

YouGov Survey Results

Sample: 2,157 GB adults

Fieldwork: 18th - 21st June 2021



Total	Gender		Age					Social Grade		North
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	1016	1141	202	340	380	337	898	1282	875	504
Base	2157	1046	1111	239	335	374	346	863	1229	928	516
Very likely	29%	28%	30%	39%	42%	40%	27%	18%	28%	31%	31%
Fairly likely	29%	30%	29%	38%	34%	30%	32%	23%	30%	28%	28%
Fairly unlikely	17%	18%	15%	14%	9%	12%	19%	21%	18%	14%	17%
Very unlikely	10%	12%	9%	4%	6%	6%	10%	15%	11%	9%	10%
Don't know	11%	9%	13%	5%	8%	11%	9%	14%	10%	12%	11%
NA - I don't own this type of device	4%	4%	4%	-	0%	1%	3%	8%	3%	5%	3%
Laptop											
Unweighted base	2157	1016	1141	202	340	380	337	898	1282	875	504
Base	2157	1046	1111	239	335	374	346	863	1229	928	516
Very likely	11%	10%	12%	17%	13%	13%	9%	8%	10%	12%	11%
Fairly likely	22%	22%	21%	30%	26%	24%	22%	17%	21%	23%	19%
Fairly unlikely	27%	27%	27%	31%	29%	26%	27%	26%	30%	23%	28%
Very unlikely	21%	24%	18%	12%	15%	19%	24%	24%	23%	17%	23%
Don't know	13%	10%	17%	6%	11%	13%	13%	16%	11%	16%	13%
NA - I don't own this type of device	7%	7%	7%	4%	5%	5%	4%	10%	5%	9%	6%
Tablet											
Unweighted base	2157	1016	1141	202	340	380	337	898	1282	875	504
Base	2157	1046	1111	239	335	374	346	863	1229	928	516
Very likely	16%	15%	17%	18%	23%	22%	17%	10%	16%	17%	17%
Fairly likely	25%	27%	24%	36%	29%	29%	26%	19%	25%	26%	26%
Fairly unlikely	20%	20%	20%	15%	16%	19%	21%	23%	23%	16%	19%
Very unlikely	14%	16%	12%	8%	10%	7%	17%	19%	15%	13%	15%
Don't know	12%	10%	14%	5%	10%	13%	11%	15%	11%	13%	13%
NA - I don't own this type of device	12%	13%	12%	18%	11%	11%	8%	14%	12%	14%	9%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	1016	1141	202	340	380	337	898	1282	875	504
Base	2157	1046	1111	239	335	374	346	863	1229	928	516
Very likely	33%	34%	31%	40%	42%	38%	37%	23%	34%	30%	34%
Fairly likely	24%	25%	24%	24%	27%	24%	24%	24%	25%	24%	23%
Fairly unlikely	9%	9%	9%	11%	6%	9%	11%	9%	9%	9%	7%
Very unlikely	7%	8%	5%	5%	5%	5%	7%	8%	7%	6%	8%
Don't know	8%	7%	10%	3%	6%	8%	8%	11%	7%	10%	9%
NA - I don't own this type of device	19%	17%	21%	17%	15%	15%	13%	25%	18%	21%	19%

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Fieldwork: 18th - 21st June 2021



