

# YouGov Survey Results

Sample Size: 1968 GB Adults  
Fieldwork: 13th - 14th May 2014



Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>1968</b>	X	X	X	X	581	455	425	954	1014	234	498	673	563	1122	846	252	640	421	484	171	
Unweighted Sample	453	581	144	220	535	490	424	966	1002	193	412	804	559	1294	674	249	557	429	475	258	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It has been suggested that internet search results about people should be removed, if those people complain that the results are "inadequate, irrelevant or no longer relevant". Which of the following best reflects your view?

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Search results should be removed on request – the rights of individuals to control their personal data are paramount	<b>50</b>	51	54	40	47	51	51	49	50	49	41	46	53	52	49	50	51	50	49	50	47
Search results should not be removed on request – deleting results individuals do not like amounts to censorship	<b>23</b>	27	24	32	28	24	25	24	27	20	25	24	22	23	27	19	24	23	24	22	27
Neither	<b>9</b>	9	7	8	8	10	8	10	8	10	7	9	9	10	9	9	8	8	12	7	9
Don't know	<b>18</b>	13	15	20	17	15	16	17	15	21	26	21	16	14	15	22	16	18	15	21	18

Are you aware of any internet search results about you that you consider to be "inadequate, irrelevant or no longer relevant"?

Yes	<b>9</b>	7	10	14	7	8	9	10	10	8	11	11	10	6	11	7	15	8	7	9	8
No	<b>73</b>	79	73	70	74	76	73	75	73	72	66	70	74	76	74	70	68	74	76	69	76
Don't know	<b>18</b>	13	17	16	18	16	17	15	17	19	23	19	17	18	15	23	17	18	17	21	16

And would you like those internet search results to be removed?

[Only asked to respondents who are aware of internet search results about them that they consider to be "inadequate, irrelevant or no longer relevant"; n=193\*]

Yes, I would like them to be removed	<b>76</b>	79	80	65	85	79	78	75	72	80	70	72	79	79	74	79	86	57	79	83	86
No, I would not like them to be removed	<b>16</b>	8	17	22	15	11	20	15	17	16	10	20	17	13	15	19	12	22	20	13	12
Don't know	<b>8</b>	13	3	13	0	10	2	10	11	4	19	8	3	8	11	1	2	22	1	4	2