

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

Tracking-based advertising are digital ads that are based on monitoring people on-and offline to develop a specific profile and provide them with advertisements tailored to match their inferred interests. This entails observing an individual's behaviour over time, such as websites visited, apps used, items purchased, interactions with others, likes/shares and people's location.

GL1. How often do you use tracking-based advertising on online platforms such as Facebook and Google for marketing for your business?

Please select only one answer.

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very Frequently	11%	9%	14%	30% **	21% G*	10% *	11% *	5% *
Frequently	21%	24%	18%	40% **	26% G*	28% G*	20% *	10% ▼*
Rarely	20%	18%	22%	20% **	28% *	24% *	15% *	15% *
Very Rarely	9%	9%	10%	10% **	2% *	12% D*	10% *	12% D*
Never	36%	37%	34%	- **	23% *	24% *	40% D,E*	54% ▲ D,E*
Unsure / don't know	2%	2%	2%	- **	- *	1% *	4% *	4% *
Net: Frequently	33%	33%	32%	70% **	47% ▲ G*	38% G*	31% G*	15% ▼*
Net: Rarely	29%	28%	32%	30% **	30% *	36% *	25% *	27% *
Net: Use	62%	61%	64%	100% **	77% ▲ F,G*	74% ▲ F,G*	56% *	42% ▼*

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YouGov



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

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GL1. How often do you use tracking-based advertising on online platforms such as Facebook and Google for marketing for your business?

Please select only one answer.

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very Frequently	11%	4% *	2% ▼ *	16% I*	13% I*	20% H.I*	11%	12% *	14% **	15%	8%
Frequently	21%	39% ▲ I.J.K.L*	14% *	21% *	18% *	17% *	23%	16% *	29% **	30% ▲ Y	14% ▼
Rarely	20%	17% *	39% ▲ H.J.K.L*	16% *	18% *	11% *	21%	19% *	14% **	22%	18%
Very Rarely	9%	9% *	10% *	9% *	10% *	9% *	11%	7% *	- **	9%	10%
Never	36%	28% *	33% *	35% *	39% *	41% *	33%	42% *	43% **	19% ▼	49% ▲ X
Unsure / don't know	2%	2% *	2% *	3% *	2% *	2% *	2%	4% *	- **	4%	1%
Net: Frequently	33%	43% I*	16% ▼ *	37% I*	31% *	37% I*	34%	28% *	43% **	45% ▲ Y	22% ▼
Net: Rarely	29%	26% *	49% ▲ H.J.K.L*	25% *	28% *	20% *	31%	26% *	14% **	32%	28%
Net: Use	62%	70% *	65% *	63% *	59% *	57% *	65%	54% *	57% **	77% ▲ Y	50% ▼

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Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

Tracking-based advertising are digital ads that are based on monitoring people on-and offline to develop a specific profile and provide them with advertisements tailored to match their inferred interests. This entails observing an individual's behaviour over time, such as websites visited, apps used, items purchased, interactions with others, likes/shares and people's location.

GL1. How often do you use tracking-based advertising on online platforms such as Facebook and Google for marketing for your business?

Please select only one answer.

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very Frequently	11%	11%	11%	6%	10%	24%	15%	13%	12%	12%	5%
			*	▼ *	▲ Z.AA.AB.AC.AF.AC	AB*	AB	AB	AB	AB	**
Frequently	21%	17%	19%	14%	16%	29%	29%	19%	26%	22%	14%
		▼	*	▼ *	▼	Z.AB.AC.AF*	Z.AA.AB.AC.AF.AH*		Z.AB.AC.AF	Z.AB.AC	**
Rarely	20%	22%	23%	22%	23%	14%	22%	24%	19%	21%	5%
			*	*	*	*	*	AD		▲	**
Very Rarely	9%	11%	12%	9%	12%	9%	7%	8%	9%	10%	5%
			*	*	*	*	*				**
Never	36%	38%	34%	47%	37%	22%	26%	34%	34%	33%	68%
		AD.AE.AH	AD*	A.AC.AD.AE.AF.AH	AD.AE	▼ *	▼ *	AD		▼ AD	**
Unsure / don't know	2%	2%	-	1%	1%	2%	-	2%	-	2%	5%
		AG	*	*	AG	*	*	AA.AG	▼	▼ AG	**
Net: Frequently	33%	28%	30%	20%	26%	53%	45%	32%	38%	34%	18%
		▼ AB	AB*	▼ *	▼	A.A.AB.AC.AF.AI	Z.AA.AB.AC.AF.	AB	Z.AB.AC	Z.AB.AC	**
Net: Rarely	29%	33%	36%	31%	35%	22%	29%	32%	28%	31%	9%
			AD*	*	▲ AD	*	*			▲	**
Net: Use	62%	60%	66%	52%	61%	76%	74%	64%	66%	65%	27%
		AB	AB*	▼ *	AB	Z.AB.AC.AF.AI	Z.AB.AC.AF.AI	AB	AB	▲ Z.AB	**

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Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

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GL1. How often do you use tracking-based advertising on online platforms such as Facebook and Google for marketing for your business?

Please select only one answer.

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very Frequently	11%	25% ▲ AL*	14% *	7%	- **	15% *	11%	9% *	10%	16% *	13% *
Frequently	21%	16% *	23% *	21%	75% **	15% *	24%	24% *	16%	35% ▲ AQ*	28% *
Rarely	20%	22% *	16% *	21%	- **	20% *	19%	22% *	16%	28% AQ*	31% AQ*
Very Rarely	9%	12% *	7% *	10%	- **	10% *	9%	10% *	10%	5% *	13% *
Never	36%	24% *	34% *	39% AJ	25% **	38% *	35%	35% *	46% ▲ AR.AS	14% ▼*	13% ▼*
Unsure / don't know	2%	2% *	5% *	2%	- **	1% *	4%	1% *	2%	2% *	3% *
Net: Frequently	33%	41% *	38% *	28%	75% **	31% *	35%	32% *	26%	51% ▲ AQ*	41% *
Net: Rarely	29%	33% *	23% *	31%	- **	31% *	27%	31% *	26%	33% *	44% AQ*
Net: Use	62%	75% AL*	61% *	59%	75% **	61% *	62%	63% *	52% ▼	84% ▲ AQ*	85% ▲ AQ*

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Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

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GL1. How often do you use tracking-based advertising on online platforms such as Facebook and Google for marketing for your business?

Please select only one answer.

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very Frequently	11%	100%	-	-	-	-	-	35%	-	18%
		U.AV.AX.AZ.BA	▼ *	▼ *	**	▼	**	▲ AU.AV.AX.BA.E	▼ *	▲ AU.AV.AX.BA
Frequently	21%	-	100%	-	-	-	-	65%	-	34%
		▼ *	T.AV.AX.AZ.BA	▼ *	**	▼	**	▲ AT.AV.AX.BA.E	▼ *	▲ AT.AV.AX.BA
Rarely	20%	-	-	100%	-	-	-	-	68%	32%
		▼ *	▼ *	T.AU.AX.AZ.BA	**	▼	**	▼	AT.AU.AX.AZ.B	▲ AT.AU.AX.AZ
Very Rarely	9%	-	-	-	100%	-	-	-	32%	15%
		▼ *	▼ *	▼ *	**	▼	**	▼	T.AU.AV.AX.AZ	AT.AU.AV.AX.AZ
Never	36%	-	-	-	-	100%	-	-	-	-
		▼ *	▼ *	▼ *	**	T.AU.AV.AZ.BA	**	▼	▼ *	▼
Unsure / don't know	2%	-	-	-	-	-	100%	-	-	-
		*	*	*	**	▼	**	▼	*	▼
Net: Frequently	33%	100%	100%	-	-	-	-	100%	-	53%
		▲ AV.AX.BA.BB	AV.AX.BA.BB	▼ *	**	▼	**	▲ AV.AX.BA.BE	▼ *	▲ AV.AX.BA
Net: Rarely	29%	-	-	100%	100%	-	-	-	100%	47%
		▼ *	▼ *	AT.AU.AX.AZ.E	**	▼	**	▼	AT.AU.AX.AZ.E	▲ AT.AU.AX.AZ
Net: Use	62%	100%	100%	100%	100%	-	-	100%	100%	100%
		▲ AX*	▲ AX*	▲ AX*	**	▼	**	▲ AX	▲ AX*	▲ AX

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL2. Do you think your business's customers would be comfortable with being targeted with online ads using ... ?
Please select only one answer per row.

GL2.1. Their race or ethnicity

	306	170	136	10	53	78	84	81
Base: SMEs leaders								
Very comfortable	7%	5%	10%	10%	15%	8%	5%	4%
				**	F.G*	*	*	*
Somewhat comfortable	22%	24%	21%	40%	23%	27%	21%	16%
				**	*	*	*	*
Somewhat uncomfortable	24%	25%	22%	20%	28%	26%	24%	19%
				**	*	*	*	*
Very uncomfortable	38%	40%	35%	20%	26%	32%	38%	53%
				**	*	*	*	▲ D.E*
Don't know	9%	6%	13%	10%	8%	8%	12%	9%
				**	*	*	*	*
Net: Comfortable	29%	29%	30%	50%	38%	35%	26%	20%
				**	G*	G*	*	*
Net: Not comfortable	61%	65%	57%	40%	55%	58%	62%	72%
				**	*	*	*	D*

GL2.2. Who they voted for at the last election

	306	170	136	10	53	78	84	81
Base: SMEs leaders								
Very comfortable	9%	9%	9%	10%	13%	8%	10%	6%
				**	*	*	*	*
Somewhat comfortable	17%	22%	10%	10%	23%	19%	17%	11%
		B		**	*	*	*	*
Somewhat uncomfortable	25%	25%	26%	40%	28%	32%	19%	22%
				**	*	*	*	*
Very uncomfortable	38%	38%	39%	30%	26%	32%	39%	52%
				**	*	*	*	▲ D.E*
Don't know	11%	7%	15%	10%	9%	9%	15%	9%
			A	**	*	*	*	*
Net: Comfortable	25%	31%	19%	20%	36%	27%	26%	17%
		B		**	G*	*	*	*
Net: Not comfortable	64%	62%	65%	70%	55%	64%	58%	74%
				**	*	*	*	D.F*

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Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL2. Do you think your business's customers would be comfortable with being targeted with online ads using ... ?
Please select only one answer per row.

