

YouGov Survey Results

Sample: 2,028 GB adults

Fieldwork: 28th - 29th June 2021



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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	950	1078	159	333	375	293	868	1209	819	480
Base	2028	984	1044	225	330	374	294	805	1156	872	485
Yes, I have	66%	61%	70%	74%	80%	74%	66%	54%	69%	62%	67%
No, I haven't	26%	31%	22%	11%	13%	18%	26%	40%	25%	27%	27%
Don't know	8%	8%	8%	15%	8%	7%	8%	6%	6%	11%	7%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	576	751	122	268	278	192	467	824	503	318
Base	1339	605	734	167	263	279	193	437	798	541	323
Purely by chance	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%
My device(s) are actively listening to my conversations without being prompted	34%	35%	33%	46%	43%	45%	35%	16%	34%	34%	31%
Because of my browsing history or other personal data being used by websites to target me	60%	59%	60%	45%	48%	50%	59%	79%	60%	60%	63%
Something else	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%
Don't know	3%	3%	4%	5%	6%	3%	3%	2%	3%	4%	3%

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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	344	188	254	480	1746	103	179	74	215	191
Base	2028	335	185	274	474	1752	99	176	72	219	193
Yes, I have	66%	64%	59%	65%	70%	66%	63%	66%	65%	67%	67%
No, I haven't	26%	25%	31%	26%	25%	26%	30%	25%	27%	27%	26%
Don't know	8%	11%	10%	9%	5%	8%	7%	8%	8%	6%	7%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	222	111	162	333	1146	62	119	48	142	128
Base	1339	215	109	178	333	1159	63	117	47	147	129
Purely by chance	2%	2%	2%	2%	3%	2%	-	2%	2%	2%	1%
My device(s) are actively listening to my conversations without being prompted	34%	32%	29%	35%	38%	34%	37%	34%	36%	38%	22%
Because of my browsing history or other personal data being used by websites to target me	60%	62%	64%	58%	55%	60%	60%	60%	62%	55%	73%
Something else	1%	1%	-	-	1%	1%	-	1%	-	2%	1%
Don't know	3%	3%	6%	5%	3%	4%	3%	3%	-	4%	3%

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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	160	184	188	254	283	197	1746	103	179	883
Base	2028	153	182	185	274	281	193	1752	99	176	904
Yes, I have	66%	62%	66%	59%	65%	75%	63%	66%	63%	66%	74%
No, I haven't	26%	28%	22%	31%	26%	20%	32%	26%	30%	25%	19%
Don't know	8%	10%	12%	10%	9%	5%	5%	8%	7%	8%	6%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	98	124	111	162	211	122	1146	62	119	655
Base	1339	95	121	109	178	211	122	1159	63	117	672
Purely by chance	2%	-	3%	2%	2%	3%	4%	2%	-	2%	2%
My device(s) are actively listening to my conversations without being prompted	34%	32%	33%	29%	35%	38%	37%	34%	37%	34%	40%
Because of my browsing history or other personal data being used by websites to target me	60%	66%	59%	64%	58%	54%	56%	60%	60%	60%	54%
Something else	1%	-	2%	-	-	2%	-	1%	-	1%	1%
Don't know	3%	2%	4%	6%	5%	4%	3%	4%	3%	3%	4%

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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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	270	1153	64	546	122	143	924	297	199	71
Base	2028	277	1181	79	487	133	147	885	297	193	64
Yes, I have	66%	63%	72%	80%	50%	68%	62%	65%	75%	57%	52%
No, I haven't	26%	30%	22%	2%	44%	18%	23%	28%	20%	35%	42%
Don't know	8%	7%	6%	17%	6%	14%	15%	7%	5%	8%	6%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	173	828	53	274	80	92	599	221	112	38
Base	1339	176	848	64	246	90	91	577	223	109	34
Purely by chance	2%	1%	1%	2%	3%	6%	1%	1%	2%	2%	-
My device(s) are actively listening to my conversations without being prompted	34%	33%	38%	47%	12%	40%	34%	30%	37%	30%	6%
Because of my browsing history or other personal data being used by websites to target me	60%	61%	56%	48%	82%	49%	58%	65%	57%	67%	89%
Something else	1%	-	1%	-	1%	2%	-	1%	0%	1%	-
Don't know	3%	5%	4%	3%	1%	3%	7%	3%	4%	-	5%

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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	528	1467	233	190	88	511	50	1190	838	191
Base	2028	580	1445	239	190	97	525	58	1151	877	189
Yes, I have	66%	67%	63%	76%	82%	69%	77%	48%	65%	68%	78%
No, I haven't	26%	22%	30%	17%	12%	26%	17%	13%	28%	23%	14%
Don't know	8%	11%	7%	8%	6%	5%	7%	39%	7%	9%	7%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	352	908	179	155	62	396	23	763	564	149
Base	1339	390	908	181	155	67	403	28	743	596	148
Purely by chance	2%	3%	2%	3%	1%	1%	2%	-	2%	2%	3%
My device(s) are actively listening to my conversations without being prompted	34%	41%	31%	38%	42%	43%	40%	33%	31%	37%	42%
Because of my browsing history or other personal data being used by websites to target me	60%	50%	63%	57%	50%	51%	53%	52%	63%	55%	51%
Something else	1%	1%	1%	-	1%	-	0%	3%	1%	1%	-
Don't know	3%	5%	3%	3%	7%	5%	5%	12%	2%	5%	5%

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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

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	245	184	62	496	759	1413	648	351	263	742
Base	2028	243	187	65	498	720	1400	656	350	265	766
Yes, I have	66%	72%	72%	74%	75%	59%	71%	78%	81%	81%	81%
No, I haven't	26%	21%	23%	16%	18%	34%	23%	19%	16%	13%	13%
Don't know	8%	7%	5%	11%	7%	7%	6%	3%	3%	6%	6%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	179	133	46	374	442	998	500	281	213	602
Base	1339	176	134	48	375	423	995	509	283	216	621
Purely by chance	2%	1%	3%	-	2%	2%	2%	2%	2%	3%	2%
My device(s) are actively listening to my conversations without being prompted	34%	42%	38%	38%	40%	25%	33%	33%	31%	33%	39%
Because of my browsing history or other personal data being used by websites to target me	60%	51%	55%	57%	53%	71%	62%	61%	64%	60%	55%
Something else	1%	1%	-	-	0%	1%	1%	1%	1%	2%	1%
Don't know	3%	6%	4%	5%	4%	1%	3%	4%	3%	3%	4%

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Total	thin the last month)			
	Snapchat	Facebook Messenger	WhatsApp	Skype

Have you ever noticed that after speaking about a product or brand that you've then received targeted adverts for it online?

Unweighted base	2028	243	1247	1405	215
Base	2028	274	1247	1411	207
Yes, I have	66%	80%	73%	73%	73%
No, I haven't	26%	13%	21%	20%	25%
Don't know	8%	7%	6%	6%	3%

You said you've noticed receiving targeted adverts after talking about a product or brand. Which of the following best describes why you think that is...

Unweighted base	1327	197	907	1020	156
Base	1339	220	910	1033	150
Purely by chance	2%	2%	2%	2%	3%
My device(s) are actively listening to my conversations without being prompted	34%	45%	34%	37%	32%
Because of my browsing history or other personal data being used by websites to target me	60%	48%	59%	57%	64%
Something else	1%	1%	1%	1%	1%
Don't know	3%	4%	4%	4%	1%