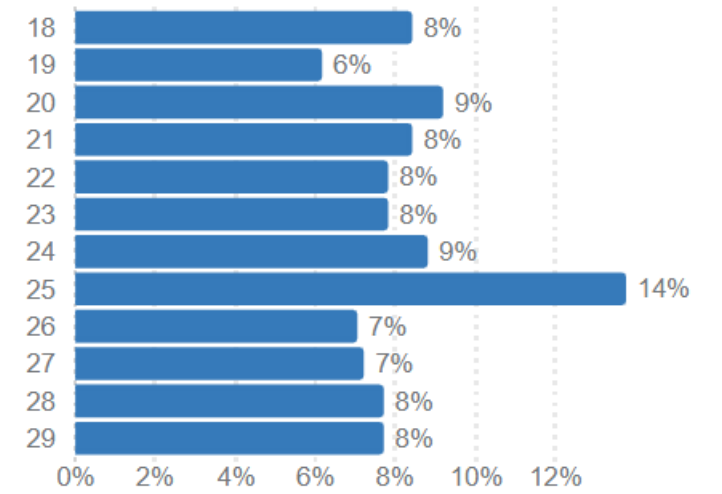
Finland:



France:

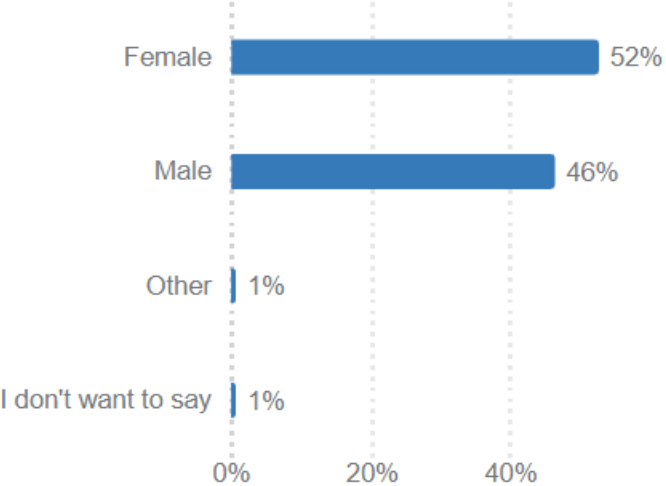


Romania:

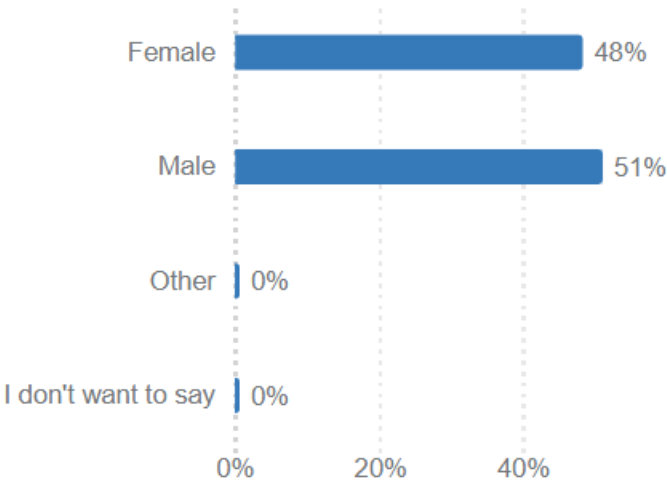


Gender

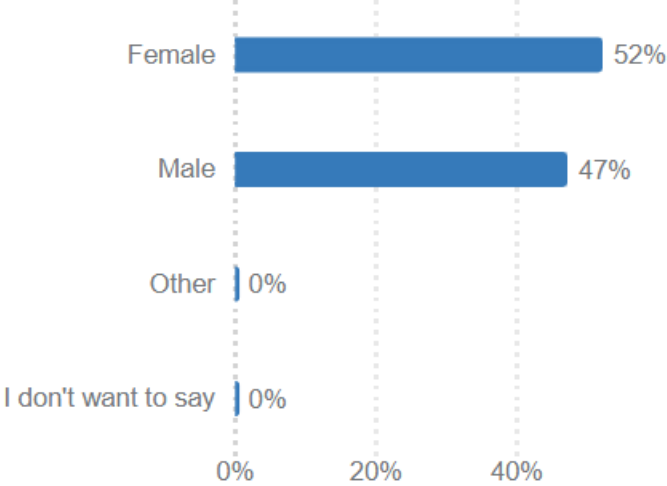
Finland:



France:



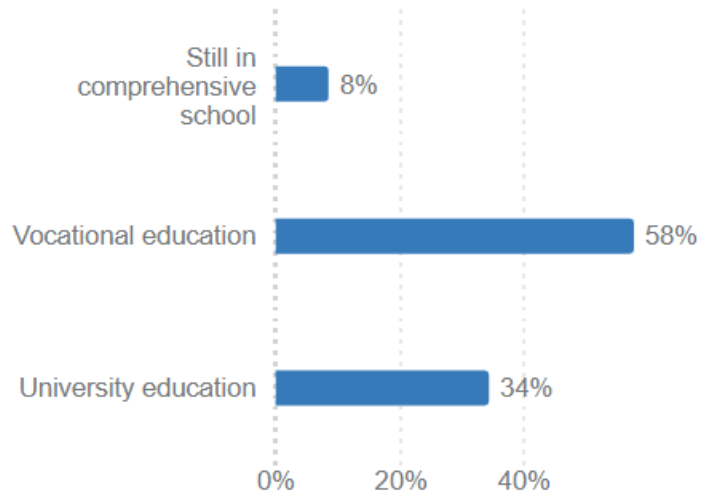
Romania:



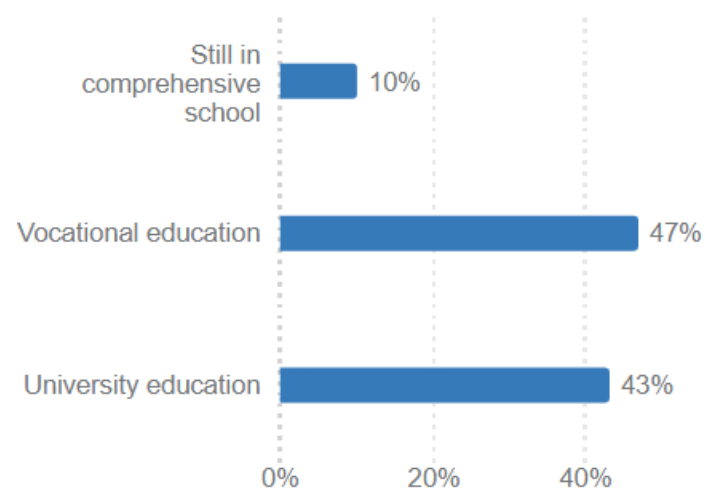
Education

What is your educational background? Please select the highest level of education you have completed, only one option.

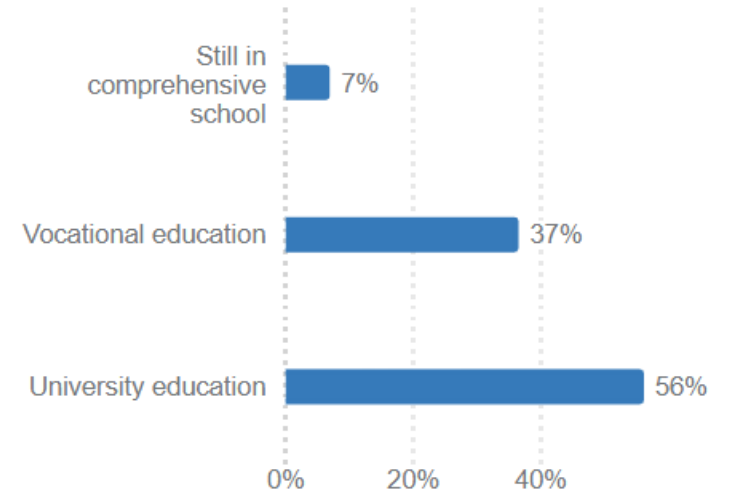
Finland:



France:



Romania:

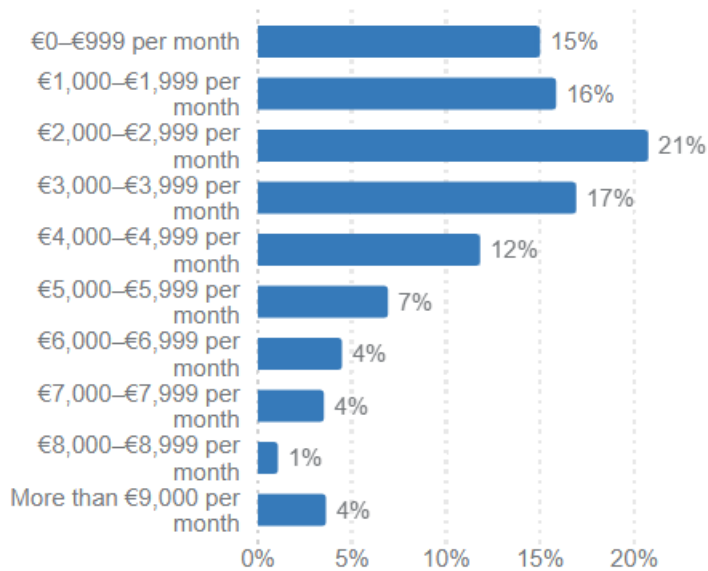


Household income

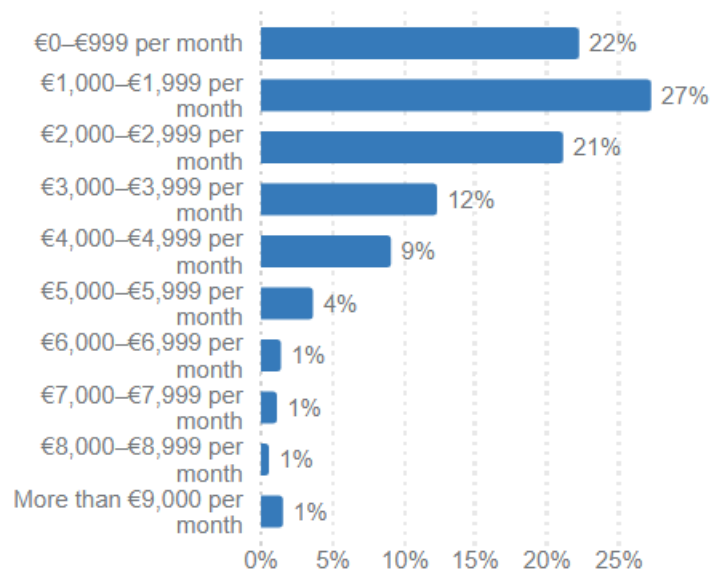
*Currency conversion has been adjusted with Bondata's AI to factor in purchasing power. On 12th of November 2025 one Euro (EUR) converts to estimated 5,08 Romanian Leu (RON).
(Source: Google Finance)

If you add up all the income in your household, what is your total monthly gross income (income before taxes)? If you don't know the exact number, you can give your estimate.