GL2.1. Their race or ethnicity

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	7%	7%	6%	9%	3%	13%	8%	6%	-	10%	5%
		*	*	*	*	K*		*	**		
Somewhat comfortable	22%	24%	18%	23%	26%	17%	21%	25%	29%	27%	19%
		*	*	*	*	*		*	**		
Somewhat uncomfortable	24%	30%	24%	19%	24%	24%	23%	27%	-	23%	24%
		*	*	*	*	*		*	**		
Very uncomfortable	38%	33%	43%	39%	38%	37%	40%	31%	57%	35%	41%
		*	*	*	*	*		*	**		
Don't know	9%	7%	10%	11%	9%	9%	8%	11%	14%	6%	12%
		*	*	*	*	*		*	**		
Net: Comfortable	29%	30%	24%	32%	30%	30%	29%	31%	29%	37%	23%
		*	*	*	*	*		*	**	Y	
Net: Not comfortable	61%	63%	67%	57%	61%	61%	63%	58%	57%	58%	65%
		*	*	*	*	*		*	**		

GL2.2. Who they voted for at the last election

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	9%	7%	4%	11%	8%	15%	9%	9%	-	14%	4%
		*	*	*	*	*		*	**	Y	
Somewhat comfortable	17%	24%	16%	21%	14%	9%	17%	19%	-	19%	15%
		*	*	*	*	*		*	**		
Somewhat uncomfortable	25%	28%	22%	19%	27%	35%	26%	27%	-	30%	22%
		*	*	*	*	J*		*	**		
Very uncomfortable	38%	30%	37%	40%	44%	33%	39%	33%	86%	29%	46%
		*	*	*	*	*		*	**		X
Don't know	11%	11%	22%	9%	7%	9%	10%	12%	14%	9%	13%
		*	▲ K*	*	*	*		*	**		
Net: Comfortable	25%	30%	20%	32%	22%	24%	26%	27%	-	33%	19%
		*	*	*	*	*		*	**	Y	
Net: Not comfortable	64%	59%	59%	59%	72%	67%	64%	60%	86%	58%	68%
		*	*	*	*	*		*	**		

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Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL2. Do you think your business's customers would be comfortable with being targeted with online ads using ... ?
Please select only one answer per row.

GL2.1. Their race or ethnicity

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	7%	8%	7%	5%	8%	14%	13%	10%	8%	8%	-
			*	*		▲ AB*	▲ AB.AH*	AB			**
Somewhat comfortable	22%	22%	23%	18%	21%	31%	28%	25%	21%	22%	23%
			*	*		AB*	AB*				**
Somewhat uncomfortable	24%	22%	22%	27%	21%	24%	25%	23%	24%	24%	14%
			*	*		*	*				**
Very uncomfortable	38%	39%	39%	42%	41%	22%	24%	37%	40%	38%	36%
		AD.AE	AD.AE*	AD.AE*	AD.AE	▼ *	▼ *	AD.AE	AD.AE	AD.AE	**
Don't know	9%	9%	9%	7%	9%	9%	11%	5%	7%	8%	27%
		AF	*	*	AF	*	AF*	▼		▼ AF	**
Net: Comfortable	29%	30%	30%	23%	29%	45%	41%	35%	29%	30%	23%
		*	*			▲ Z.AA.AB.AC.AG.Z.AA.AB.AC.AG.	▲ AB				**
Net: Not comfortable	61%	61%	61%	70%	62%	47%	48%	60%	63%	62%	50%
		AD.AE	AD.AE*	Z.AC.AD.AE.AI	AD.AE	▼ *	▼ *	AD.AE	AD.AE	AD.AE	**

GL2.2. Who they voted for at the last election

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	9%	7%	7%	5%	7%	17%	15%	7%	10%	9%	5%
		▼	*	*		▲ Z.AA.AB.AC.AF.Z.AA.AB.AC.AF.AH*			AB	Z	**
Somewhat comfortable	17%	17%	18%	13%	17%	21%	20%	19%	15%	16%	23%
			*	*		*	*				**
Somewhat uncomfortable	25%	25%	23%	27%	26%	22%	22%	26%	28%	26%	14%
			*	*		*	*				**
Very uncomfortable	38%	40%	40%	45%	41%	26%	33%	39%	38%	38%	45%
		AD	AD*	AD.AE*	AD	▼ *	*	AD		AD	**
Don't know	11%	12%	12%	9%	9%	14%	9%	9%	10%	11%	14%
		*	*	*	*	*	*				**
Net: Comfortable	25%	23%	24%	18%	24%	38%	35%	26%	25%	25%	27%
		*	*	▼ *		▲ Z.AA.AB.AC.AF.AI	▲ AB			AB	**
Net: Not comfortable	64%	65%	63%	73%	67%	48%	55%	64%	65%	64%	59%
		AD.AE	AD*	Z.AA.AD.AE.AI	AD.AE	▼ *	*	AD	AD.AE	AD.AE	**

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Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL2. Do you think your business's customers would be comfortable with being targeted with online ads using ... ?

Please select only one answer per row.

GL2.1. Their race or ethnicity

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	7%	10% *	16% ▲ AL*	4%	- **	7% *	4%	11% *	6%	12% *	5% *
Somewhat comfortable	22%	20% *	23% *	23%	25% **	20% *	20%	26% *	17%	35% ▲ AQ*	31% AQ*
Somewhat uncomfortable	24%	35% AK*	16% *	23%	25% **	28% *	23%	20% *	24%	21% *	26% *
Very uncomfortable	38%	29% *	30% *	43%	25% **	36% *	41%	38% *	43% AR	19% ▼*	36% *
Don't know	9%	6% *	14% *	8%	25% **	9% *	12%	5% *	10%	12% *	3% *
Net: Comfortable	29%	29% *	39% *	27%	25% **	28% *	25%	37% *	23%	47% ▲ AQ*	36% *
Net: Not comfortable	61%	65% *	46% ▼*	65% AK	50% **	63% *	64%	58% *	67% AR	40% ▼*	62% AR*

GL2.2. Who they voted for at the last election

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	9%	14% *	13% *	7%	- **	9% *	6%	12% *	6%	18% ▲ AQ*	10% *
Somewhat comfortable	17%	12% *	11% *	20%	- **	18% *	15%	17% *	14%	23% *	23% *
Somewhat uncomfortable	25%	31% *	29% *	23%	50% **	32% *	23%	22% *	23%	26% *	36% *
Very uncomfortable	38%	41% *	32% *	39%	25% **	31% *	41%	43% *	45% AR.AS	19% ▼*	28% *
Don't know	11%	2% ▼*	16% AJ*	11%	25% **	10% *	15%	6% *	11%	14% *	3% *
Net: Comfortable	25%	25% *	23% *	27%	- **	28% *	21%	29% *	20%	40% ▲ AQ*	33% *
Net: Not comfortable	64%	73% *	61% *	62%	75% **	62% *	64%	65% *	69% AR	46% ▼*	64% *

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The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL2. Do you think your business's customers would be comfortable with being targeted with online ads using ... ?

Please select only one answer per row.

GL2.1. Their race or ethnicity

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	7%	31%	8%	3%	-	4%	-	16%	2%	9%
		U.AV.AX.AZ.BA.	*	*	**		**	AU.AV.AX.BA.E	▼ *	AV.BA
Somewhat comfortable	22%	31%	35%	28%	14%	12%	-	34%	23%	29%
		AX*	▲ AX*	AX*	**	▼	**	▲ AX	AX*	▲ AX
Somewhat uncomfortable	24%	17%	31%	30%	14%	21%	14%	26%	24%	25%
		*	*	*	**	**	**	*	*	*
Very uncomfortable	38%	17%	20%	30%	62%	52%	57%	19%	40%	29%
		▼ *	▼ *	*	**	▲ AT.AU.AV.AZ.E	**	▼	AT.AU.AV.AZ.BB	▼ AU.AZ
Don't know	9%	3%	6%	10%	10%	11%	29%	5%	10%	7%
		*	*	*	**	**	**	*	*	*
Net: Comfortable	29%	63%	43%	31%	14%	16%	-	50%	26%	38%
		▼ AV.AX.BA.BB	▲ AX.BA*	AX*	**	▼	**	▲ AV.AX.BA.BE	*	▲ AX.BA
Net: Not comfortable	61%	34%	51%	59%	76%	73%	71%	45%	64%	54%
		▼ *	▼ *	AT*	**	▲ AT.AU.AZ.BE	**	▼	AT.AZ.BB*	▼ AT.AZ

GL2.2. Who they voted for at the last election

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	9%	34%	14%	7%	-	2%	-	21%	4%	13%
		U.AV.AX.AZ.BA.	AX.BA*	*	**	▼	**	AU.AV.AX.BA.E	*	▲ AX.BA
Somewhat comfortable	17%	17%	35%	16%	14%	7%	-	29%	16%	23%
		*	▲ AV.AX.BA.BB	*	**	▼	**	▲ AT.AX.BA.BB	*	▲ AX.BA
Somewhat uncomfortable	25%	23%	18%	36%	17%	27%	29%	20%	30%	25%
		*	*	▲ AU.AZ.BB*	**	**	**	*	*	*
Very uncomfortable	38%	23%	22%	31%	59%	50%	57%	22%	40%	31%
		▼ *	▼ *	*	**	▲ AT.AU.AV.AZ.E	**	▼	AU.AV.AZ.BB*	▼ AU.AZ
Don't know	11%	3%	11%	10%	10%	14%	14%	8%	10%	9%
		*	*	*	**	**	**	*	*	*
Net: Comfortable	25%	51%	49%	23%	14%	9%	-	50%	20%	36%
		▼ AV.AX.BA.BB	▲ AV.AX.BA.BB	AX*	**	▼	**	▲ AV.AX.BA.BE	AX*	▲ AV.AX.BA
Net: Not comfortable	64%	46%	40%	67%	76%	77%	86%	42%	70%	55%
		▼ *	▼ *	AT.AU.AZ.BB*	**	▲ AT.AU.AZ.BE	**	▼	AT.AU.AZ.BB*	▼ AU.AZ

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL2_3. Their sexual orientation

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	7%	6%	7%	20% **	11% *	6% *	6% *	4% *
Somewhat comfortable	17%	19%	13%	20% **	17% *	27% ▲ F.G*	11% *	12% *
Somewhat uncomfortable	22%	20%	24%	20% **	26% *	19% *	20% *	22% *
Very uncomfortable	43%	46%	40%	20% **	34% *	36% *	49% *	D.E*
Don't know	12%	8% A	16% A	20% **	11% *	12% *	14% *	9% *
Net: Comfortable	24%	26%	21%	40% **	28% *	33% F.G*	17% *	16% *
Net: Not comfortable	65%	66%	63%	40% **	60% *	55% *	69% *	75% E*

