

## YouGov / Luminate Group Survey Results

Sample Size: 2067 adults in Germany  
Fieldwork: 22nd - 23rd August 2023

	2021 Bundestag Vote					Gender		Age					
	Total	SPD	CDU/CSU	Bündnis 90/Die Grünen	AfD	FDP	Male	Female	18-24	25-34	35-44	45-54	55+
<b>Weighted Sample</b>	<b>2067</b>	345	328	195	132	146	1005	1062	189	311	302	412	853
<b>Unweighted Sample</b>	<b>2067</b>	376	358	218	153	169	986	1081	159	315	318	375	900
	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think social media companies have a positive or negative impact on democracy?

Very positive	4	3	6	4	7	3	5	3	3	6	8	5	1
Fairly positive	14	14	14	12	13	16	15	13	26	20	16	9	10
<b>TOTAL POSITIVE</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>16</b>	<b>29</b>	<b>26</b>	<b>24</b>	<b>14</b>	<b>11</b>
Neither positive nor negative	41	41	41	32	40	41	37	44	37	37	43	43	41
Fairly negative	25	31	28	37	24	25	27	22	24	21	20	22	29
Very negative	8	6	8	8	9	9	9	8	4	7	4	10	10
<b>TOTAL NEGATIVE</b>	<b>33</b>	<b>37</b>	<b>36</b>	<b>45</b>	<b>33</b>	<b>34</b>	<b>36</b>	<b>30</b>	<b>28</b>	<b>28</b>	<b>24</b>	<b>32</b>	<b>39</b>
Don't know	8	5	3	6	7	6	6	10	7	8	9	10	8

How much control, if any, do you feel you have over how social media platforms use your personal data about your online activity to sell to advertisers?

A great deal of control	5	4	5	3	5	4	6	4	6	7	5	4	3
A fair amount of control	15	18	17	10	14	17	15	16	22	22	19	16	10
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>20</b>	<b>22</b>	<b>22</b>	<b>13</b>	<b>19</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>28</b>	<b>29</b>	<b>24</b>	<b>20</b>	<b>13</b>
Not very much control	41	37	44	53	39	42	41	41	40	41	43	41	40
No control at all	22	24	20	21	26	20	23	20	20	18	21	21	24
<b>TOTAL NOT VERY MUCH/NO CONTROL</b>	<b>63</b>	<b>61</b>	<b>64</b>	<b>74</b>	<b>65</b>	<b>62</b>	<b>64</b>	<b>61</b>	<b>60</b>	<b>59</b>	<b>64</b>	<b>62</b>	<b>64</b>
Not applicable – I do not use social media platforms	11	11	11	10	11	11	10	11	2	4	3	9	18
Don't know	7	5	3	3	6	6	5	8	10	7	8	9	5

Individuals do have the right to object to social media platforms processing individuals' personal data for advertising purposes. How important, if at all, do you think it is that social media platforms enable their users to use this right?

Very important	50	52	53	63	52	48	49	51	45	40	46	52	55
Fairly important	25	28	24	24	26	24	26	24	28	33	29	24	20
<b>TOTAL IMPORTANT</b>	<b>75</b>	<b>80</b>	<b>77</b>	<b>87</b>	<b>78</b>	<b>72</b>	<b>75</b>	<b>75</b>	<b>73</b>	<b>73</b>	<b>75</b>	<b>76</b>	<b>75</b>
Not very important	8	7	7	4	4	6	10	6	13	11	12	6	5
Not at all important	2	2	3	0	3	3	3	2	2	3	3	2	2
<b>TOTAL NOT IMPORTANT</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>8</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>8</b>	<b>7</b>
Not applicable – I do not use social media platforms	8	6	9	6	10	10	8	8	2	3	3	7	13
Don't know	7	4	3	3	4	8	5	9	10	10	8	8	4

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Sample Size: 2067 adults in Germany  
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	Region								
Total	Nielsen 1: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein	Nielsen 2: Nordrhein-Westfalen	Nielsen 3a: Hessen, Rheinland-Pfalz, Saarland	Nielsen 3b: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Vorpommern, Sachsen-Anhalt	Nielsen 7: Sachsen, Thüringen	
<b>Weighted Sample</b>	<b>2067</b>	332	447	282	270	322	89	164	161
<b>Unweighted Sample</b>	<b>2067</b>	354	464	296	221	324	93	159	156
	%	%	%	%	%	%	%	%	%

Generally speaking, do you think social media companies have a positive or negative impact on democracy?

Very positive	4	3	2	6	3	6	9	3	3
Fairly positive	14	16	13	11	12	14	25	12	15
<b>TOTAL POSITIVE</b>	<b>18</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>20</b>	<b>34</b>	<b>15</b>	<b>18</b>
Neither positive nor negative	41	40	45	44	36	41	36	38	37
Fairly negative	25	26	23	26	29	25	18	26	21
Very negative	8	7	10	7	9	7	7	9	11
<b>TOTAL NEGATIVE</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>33</b>	<b>38</b>	<b>32</b>	<b>25</b>	<b>35</b>	<b>32</b>
Don't know	8	9	7	6	10	7	5	12	13

How much control, if any, do you feel you have over how social media platforms use your personal data about your online activity to sell to advertisers?