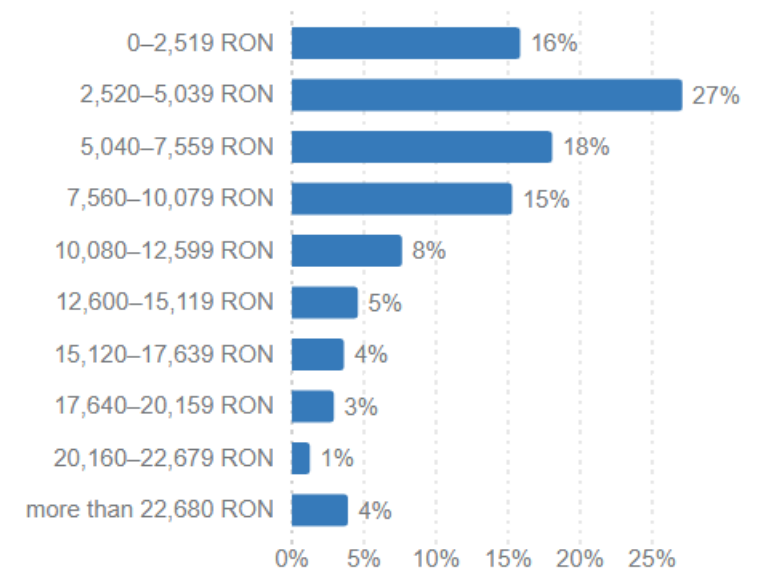
Finland:



France:

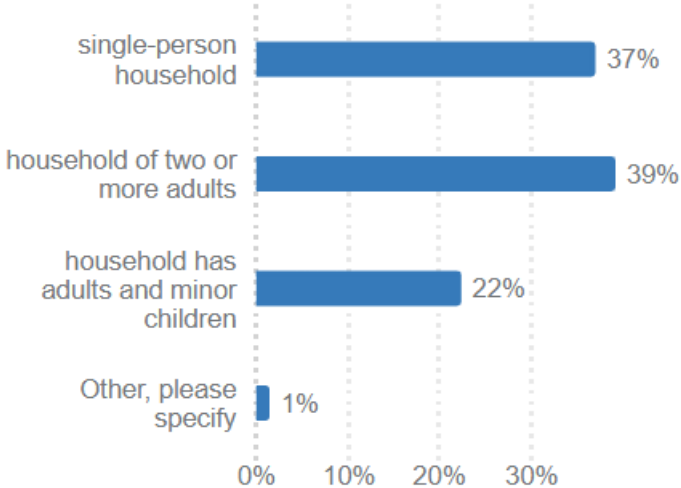


Romania:*

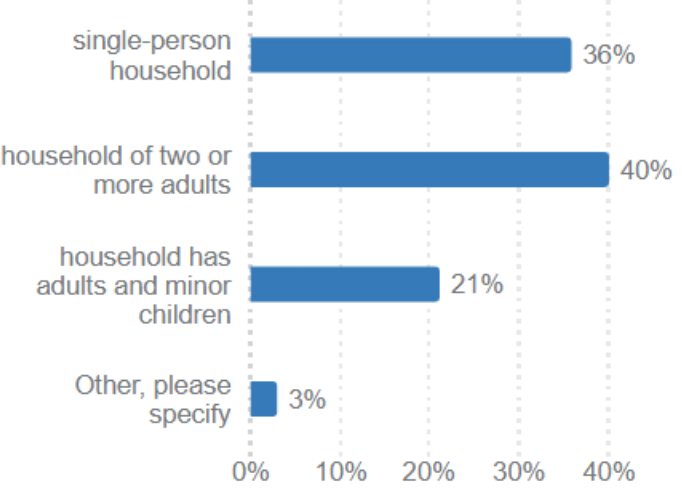


Household type

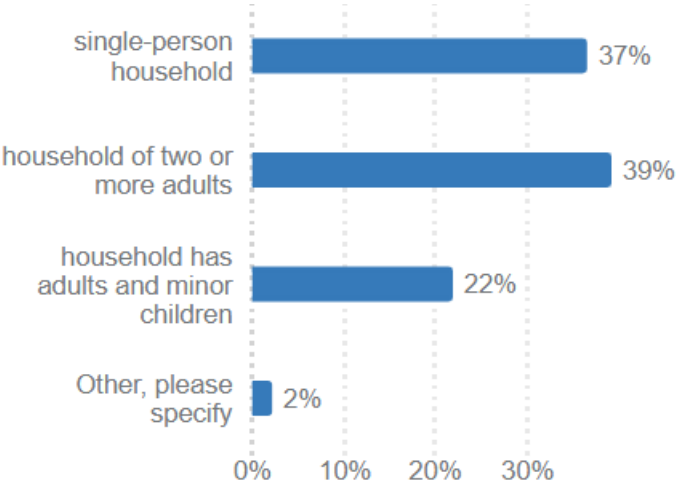
Finland:



France:



Romania:

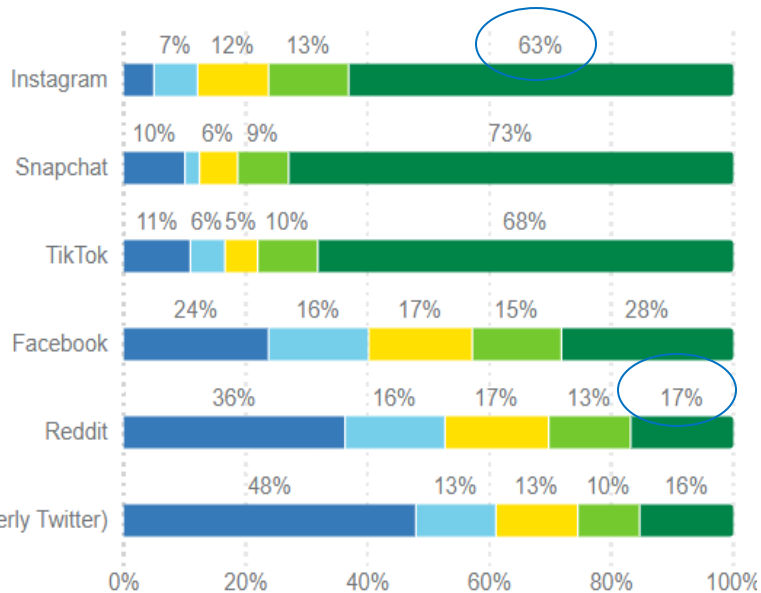


Use of social media

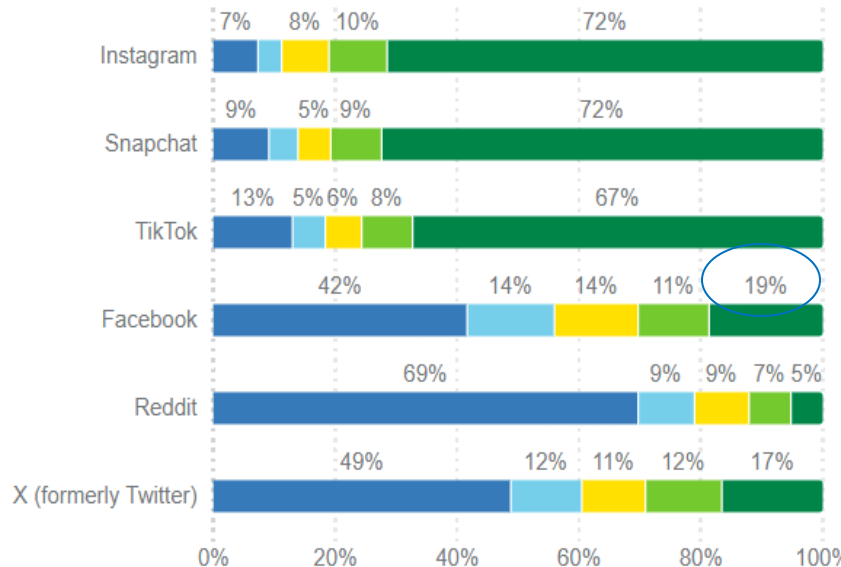
Use of social media channels (18-24-year olds)

How often did you use the following social media channels during the last month?
Please select the option that best describes your situation.

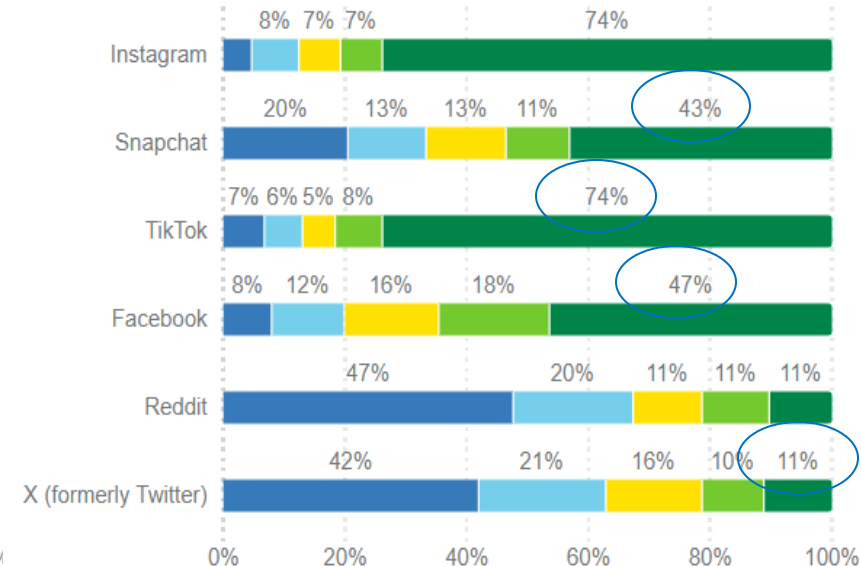
Finland:



France:



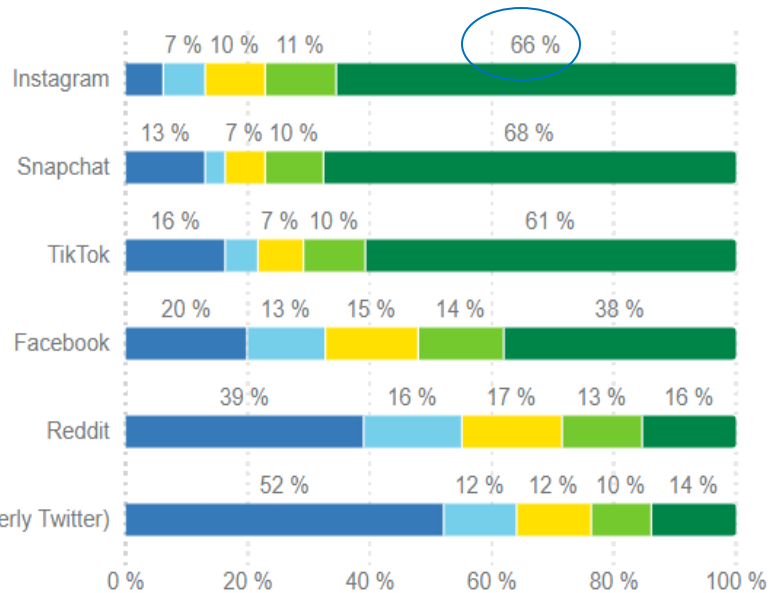
Romania:



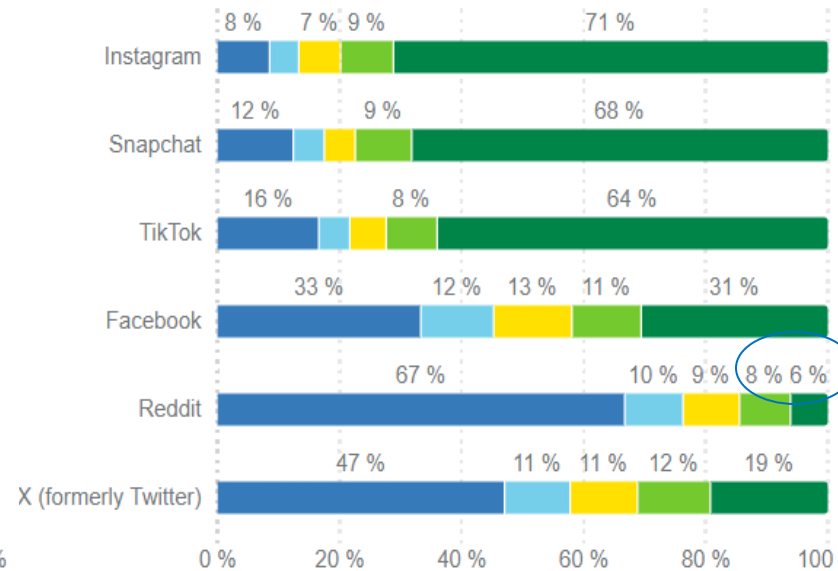
Use of social media channels (all respondents)

How often did you use the following social media channels during the last month?
Please select the option that best describes your situation.

