

# YouGov / Luminate Group Survey Results

Sample Size: 2156 adults in UK  
Fieldwork: 30th - 31st August 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland
<b>Weighted Sample</b>	<b>2156</b>	688	505	181	757	800	1046	1110	226	890	535	505	1229	927	1811	106	183	56
<b>Unweighted Sample</b>	<b>2156</b>	717	500	182	863	835	956	1200	169	863	532	592	1336	820	1795	115	193	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very positive	1	1	1	1	1	1	2	1	4	2	0	1	1	2	2	1	0	0
Fairly positive	9	6	11	7	8	7	9	8	14	11	5	5	9	8	9	9	7	8
<b>TOTAL POSITIVE</b>	<b>10</b>	<b>7</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>18</b>	<b>13</b>	<b>5</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>7</b>	<b>8</b>
Neither positive nor negative	25	26	23	26	24	25	21	29	27	26	24	25	22	29	25	27	27	27
Fairly negative	35	39	38	38	39	35	38	32	28	33	36	39	38	30	36	27	29	31
Very negative	19	21	16	21	20	23	24	15	7	16	26	23	19	19	19	22	23	13
<b>TOTAL POSITIVE</b>	<b>54</b>	<b>60</b>	<b>54</b>	<b>59</b>	<b>59</b>	<b>58</b>	<b>62</b>	<b>47</b>	<b>35</b>	<b>49</b>	<b>62</b>	<b>62</b>	<b>57</b>	<b>49</b>	<b>55</b>	<b>49</b>	<b>52</b>	<b>44</b>
Don't know	11	7	10	7	8	8	6	15	21	12	8	6	10	12	10	14	13	21

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	3	4	2	1	2	4	4	3	8	3	2	3	3	4	4	4	3	2
A fair amount of control	12	9	14	13	11	11	11	14	14	14	12	9	11	14	12	12	15	10
<b>TOTAL GREAT DEAL/FAIR AMOUNT OF CONTROL</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>17</b>	<b>22</b>	<b>17</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>12</b>
Not very much control	44	43	44	49	47	41	40	47	51	42	43	43	46	41	44	37	40	47
No control at all	26	28	29	23	27	28	29	23	19	28	28	24	28	22	26	25	27	21
<b>TOTAL NOT VERY MUCH/NO CONTROL</b>	<b>70</b>	<b>71</b>	<b>73</b>	<b>72</b>	<b>74</b>	<b>69</b>	<b>69</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>71</b>	<b>67</b>	<b>74</b>	<b>63</b>	<b>70</b>	<b>62</b>	<b>67</b>	<b>68</b>
Not applicable – I do not use social media platforms	8	11	4	8	7	11	9	6	1	5	9	15	7	10	8	11	8	8
Don't know	7	5	6	7	6	6	6	8	8	7	7	5	6	8	6	11	7	11

## YouGov / Luminate Group Survey Re

Sample Size: 2156 adults in UK  
Fieldwork: 30th - 31st August 2023

	Region in England				
	Total	North	Midlands	London	South
<b>Weighted Sample</b>	<b>2156</b>	507	347	254	703
<b>Unweighted Sample</b>	<b>2156</b>	482	363	218	732
	%	%	%	%	%

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

Very positive	1	2	0	3	2
Fairly positive	9	9	9	10	8
<b>TOTAL POSITIVE</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>10</b>
Neither positive nor negative	25	22	27	26	26
Fairly negative	35	36	37	33	36
Very negative	19	19	16	17	21
<b>TOTAL POSITIVE</b>	<b>54</b>	<b>55</b>	<b>53</b>	<b>50</b>	<b>57</b>
Don't know	11	12	11	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	3	3	6	3	2
A fair amount of control	12	13	13	10	12
<b>TOTAL GREAT DEAL/FAIR AMOUNT OF CONTROL</b>	<b>15</b>	<b>16</b>	<b>19</b>	<b>13</b>	<b>14</b>
Not very much control	44	42	44	47	45
No control at all	26	24	24	27	28
<b>TOTAL NOT VERY MUCH/NO CONTROL</b>	<b>70</b>	<b>66</b>	<b>68</b>	<b>74</b>	<b>73</b>
Not applicable – I do not use social media platforms	8	8	9	5	7
Don't know	7	9	4	7	6