GL2_4. Their religious views

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	7%	6%	7%	- **	11% *	8% *	6% *	4% *
Somewhat comfortable	18%	19%	15%	20% **	23% *	21% *	17% *	12% *
Somewhat uncomfortable	25%	25%	24%	30% **	23% *	23% *	26% *	25% *
Very uncomfortable	40%	41%	40%	30% **	26% *	38% *	39% *	53% ▲ D*
Don't know	11%	8%	15%	20% **	17% G*	10% *	12% *	6% *
Net: Comfortable	24%	26%	22%	20% **	34% G*	28% *	23% *	16% *
Net: Not comfortable	65%	66%	63%	60% **	49% ▼ *	62% *	65% *	78% ▲ D.E*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL2_3. Their sexual orientation

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	7%	7% *	4% *	9% *	5% *	11% *	7%	6% *	14% **	9%	5%
Somewhat comfortable	17%	15% *	14% *	17% *	22% *	11% *	18%	15% *	- **	24% Y	11%
Somewhat uncomfortable	22%	24% *	24% *	21% *	19% *	22% *	22%	22% *	- **	24%	20%
Very uncomfortable	43%	43% *	41% *	40% *	49% *	39% *	44%	40% *	71% **	35%	50% X
Don't know	12%	11% *	18% K*	12% *	6% *	17% K*	10%	17% *	14% **	9%	14%
Net: Comfortable	24%	22% *	18% *	27% *	26% *	22% *	25%	21% *	14% **	32% Y	16%
Net: Not comfortable	65%	67% *	65% *	61% *	68% *	61% *	66%	62% *	71% **	58%	70% X

GL2_4. Their religious views

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	7%	7% *	4% *	9% *	3% *	11% *	7%	5% *	14% **	9%	4%
Somewhat comfortable	18%	24% *	12% *	17% *	20% *	13% *	18%	17% *	14% **	24% Y	13%
Somewhat uncomfortable	25%	30% *	24% *	27% *	23% *	20% *	23%	28% *	14% **	24%	25%
Very uncomfortable	40%	33% *	45% *	36% *	47% *	37% *	43%	33% *	43% **	34%	46% X
Don't know	11%	7% *	16% *	11% *	7% *	20% K*	9%	16% *	14% **	9%	13%
Net: Comfortable	24%	30% *	16% *	27% *	24% *	24% *	25%	22% *	29% **	33% Y	17%
Net: Not comfortable	65%	63% *	69% *	63% *	69% *	57% *	66%	62% *	57% **	58%	70% X

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL2_3. Their sexual orientation

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	7%	6%	8%	4%	6%	12%	12%	8%	5%	7%	5%
		*	*	*		AB.AC.AG*	▲ Z.AB.AC.AG*				**
Somewhat comfortable	17%	17%	13%	14%	15%	17%	19%	17%	23%	18%	5%
		*	*	*		*	*		▲ Z.AA.AB.AC.AH		**
Somewhat uncomfortable	22%	22%	20%	25%	23%	28%	24%	23%	21%	21%	27%
		*	*	*		*	*				**
Very uncomfortable	43%	43%	47%	46%	44%	31%	32%	42%	41%	43%	45%
		AD.AE	AD.AE*	AD.AE*	AD.AE	▼ *	▼ *	AD.AE		AD.AE	**
Don't know	12%	12%	12%	10%	13%	12%	14%	10%	10%	11%	18%
		*	*	*		*	*				**
Net: Comfortable	24%	23%	21%	18%	21%	29%	31%	25%	28%	25%	9%
		*	*	*		*	AB.AC*		AB.AC		**
Net: Not comfortable	65%	65%	67%	72%	66%	59%	55%	65%	62%	64%	73%
		AE	AE*	AD.AE.AG.AH*	AE	*	▼ *	AE			**

GL2_4. Their religious views

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	7%	5%	7%	6%	6%	14%	12%	8%	7%	7%	5%
		*	*	*		▲ Z.AC.AG.AH*	▲ Z.AC.AH*	Z		Z	**
Somewhat comfortable	18%	17%	17%	11%	15%	22%	16%	19%	18%	18%	18%
		*	▼ *	*		AB*	*	AB	AB	AB	**
Somewhat uncomfortable	25%	24%	19%	23%	23%	22%	25%	28%	25%	24%	32%
		*	*	*		*	*	AA			**
Very uncomfortable	40%	41%	44%	47%	43%	31%	32%	38%	38%	40%	36%
		AE	AD.AE*	AD.AE.AF.AG*	AD.AE	*	*				**
Don't know	11%	12%	13%	12%	14%	10%	15%	8%	12%	11%	9%
		AF	*	*	AF	*	AF*				**
Net: Comfortable	24%	22%	23%	17%	21%	36%	28%	27%	25%	24%	23%
		*	*	▼ *		▲ Z.AA.AB.AC.AI	AB*	AB	AB	AB	**
Net: Not comfortable	65%	66%	63%	71%	65%	53%	56%	65%	63%	64%	68%
		AD.AE	*	AD.AE*	AD	▼ *	*	AD			**

Global Witness

Tracking-based advertising

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Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL2_3. Their sexual orientation

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	7%	14%	11%	4%	-	9%	4%	8%	7%	9%	5%
		AL*	*		**	*		*		*	*
Somewhat comfortable	17%	20%	16%	16%	-	20%	16%	14%	14%	18%	31%
		*	*		**	*		*		*	▲ AQ*
Somewhat uncomfortable	22%	18%	21%	23%	25%	17%	22%	25%	20%	25%	23%
		*	*		**	*		*		*	*
Very uncomfortable	43%	41%	34%	47%	25%	44%	42%	45%	48%	28%	38%
		*	*		**	*		*	AR	▼ *	*
Don't know	12%	8%	18%	10%	50%	9%	16%	9%	11%	21%	3%
		*	*		**	*		*		AQ.AS*	*
Net: Comfortable	24%	33%	27%	21%	-	30%	20%	22%	20%	26%	36%
		*	*		**	*		*		*	AQ*
Net: Not comfortable	65%	59%	55%	69%	50%	61%	64%	70%	69%	53%	62%
		*	*		**	*		*	AR	*	*

GL2_4. Their religious views

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	7%	8%	13%	5%	-	9%	4%	8%	6%	9%	8%
		*	AL*		**	*		*		*	*
Somewhat comfortable	18%	22%	16%	17%	-	16%	17%	19%	15%	19%	31%
		*	*		**	*		*		*	AQ*
Somewhat uncomfortable	25%	27%	29%	23%	25%	26%	20%	28%	25%	26%	21%
		*	*		**	*		*		*	*
Very uncomfortable	40%	27%	32%	46%	25%	37%	42%	42%	44%	26%	41%
		*	*	AJ	**	*		*	AR	▼ *	*
Don't know	11%	16%	11%	9%	50%	12%	17%	3%	11%	19%	-
		*	*		**	AP*	AP	▼ *	AS	AS*	▼ *
Net: Comfortable	24%	29%	29%	22%	-	26%	20%	27%	20%	28%	38%
		*	*		**	*		*		*	AQ*
Net: Not comfortable	65%	55%	61%	69%	50%	62%	63%	70%	69%	53%	62%
		*	*		**	*		*	AR	*	*

Global Witness

Tracking-based advertising

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Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL2_3. Their sexual orientation

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	7%	34%	9%	2%	-	2%	-	18%	1%	10%
		U.AV.AX.AZ.BA	AX.BA*	*	**	▼	**	AU.AV.AX.BA.E	▼ *	▲ AV.AX.BA
Somewhat comfortable	17%	26%	35%	10%	10%	9%	-	32%	10%	22%
		AV.AX.BA*	▲ AV.AX.BA.BB	*	**	▼	**	▲ AV.AX.BA.BB	▼ *	▲ AV.AX.BA
Somewhat uncomfortable	22%	20%	18%	39%	10%	17%	14%	19%	30%	24%
		*	*	AU.AX.AZ.BA.B	**	**	**	▲ AX*		
Very uncomfortable	43%	20%	26%	30%	69%	61%	57%	24%	42%	33%
		▼ *	▼ *	▼ *	**	AT.AU.AV.AZ.BA	**	▼	AT.AU.AV.AZ.BB	▼ AZ
Don't know	12%	-	11%	20%	10%	11%	29%	7%	17%	12%
		▼ *	AT*	▲ AT.AZ.BB*	**	AT	**	AT	AT.AZ*	AT.AZ
Net: Comfortable	24%	60%	45%	11%	10%	11%	-	50%	11%	32%
		▲ AV.AX.BA.BB	▲ AV.AX.BA.BB	▼ *	**	▼	**	▲ AV.AX.BA.BE	▼ *	▲ AV.AX.BA
Net: Not comfortable	65%	40%	45%	69%	79%	78%	71%	43%	72%	57%
		▼ *	▼ *	AT.AU.AZ.BB*	**	▲ AT.AU.AZ.BE	**	▼	AT.AU.AZ.BB*	▼ AT.AU.AZ

GL2_4. Their religious views

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	7%	29%	11%	-	-	3%	-	17%	-	9%
		U.AV.AX.AZ.BA	AV.AX.BA*	▼ *	**	▼	**	AU.AV.AX.BA.E	▼ *	▲ AV.AX.BA
Somewhat comfortable	18%	23%	37%	18%	10%	7%	-	32%	16%	24%
		AX*	▲ AV.AX.BA.BB	AX*	**	▼	**	▲ AX.BA.BB	*	▲ AX.BA
Somewhat uncomfortable	25%	17%	22%	30%	28%	26%	14%	20%	29%	24%
		*	*	*	**	**	**	*	*	*
Very uncomfortable	40%	20%	22%	39%	55%	52%	71%	21%	44%	32%
		▼ *	▼ *	AU.AZ*	**	▲ AT.AU.AZ.BB	**	▼	AT.AU.AZ.BB*	▼ AU.AZ
Don't know	11%	11%	9%	13%	7%	12%	14%	10%	11%	11%
		*	*	*	**	**	**	*	*	*
Net: Comfortable	24%	51%	48%	18%	10%	10%	-	49%	16%	33%
		▲ AV.AX.BA.BB	▲ AV.AX.BA.BB	*	**	▼	**	▲ AV.AX.BA.BE	▼ *	▲ AV.AX.BA
Net: Not comfortable	65%	37%	43%	69%	83%	78%	86%	41%	73%	56%
		▼ *	▼ *	AT.AU.AZ.BB*	**	▲ AT.AU.AZ.BE	**	▼	▲ AT.AU.AZ.BB	▼ AT.AU.AZ

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL2_5. Personal events in their life (e.g. pregnancy, marriage, bereavement, divorce)