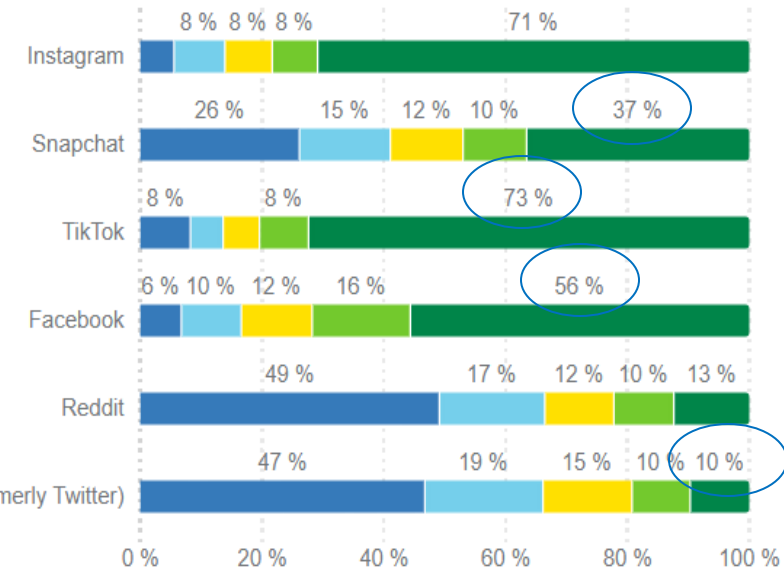
Finland:



France:



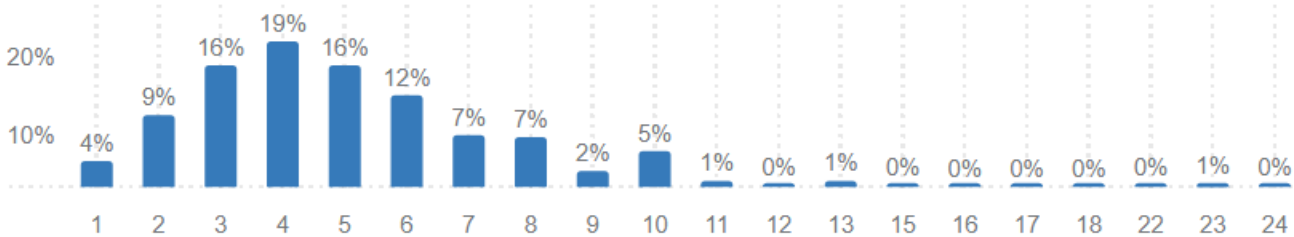
Romania:



Hours spent on social media (18-24-year olds)

How many hours a day do you typically spend on social media?

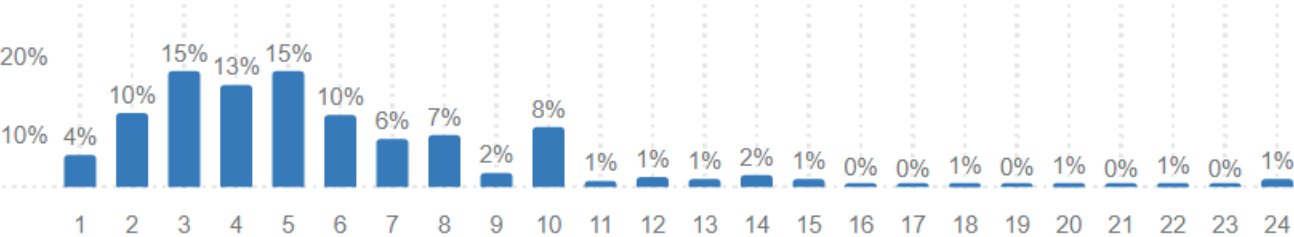
Finland:



Average

5.3

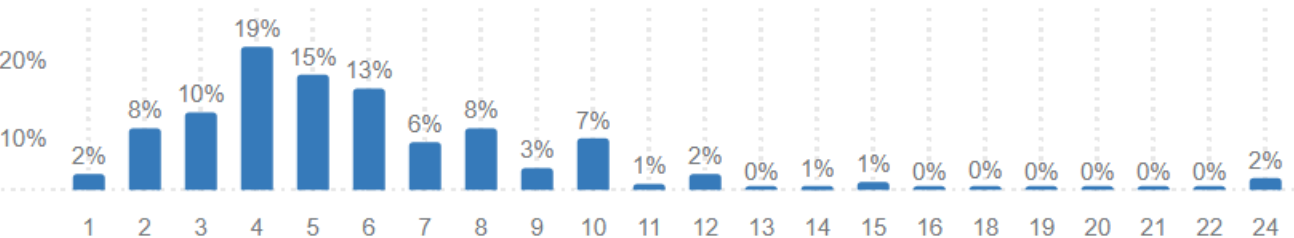
France:



Average

6.2

Romania:



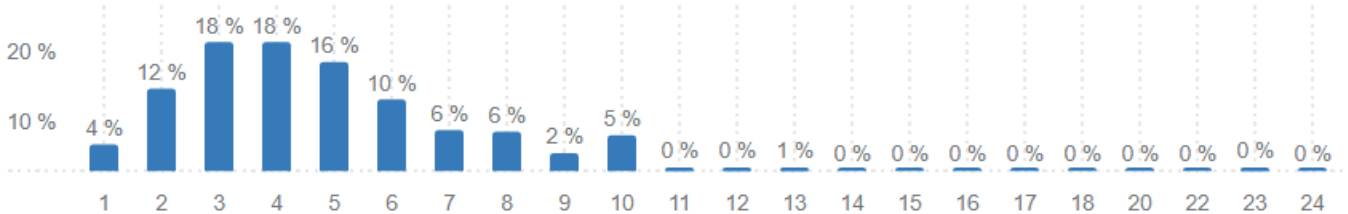
Average

6.1

Hours spent on social media (all respondents)

How many hours a day do you typically spend on social media?

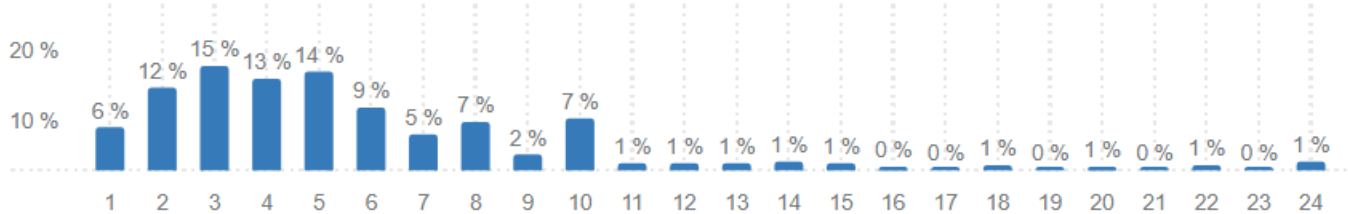
Finland:



Average

5,0

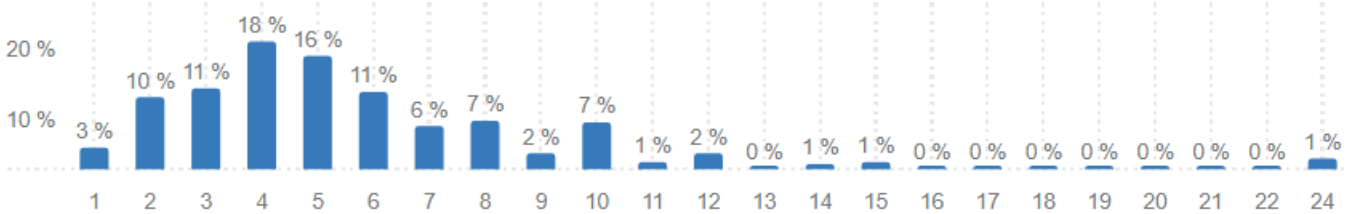
France:



Average

5,9

Romania:



Average

5,9

Questions about social media

All respondents (ages 18-29)

Experiment 1

*Currency conversion basis:
 On 12th of November 2025
 1 Euro (EUR) converts to estimated
 5,08 Romanian Leu (RON).
 Source: Google Finance

Question was presented on a sliding
 scale from 0 to 200 EUR and
 0 to 1000 RON.

