

YouGov / Luminate Group Survey Results

Sample Size: 1008 adults in France
Fieldwork: 23rd - 29th August 2023

	Presidential vote 2022		Gender		Age					Region					
	Macron	Le Pen	Male	Female	18-24	25-34	35-44	45-54	55+	Nord-Est	Nord-Ouest	Region Parisienne	Sud-Est	Sud-Ouest	
Weighted Sample	1008	425	300	480	528	103	148	158	170	428	274	135	186	325	88
Unweighted Sample	1008	372	322	452	556	75	117	162	175	479	284	215	114	276	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very positive	3	4	4	3	3	1	0	4	3	4	3	2	5	2	2
Fairly positive	11	8	10	12	9	14	18	11	10	7	14	8	11	11	5
TOTAL POSITIVE	14	12	14	15	12	15	18	15	13	11	17	10	16	13	7
Neither positive nor negative	29	29	34	26	31	27	24	32	33	28	29	36	24	28	29
Fairly negative	27	27	25	25	28	29	32	23	24	27	21	27	24	31	30
Very negative	17	20	16	21	15	11	16	19	21	18	17	15	20	17	20
TOTAL NEGATIVE	44	47	41	46	43	40	48	42	45	45	38	42	44	48	50
Don't know	14	13	12	13	14	18	10	12	9	16	16	12	15	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	6	5	3	9	3	17	6	4	4	5	6	4	10	4	8
A fair amount of control	13	12	13	11	15	12	17	17	17	9	12	12	21	11	10
TOTAL GREAT DEAL/FAIR AMOUNT	19	17	16	20	18	29	23	21	21	14	18	16	31	15	18
Not very much control	28	29	28	27	29	35	32	31	33	22	32	24	25	28	26
No control at all	36	38	38	35	37	24	30	37	35	41	31	39	33	38	43
TOTAL NOT VERY MUCH/NO CONTROL	64	67	66	62	66	59	62	68	68	63	63	63	58	66	69
Not applicable – I do not use social media platforms	8	10	6	8	7	1	5	2	4	14	8	9	3	10	6
Don't know	9	7	12	10	8	11	10	8	6	10	11	12	9	9	6

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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	55	58	53	51	59	43	52	42	56	63	50	57	57	56	60
Fairly important	26	27	26	30	22	29	25	29	28	22	30	23	24	26	19
TOTAL IMPORTANT	81	85	79	81	81	72	77	71	84	85	80	80	81	82	79
Not very important	6	3	6	7	5	10	8	9	7	3	6	3	7	6	9
Not at all important	3	2	3	4	2	4	1	5	4	2	3	3	0	4	2
TOTAL NOT IMPORTANT	9	5	9	11	7	14	9	14	11	5	9	6	7	10	11
Don't know	11	9	12	9	12	13	14	15	5	10	11	14	12	8	10

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

A great deal	4	3	5	5	3	9	2	8	4	2	3	5	9	2	3
A fair amount	21	22	16	27	15	39	35	24	18	11	20	18	27	19	17
TOTAL GREAT DEAL/FAIR AMOUNT	25	25	21	32	18	48	37	32	22	13	23	23	36	21	20
Not very much	53	57	51	52	55	44	49	45	59	59	55	51	48	56	55
Nothing at all	22	18	28	16	27	9	15	24	19	28	22	27	16	22	25
TOTAL NOT VERY MUCH/NOTHING	75	75	79	68	82	53	64	69	78	87	77	78	64	78	80

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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=768]

Very concerned	20	21	20	18	22	13	24	22	20	19	17	17	23	19	25
Fairly concerned	37	42	35	38	36	28	34	36	40	40	36	47	35	35	33
TOTAL CONCERNED	57	63	55	56	58	41	58	58	60	59	53	64	58	54	58
Not very concerned	25	22	27	27	24	35	23	26	25	23	26	25	19	30	21
Not at all concerned	7	2	8	10	5	8	8	7	9	5	4	3	14	6	12
TOTAL NOT CONCERNED	32	24	35	37	29	43	31	33	34	28	30	28	33	36	33
Don't know	11	13	10	8	14	16	11	10	6	13	16	8	10	10	9