A great deal of control	5	4	5	5	5	7	3	2
A fair amount of control	15	16	14	15	13	17	13	14
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>18</b>	<b>22</b>	<b>16</b>	<b>16</b>
Not very much control	41	46	41	41	38	43	38	41
No control at all	22	19	23	24	20	20	25	22
<b>TOTAL NOT VERY MUCH/NO CONTROL</b>	<b>63</b>	<b>65</b>	<b>64</b>	<b>65</b>	<b>58</b>	<b>63</b>	<b>63</b>	<b>63</b>
Not applicable – I do not use social media platforms	11	11	11	9	13	8	11	13
Don't know	7	4	6	7	11	7	9	8

Individuals do have the right to object to social media platforms processing individuals' personal data for advertising purposes. How important, if at all, do you think it is that social media platforms enable their users to use this right?

Very important	50	52	47	54	49	51	55	48	48
Fairly important	25	25	26	22	18	27	27	30	26
<b>TOTAL IMPORTANT</b>	<b>75</b>	<b>77</b>	<b>73</b>	<b>76</b>	<b>67</b>	<b>78</b>	<b>82</b>	<b>78</b>	<b>74</b>
Not very important	8	9	10	9	8	6	8	3	3
Not at all important	2	2	3	4	3	1	0	2	3
<b>TOTAL NOT IMPORTANT</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>11</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>6</b>
Not applicable – I do not use social media platforms	8	8	7	6	10	6	7	8	13
Don't know	7	3	7	5	12	9	2	10	8

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	Total	SPD	CDU/CSU	Bündnis 90/Die Grünen	AfD	FDP	Male	Female	18-24	25-34	35-44	45-54	55+
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	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how much, if anything, do you know about Artificial Intelligence (AI) and deepfake content?

A great deal	6	6	7	7	10	7	8	4	12	11	7	6	3
A fair amount	30	31	32	40	30	32	36	24	45	36	33	29	24
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>36</b>	<b>37</b>	<b>39</b>	<b>47</b>	<b>40</b>	<b>39</b>	<b>44</b>	<b>28</b>	<b>57</b>	<b>47</b>	<b>40</b>	<b>35</b>	<b>27</b>
Not very much	50	52	52	48	46	56	46	55	37	40	48	48	59
Nothing at all	14	11	9	5	14	6	10	17	7	13	11	18	14
<b>TOTAL NOT VERY MUCH/NOTHING</b>	<b>64</b>	<b>63</b>	<b>61</b>	<b>53</b>	<b>60</b>	<b>62</b>	<b>56</b>	<b>72</b>	<b>44</b>	<b>53</b>	<b>59</b>	<b>66</b>	<b>73</b>

Based on what you know or have heard, how concerned, if at all, are you about the use of Artificial Intelligence (AI) and deepfake content during elections?

[Asked only to those who did not answer 'Nothing at all'; n=1804]

Very concerned	27	30	29	33	32	20	28	26	21	21	20	28	32
Fairly concerned	44	45	44	52	42	46	44	44	45	44	48	39	44
<b>TOTAL CONCERNED</b>	<b>71</b>	<b>75</b>	<b>73</b>	<b>85</b>	<b>74</b>	<b>66</b>	<b>72</b>	<b>70</b>	<b>66</b>	<b>65</b>	<b>68</b>	<b>67</b>	<b>76</b>
Not very concerned	19	19	20	8	14	25	21	18	28	23	19	19	16
Not at all concerned	4	2	4	2	10	4	5	4	2	5	6	7	2
<b>TOTAL NOT CONCERNED</b>	<b>23</b>	<b>21</b>	<b>24</b>	<b>10</b>	<b>24</b>	<b>29</b>	<b>26</b>	<b>22</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>18</b>
Don't know	6	4	3	5	3	5	3	9	4	6	7	7	5

\*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.

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	%	%	%	%	%	%	%	%	%

Generally speaking, how much, if anything, do you know about Artificial Intelligence (AI) and deepfake content?

A great deal	6	5	7	6	5	8	12	4	5
A fair amount	30	32	30	29	27	30	35	28	28
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>36</b>	<b>37</b>	<b>37</b>	<b>35</b>	<b>32</b>	<b>38</b>	<b>47</b>	<b>32</b>	<b>33</b>
Not very much	50	50	52	50	52	50	49	48	49
Nothing at all	14	13	11	15	15	13	5	20	17
<b>TOTAL NOT VERY MUCH/NOTHING</b>	<b>64</b>	<b>63</b>	<b>63</b>	<b>65</b>	<b>67</b>	<b>63</b>	<b>54</b>	<b>68</b>	<b>66</b>

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Very concerned	27	27	26	33	29	20	29	26	29
Fairly concerned	44	44	41	43	44	49	38	45	42
<b>TOTAL CONCERNED</b>	<b>71</b>	<b>71</b>	<b>67</b>	<b>76</b>	<b>73</b>	<b>69</b>	<b>67</b>	<b>71</b>	<b>71</b>
Not very concerned	19	18	21	17	20	21	19	22	18
Not at all concerned	4	4	6	4	2	3	10	1	4
<b>TOTAL NOT CONCERNED</b>	<b>23</b>	<b>22</b>	<b>27</b>	<b>21</b>	<b>22</b>	<b>24</b>	<b>29</b>	<b>23</b>	<b>22</b>
Don't know	6	6	6	4	5	7	3	6	8

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