If only you deactivate your social media account for four weeks

How would you feel about taking part in the experiment?	Finland	France	Romania
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	68 %	64 %	67 %
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	8 %	9 %	6 %
I would be willing to participate without monetary compensation	16 %	18 %	16 %
I would not be willing to participate in the experiment for any amount	8 %	9 %	11 %

What amount of compensation would be acceptable?	Finland	France	Romania	Average
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	101 EUR	86 EUR	464 RON	*(91 EUR) 91 EUR
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	125 EUR	118 EUR	587 RON	*(116 EUR) 120 EUR

Experiment 2

*Currency conversion basis:
 On 12th of November 2025
 1 Euro (EUR) converts to estimated
 5,08 Romanian Leu (RON).
 Source: Google Finance

If you and your close friends deactivate your social media accounts for four weeks

How would you feel about taking part in the experiment?	Finland	France	Romania
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	61 %	54 %	62 %
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	9 %	12 %	8 %
I would be willing to participate without monetary compensation	20 %	22 %	17 %
I would not be willing to participate in the experiment for any amount	10 %	12 %	12 %

What amount of compensation would be acceptable?	Finland	France	Romania		Average
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	100 EUR	85 EUR	465 RON	*(92 EUR)	92 EUR
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	130 EUR	120 EUR	638 RON	*(126 EUR)	125 EUR

Experiment 3

*Currency conversion basis:
 On 12th of November 2025
 1 Euro (EUR) converts to estimated
 5,08 Romanian Leu (RON).
 Source: Google Finance

If we could get all the young people and young adults in your local area to deactivate their social media accounts for four weeks

How would you feel about taking part in the experiment?	Finland	France	Romania
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	54 %	46 %	61 %
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	9 %	10 %	7 %
I would be willing to participate without monetary compensation	27 %	31 %	20 %
I would not be willing to participate in the experiment for any amount	9 %	13 %	12 %

What amount of compensation would be acceptable?	Finland	France	Romania	Average
I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	110 EUR	88 EUR	505 RON	*(99 EUR) 99 EUR
I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	133 EUR	125 EUR	675 RON	*(133 EUR) 130 EUR

Currency conversion basis:
 On 12th of November 2025
 1 Euro (EUR) converts to estimated
 5,08 Romanian Leu (RON).
 Source: Google Finance

Experiments 1-3: Average sums (EUR)

Experiment 1:	What amount of compensation would be acceptable?	Finland	France	Romania	Average
<i>Close social media for 4 weeks alone.</i>	I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	101 EUR	86 EUR	464 RON	91 EUR
	I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	125 EUR	118 EUR	587 RON	120 EUR
Experiment 2:	What amount of compensation would be acceptable?	Finland	France	Romania	Average
<i>Close social media for 4 weeks with close friends.</i>	I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	100 EUR	85 EUR	465 RON	92 EUR
	I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	130 EUR	120 EUR	638 RON	125 EUR
Experiment 3:	What amount of compensation would be acceptable?	Finland	France	Romania	Average
<i>Close social media for 4 weeks with all local young people.</i>	I would be willing to pay to participate in the experiment (we will ask more about this in the next question)	110 EUR	88 EUR	505 RON	99 EUR
	I would have to be compensated for participating in the experiment (we will ask more about this in the next question)	133 EUR	125 EUR	675 RON	130 EUR

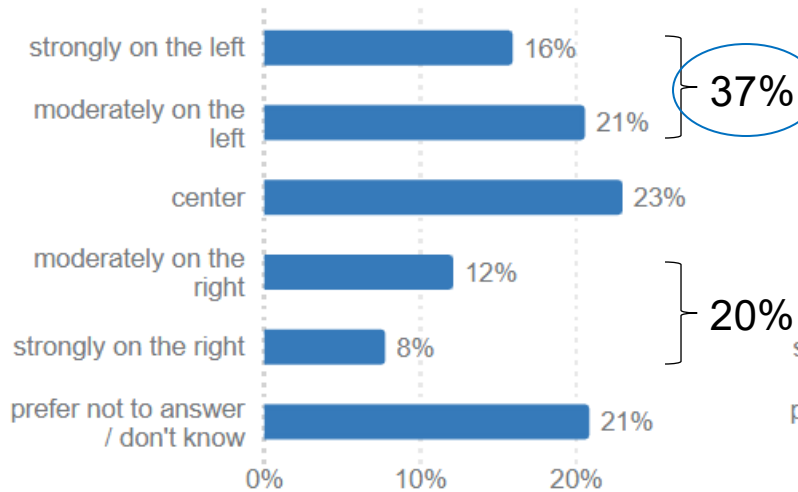
Questions about social media

Respondents ages 18-24

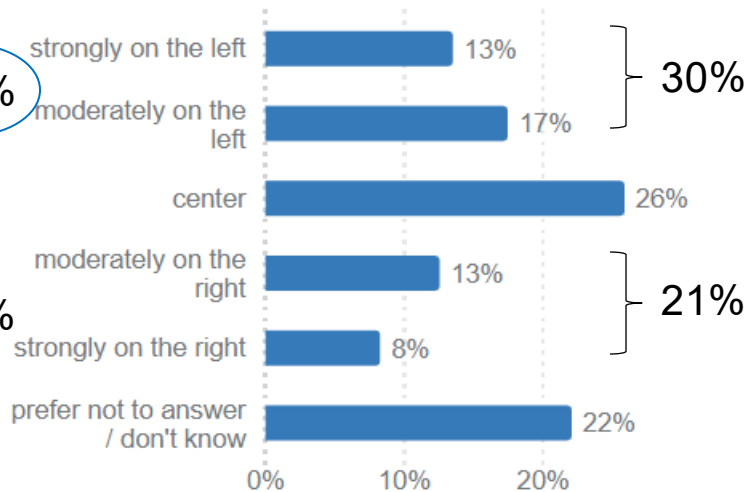
Placement in public debate

In public debate, people often talk about the left, right and center when describing parties and politicians. Considering the public debate in your own country, where would you place yourself?

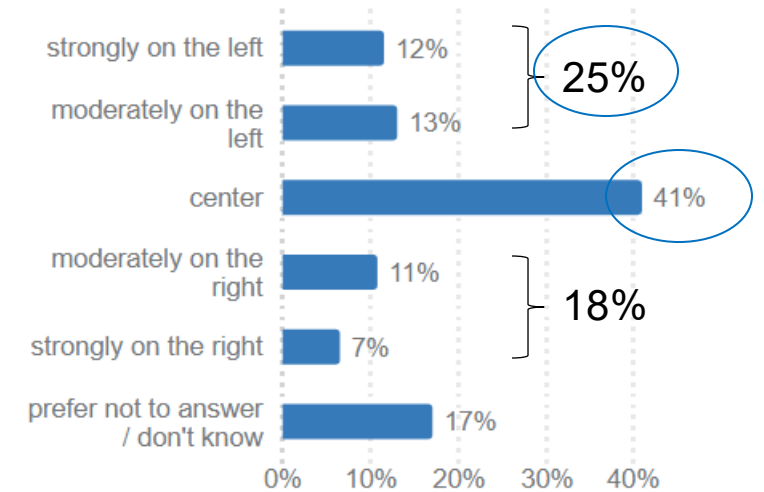
Finland:



France:



Romania:



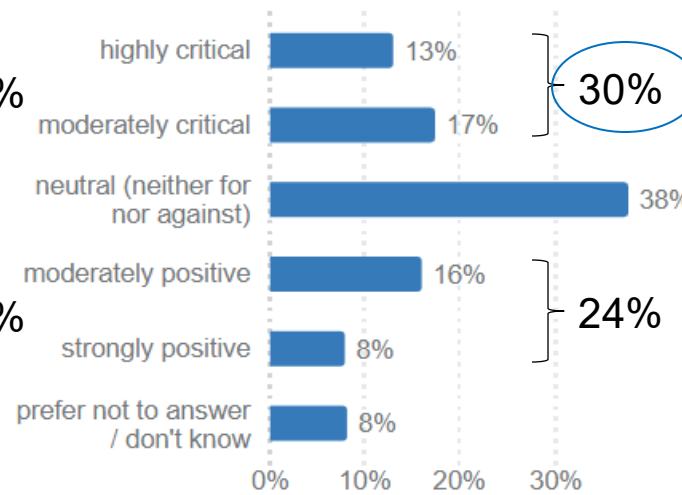
Attitude towards the EU

What is your attitude towards the European Union?

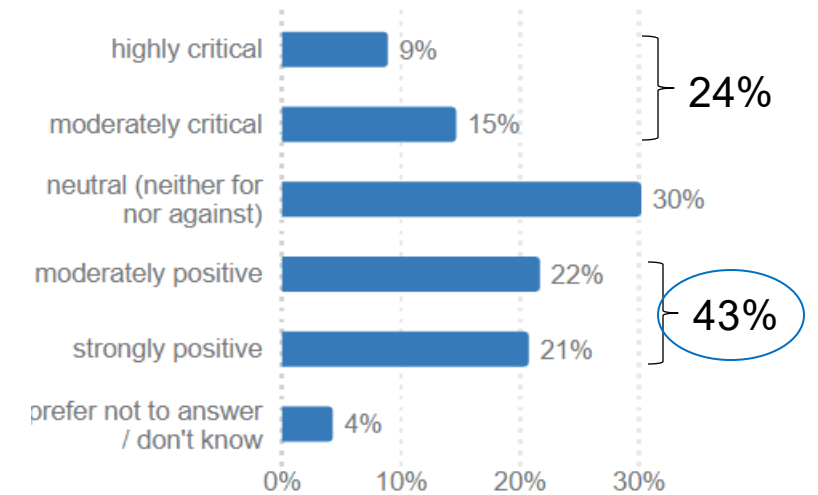
Finland:



France:



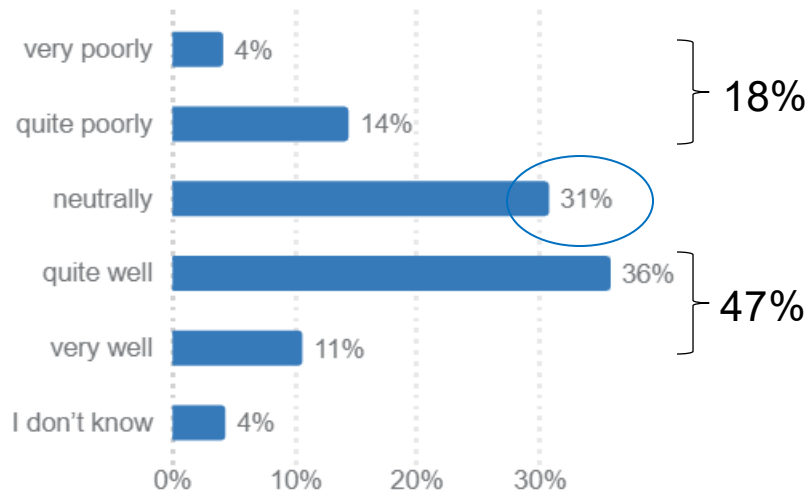
Romania:



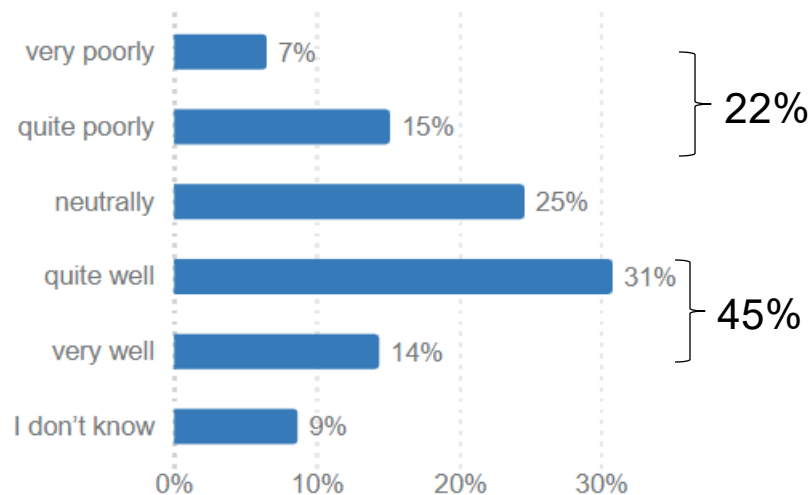
Views on encountered content

How do you feel the content you encounter on social media corresponds to your own views?