Total	Region									
	Midlands	East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	351	222	274	511	1862	110	185	108	216	180
Base	2157	356	213	291	488	1864	106	188	113	222	181
Very likely	29%	29%	32%	25%	30%	29%	35%	29%	31%	32%	28%
Fairly likely	29%	28%	29%	32%	30%	29%	32%	28%	23%	33%	25%
Fairly unlikely	17%	16%	17%	22%	15%	17%	10%	15%	24%	17%	14%
Very unlikely	10%	10%	10%	8%	10%	10%	9%	14%	8%	10%	13%
Don't know	11%	11%	11%	10%	11%	11%	9%	11%	13%	5%	17%
NA - I don't own this type of device	4%	7%	2%	3%	4%	4%	4%	4%	2%	3%	3%
Laptop											
Unweighted base	2157	351	222	274	511	1862	110	185	108	216	180
Base	2157	356	213	291	488	1864	106	188	113	222	181
Very likely	11%	12%	12%	10%	11%	11%	12%	9%	13%	10%	10%
Fairly likely	22%	21%	20%	22%	23%	21%	23%	26%	12%	22%	20%
Fairly unlikely	27%	24%	24%	31%	28%	27%	25%	27%	28%	33%	22%
Very unlikely	21%	21%	22%	18%	19%	21%	21%	18%	25%	21%	23%
Don't know	13%	13%	14%	13%	13%	13%	14%	15%	14%	10%	16%
NA - I don't own this type of device	7%	8%	8%	7%	6%	7%	5%	6%	9%	4%	8%
Tablet											
Unweighted base	2157	351	222	274	511	1862	110	185	108	216	180
Base	2157	356	213	291	488	1864	106	188	113	222	181
Very likely	16%	19%	19%	12%	15%	16%	18%	15%	19%	18%	15%
Fairly likely	25%	25%	23%	23%	26%	25%	26%	29%	23%	32%	21%
Fairly unlikely	20%	17%	20%	24%	20%	20%	21%	21%	23%	19%	17%
Very unlikely	14%	16%	14%	14%	13%	14%	12%	13%	10%	14%	20%
Don't know	12%	11%	13%	10%	12%	12%	12%	12%	15%	6%	19%
NA - I don't own this type of device	12%	13%	11%	16%	14%	13%	11%	11%	9%	10%	9%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	351	222	274	511	1862	110	185	108	216	180
Base	2157	356	213	291	488	1864	106	188	113	222	181
Very likely	33%	33%	39%	26%	33%	33%	30%	28%	41%	33%	32%
Fairly likely	24%	23%	21%	26%	25%	24%	33%	27%	14%	30%	19%
Fairly unlikely	9%	7%	8%	12%	9%	9%	12%	9%	4%	8%	8%
Very unlikely	7%	9%	7%	5%	5%	7%	2%	7%	7%	9%	7%
Don't know	8%	7%	7%	9%	9%	8%	7%	11%	14%	5%	12%
NA - I don't own this type of device	19%	21%	18%	21%	19%	19%	17%	18%	20%	15%	22%

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Fieldwork: 18th - 21st June 2021



Total	Government Region									Working full time
	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	166	185	222	274	292	219	1862	110	185	825
Base	2157	168	188	213	291	278	209	1864	106	188	839
Very likely	29%	29%	28%	32%	25%	29%	30%	29%	35%	29%	35%
Fairly likely	29%	29%	27%	29%	32%	30%	31%	29%	32%	28%	31%
Fairly unlikely	17%	14%	17%	17%	22%	17%	11%	17%	10%	15%	16%
Very unlikely	10%	10%	10%	10%	8%	8%	13%	10%	9%	14%	8%
Don't know	11%	9%	12%	11%	10%	13%	10%	11%	9%	11%	9%
NA - I don't own this type of device	4%	8%	6%	2%	3%	3%	6%	4%	4%	4%	1%
Laptop											
Unweighted base	2157	166	185	222	274	292	219	1862	110	185	825
Base	2157	168	188	213	291	278	209	1864	106	188	839
Very likely	11%	11%	13%	12%	10%	11%	10%	11%	12%	9%	10%
Fairly likely	22%	21%	21%	20%	22%	23%	23%	21%	23%	26%	24%
Fairly unlikely	27%	24%	24%	24%	31%	30%	26%	27%	25%	27%	30%
Very unlikely	21%	25%	18%	22%	18%	18%	22%	21%	21%	18%	21%
Don't know	13%	10%	16%	14%	13%	14%	11%	13%	14%	15%	11%
NA - I don't own this type of device	7%	8%	8%	8%	7%	4%	7%	7%	5%	6%	4%
Tablet											
Unweighted base	2157	166	185	222	274	292	219	1862	110	185	825
Base	2157	168	188	213	291	278	209	1864	106	188	839
Very likely	16%	17%	20%	19%	12%	16%	15%	16%	18%	15%	19%
Fairly likely	25%	26%	23%	23%	23%	24%	27%	25%	26%	29%	27%
Fairly unlikely	20%	15%	19%	20%	24%	21%	19%	20%	21%	21%	21%
Very unlikely	14%	19%	13%	14%	14%	11%	15%	14%	12%	13%	12%
Don't know	12%	10%	13%	13%	10%	15%	9%	12%	12%	12%	10%
NA - I don't own this type of device	12%	13%	13%	11%	16%	13%	16%	13%	11%	11%	11%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	166	185	222	274	292	219	1862	110	185	825
Base	2157	168	188	213	291	278	209	1864	106	188	839
Very likely	33%	36%	31%	39%	26%	34%	33%	33%	30%	28%	38%
Fairly likely	24%	20%	26%	21%	26%	25%	24%	24%	33%	27%	28%
Fairly unlikely	9%	6%	8%	8%	12%	11%	7%	9%	12%	9%	8%
Very unlikely	7%	10%	8%	7%	5%	4%	6%	7%	2%	7%	6%
Don't know	8%	7%	7%	7%	9%	10%	7%	8%	7%	11%	7%
NA - I don't own this type of device	19%	22%	20%	18%	21%	16%	22%	19%	17%	18%	13%