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	10%	10%	10%	20% **	21% ▲ F.G*	12% *	7% *	4% *
Somewhat comfortable	21%	22%	20%	10% **	30% G*	27% G*	18% *	14% *
Somewhat uncomfortable	27%	29%	25%	40% **	23% *	29% *	30% *	23% *
Very uncomfortable	32%	32%	31%	10% **	21% *	27% *	29% *	49% ▲ D.E.F*
Don't know	10%	7%	14% A	20% **	6% *	5% *	17% E*	10% *
Net: Comfortable	31%	32%	30%	30% **	51% ▲ F.G*	38% G*	25% *	17% ▼ *
Net: Not comfortable	59%	61%	56%	50% **	43% ▼ *	56% *	58% *	73% ▲ D.E*

GL2_6. Information about their health

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	7%	6%	7%	- **	13% G*	8% *	6% *	4% *
Somewhat comfortable	16%	17%	14%	30% **	23% G*	18% G*	15% *	7% *
Somewhat uncomfortable	26%	26%	26%	30% **	30% *	26% *	25% *	25% *
Very uncomfortable	44%	44%	43%	40% **	30% *	40% *	42% *	59% ▲ D.E.F*
Don't know	8%	6%	9%	- **	4% *	9% *	12% *	5% *
Net: Comfortable	23%	24%	21%	30% **	36% ▲ G*	26% G*	21% *	11% ▼ *
Net: Not comfortable	70%	70%	70%	70% **	60% *	65% *	67% *	84% ▲ D.E.F*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL2_5. Personal events in their life (e.g. pregnancy, marriage, bereavement, divorce)

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	10%	11% *	4% *	15% *	8% *	13% *	11%	9% *	14% **	16% Y	5% *
Somewhat comfortable	21%	28% I*	10% *	21% *	23% *	22% *	21%	22% *	- **	27% Y	16% *
Somewhat uncomfortable	27%	30% *	33% *	25% *	25% *	24% *	26%	30% *	29% **	30%	25% *
Very uncomfortable	32%	26% *	35% *	31% *	35% *	28% *	33%	27% *	43% **	22% ▼	40% X
Don't know	10%	4% *	18% H*	8% *	9% *	13% *	9%	12% *	14% **	6% *	14% X
Net: Comfortable	31%	39% I*	14% ▼ *	36% I*	31% I*	35% I*	32%	31% *	14% **	43% ▲ Y	21% ▼
Net: Not comfortable	59%	57% *	69% *	56% *	60% *	52% *	59%	57% *	71% **	51%	65% X

GL2_6. Information about their health

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	7%	7% *	4% *	9% *	3% *	13% K*	8%	4% *	- **	12% Y	3% *
Somewhat comfortable	16%	20% *	12% *	23% *	13% *	11% *	14%	21% *	- **	22% Y	11% *
Somewhat uncomfortable	26%	33% *	31% *	21% *	30% *	15% *	27%	26% *	14% **	27%	25% *
Very uncomfortable	44%	39% *	37% *	39% *	48% *	57% *	44%	42% *	57% **	34% ▼	52% X
Don't know	8%	2% *	16% H*	8% *	7% *	4% *	7%	7% *	29% **	6% *	9% *
Net: Comfortable	23%	26% *	16% *	32% I.K*	16% *	24% *	22%	25% *	- **	33% ▲ Y	14% ▼
Net: Not comfortable	70%	72% *	69% *	60% *	77% J*	72% *	71%	68% *	71% **	61%	77% X

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL2_5. Personal events in their life (e.g. pregnancy, marriage, bereavement, divorce)

	306	218	90	99	155	58	85	149	136	282	22
Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	10%	8%	16%	9%	11%	21%	15%	14%	13%	11%	5%
			Z.AB*	*		▲ Z.AB.AC.AH*	Z*	▲ Z		Z	**
Somewhat comfortable	21%	19%	18%	13%	19%	26%	28%	19%	21%	21%	18%
			*	▼ *		AB*	Z.AA.AB.AC.AF*		AB	AB	**
Somewhat uncomfortable	27%	28%	20%	29%	27%	26%	27%	28%	26%	28%	23%
			*	AA*		*	*			AA	**
Very uncomfortable	32%	34%	37%	39%	32%	16%	19%	32%	32%	32%	36%
		AD.AE	AD.AE*	▲ AC.AD.AE.AH	AD.AE	▼ *	▼ *	AD.AE	AD.AE	AD.AE	**
Don't know	10%	11%	10%	9%	12%	12%	11%	7%	8%	9%	18%
		AF	*	*	AF	*	*	▼			**
Net: Comfortable	31%	28%	33%	22%	30%	47%	44%	34%	34%	32%	23%
		▼	AB*	▼ *	AB	▲ A.A.AB.AC.AF.AI	Z.AB.AC.AF.AI	Z.AB	AB	Z.AB	**
Net: Not comfortable	59%	61%	57%	69%	59%	41%	46%	60%	58%	59%	59%
		AD.AE	AD*	AC.AD.AE.AF.AI	AD.AE	▼ *	▼ *	AD.AE	AD.AE	AD.AE	**

GL2_6. Information about their health

	306	218	90	99	155	58	85	149	136	282	22
Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	7%	5%	7%	5%	7%	12%	11%	7%	9%	7%	5%
		▼	*	*		Z*	Z*		Z	Z	**
Somewhat comfortable	16%	14%	12%	14%	15%	24%	18%	17%	14%	16%	14%
			*	*		Z.AA.AC.AG*	*				**
Somewhat uncomfortable	26%	26%	27%	24%	25%	22%	31%	27%	28%	27%	18%
			*	*		*	*				**
Very uncomfortable	44%	48%	47%	52%	47%	33%	34%	44%	44%	44%	45%
		▲ AD.AE.AH	AD.AE*	AD.AE*	AD.AE	*	▼ *	AD.AE		AE	**
Don't know	8%	7%	8%	5%	6%	9%	7%	4%	5%	7%	18%
		AF	*	*		*	*	▼		AF	**
Net: Comfortable	23%	19%	19%	19%	22%	36%	28%	25%	23%	23%	18%
		▼	*	*		▲ Z.AA.AB.AC.AF.AI	Z.AA*	Z		Z	**
Net: Not comfortable	70%	74%	73%	76%	72%	55%	65%	71%	72%	71%	64%
		▲ AD.AE.AH	AD*	AD.AE*	AD	▼ *	*	AD	AD	AD	**

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL2_5. Personal events in their life (e.g. pregnancy, marriage, bereavement, divorce)

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	10%	14% *	16% AL*	7%	25% **	10% *	9%	12% *	8%	14% *	15% *
Somewhat comfortable	21%	22% *	21% *	21%	25% **	24% *	17%	23% *	16%	37% ▲ AQ*	26% *
Somewhat uncomfortable	27%	31% *	29% *	26%	- **	29% *	27%	25% *	29%	21% *	28% *
Very uncomfortable	32%	29% *	20% *	36% AK	25% **	27% *	34%	34% *	37% AR	16% ▼ *	28% *
Don't know	10%	4% *	14% *	10%	25% **	10% *	13%	6% *	11%	12% *	3% *
Net: Comfortable	31%	35% *	38% *	28%	50% **	35% *	26%	34% *	24%	51% ▲ AQ*	41% AQ*
Net: Not comfortable	59%	61% *	48% *	62%	25% **	55% *	61%	59% *	65% AR	37% ▼ *	56% *

GL2_6. Information about their health

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	7%	10% *	11% *	5%	- **	6% *	4%	11% *	5%	11% *	10% *
Somewhat comfortable	16%	16% *	23% *	14%	- **	12% *	17%	17% *	8% ▼	33% ▲ AQ*	31% ▲ AQ*
Somewhat uncomfortable	26%	33% *	18% *	26%	50% **	31% *	23%	26% *	28%	25% *	21% *
Very uncomfortable	44%	39% *	38% *	47%	25% **	43% *	46%	42% *	51% AR,AS	23% ▼ *	33% *
Don't know	8%	2% *	11% *	8%	25% **	8% *	10%	4% *	8%	9% *	5% *
Net: Comfortable	23%	25% *	34% AL*	19%	- **	18% *	21%	28% *	13% ▼	44% ▲ AQ*	41% ▲ AQ*
Net: Not comfortable	70%	73% *	55% ▼ *	73% AK	75% **	73% *	69%	68% *	79% ▲ AR,AS	47% ▼ *	54% ▼ *

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL2_5. Personal events in their life (e.g. pregnancy, marriage, bereavement, divorce)

	306	35	65	61	29	109	7	100	90	190
Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	10%	49%	17%	2%	-	2%	-	28%	1%	15%
		U.AV.AX.AZ.BA	AV.AX.BA*	▼ *	**	▼	**	AU.AV.AX.BA.E	▼ *	▲ AV.AX.BA
Somewhat comfortable	21%	17%	48%	18%	24%	8%	-	37%	20%	29%
		*	AT.AV.AX.AZ.BA	*	**	▼	**	AT.AV.AX.BA.E	AX*	▲ AV.AX.BA
Somewhat uncomfortable	27%	11%	22%	41%	28%	28%	29%	18%	37%	27%
		▼ *	*	▲ AT.AU.AZ.BB	**	**	**	▼	▲ AT.AU.AZ.BB	AT.AZ
Very uncomfortable	32%	17%	11%	30%	38%	48%	43%	13%	32%	22%
		▼ *	▼ *	AU.AZ*	**	AT.AU.AV.AZ.BA	**	▼	AU.AZ.BB*	▼ AU.AZ
Don't know	10%	6%	3%	10%	10%	15%	29%	4%	10%	7%
		*	▼ *	*	**	AU.AZ.BB	**	▼	*	▼
Net: Comfortable	31%	66%	65%	20%	24%	10%	-	65%	21%	44%
		▲ AV.AX.BA.BB	▲ AV.AX.BA.BB	▼ *	**	▼	**	▲ AV.AX.BA.BE	▼ AX*	▲ AV.AX.BA
Net: Not comfortable	59%	29%	32%	70%	66%	75%	71%	31%	69%	49%
		▼ *	▼ *	▲ AT.AU.AZ.BB	**	▲ AT.AU.AZ.BE	**	▼	▲ AT.AU.AZ.BB	▼ AT.AU.AZ