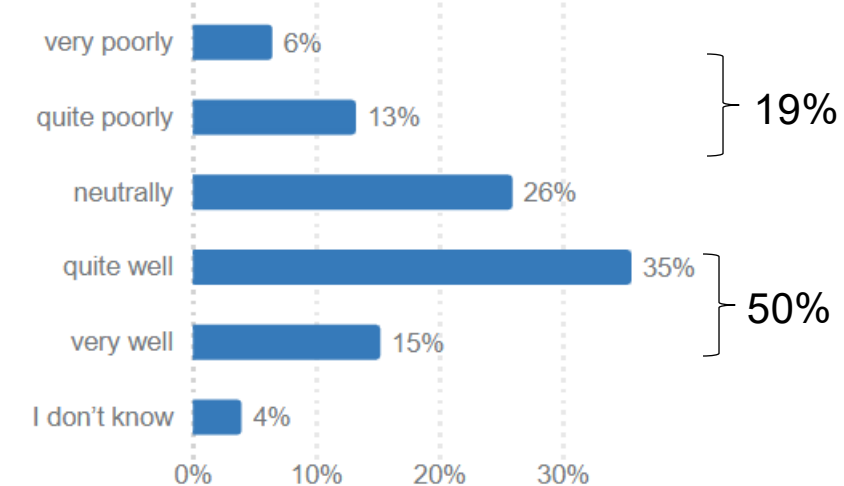
Finland:



France:



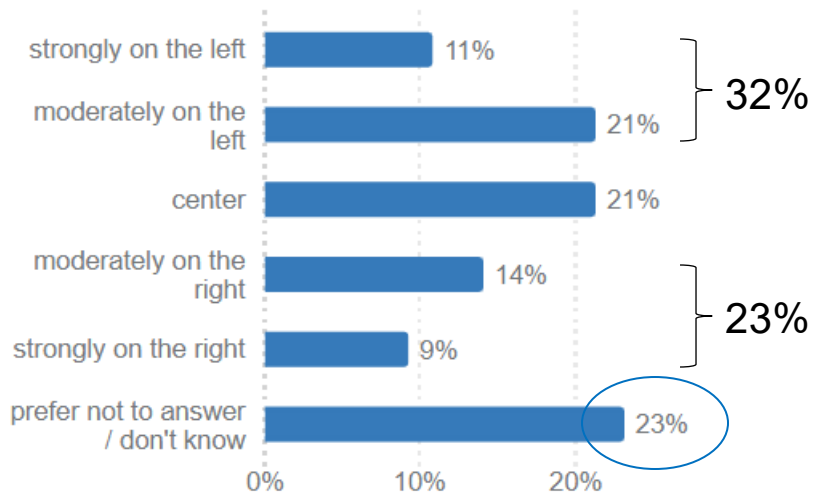
Romania:



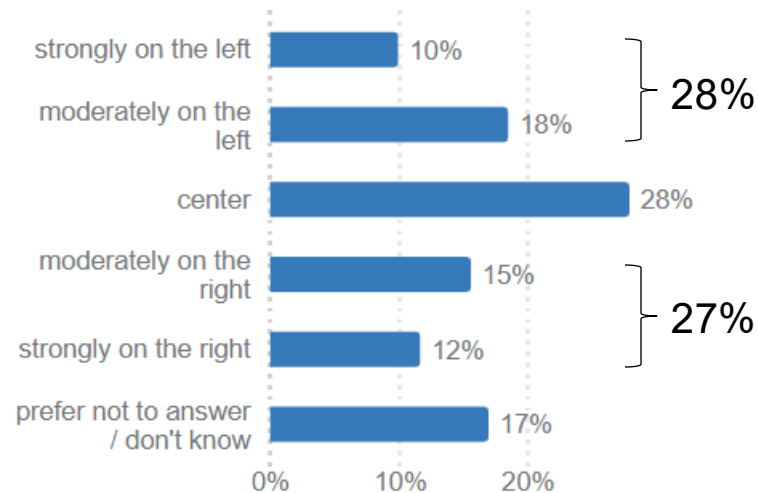
Political content of encountered contents

Using the aforementioned left, center and right scales, how would you describe the political content you typically encounter on social media?

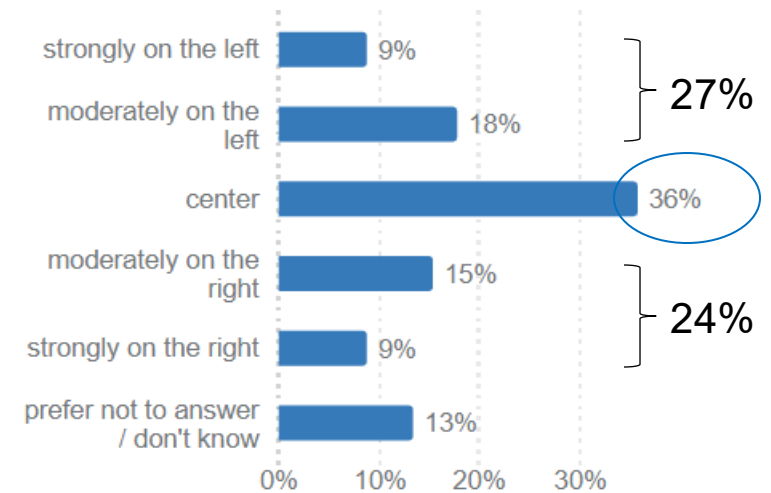
Finland:



France:



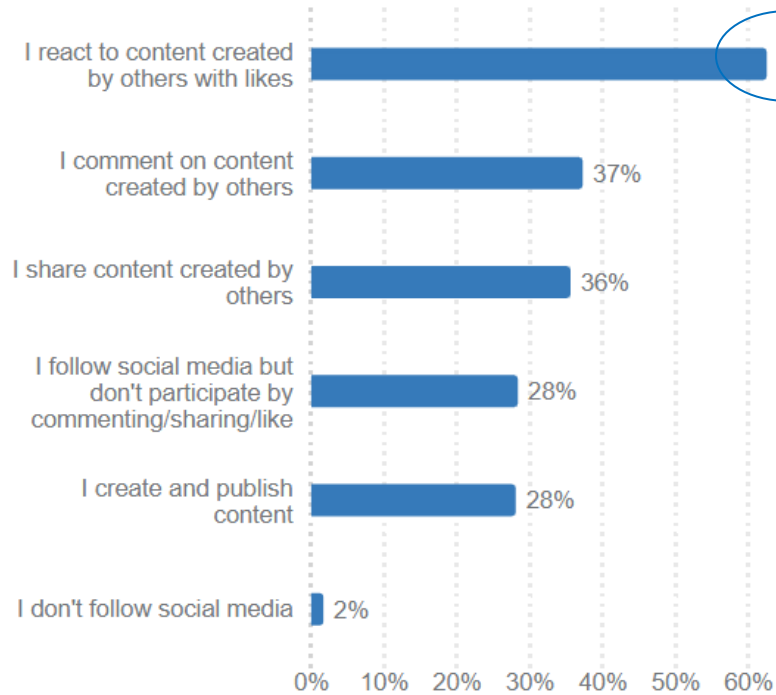
Romania:



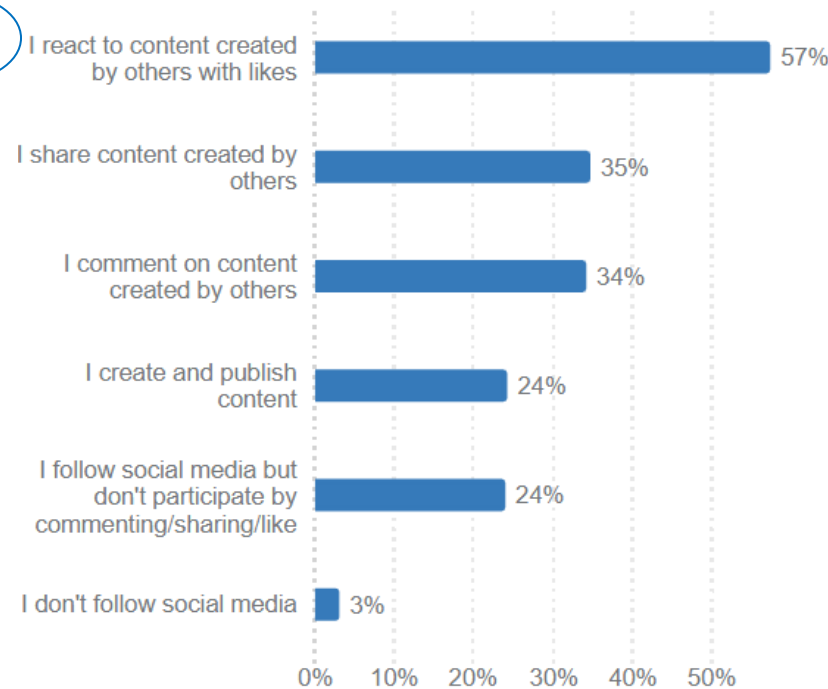
View on social media use

How would you describe yourself as a social media user? You can choose more than one option.

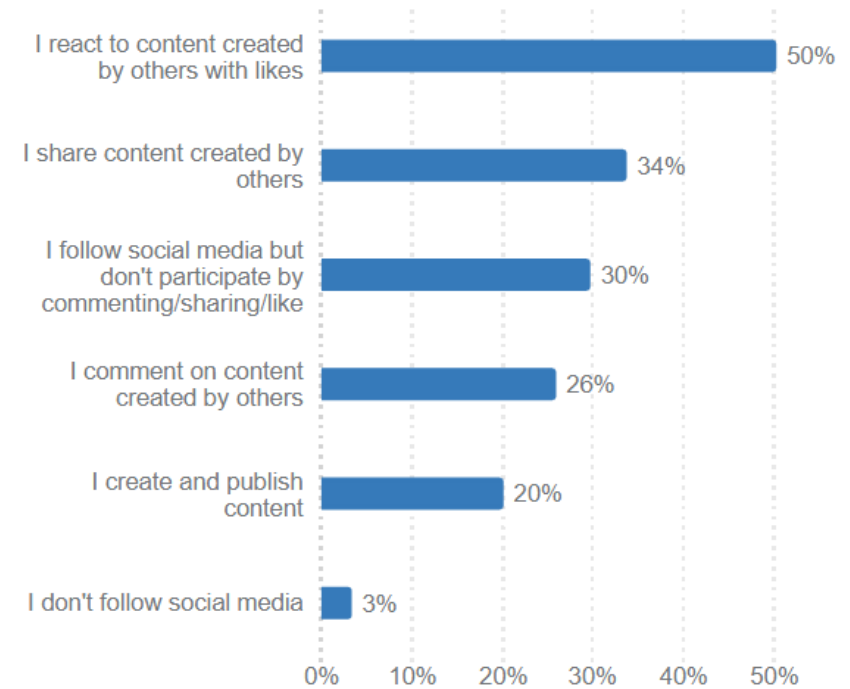
Finland:



France:



Romania:



Encountering social media content

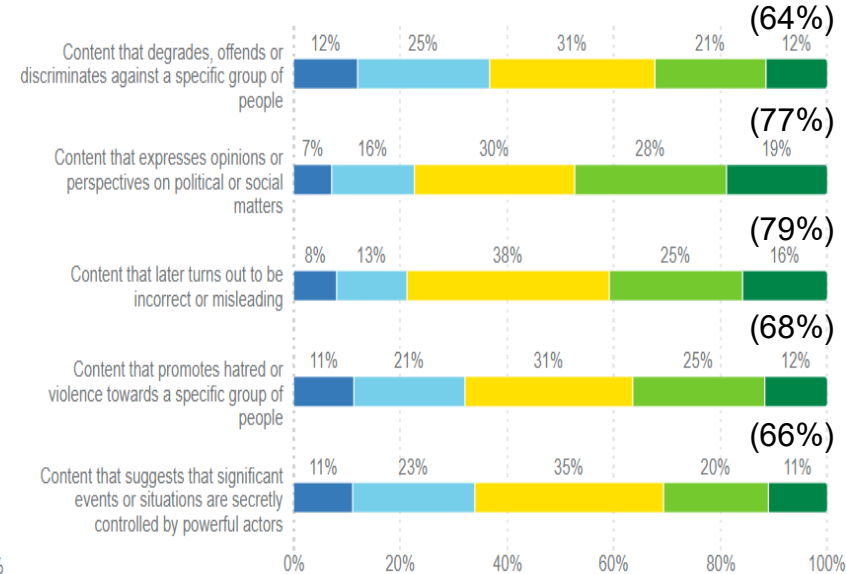
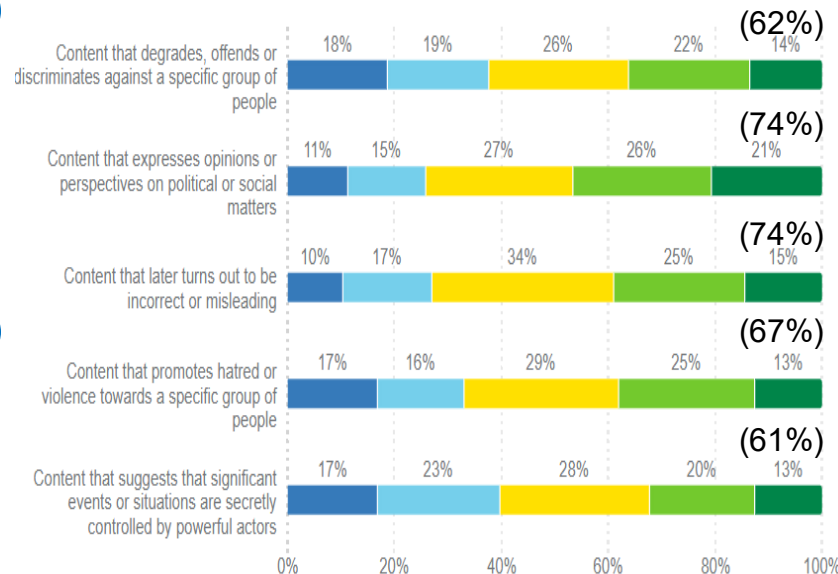
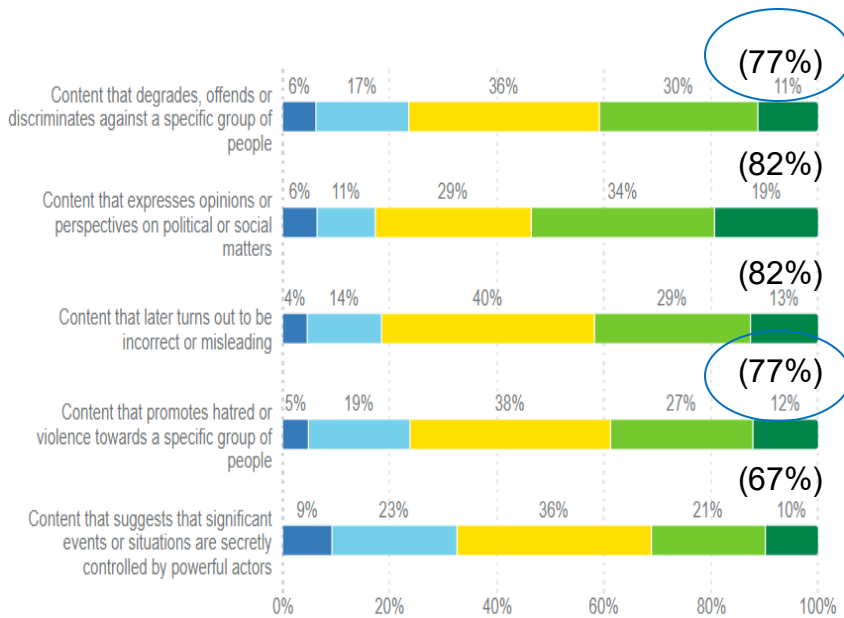
Share of respondents encountering content at least occasionally indicated in brackets.

How often have you encountered the following content on social media?

Finland:

France:

Romania:

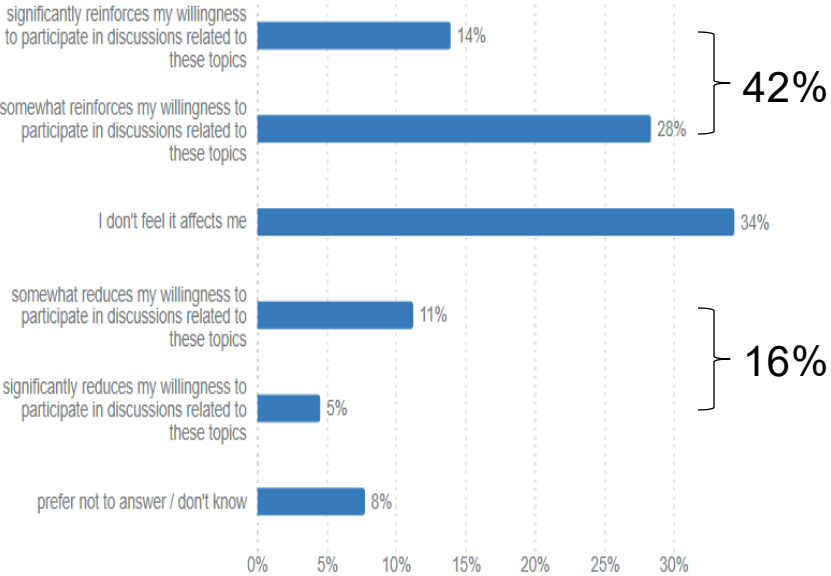


■ never ■ rarely ■ occasionally ■ repeatedly ■ regularly

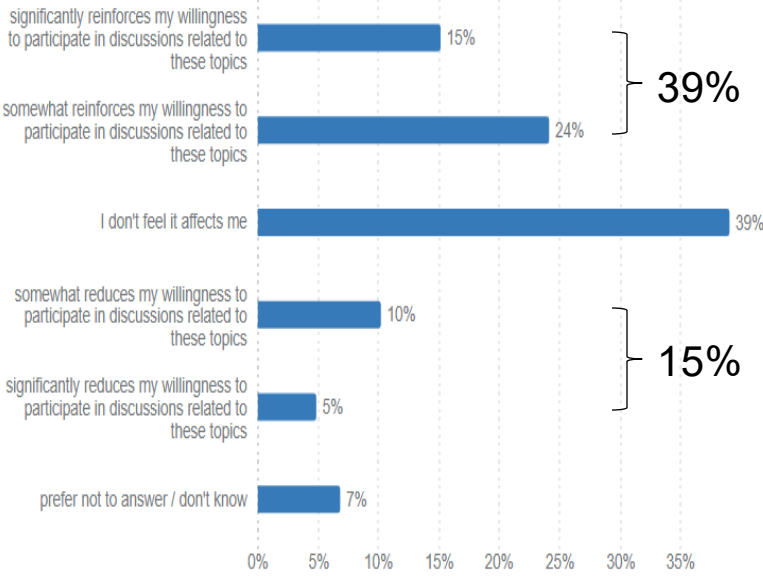
Effect on willingness to participate in discussions

How do you feel the content you encounter on social media regarding political and social topics affects your willingness to personally participate in discussions related to these topics?

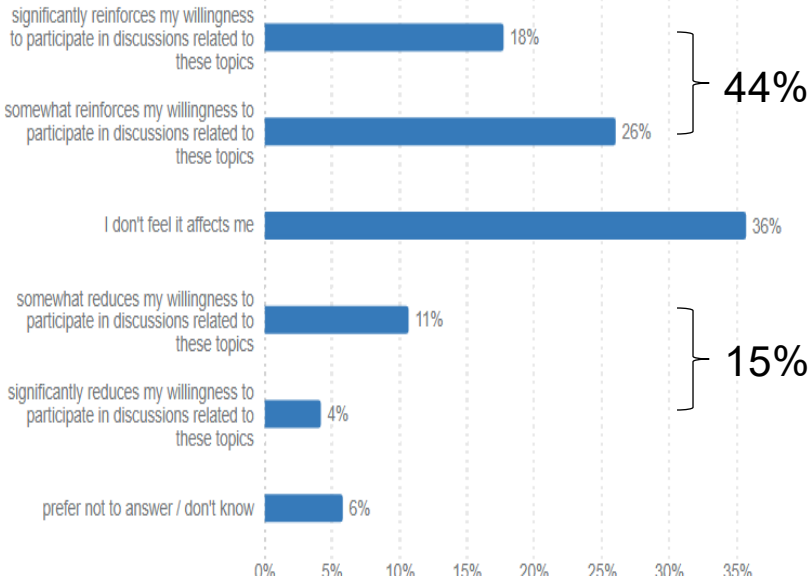
Finland:



France:



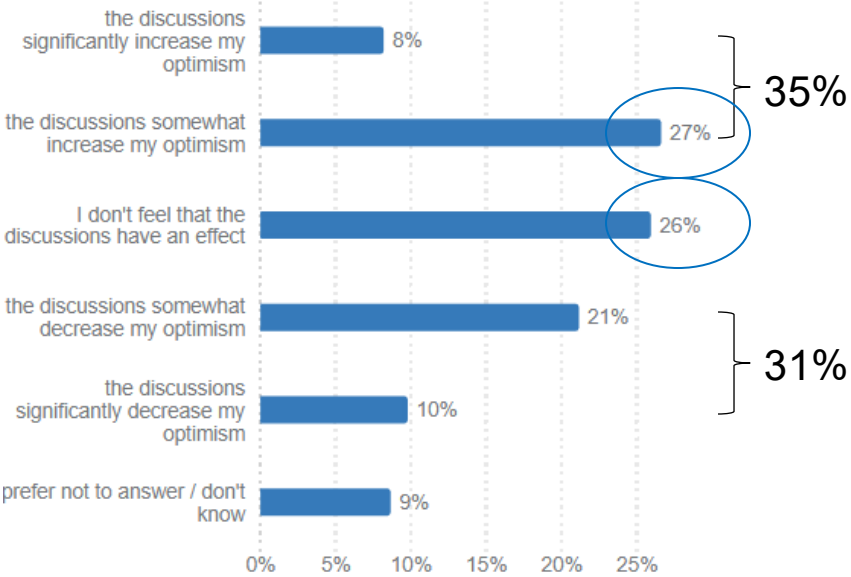
Romania:



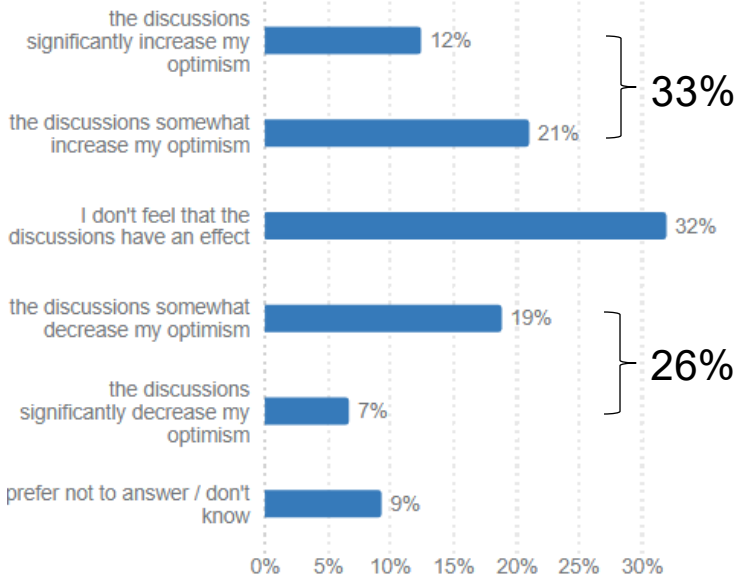
Effect on expectations regarding the development of society

How do you feel such content affects your expectations regarding the development of society?