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Total	Working Status						Marital Status			
	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	293	1118	115	621	128	175	1023	293	162	78
Base	2157	301	1140	134	568	133	182	995	291	159	73
Very likely	29%	35%	35%	38%	16%	30%	32%	26%	35%	26%	14%
Fairly likely	29%	27%	30%	39%	23%	32%	35%	28%	33%	24%	23%
Fairly unlikely	17%	14%	15%	12%	21%	15%	13%	19%	15%	16%	18%
Very unlikely	10%	10%	9%	5%	16%	7%	6%	12%	8%	10%	22%
Don't know	11%	11%	10%	6%	14%	12%	10%	12%	7%	15%	13%
NA - I don't own this type of device	4%	2%	2%	-	10%	5%	3%	4%	2%	9%	10%
Laptop											
Unweighted base	2157	293	1118	115	621	128	175	1023	293	162	78
Base	2157	301	1140	134	568	133	182	995	291	159	73
Very likely	11%	14%	11%	19%	6%	16%	14%	9%	10%	15%	6%
Fairly likely	22%	22%	23%	30%	16%	21%	22%	21%	26%	16%	11%
Fairly unlikely	27%	25%	29%	27%	26%	17%	27%	27%	29%	19%	26%
Very unlikely	21%	19%	20%	12%	25%	18%	17%	22%	19%	25%	31%
Don't know	13%	16%	12%	10%	16%	12%	15%	15%	12%	16%	15%
NA - I don't own this type of device	7%	4%	4%	2%	11%	15%	5%	6%	4%	9%	10%
Tablet											
Unweighted base	2157	293	1118	115	621	128	175	1023	293	162	78
Base	2157	301	1140	134	568	133	182	995	291	159	73
Very likely	16%	19%	19%	19%	9%	21%	18%	14%	19%	19%	11%
Fairly likely	25%	28%	27%	34%	19%	25%	28%	24%	30%	19%	15%
Fairly unlikely	20%	17%	20%	13%	23%	16%	16%	23%	19%	13%	20%
Very unlikely	14%	12%	12%	10%	21%	12%	13%	15%	11%	19%	23%
Don't know	12%	14%	11%	5%	14%	11%	15%	14%	11%	14%	14%
NA - I don't own this type of device	12%	11%	11%	19%	14%	15%	11%	10%	10%	16%	16%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	293	1118	115	621	128	175	1023	293	162	78
Base	2157	301	1140	134	568	133	182	995	291	159	73
Very likely	33%	34%	37%	35%	22%	32%	36%	32%	37%	27%	16%
Fairly likely	24%	23%	26%	22%	23%	21%	22%	23%	29%	25%	26%
Fairly unlikely	9%	10%	9%	7%	9%	8%	10%	10%	7%	8%	8%
Very unlikely	7%	8%	6%	5%	9%	3%	6%	7%	6%	8%	17%
Don't know	8%	10%	7%	7%	10%	8%	11%	10%	7%	8%	9%
NA - I don't own this type of device	19%	16%	14%	23%	28%	27%	16%	17%	13%	24%	24%

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Fieldwork: 18th - 21st June 2021



