

YouGov / Big Brother Watch Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 20th - 21st August 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2153	388	553	198	233	130	756	769	1042	1111	226	889	532	506	1227	926	1862	103	187	510	353	261	738
Unweighted Sample	2153	384	575	204	249	130	861	812	958	1195	125	802	589	637	1335	818	1850	114	189	520	357	181	792
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Digital identity (digital ID) is an online representation of an individual's personal information that is capable of identifying them, such as their name, usernames, passwords, age, address or biometric information. A national digital ID is a system that allows individuals to prove their identity digitally to access services and is often linked to a database that records each use.

To what extent would you support or oppose it being mandatory for all adults in Britain to have a digital ID?

Strongly support	16	21	16	13	18	12	15	18	18	15	10	15	19	18	17	15	16	18	13	17	16	13	17
Somewhat support	30	37	31	38	26	28	33	30	28	32	31	31	30	28	33	27	30	27	27	28	29	34	31
TOTAL SUPPORT	46	58	47	51	44	40	48	48	46	47	41	46	49	46	50	42	46	45	40	45	45	47	48
Somewhat oppose	17	15	22	17	13	16	17	16	15	19	20	17	16	18	17	17	17	14	18	16	17	18	17
Strongly oppose	24	19	19	22	36	30	23	26	31	18	22	25	23	25	23	26	23	32	33	25	26	21	20
TOTAL OPPOSE	41	34	41	39	49	46	40	42	46	37	42	42	39	43	40	43	40	46	51	41	43	39	37
Don't know	13	8	12	11	7	13	12	11	8	17	18	13	12	11	11	15	13	10	9	14	12	13	14

Generally speaking, to what extent, if at all, would you trust that your digital security related to digital ID would be protected?

A great deal	5	6	7	2	4	5	5	5	7	4	5	5	6	5	6	5	5	6	6	6	4	7	5
A fair amount	24	26	26	30	22	18	27	21	25	23	22	24	25	24	26	21	24	25	18	23	21	29	25
TOTAL A GREAT DEAL / FAIR AMOUNT	29	32	33	32	26	23	32	26	32	27	27	29	31	29	32	26	29	31	24	29	25	36	30
Not very much	33	36	34	35	26	35	36	31	28	38	31	34	33	33	33	33	33	31	34	31	33	33	34
Not at all	30	24	28	28	42	33	26	35	35	26	32	29	29	32	29	32	30	31	36	30	36	24	28
TOTAL NOT VERY MUCH / NOT AT ALL	63	60	62	63	68	68	62	66	63	64	63	63	62	65	62	65	63	62	70	61	69	57	62
Don't know	7	7	5	5	6	9	6	8	5	9	10	8	7	6	6	10	8	7	6	10	6	7	7

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

Which of the following, if any, would you be most concerned about if the government introduced a mandatory digital ID? Please select up to two.

Cyber security attacks	53	58	59	65	41	46	58	53	48	59	52	52	53	56	55	51	54	47	48	54	55	55	54
Erosion of privacy	38	33	38	39	40	44	39	36	40	37	42	37	38	38	39	37	38	33	42	38	38	40	37
Government surveillance	31	22	29	31	45	33	27	34	36	27	32	31	33	30	30	33	31	32	34	32	32	34	29
Cost of its implementation	17	23	16	21	17	12	18	20	16	17	11	16	18	19	18	16	16	24	18	14	18	9	19
Bias and discrimination	10	6	13	9	9	27	12	7	8	12	17	12	6	8	12	8	10	17	10	9	8	16	9
Accessibility or ease of use	8	9	8	10	7	11	8	8	7	9	9	6	8	10	8	8	8	9	7	7	6	6	10
More frequent ID checks	7	6	7	5	6	9	7	5	9	5	9	8	7	5	7	7	7	7	7	6	5	12	7
Something else [see Tab 1]	3	4	3	2	4	3	3	3	3	2	1	3	3	3	3	3	3	2	3	2	4	3	3
None of these	4	5	3	2	4	4	3	4	6	2	1	4	4	4	4	4	3	3	5	4	3	2	4
Don't know	5	6	3	2	4	1	4	5	4	7	7	6	4	5	3	9	5	9	3	7	7	3	5

What privacy concerns, if any, do you have about being required to have digital ID? Please write your answer in the box below.

[See Tab 2]

No concerns / Don't know	43	45	43	46	32	45	41	42	40	46	41	46	41	41	41	46	43	40	44	45	42	41	44
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*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.