GL2_6. Information about their health

	306	35	65	61	29	109	7	100	90	190
Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	7%	34%	12%	-	-	1%	-	20%	-	11%
		U.AV.AX.AZ.BA	AV.AX.BA*	▼ *	**	▼	**	AU.AV.AX.BA.E	▼ *	▲ AV.AX.BA
Somewhat comfortable	16%	23%	31%	16%	17%	5%	-	28%	17%	23%
		AX*	▲ AX.BA*	AX*	**	▼	**	▲ AX	AX*	▲ AX
Somewhat uncomfortable	26%	23%	37%	38%	14%	19%	-	32%	30%	31%
		*	▲ AX*	▲ AX.BA*	**	▼	**	AX	*	▲ AX
Very uncomfortable	44%	17%	15%	38%	66%	64%	86%	16%	47%	31%
		▼ *	▼ *	AT.AU.AZ*	**	AT.AU.AV.AZ.BA	**	▼	AT.AU.AV.AZ.BB	▼ AU.AZ
Don't know	8%	3%	5%	8%	3%	11%	14%	4%	7%	5%
		*	*	*	**	**	**	*	*	▼
Net: Comfortable	23%	57%	43%	16%	17%	6%	-	48%	17%	33%
		▲ AV.AX.BA.BB	▲ AV.AX.BA.BB	AX*	**	▼	**	▲ AV.AX.BA.BE	AX*	▲ AV.AX.BA
Net: Not comfortable	70%	40%	52%	75%	79%	83%	86%	48%	77%	62%
		▼ *	▼ *	AT.AU.AZ.BB*	**	▲ AT.AU.AZ.BE	**	▼	AT.AU.AZ.BB*	▼ AT.AZ

Global Witness

Tracking-based advertising

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL2_7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	8%	7%	9%	10% **	15% G*	8% *	7% *	4% *
Somewhat comfortable	24%	25%	22%	40% **	28% *	33% F.G*	17% *	17% *
Somewhat uncomfortable	23%	24%	21%	10% **	26% *	21% *	23% *	23% *
Very uncomfortable	36%	38%	33%	20% **	25% *	28% *	39% *	48% ▲ D.E*
Don't know	10%	6%	15% A	20% **	6% *	10% *	14% *	7% *
Net: Comfortable	32%	32%	31%	50% **	43% F.G*	41% F.G*	24% *	21% *
Net: Not comfortable	58%	61%	54%	30% **	51% *	49% *	62% *	72% ▲ D.E*

GL2_8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	11%	12%	9%	20% **	15% *	12% *	11% *	6% *
Somewhat comfortable	22%	23%	20%	10% **	28% G*	28% G*	21% *	12% *
Somewhat uncomfortable	29%	28%	30%	30% **	34% *	24% *	26% *	33% *
Very uncomfortable	30%	29%	30%	40% **	21% *	26% *	27% *	41% D.E*
Don't know	9%	7%	11%	- **	2% *	10% *	14% D*	7% *
Net: Comfortable	32%	35%	29%	30% **	43% G*	40% G*	32% G*	19% ▼ *
Net: Not comfortable	59%	58%	60%	70% **	55% *	50% *	54% *	74% ▲ D.E.F*

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Tracking-based advertising

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Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL2_7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	8%	9%	2%	9%	7%	13%	9%	6%	-	13%	4%
		*	*	*	*	I*	*	*	**	Y	
Somewhat comfortable	24%	30%	24%	27%	22%	17%	26%	19%	29%	30%	19%
		*	*	*	*	*	*	*	**	Y	
Somewhat uncomfortable	23%	30%	22%	21%	23%	17%	22%	26%	14%	22%	23%
		*	*	*	*	*	*	*	**		
Very uncomfortable	36%	28%	33%	33%	40%	41%	35%	36%	57%	27%	43%
		*	*	*	*	*	*	*	**		X
Don't know	10%	2%	20%	9%	9%	11%	9%	14%	-	8%	12%
		*	H*	*	*	*	*	*	**		
Net: Comfortable	32%	39%	25%	36%	28%	30%	34%	25%	29%	42%	23%
		*	*	*	*	*	*	*	**	▲ Y	▼
Net: Not comfortable	58%	59%	55%	55%	63%	59%	56%	62%	71%	50%	65%
		*	*	*	*	*	*	*	**		X

GL2_8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	11%	7%	2%	17%	9%	17%	12%	7%	14%	18%	5%
		*	▼ **	I*	*	I*	*	*	**	▲ Y	▼
Somewhat comfortable	22%	43%	22%	17%	16%	17%	22%	23%	-	27%	17%
		▲ I.J.K.L*	*	*	*	*	*	*	**	Y	
Somewhat uncomfortable	29%	24%	27%	32%	32%	26%	29%	31%	14%	24%	34%
		*	*	*	*	*	*	*	**		
Very uncomfortable	30%	20%	35%	23%	38%	30%	29%	28%	57%	24%	35%
		*	*	*	H.J*	*	*	*	**		X
Don't know	9%	7%	14%	11%	6%	9%	8%	10%	14%	7%	10%
		*	*	*	*	*	*	*	**		
Net: Comfortable	32%	50%	24%	35%	25%	35%	33%	31%	14%	45%	22%
		▲ I.K*	*	*	*	*	*	*	**	▲ Y	▼
Net: Not comfortable	59%	43%	63%	55%	69%	57%	58%	59%	71%	47%	68%
		*	*	*	H*	*	*	*	**	▼	▲ X

Global Witness

Tracking-based advertising

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Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL2_7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	8%	6% ▼	8% *	5% *	7%	14% Z.AB.AC*	13% Z.AB.AC*	9% Z	9%	8% Z	5% **
Somewhat comfortable	24%	23%	29% *	23% *	26%	31% *	28% *	24%	24%	24%	18% **
Somewhat uncomfortable	23%	22%	23% *	24% *	21%	17% *	18% *	26% AE	20%	22%	27% **
Very uncomfortable	36%	39% ▲ AA.AD.AE.AH	29% *	37% AD*	36% AD	21% ▼ *	29% *	34% AD	37% AD	35% AD	41% **
Don't know	10%	11% *	11% *	10% *	10%	17% AF.AH*	12% *	7%	11%	10%	9% **
Net: Comfortable	32%	28%	37% *	28% *	33%	45% ▲ Z.AB.AC.AF.AG.	41% ▲ Z.AB.AH*	33%	32%	33% Z	23% **
Net: Not comfortable	58%	61% AD.AE.AH	52% AD*	62% AD.AE*	57% AD.AE	38% ▼ *	47% ▼ *	60% AD.AE	57% AD	57% AD.AE	68% **

GL2_8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	11%	8% ▼	11% *	6% *	9%	19% ▲ Z.AB.AC.AF.AG.	15% Z.AB.AC*	10%	10%	11% Z	9% **
Somewhat comfortable	22%	22%	21% *	23% *	23%	24% *	25% *	26%	25%	23%	9% **
Somewhat uncomfortable	29%	28%	37% AB.AF.AH*	27% *	30%	26% *	31% *	28%	31%	29%	36% **
Very uncomfortable	30%	31% AD.AE	24% *	35% AA.AD.AE*	29% AE	19% ▼ *	20% ▼ *	29% AE	27%	30% AD.AE	32% **
Don't know	9%	10% *	7% *	8% *	9%	12% *	9% *	7%	7%	8% AD.AE	14% **
Net: Comfortable	32%	31%	32% *	29% *	32%	43% Z.AB*	40% Z*	36%	35%	33% AD.AE	18% **
Net: Not comfortable	59%	60% AD.AE	61% AD*	63% AD.AE*	59% AD	45% ▼ *	51% *	57% AD	58% AD	59% AD	68% **

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL2_7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	8%	12% *	16% ▲ AL*	5%	- **	8% *	5%	11% *	5%	18% ▲ AQ*	10% *
Somewhat comfortable	24%	25% *	23% *	24%	25% **	24% *	19%	28% *	19%	33% AQ*	36% AQ*
Somewhat uncomfortable	23%	18% *	21% *	24%	50% **	17% *	24%	27% *	23%	16% *	28% *
Very uncomfortable	36%	37% *	29% *	37%	25% **	39% *	37%	30% *	42% AR.AS	21% ▼ *	21% *
Don't know	10%	8% *	11% *	11%	- **	11% *	14% AP	4% *	10%	12% *	5% *
Net: Comfortable	32%	37% *	39% *	28%	25% **	33% *	25%	39% AO*	24%	51% ▲ AQ*	46% AQ*
Net: Not comfortable	58%	55% *	50% *	61%	75% **	56% *	61%	57% *	66% AR.AS	37% ▼ *	49% *

GL2_8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	11%	14% *	16% *	8%	25% **	12% *	8%	13% *	7%	26% ▲ AQ.AS*	8% *
Somewhat comfortable	22%	24% *	27% *	19%	25% **	24% *	19%	20% *	19%	28% *	28% *
Somewhat uncomfortable	29%	29% *	21% *	32%	- **	23% *	29%	35% *	30%	18% *	44% AR*
Very uncomfortable	30%	29% *	21% *	32%	25% **	32% *	31%	27% *	35% AR.AS	18% *	18% *
Don't know	9%	4% *	14% *	8%	25% **	8% *	12% AP	4% *	10%	11% *	3% *
Net: Comfortable	32%	37% *	43% AL*	28%	50% **	37% *	27%	33% *	26%	54% ▲ AQ*	36% *
Net: Not comfortable	59%	59% *	43% ▼ *	64% AK	25% **	55% *	60%	62% *	65% AR	35% ▼ *	62% AR*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL2_7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	8%	34%	14%	3%	-	1%	-	21%	2%	12%
		U.AV.AX.AZ.BA.	AV.AX.BA*	*	**	▼	**	AU.AV.AX.BA.E	▼*	▲ AV.AX.BA
Somewhat comfortable	24%	31%	38%	26%	17%	14%	14%	36%	23%	30%
		AX*	▲ AX.BA*	AX*	**	▼	**	▲ AX	*	▲ AX
Somewhat uncomfortable	23%	11%	23%	28%	34%	20%	14%	19%	30%	24%
		*	*	*	**	**	**	19%	AT*	AT
Very uncomfortable	36%	11%	22%	33%	41%	50%	57%	18%	36%	26%
		▼*	▼*	AT.AZ*	**	AT.AU.AV.AZ.BA	**	▼	AT.AZ.BB*	▼ AT.AZ
Don't know	10%	11%	3%	10%	7%	15%	14%	6%	9%	7%
		*	▼*	*	**	AU.AZ.BB	**	*	*	▼
Net: Comfortable	32%	66%	52%	30%	17%	15%	14%	57%	26%	42%
		▲ AV.AX.BA.BB	AV.AX.BA.BB	AX*	**	▼	**	▲ AV.AX.BA.BE	*	▲ AV.AX.BA
Net: Not comfortable	58%	23%	45%	61%	76%	71%	71%	37%	66%	51%
		▼*	▼ AT.AZ*	AT.AZ*	**	▲ AT.AU.AZ.BE	**	▼ AT	AT.AU.AZ.BB*	▼ AT.AZ