Total	Children in Household						ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/guardian (any age)	Not parent/guardian	4 years and under
	Never Married	0	1	2	3+						

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	591	1605	223	188	78	489	63	1192	965	168
Base	2157	627	1590	232	187	80	499	68	1166	991	168
Very likely	29%	36%	27%	35%	39%	36%	37%	31%	26%	33%	40%
Fairly likely	29%	32%	28%	34%	30%	30%	32%	31%	28%	31%	29%
Fairly unlikely	17%	14%	18%	15%	12%	13%	14%	6%	16%	17%	11%
Very unlikely	10%	7%	11%	6%	7%	9%	7%	9%	12%	8%	9%
Don't know	11%	9%	11%	10%	10%	11%	10%	18%	13%	8%	11%
NA - I don't own this type of device	4%	2%	5%	1%	1%	1%	1%	4%	4%	3%	-
Laptop											
Unweighted base	2157	591	1605	223	188	78	489	63	1192	965	168
Base	2157	627	1590	232	187	80	499	68	1166	991	168
Very likely	11%	13%	10%	14%	13%	16%	14%	13%	9%	13%	11%
Fairly likely	22%	24%	21%	25%	26%	20%	24%	24%	21%	22%	26%
Fairly unlikely	27%	29%	28%	28%	25%	23%	26%	17%	25%	29%	22%
Very unlikely	21%	16%	22%	15%	18%	15%	16%	13%	21%	20%	22%
Don't know	13%	11%	13%	16%	14%	14%	15%	20%	16%	10%	17%
NA - I don't own this type of device	7%	7%	7%	3%	4%	12%	4%	14%	7%	6%	3%
Tablet											
Unweighted base	2157	591	1605	223	188	78	489	63	1192	965	168
Base	2157	627	1590	232	187	80	499	68	1166	991	168
Very likely	16%	18%	15%	19%	24%	21%	21%	20%	15%	18%	23%
Fairly likely	25%	28%	24%	31%	27%	32%	30%	22%	24%	26%	29%
Fairly unlikely	20%	17%	21%	17%	19%	15%	17%	14%	20%	19%	16%
Very unlikely	14%	11%	15%	11%	10%	10%	11%	11%	15%	13%	11%
Don't know	12%	9%	11%	14%	11%	14%	13%	21%	15%	9%	15%
NA - I don't own this type of device	12%	17%	14%	8%	9%	8%	8%	12%	10%	15%	6%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	591	1605	223	188	78	489	63	1192	965	168
Base	2157	627	1590	232	187	80	499	68	1166	991	168
Very likely	33%	34%	30%	41%	40%	32%	39%	34%	31%	34%	44%
Fairly likely	24%	25%	25%	21%	25%	23%	23%	17%	24%	25%	16%
Fairly unlikely	9%	8%	8%	12%	10%	13%	11%	6%	10%	7%	10%
Very unlikely	7%	5%	7%	7%	5%	5%	6%	6%	7%	6%	5%
Don't know	8%	6%	8%	7%	10%	10%	9%	14%	11%	6%	11%
NA - I don't own this type of device	19%	23%	21%	11%	10%	16%	12%	24%	17%	21%	14%

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Total	Parent/ Guardian					Social Media/ Messaging service (w				
	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Pinterest	Instagram

