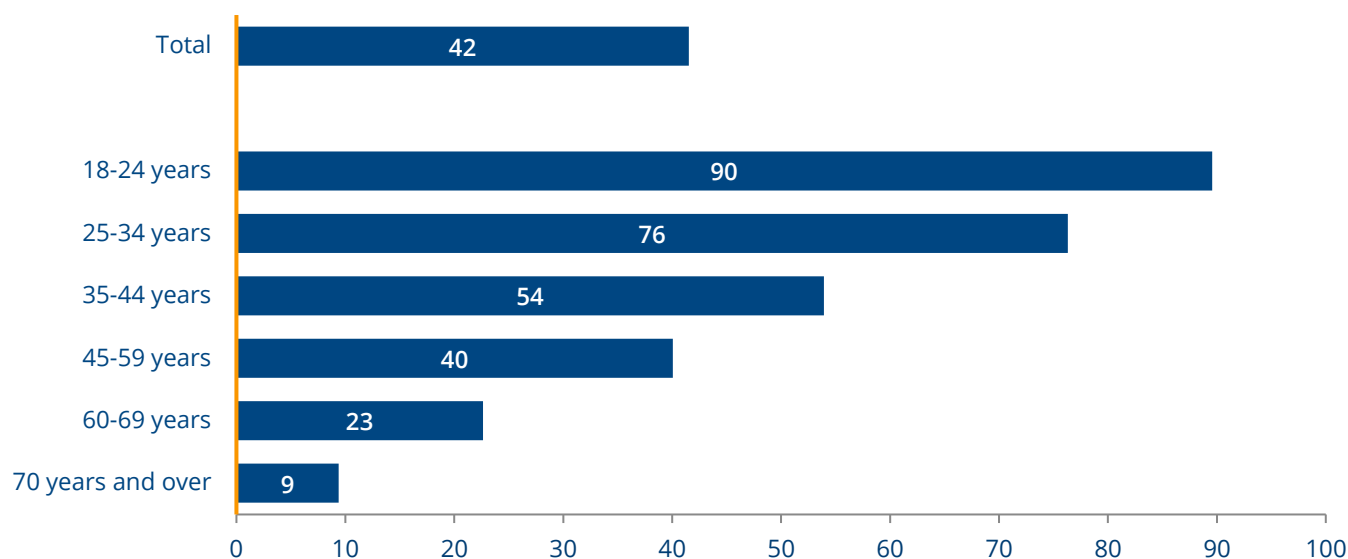


CHART OF THE MONTH

Social media campaigning is young.

Perception of election campaigning on social media by age



Question (translated from German): "When you think back to the election campaign up to 23 February, which parties' election advertising did you see on social media, for example on Facebook, Instagram or X?" Here: at least one party mentioned. Figures in per cent. Missing values to 100 per cent: did not see any party's election advertising, don't know/no answer. Respondents: 4,001. Survey 1057 on behalf of the Konrad-Adenauer-Stiftung.

Election campaigning on social media reaches many, but not everyone. Following the 2025 federal election, two in five eligible voters could recall seeing election campaign content from at least one party on social media.

There are significant differences by age. Almost all 18- to 24-year-olds could recall seeing election advertising on social media (90 per cent). Among 35- to 44-year-olds, just over half could recall seeing election advertising from a political party on social media. The situation is quite different for older people: 23 per cent of 60- to 69-year-olds were able to name a party of which they had seen advertising on social media following the federal election. Among eligible voters aged 70 and over, the figure is just 9 per cent.

Conclusion: Social media election campaigns reach (almost) all young people, but hardly ever reach the elderly.

Find out further analyses in the study ["Poster, Online, Doorstep – Who was Reached by in the Bundestag Election Campaign 2025?"](#) (only in German).