GL2_8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	11%	43%	18%	5%	-	3%	-	27%	3%	16%
		U.AV.AX.AZ.BA.	▲ AV.AX.BA*	*	**	▼	**	AU.AV.AX.BA.E	▼*	▲ AV.AX.BA
Somewhat comfortable	22%	14%	34%	26%	24%	14%	14%	27%	26%	26%
		*	▲ AT.AX.AZ*	AX*	**	▼	**	AT.AX	AX*	▲ AX
Somewhat uncomfortable	29%	23%	34%	39%	31%	23%	14%	30%	37%	33%
		*	*	AX*	**	**	**	30%	AX*	▲
Very uncomfortable	30%	17%	11%	23%	38%	46%	43%	13%	28%	20%
		*	▼*	*	**	AT.AU.AV.AZ.BA	**	▼	AU.AZ.BB*	▼ AU.AZ
Don't know	9%	3%	3%	7%	7%	15%	29%	3%	7%	5%
		*	*	*	**	▲ AU.AZ.BB	**	▼	*	▼
Net: Comfortable	32%	57%	52%	31%	24%	17%	14%	54%	29%	42%
		▲ AV.AX.BA.BB	AV.AX.BA.BB	AX*	**	▼	**	▲ AV.AX.BA.BE	AX*	▲ AV.AX.BA
Net: Not comfortable	59%	40%	45%	62%	69%	69%	57%	43%	64%	53%
		▼*	▼*	AT.AU.AZ*	**	▲ AT.AU.AZ.BE	**	▼	AT.AU.AZ.BB*	▼ AZ

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL2_9. Their online behaviour tracked outside of the social media company (e.g. browsing history of websites visited, purchases made)

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	9%	11%	7%	20% **	15% G*	12% G*	8% *	2% ▼*
Somewhat comfortable	25%	27%	21%	30% **	36% F.G*	27% *	19% *	20% *
Somewhat uncomfortable	26%	21%	32% A	20% **	17% *	29% *	30% *	25% *
Very uncomfortable	29%	32%	26%	30% **	21% *	22% *	29% *	43% ▲ D.E*
Don't know	11%	10%	13%	- **	11% *	10% *	14% *	10% *
Net: Comfortable	34%	38%	29%	50% **	51% ▲ F.G*	38% G*	27% *	22% ▼*
Net: Not comfortable	55%	52%	59%	50% **	38% ▼*	51% *	58% D*	68% ▲ D.E*

GL2_10. Predictions about them and their behaviour based on data from other people

Base: SMEs leaders	306	170	136	10	53	78	84	81
Very comfortable	8%	8%	8%	20% **	17% ▲ E.G*	5% *	7% *	5% *
Somewhat comfortable	22%	23%	21%	30% **	25% *	35% ▲ F.G*	15% *	14% *
Somewhat uncomfortable	29%	31%	27%	30% **	32% *	24% *	32% *	30% *
Very uncomfortable	30%	29%	32%	10% **	21% *	26% *	30% *	44% ▲ D.E*
Don't know	10%	8%	13%	10% **	6% *	10% *	15% *	7% *
Net: Comfortable	30%	31%	29%	50% **	42% F.G*	40% F.G*	23% *	19% ▼*
Net: Not comfortable	60%	61%	59%	40% **	53% *	50% *	62% *	74% ▲ D.E*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL2_9. Their online behaviour tracked outside of the social media company (e.g. browsing history of websites visited, purchases made)

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	9%	11% *	6% *	12% *	7% *	11% *	9%	9% *	29% **	14% Y	5%
Somewhat comfortable	25%	28% *	14% *	29% I*	27% *	20% *	27%	21% *	- **	27%	23%
Somewhat uncomfortable	26%	28% *	35% K*	28% *	18% *	24% *	27%	25% *	- **	28%	24%
Very uncomfortable	29%	26% *	31% *	20% *	36% J*	33% *	28%	31% *	57% **	23%	35% X
Don't know	11%	7% *	14% *	11% *	11% *	13% *	10%	15% *	14% **	9%	13%
Net: Comfortable	34%	39% I*	20% ▼ * J*	41% I*	34% *	30% *	35%	30% *	29% **	40% Y	28%
Net: Not comfortable	55%	54% *	67% J*	48% *	55% *	57% *	55%	56% *	57% **	51%	59%

GL2_10. Predictions about them and their behaviour based on data from other people

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Very comfortable	8%	9% *	2% *	11% *	7% *	13% I*	8%	6% *	29% **	12%	5%
Somewhat comfortable	22%	26% *	20% *	29% K*	14% *	24% *	22%	23% *	14% **	28% Y	17%
Somewhat uncomfortable	29%	35% *	27% *	20% *	34% J*	33% *	31%	28% *	- **	28%	31%
Very uncomfortable	30%	24% *	37% *	29% *	36% L*	20% *	31%	28% *	43% **	23%	37% X
Don't know	10%	7% *	14% *	11% *	9% *	11% *	9%	14% *	14% **	9%	11%
Net: Comfortable	30%	35% *	22% *	40% LK*	20% *	37% K*	30%	30% *	43% **	40% ▲ Y	22%
Net: Not comfortable	60%	59% *	65% *	49% *	70% J.L*	52% *	61%	57% *	43% **	51%	67% X

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL2_9. Their online behaviour tracked outside of the social media company (e.g. browsing history of websites visited, purchases made)

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	9%	6%	11%	6%	8%	17%	14%	9%	10%	10%	5%
		▼	Z*	*	Z	▲ Z.AB.AC.AF.AH	Z.AB.AC*	Z	Z	Z	**
Somewhat comfortable	25%	24%	21%	22%	25%	31%	25%	27%	26%	24%	23%
		*	*	*	*	*	*	*	*	*	**
Somewhat uncomfortable	26%	29%	31%	28%	25%	19%	25%	27%	27%	27%	18%
			AD*	*	*	*	*	*	*	*	**
Very uncomfortable	29%	30%	27%	31%	29%	19%	24%	28%	26%	29%	41%
		AD	*	AD*	*	▼*	*	*	*	*	**
Don't know	11%	12%	10%	12%	12%	14%	13%	9%	10%	11%	14%
		*	*	*	*	*	*	*	*	*	**
Net: Comfortable	34%	29%	32%	28%	34%	48%	39%	36%	36%	34%	27%
		▼	*	*	▲ Z.AA.AB.AC.AF.	38%	Z*	Z	Z	Z	**
Net: Not comfortable	55%	59%	58%	60%	54%	38%	48%	54%	54%	55%	59%
		AD.AE.AH	AD*	AD.AE*	AD	▼*	*	AD	AD	AD	**

GL2_10. Predictions about them and their behaviour based on data from other people

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Very comfortable	8%	6%	7%	3%	7%	10%	13%	7%	7%	8%	14%
		▼	*	▼*	AB	AB*	Z.AB.AC.AF.AH*	AB	Z.AB	**	**
Somewhat comfortable	22%	23%	29%	24%	25%	36%	27%	28%	24%	23%	5%
		*	*	*	*	▲ Z.AC.AG.AH*	*	▲	▲	**	**
Somewhat uncomfortable	29%	30%	28%	29%	30%	26%	29%	29%	31%	29%	27%
		*	*	*	*	*	*	*	*	*	**
Very uncomfortable	30%	31%	28%	33%	28%	14%	20%	29%	29%	30%	41%
		AD.AE	AD*	AD.AE*	AD.AE	▼*	▼*	AD.AE	AD	AD.AE	**
Don't know	10%	11%	9%	10%	10%	14%	11%	8%	9%	10%	14%
		*	*	*	*	*	*	*	*	*	**
Net: Comfortable	30%	28%	36%	27%	32%	47%	40%	34%	32%	31%	18%
		*	*	*	▲ Z.AB.AC.AF.AG.	▲ Z.AB.AH*	Z	Z	Z	Z	**
Net: Not comfortable	60%	61%	56%	63%	59%	40%	49%	58%	60%	59%	68%
		AD.AE	AD*	AD.AE*	AD.AE	▼*	▼*	AD	AD	AD.AE	**

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL2_9. Their online behaviour tracked outside of the social media company (e.g. browsing history of websites visited, purchases made)

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	9%	16%	16%	6%	-	9%	7%	12%	6%	18%	13%
		AL*	AL*		**	*		*		AQ*	*
Somewhat comfortable	25%	22%	21%	27%	-	32%	17%	27%	20%	33%	33%
		*	*		**	AO*		*		AQ*	*
Somewhat uncomfortable	26%	27%	20%	28%	-	18%	29%	29%	26%	21%	33%
		*	*		**	*		*		*	*
Very uncomfortable	29%	33%	25%	29%	75%	31%	28%	29%	34%	19%	18%
		*	*		**	*		*	AR,AS	*	*
Don't know	11%	2%	18%	11%	25%	10%	19%	3%	13%	9%	3%
		▼*	AJ*	AJ	**	*	▲ AP	▼*		*	*
Net: Comfortable	34%	37%	38%	32%	-	41%	24%	39%	27%	51%	46%
		*	*		**	AO*		AO*		▲ AQ*	AQ*
Net: Not comfortable	55%	61%	45%	56%	75%	49%	58%	58%	60%	40%	51%
		*	*		**	*		*	AR	▼*	*

GL2_10. Predictions about them and their behaviour based on data from other people

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Very comfortable	8%	16%	11%	6%	-	9%	5%	11%	5%	19%	8%
		AL*	*		**	*		*		▲ AQ*	*
Somewhat comfortable	22%	22%	23%	22%	-	17%	18%	32%	19%	28%	31%
		*	*		**	*		▲ AN,AO*		*	*
Somewhat uncomfortable	29%	25%	27%	31%	25%	35%	30%	23%	30%	30%	26%
		*	*		**	*		*		*	*
Very uncomfortable	30%	35%	20%	32%	25%	28%	34%	29%	36%	11%	31%
		*	*		**	*		*	AR	▼*	AR*
Don't know	10%	2%	20%	9%	50%	11%	13%	5%	10%	12%	5%
		*	▲ AJ,AL*		**	*		*		*	*
Net: Comfortable	30%	37%	34%	28%	-	27%	23%	43%	24%	47%	38%
		*	*		**	*		▲ AN,AO*		▲ AQ*	*
Net: Not comfortable	60%	61%	46%	64%	50%	62%	64%	52%	66%	40%	56%
		*	*	AK	**	*		*	AR	▼*	*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL2_9. Their online behaviour tracked outside of the social media company (e.g. browsing history of websites visited, purchases made)