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone											
Unweighted base	2157	237	180	74	470	779	1475	680	358	248	783
Base	2157	236	178	77	472	754	1471	694	357	244	803
Very likely	29%	36%	37%	37%	36%	20%	31%	35%	34%	37%	39%
Fairly likely	29%	30%	28%	24%	30%	28%	30%	31%	32%	27%	31%
Fairly unlikely	17%	11%	14%	12%	13%	19%	17%	17%	18%	19%	15%
Very unlikely	10%	9%	5%	6%	7%	14%	10%	9%	9%	9%	6%
Don't know	11%	13%	13%	20%	13%	13%	9%	7%	7%	6%	8%
NA - I don't own this type of device	4%	1%	2%	1%	1%	6%	3%	1%	1%	2%	0%
Laptop											
Unweighted base	2157	237	180	74	470	779	1475	680	358	248	783
Base	2157	236	178	77	472	754	1471	694	357	244	803
Very likely	11%	11%	16%	11%	11%	7%	10%	13%	11%	12%	14%
Fairly likely	22%	26%	24%	23%	25%	19%	22%	21%	22%	23%	26%
Fairly unlikely	27%	23%	25%	18%	24%	27%	29%	31%	34%	30%	29%
Very unlikely	21%	16%	16%	19%	18%	23%	22%	21%	20%	19%	17%
Don't know	13%	18%	15%	24%	17%	15%	12%	10%	9%	10%	10%
NA - I don't own this type of device	7%	6%	4%	4%	4%	9%	5%	5%	4%	6%	4%
Tablet											
Unweighted base	2157	237	180	74	470	779	1475	680	358	248	783
Base	2157	236	178	77	472	754	1471	694	357	244	803
Very likely	16%	22%	23%	22%	21%	12%	17%	19%	20%	22%	21%
Fairly likely	25%	30%	21%	24%	28%	22%	26%	28%	23%	24%	29%
Fairly unlikely	20%	17%	18%	16%	17%	23%	22%	21%	25%	23%	20%
Very unlikely	14%	9%	12%	14%	11%	17%	14%	12%	11%	14%	11%
Don't know	12%	14%	15%	20%	15%	14%	10%	7%	8%	8%	8%
NA - I don't own this type of device	12%	7%	10%	4%	8%	11%	11%	12%	13%	9%	10%
Smart home device such as smart speakers, smart fridge etc.											
Unweighted base	2157	237	180	74	470	779	1475	680	358	248	783
Base	2157	236	178	77	472	754	1471	694	357	244	803
Very likely	33%	41%	40%	38%	42%	25%	34%	40%	39%	38%	38%
Fairly likely	24%	22%	27%	21%	21%	25%	26%	24%	27%	28%	29%
Fairly unlikely	9%	8%	8%	12%	10%	11%	9%	7%	9%	8%	9%
Very unlikely	7%	7%	5%	11%	6%	8%	7%	7%	6%	5%	5%
Don't know	8%	11%	9%	10%	9%	11%	8%	6%	5%	4%	6%
NA - I don't own this type of device	19%	12%	11%	9%	12%	20%	17%	16%	14%	17%	13%

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Total	thin the last month)			
	Snapchat	Facebook Messenger	WhatsApp	Skype

How likely do you think it is that the following devices are actively listening to you without being prompted?

Smart phone					
Unweighted base	2157	259	1332	1457	240
Base	2157	284	1332	1467	234
Very likely	29%	45%	32%	32%	32%
Fairly likely	29%	34%	31%	31%	31%
Fairly unlikely	17%	10%	16%	16%	17%
Very unlikely	10%	5%	9%	10%	8%
Don't know	11%	6%	9%	10%	8%
NA - I don't own this type of device	4%	-	2%	1%	4%
Laptop					
Unweighted base	2157	259	1332	1457	240
Base	2157	284	1332	1467	234
Very likely	11%	17%	11%	10%	12%
Fairly likely	22%	31%	22%	23%	19%
Fairly unlikely	27%	29%	28%	29%	36%
Very unlikely	21%	13%	21%	20%	19%
Don't know	13%	9%	13%	12%	10%
NA - I don't own this type of device	7%	2%	5%	5%	4%
Tablet					
Unweighted base	2157	259	1332	1457	240
Base	2157	284	1332	1467	234
Very likely	16%	22%	18%	17%	16%
Fairly likely	25%	34%	27%	27%	25%
Fairly unlikely	20%	17%	21%	21%	27%
Very unlikely	14%	7%	13%	14%	13%
Don't know	12%	6%	10%	11%	11%
NA - I don't own this type of device	12%	14%	11%	11%	8%
Smart home device such as smart speakers, smart fridge etc.					
Unweighted base	2157	259	1332	1457	240
Base	2157	284	1332	1467	234
Very likely	33%	44%	35%	35%	34%
Fairly likely	24%	28%	25%	26%	26%
Fairly unlikely	9%	5%	9%	9%	10%
Very unlikely	7%	5%	6%	7%	8%
Don't know	8%	6%	7%	8%	7%
NA - I don't own this type of device	19%	13%	16%	15%	15%