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	Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Country				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
<b>Weighted Sample</b>	<b>2156</b>	688	505	181	757	800	1046	1110	226	890	535	505	1229	927	1811	106	183	56
<b>Unweighted Sample</b>	<b>2156</b>	717	500	182	863	835	956	1200	169	863	532	592	1336	820	1795	115	193	53
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	66	68	72	62	70	69	68	65	60	62	73	69	68	63	65	67	72	67
Fairly important	22	19	20	27	21	19	22	22	28	24	18	19	22	21	23	17	18	19
<b>TOTAL IMPORTANT</b>	<b>88</b>	<b>87</b>	<b>92</b>	<b>89</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>87</b>	<b>88</b>	<b>86</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>84</b>	<b>88</b>	<b>84</b>	<b>90</b>	<b>86</b>
Not very important	3	3	2	7	3	3	4	3	5	4	3	4	3	4	3	6	2	11
Not at all important	1	1	2	0	0	1	1	1	1	1	1	1	1	1	1	4	0	0
<b>TOTAL NOT IMPORTANT</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>10</b>	<b>2</b>	<b>11</b>
Don't know	8	8	4	5	6	8	5	10	6	9	5	8	6	10	8	7	8	4

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

A great deal	3	1	5	4	2	2	5	1	13	4	0	1	5	2	4	4	3	0
A fair amount	26	21	33	29	30	22	35	18	44	31	20	18	29	23	27	19	22	21
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>29</b>	<b>22</b>	<b>38</b>	<b>33</b>	<b>32</b>	<b>24</b>	<b>40</b>	<b>19</b>	<b>57</b>	<b>35</b>	<b>20</b>	<b>19</b>	<b>34</b>	<b>25</b>	<b>31</b>	<b>23</b>	<b>25</b>	<b>21</b>
Not very much	58	64	54	60	60	60	51	65	38	55	65	65	58	57	57	65	59	66
Nothing at all	12	14	8	7	8	15	9	16	5	11	15	16	8	18	12	12	16	13
<b>TOTAL NOT VERY MUCH/NOTHING</b>	<b>70</b>	<b>78</b>	<b>62</b>	<b>67</b>	<b>68</b>	<b>75</b>	<b>60</b>	<b>81</b>	<b>43</b>	<b>66</b>	<b>80</b>	<b>81</b>	<b>66</b>	<b>75</b>	<b>69</b>	<b>77</b>	<b>75</b>	<b>79</b>

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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	<b>66</b>	63	65	68	66
Fairly important	<b>22</b>	25	23	22	21
<b>TOTAL IMPORTANT</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>90</b>	<b>87</b>
Not very important	<b>3</b>	3	4	5	3
Not at all important	<b>1</b>	1	1	0	2
<b>TOTAL NOT IMPORTANT</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>
Don't know	<b>8</b>	9	7	5	8

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

A great deal	<b>3</b>	2	3	6	3
A fair amount	<b>26</b>	27	25	36	25
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>29</b>	<b>29</b>	<b>28</b>	<b>42</b>	<b>28</b>
Not very much	<b>58</b>	56	60	50	59
Nothing at all	<b>12</b>	15	11	8	12
<b>TOTAL NOT VERY MUCH/NOTHING</b>	<b>70</b>	<b>71</b>	<b>71</b>	<b>58</b>	<b>71</b>

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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 know something about Artificial Intelligence and deepfake content; n=1895]

Very concerned	<b>26</b>	31	27	21	26	29	25	27	27	21	27	34	26	26	27	23	21	24
Fairly concerned	<b>44</b>	43	47	58	51	42	45	44	42	45	45	45	46	42	44	45	48	41
<b>TOTAL POSITIVE</b>	<b>70</b>	<b>74</b>	<b>74</b>	<b>79</b>	<b>77</b>	<b>71</b>	<b>70</b>	<b>71</b>	<b>69</b>	<b>66</b>	<b>72</b>	<b>79</b>	<b>72</b>	<b>68</b>	<b>71</b>	<b>68</b>	<b>69</b>	<b>65</b>
Not very concerned	<b>16</b>	15	15	15	13	15	18	14	18	19	14	12	15	17	16	12	18	21
Not at all concerned	<b>3</b>	3	2	0	2	3	5	1	5	4	3	2	3	4	3	4	4	5
<b>TOTAL POSITIVE</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>23</b>	<b>15</b>	<b>23</b>	<b>23</b>	<b>17</b>	<b>14</b>	<b>18</b>	<b>21</b>	<b>19</b>	<b>16</b>	<b>22</b>	<b>26</b>
Don't know	<b>10</b>	9	9	7	9	11	7	14	8	12	11	8	10	10	10	17	9	10

\*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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	%	%	%	%	%

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 know something about Artificial Intelligence and deepfake content; n=1895]*

Very concerned	<b>26</b>	26	25	30	27
Fairly concerned	<b>44</b>	43	42	49	44
<b>TOTAL POSITIVE</b>	<b>70</b>	<b>69</b>	<b>67</b>	<b>79</b>	<b>71</b>
Not very concerned	<b>16</b>	17	17	13	16
Not at all concerned	<b>3</b>	3	3	2	3
<b>TOTAL POSITIVE</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>15</b>	<b>19</b>
Don't know	<b>10</b>	11	14	6	9

*\*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.*