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	9%	34%	17%	5%	-	2%	-	23%	3%	14%
		▲ AV.AX.BA.BB	▲ AV.AX.BA*	*	**	▼	**	▲ AU.AV.AX.BA.E	▼ *	▲ AV.AX.BA
Somewhat comfortable	25%	31%	37%	23%	34%	15%	-	35%	27%	31%
		AX*	▲ AX*	*	**	▼	**	▲ AX	AX*	▲ AX
Somewhat uncomfortable	26%	20%	29%	33%	28%	20%	43%	26%	31%	28%
		*	*	*	**	*	**	*	*	*
Very uncomfortable	29%	9%	12%	30%	31%	45%	43%	11%	30%	20%
		▼ *	▼ *	AT.AU.AZ.BB*	**	AT.AU.AV.AZ.BA	**	▼	AT.AU.AZ.BB*	▼ AU.AZ
Don't know	11%	6%	5%	10%	7%	18%	14%	5%	9%	7%
		*	▼ *	*	**	▲ AU.AZ.BB	**	▼	*	▼
Net: Comfortable	34%	66%	54%	28%	34%	17%	-	58%	30%	45%
		▲ AV.AX.BA.BB	▲ AV.AX.BA*	*	**	▼	**	▲ AV.AX.BA.BE	AX*	▲ AV.AX.BA
Net: Not comfortable	55%	29%	42%	62%	59%	65%	86%	37%	61%	48%
		▼ *	▼ *	AT.AU.AZ.BB*	**	▲ AT.AU.AZ.BE	**	▼	AT.AU.AZ.BB*	▼ AT.AZ

GL2_10. Predictions about them and their behaviour based on data from other people

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Very comfortable	8%	31%	11%	8%	-	2%	-	18%	6%	12%
		U.AV.AX.AZ.BA	AX*	AX*	**	▼	**	▲ AU.AX.BA.BB	*	▲ AX.BA
Somewhat comfortable	22%	26%	42%	26%	14%	10%	-	36%	22%	29%
		AX*	▲ AX.BA.BB*	AX*	**	▼	**	▲ AX.BA.BB	AX*	▲ AX.BA
Somewhat uncomfortable	29%	9%	29%	38%	38%	30%	14%	22%	38%	29%
		▼ *	AT.AZ*	AT.AZ*	**	AT	**	▼ AT	▲ AT.AZ.BB*	AT.AZ
Very uncomfortable	30%	29%	12%	20%	41%	43%	57%	18%	27%	22%
		AU*	▼ *	▼ *	**	AU.AV.AZ.BA.E	**	▼ AU	AU.AV*	▼ AU
Don't know	10%	6%	6%	8%	7%	15%	29%	6%	8%	7%
		*	*	*	**	AZ.BB	**	*	*	▼
Net: Comfortable	30%	57%	52%	34%	14%	12%	-	54%	28%	42%
		▲ AV.AX.BA.BB	▲ AV.AX.BA.BB	AX.BA*	**	▼	**	▲ AV.AX.BA.BE	AX*	▲ AX.BA
Net: Not comfortable	60%	37%	42%	57%	79%	73%	71%	40%	64%	52%
		▼ *	▼ *	AZ*	**	AT.AU.AV.AZ.BE	**	▼	AT.AU.AV.AZ.BE	▼ AU.AZ

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL3. To what extent do you agree with the following statement?

Please select only one answer.

'Tracking-based advertising undermines the protection of people's privacy and other human rights.'

Base: SMEs leaders	306	170	136	10	53	78	84	81
Strongly agree	39%	41%	37%	30% **	40% *	31% *	38% *	48% E*
Somewhat agree	38%	35%	41%	40% **	42% *	40% *	43% G*	27% *
Neither agree nor disagree	20%	20%	19%	30% **	17% *	27% *	17% *	16% *
Somewhat disagree	4%	5%	2%	- **	2% *	3% *	1% *	9% F*
Strong disagree	0%	-	1%	- **	- *	- *	1% *	- *
Net: Agree	76%	75%	78%	70% **	81% *	71% *	81% *	75% *
Net: Disagree	4%	5%	3%	- **	2% *	3% *	2% *	9% *

GL4. To what extent do you agree, or not, with the following statement ?

Please select only one answer.

'Facebook and Google's dominance of the digital advertising market means that companies feel they don't have a choice but to advertise with them.'

Base: SMEs leaders	306	170	136	10	53	78	84	81
Strongly agree	28%	32% B	22%	40% **	34% *	27% *	23% *	28% *
Somewhat agree	41%	35% A	49%	40% **	38% *	41% *	40% *	44% *
Neither agree nor disagree	23%	24%	21%	20% **	23% *	24% *	26% *	17% *
Somewhat disagree	6%	5%	6%	- **	6% *	8% *	6% *	4% *
Strong disagree	3%	4%	2%	- **	- *	- *	5% *	6% E*
Net: Agree	69%	68%	71%	80% **	72% *	68% *	63% *	73% *
Net: Disagree	9%	9%	8%	- **	6% *	8% *	11% *	10% *

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL3. To what extent do you agree with the following statement?

Please select only one answer.

'Tracking-based advertising undermines the protection of people's privacy and other human rights.'

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Strongly agree	39%	35%	35%	36%	40%	50%	37%	38%	100%	39%	39%
		*	*	*	*	*		*	**		
Somewhat agree	38%	41%	39%	31%	42%	35%	40%	35%	-	37%	38%
		*	*	*	*	*		*	**		
Neither agree nor disagree	20%	15%	18%	31%	16%	15%	19%	23%	-	19%	20%
		*	*	▲ K*	*	*		*	**		
Somewhat disagree	4%	9%	6%	3%	2%	-	4%	4%	-	4%	3%
		L*	*	*	*	*		*	**		
Strong disagree	0%	-	2%	-	-	-	0%	-	-	-	1%
		*	*	*	*	*		*	**		
Net: Agree	76%	76%	75%	67%	82%	85%	77%	73%	100%	76%	77%
		*	*	*	J*	J*		*	**		
Net: Disagree	4%	9%	8%	3%	2%	-	4%	4%	-	4%	4%
		L*	*	*	*	*		*	**		

GL4. To what extent do you agree, or not, with the following statement ?

Please select only one answer.

'Facebook and Google's dominance of the digital advertising market means that companies feel they don't have a choice but to advertise with them.'

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Strongly agree	28%	24%	22%	27%	32%	33%	26%	27%	86%	29%	27%
		*	*	*	*	*		*	**		
Somewhat agree	41%	46%	43%	33%	45%	39%	42%	42%	-	42%	40%
		*	*	*	*	*		*	**		
Neither agree nor disagree	23%	17%	25%	31%	15%	26%	23%	22%	14%	21%	24%
		*	*	K*	*	*		*	**		
Somewhat disagree	6%	13%	4%	4%	7%	-	5%	7%	-	6%	5%
		L*	*	*	*	*		*	**		
Strong disagree	3%	-	6%	5%	1%	2%	4%	1%	-	2%	4%
		*	*	*	*	*		*	**		
Net: Agree	69%	70%	65%	60%	77%	72%	68%	69%	86%	71%	67%
		*	*	*	J*	*		*	**		
Net: Disagree	9%	13%	10%	9%	8%	2%	9%	9%	-	8%	9%
		*	*	*	*	*		*	**		

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL3. To what extent do you agree with the following statement?

Please select only one answer.

'Tracking-based advertising undermines the protection of people's privacy and other human rights.'

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Strongly agree	39%	39%	34%	44%	41%	41%	39%	40%	38%	39%	36%
			*	AA*		*	*				**
Somewhat agree	38%	38%	46%	38%	41%	34%	42%	39%	39%	38%	36%
			*	*		*	*				**
Neither agree nor disagree	20%	19%	14%	14%	15%	19%	15%	17%	19%	19%	27%
		AC	*	*	▼	*	*				**
Somewhat disagree	4%	4%	6%	3%	4%	3%	4%	4%	4%	4%	-
			*	*		*	*				**
Strong disagree	0%	-	-	-	-	2%	-	-	1%	0%	-
		▼	*	*		Z.AC.AF*	*		Z		**
Net: Agree	76%	77%	80%	83%	81%	76%	81%	79%	76%	77%	73%
			*	*	▲	*	*				**
Net: Disagree	4%	4%	6%	3%	4%	5%	4%	4%	4%	4%	-
			*	*		*	*				**

GL4. To what extent do you agree, or not, with the following statement ?

Please select only one answer.

'Facebook and Google's dominance of the digital advertising market means that companies feel they don't have a choice but to advertise with them.'

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Strongly agree	28%	25%	36%	28%	28%	31%	26%	28%	28%	28%	32%
			Z.AH*	*		*	*			Z	**
Somewhat agree	41%	41%	42%	47%	42%	38%	45%	40%	42%	40%	50%
			*	*		*	*				**
Neither agree nor disagree	23%	25%	18%	17%	20%	26%	21%	26%	21%	23%	18%
		AB.AC	*	*		*	*	AA.AB			**
Somewhat disagree	6%	6%	2%	4%	8%	2%	7%	4%	7%	6%	-
		AA	*	*	AA.AD.AF	*	AA.AD*	AA	AA		**
Strong disagree	3%	3%	2%	3%	2%	3%	1%	3%	3%	3%	-
			*	*		*	*				**
Net: Agree	69%	66%	78%	76%	70%	69%	71%	68%	70%	68%	82%
		▼	▲ Z.AF.AH*	Z.AH*		*	*				**
Net: Disagree	9%	10%	4%	7%	10%	5%	8%	7%	10%	9%	-
		AA	*	*	AA	*	*	AA	AA		**

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL3. To what extent do you agree with the following statement?

Please select only one answer.

'Tracking-based advertising undermines the protection of people's privacy and other human rights.'

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Strongly agree	39%	39% *	41% *	38%	50% **	47% AO*	31%	41% *	43% AS	33% *	23% *
Somewhat agree	38%	35% *	36% *	39%	25% **	35% *	39%	39% *	36% *	33% *	54% AQ,AR*
Neither agree nor disagree	20%	24% *	21% *	18%	- **	17% *	23%	17% *	18% *	25% *	21% *
Somewhat disagree	4%	2% *	- *	5%	25% **	1% *	6%	3% *	3% *	7% *	3% *
Strong disagree	0%	- *	2% *	-	- **	- *	1% *	- *	- *	2% *	- *
Net: Agree	76%	75% *	77% *	77%	75% **	82% *	70%	80% *	79%	67% *	77% *
Net: Disagree	4%	2% *	2% *	5%	25% **	1% *	7% AN	3% *	3%	9% AQ*	3% *

GL4. To what extent do you agree, or not, with the following statement ?

Please select only one answer.

'Facebook and Google's dominance of the digital advertising market means that companies feel they don't have a choice but to advertise with them.'