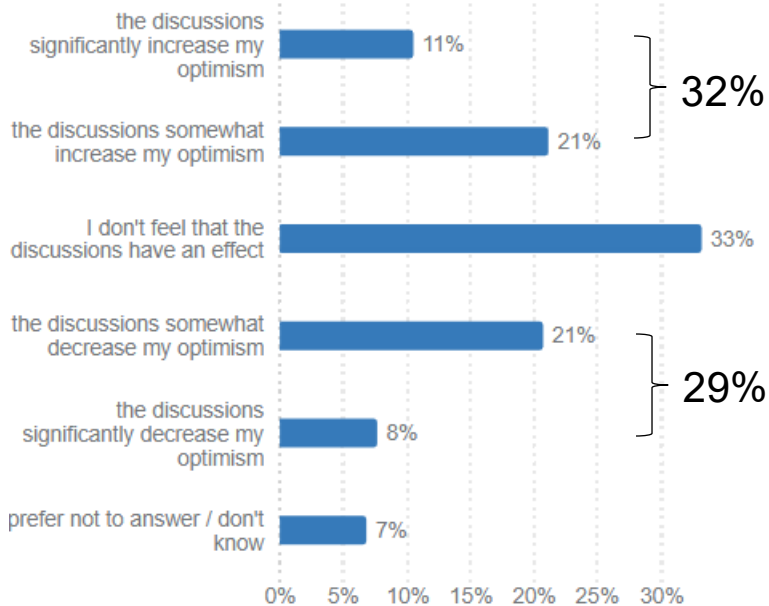
Finland:



France:



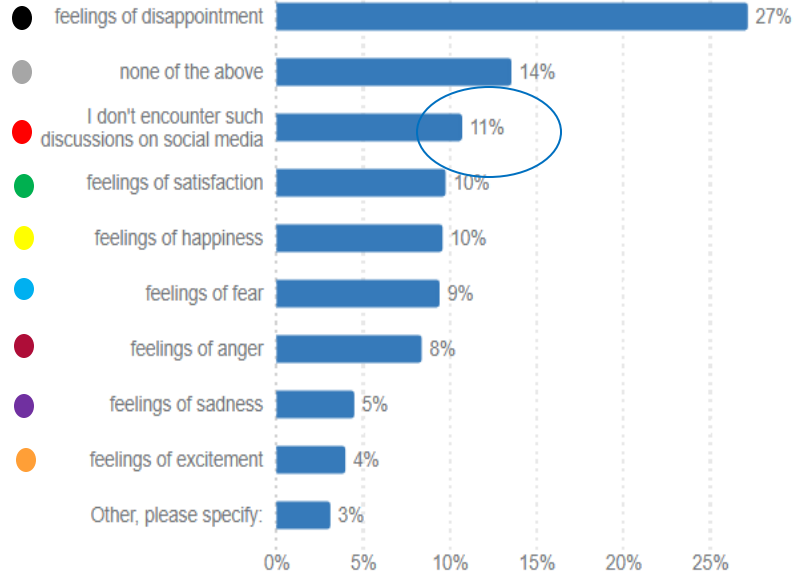
Romania:



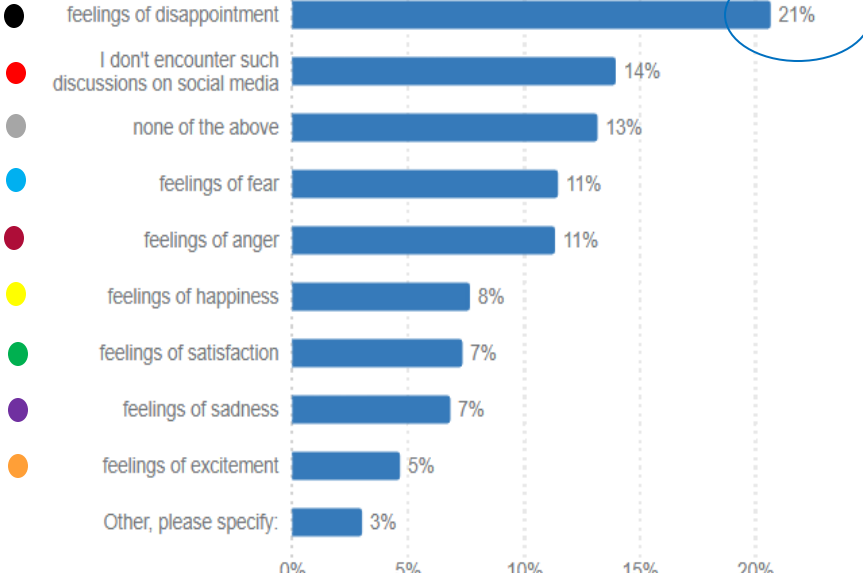
Feelings raised by discussions on politics and social issues

When you encounter discussions about politics and social issues on social media, what do you feel? Please select the option below that best describes your experience.

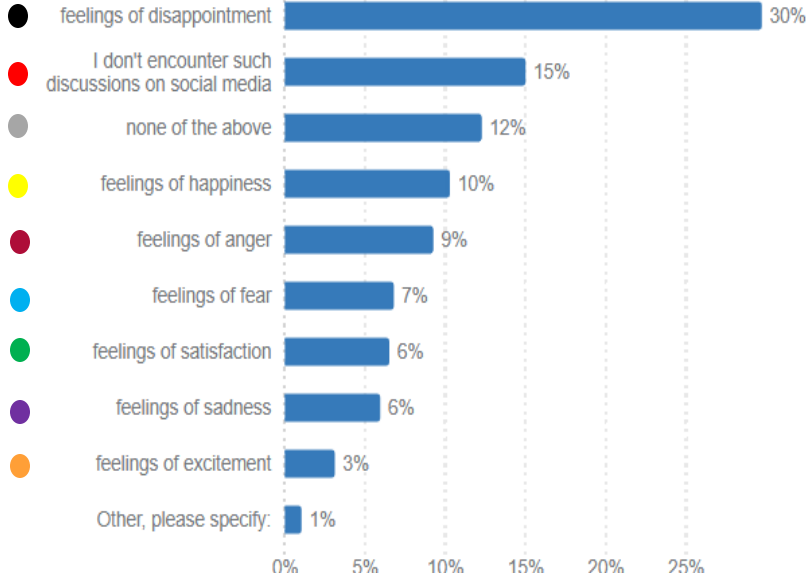
Finland:



France:



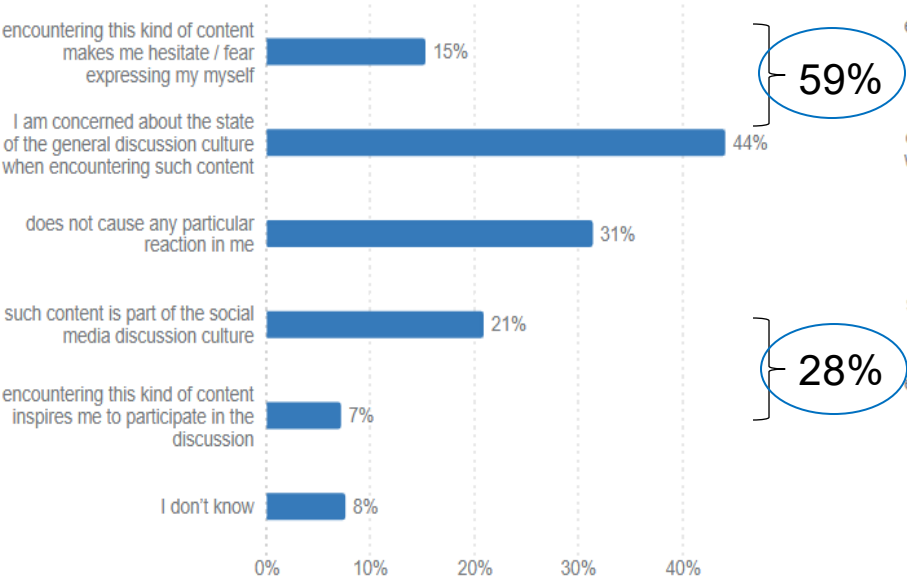
Romania:



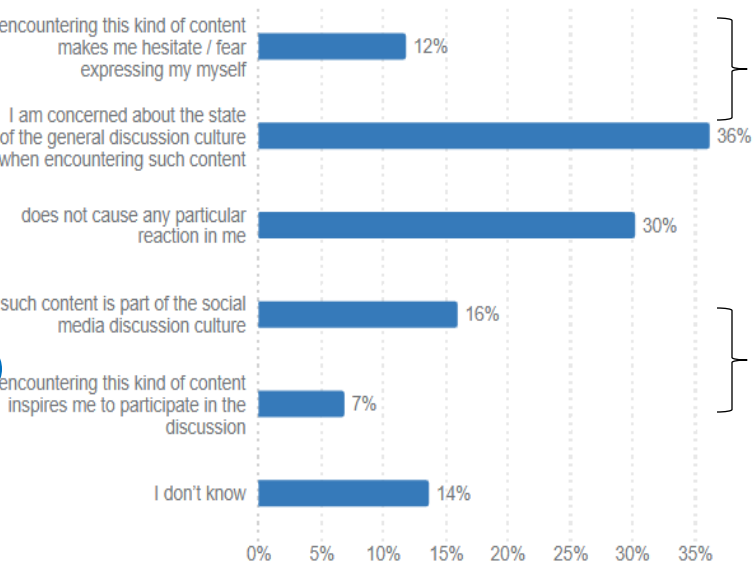
Using humor with incorrect or misleading social information

How do you perceive content on social media that uses humor to convey incorrect or misleading social information, hostile or derogatory content? Choose the suitable options.