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Strongly agree	28%	27% *	27% *	28%	25% **	31% *	23%	31% *	29% *	26% *	23% *
Somewhat agree	41%	33% *	36% *	45%	25% **	39% *	42%	43% *	41% *	42% *	41% *
Neither agree nor disagree	23%	25% *	32% AL*	19%	- **	27% *	24%	16% *	21% *	23% *	31% *
Somewhat disagree	6%	10% *	4% *	5%	25% **	2% *	8%	6% *	6% *	7% *	3% *
Strong disagree	3%	4% *	2% *	3%	25% **	2% *	4%	3% *	3% *	2% *	3% *
Net: Agree	69%	61% *	63% *	73%	50% **	69% *	65%	74% *	70%	68% *	64% *
Net: Disagree	9%	14% *	5% *	7%	50% **	4% *	12% AN	10% *	9%	9% *	5% *

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL3. To what extent do you agree with the following statement?

Please select only one answer.

'Tracking-based advertising undermines the protection of people's privacy and other human rights.'

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Strongly agree	39%	60%	18%	26%	41%	51%	29%	33%	31%	32%
		AU.AV.AZ.BA.B	▼ *	▼ *	**	AU.AV.AZ.BA.E	**	AU	*	▼ AU
Somewhat agree	38%	20%	55%	38%	41%	31%	43%	43%	39%	41%
		▼ *	AT.AV.AX.AZ.BA.	*	**	**	**	AT	AT*	AT
Neither agree nor disagree	20%	17%	25%	31%	14%	13%	14%	22%	26%	24%
		*	AX*	▲ AX*	**	▼	**	**	AX*	▲ AX
Somewhat disagree	4%	3%	2%	5%	3%	4%	14%	2%	4%	3%
		*	*	*	**	**	**	*	*	*
Strong disagree	0%	-	-	-	-	1%	-	-	-	-
		*	*	*	**	**	**	*	*	*
Net: Agree	76%	80%	74%	64%	83%	83%	71%	76%	70%	73%
		*	*	▼ *	**	AV.BA	**	*	*	*
Net: Disagree	4%	3%	2%	5%	3%	5%	14%	2%	4%	3%
		*	*	*	**	**	**	*	*	*

GL4. To what extent do you agree, or not, with the following statement ?

Please select only one answer.

'Facebook and Google's dominance of the digital advertising market means that companies feel they don't have a choice but to advertise with them.'

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Strongly agree	28%	60%	17%	21%	31%	28%	-	32%	24%	28%
		U.AV.AX.AZ.BA.	▼ *	*	**	**	**	AU	*	AU
Somewhat agree	41%	17%	48%	43%	38%	44%	57%	37%	41%	39%
		▼ *	AT.AZ*	AT*	**	AT	**	AT	AT*	AT
Neither agree nor disagree	23%	20%	28%	33%	17%	16%	29%	25%	28%	26%
		*	*	▲ AX*	**	▼	**	**	AX*	▲ AX
Somewhat disagree	6%	3%	5%	3%	10%	6%	14%	4%	6%	5%
		*	*	*	**	**	**	*	*	*
Strong disagree	3%	-	3%	-	3%	6%	-	2%	1%	2%
		*	*	*	**	**	**	*	*	▼
Net: Agree	69%	77%	65%	64%	69%	72%	57%	69%	66%	67%
		*	*	*	**	**	**	*	*	*
Net: Disagree	9%	3%	8%	3%	14%	12%	14%	6%	7%	6%
		*	*	*	**	**	**	AV*	AV*	AV*

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+
	A	B	C	D	E	F	G

GL5. Do you believe big online platforms such as Facebook and Google should face more regulation of the way they use people's personal data and target users with tracking-based advertising?

Please select only one answer.

Base: SMEs leaders	306	170	136	10	53	78	84	81
Strongly agree	49%	48%	49%	20% **	40% *	41% *	40% *	74% ▲ D.E.F*
Somewhat agree	32%	29%	35%	10% **	30% *	37% G*	42% G*	21% *
Neither agree nor disagree	14%	18% B	9%	40% **	17% G*	17% G*	15% G*	5% ▼ *
Somewhat disagree	4%	3%	6%	30% **	13% ▲ E.F.G*	1% *	2% *	- *
Strong disagree	1%	1%	1%	- **	- *	4% *	- *	- *
Net: Agree	81%	78%	85%	30% **	70% *	78% *	82% *	95% ▲ D.E.F*
Net: Disagree	5%	4%	7%	30% **	13% ▲ F.G*	5% G*	2% *	- ▼ *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G, H/I/J/K/L, I

▲ indicates result is significantly higher than the result in the Total column

▼ indicates result is significantly lower than the result in the Total column

Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Region					Marital Status			Parent	
	North-East	North-West	Paris Area	South-East	South-West	In a relationship	Single	Other	Yes	No
	H	I	J	K	L	U	V	W	X	Y

GL5. Do you believe big online platforms such as Facebook and Google should face more regulation of the way they use people's personal data and target users with tracking-based advertising?
Please select only one answer.

Base: SMEs leaders	306	46	51	75	88	46	218	81	7	139	167
Strongly agree	49%	46% *	49% *	43% *	53% *	52% *	49%	48% *	57% **	40%	56% X
Somewhat agree	32%	33% *	25% *	43% L*	32% *	22% *	33%	28% *	29% **	39% Y	26%
Neither agree nor disagree	14%	15% *	22% *	11% *	13% *	13% *	14%	14% *	14% **	16%	13%
Somewhat disagree	4%	4% *	2% *	4% *	2% *	11% K*	3%	7% *	- **	4%	4%
Strong disagree	1%	2% *	2% *	- *	- *	2% *	0%	2% *	- **	1%	1%
Net: Agree	81%	78% *	75% *	85% *	85% *	74% *	82%	77% *	86% **	78%	83%
Net: Disagree	5%	7% *	4% *	4% *	2% *	13% ▲ K*	4%	10% U*	- **	6%	5%

Cell Contents (W/N/O, P/Q/R/S/T, U/V/W, X/Y, Z/AA/AB/AC/AD/AE/AF/AG/AH/AI, AJ/AK/AL/AM, AN/AO/AP, AQ/AR/AS, AT/AU/AV/AW/AX/AY/AZ/BA/BB, Minimum Base: 30 (**), Sm

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Global Witness

Tracking-based advertising

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Total	Social networks									
	Facebook	Twitter	LinkedIn	Instagram	TikTok	Snapchat	YouTube	Other	Net: Users	None
	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI

GL5. Do you believe big online platforms such as Facebook and Google should face more regulation of the way they use people's personal data and target users with tracking-based advertising?
Please select only one answer.

Base: SMEs leaders	306	218	90	99	155	58	85	149	136	282	22
Strongly agree	49%	50%	52%	56%	50%	52%	48%	50%	52%	47%	68%
			*	AH*		*	*				**
Somewhat agree	32%	34%	33%	33%	34%	29%	31%	34%	26%	33%	14%
		AG	*	*	AG	*	*			AG	**
Neither agree nor disagree	14%	12%	10%	9%	10%	14%	14%	13%	14%	14%	14%
			*	*	▼	*	*			Z.AC	**
Somewhat disagree	4%	3%	3%	2%	4%	2%	6%	2%	6%	4%	5%
			*	*		*	AF*	▼	AB.AF	AF	**
Strong disagree	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	-
			*	*		AB.AF*	*				**
Net: Agree	81%	84%	86%	89%	85%	81%	79%	84%	79%	81%	82%
		▲ AH	*	▲ AE.AG.AH*	AG	*	*				**
Net: Disagree	5%	4%	4%	2%	5%	5%	7%	3%	7%	5%	5%
			*	*	AB	*	AB.AF*	▼	AB.AF	AB.AF	**

Cell Contents (All Base: 100 (**))

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Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Education level				City type			Business size		
	Non-baccalaureate holder	Baccalaureate or equivalent	Higher education	Other	A town or a rural area	A small to mid-size city	A big city	Micro (<10)	Small (<50)	Medium (<250)
	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

GL5. Do you believe big online platforms such as Facebook and Google should face more regulation of the way they use people's personal data and target users with tracking-based advertising?
Please select only one answer.

Base: SMEs leaders	306	51	56	195	4	98	113	93	210	57	39
Strongly agree	49%	43% *	45% *	51%	50% **	49% *	49%	49% *	55% AR,AS	37% *	31% ▼*
Somewhat agree	32%	33% *	25% *	34%	25% **	31% *	32%	34% *	30%	30% *	49% ▲ AQ*
Neither agree nor disagree	14%	18% *	25% ▲ AL*	10%	- **	17% *	12%	11% *	11%	21% AQ*	21% *
Somewhat disagree	4%	4% *	5% *	4%	- **	2% *	6%	4% *	4%	9% *	- *
Strong disagree	1%	2% *	- *	1%	25% **	1% *	1%	1% *	0%	4% *	- *
Net: Agree	81%	76% *	70% *	85%	75% **	80% *	81%	84% *	85% AR	67% ▼*	79% *
Net: Disagree	5%	6% *	5% *	5%	25% **	3% *	7%	5% *	4%	12% ▲ AQ,AS*	- *

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Global Witness

Tracking-based advertising

The survey was conducted on 306 SMEs' leaders aged 18 and over in France. The survey was conducted online, on the YouGov France proprietary panel from the 4th to the 7th of January 2022.



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	AT	AU	AV	AW	AX	AY	AZ	BA	BB

GL5. Do you believe big online platforms such as Facebook and Google should face more regulation of the way they use people's personal data and target users with tracking-based advertising?
Please select only one answer.

Base: SMEs leaders	306	35	65	61	29	109	7	100	90	190
Strongly agree	49%	49%	26%	31%	72%	65%	57%	34%	44%	39%
		AU.AZ*	▼ *	▼ *	**	AU.AV.AZ.BA.E	**	▼ AU	AU.AV*	▼ AU
Somewhat agree	32%	34%	43%	39%	21%	25%	14%	40%	33%	37%
		*	▲ AX*	AX*	**	▼	**	▲ AX	*	▲ AX
Neither agree nor disagree	14%	9%	22%	26%	3%	7%	14%	17%	19%	18%
		*	AX*	▲ AT.AX.BA.BB	**	▼	**	AX	AX*	▲ AX
Somewhat disagree	4%	9%	8%	3%	3%	1%	14%	8%	3%	6%
		AX*	AX*	*	**	▼	**	▲ AX	*	AX
Strong disagree	1%	-	2%	-	-	2%	-	1%	-	1%
		*	*	*	**	**	**	*	*	*
Net: Agree	81%	83%	69%	70%	93%	90%	71%	74%	78%	76%
		*	▼ *	▼ *	**	AU.AV.AZ.BA.E	**	▼	AV*	▼
Net: Disagree	5%	9%	9%	3%	3%	3%	14%	9%	3%	6%
		*	*	*	**	**	**	*	*	*

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