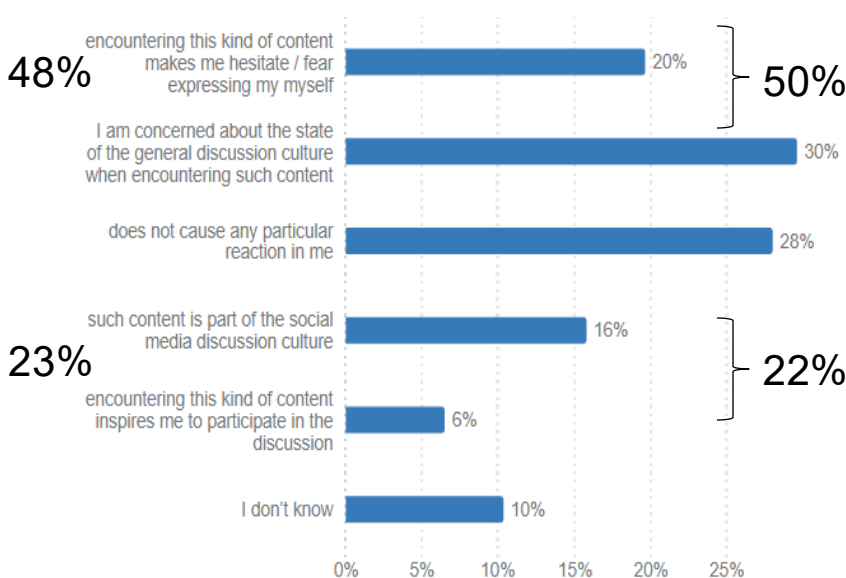
Finland:



France:



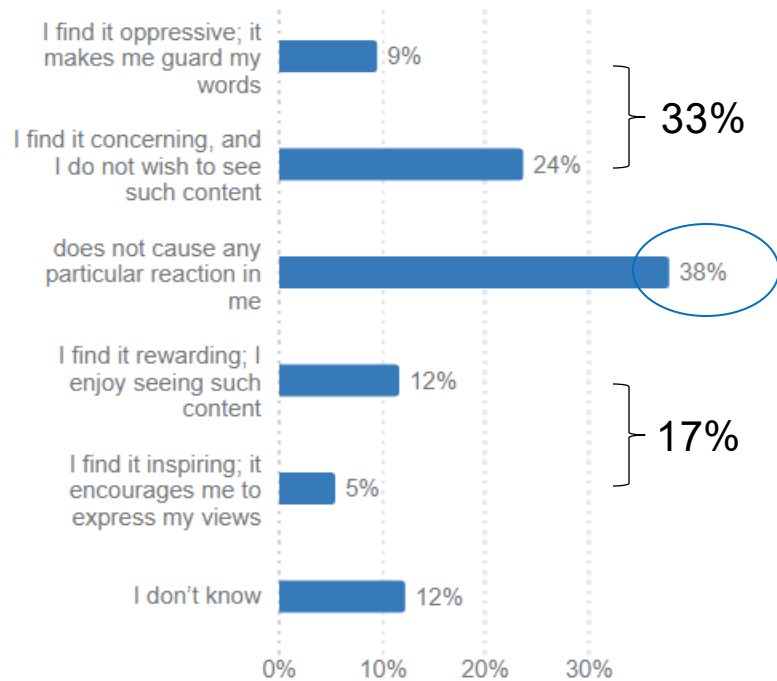
Romania:



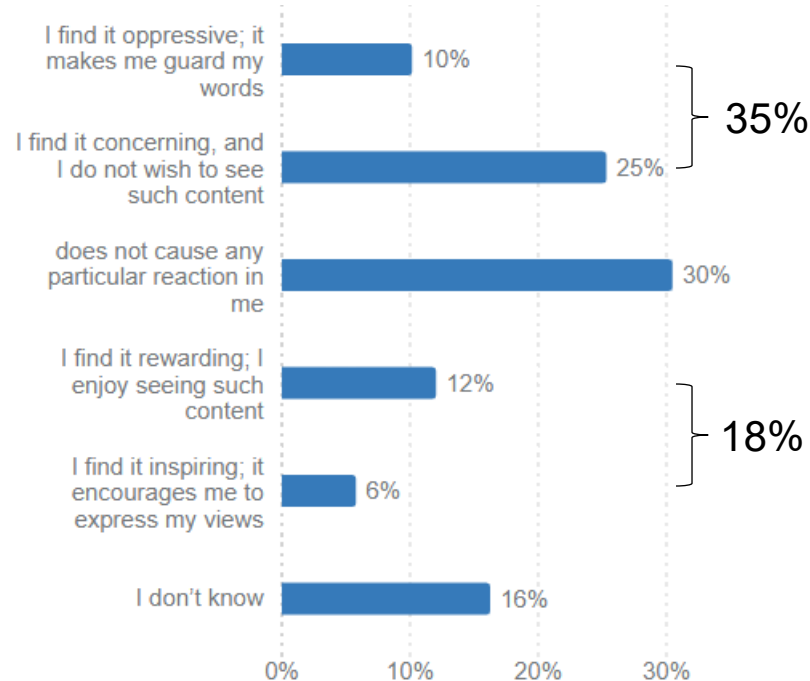
Right-wing content

How do you feel about right-wing content presented through the use of humor on social media?

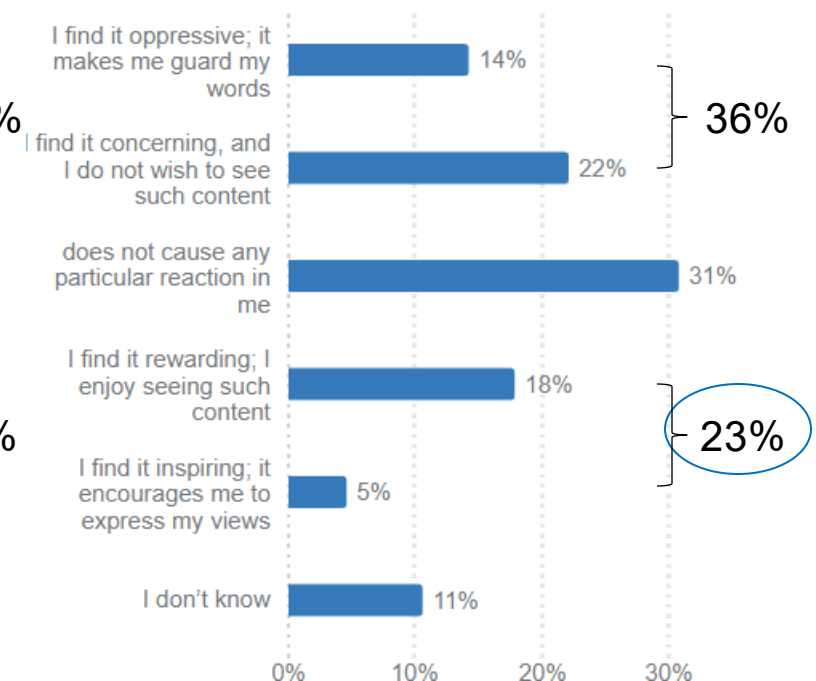
Finland:



France:



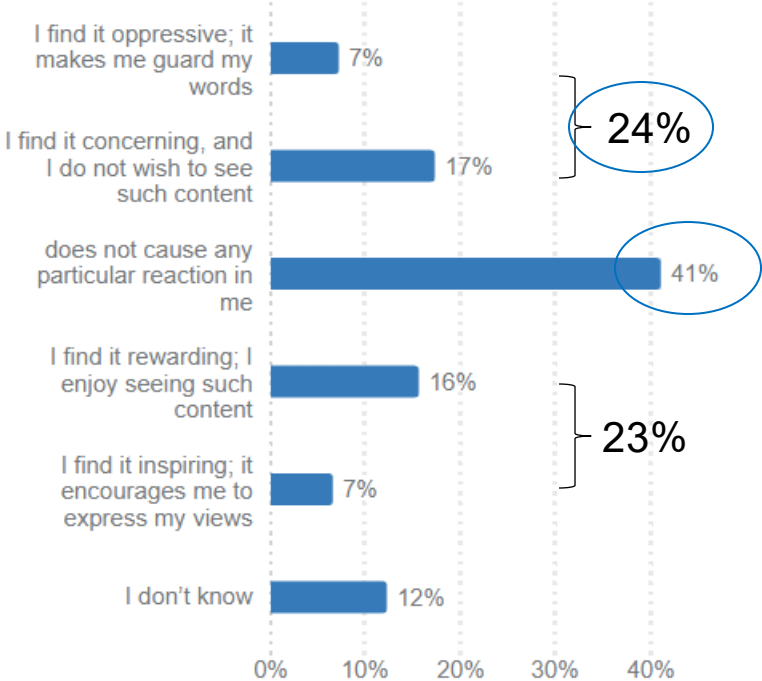
Romania:



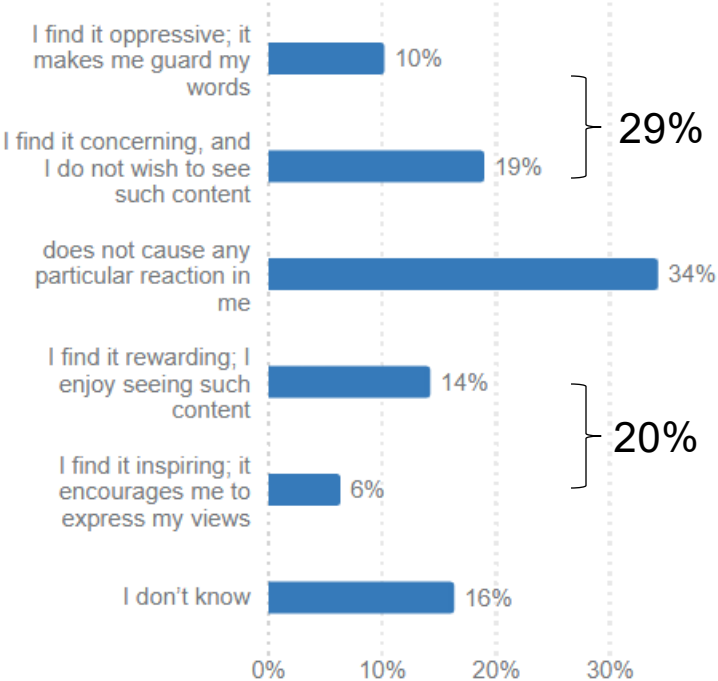
Left-wing content

How do you feel about left-wing content presented through the use of humor on social media?

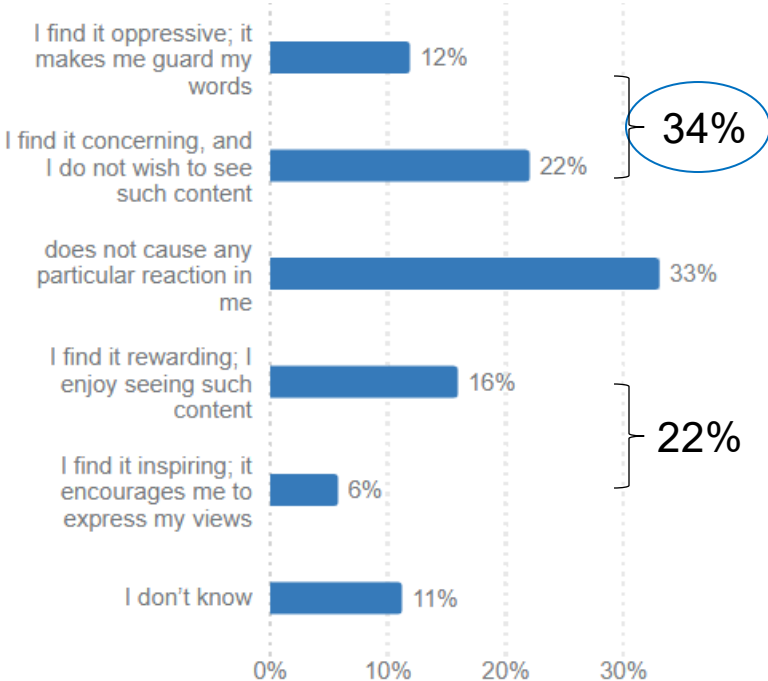
Finland:




France:



Romania:





**TEKOJA
TULEVAI-
SUUDELLE**