

Global Witness Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



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	311	201	110	9	48	61	60	133
Very Frequently	6%	7%	5%	22% **	17% ▲ F.G*	10% G*	2% *	2%
Frequently	17%	20% B	11%	22% **	31% ▲ G*	26% G*	18% G*	7% ▼
Rarely	15%	16%	15%	44% **	17% *	21% G*	18% *	9%
Very Rarely	10%	4% ▼	19% ▲ A	- **	15% *	7% *	10% *	10%
Never	48%	49%	46%	11% **	19% ▼ *	31% ▼ *	47% D*	69% ▲ D.E.F
Unsure / don't know	4%	3%	4%	- **	2% *	5% *	5% *	3%
Net: Frequently	23%	27% B	16%	44% **	48% ▲ F.G*	36% ▲ G*	20% G*	9% ▼
Net: Rarely	25%	20% A	34%	44% **	31% *	28% *	28% *	19%
Net: Use	49%	48%	50%	89% **	79% ▲ F.G*	64% ▲ G*	48% G*	28% ▼

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Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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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	311													
Very Frequently	6%	50%	25%	5%	-	5%	12%	9%	15%	7%	3%	3%	8%	2%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Frequently	17%	-	-	16%	17%	11%	15%	27%	22%	22%	27%	12%	23%	7%
	**	**	**	**	**	**	**	AF*	**	**	AF*	*	**	*
Rarely	15%	-	-	11%	22%	21%	4%	27%	15%	22%	18%	18%	15%	7%
	**	**	**	**	**	**	**	AF*	**	**	*	*	**	*
Very Rarely	10%	-	50%	-	11%	16%	12%	-	4%	7%	9%	9%	15%	16%
	**	**	**	**	**	**	**	*	**	**	*	*	**	Z*
Never	48%	50%	25%	63%	50%	37%	46%	36%	41%	41%	39%	56%	38%	64%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ Z.AC*
Unsure / don't know	4%	-	-	5%	-	11%	12%	-	4%	-	3%	3%	-	4%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Frequently	23%	50%	25%	21%	17%	16%	27%	36%	37%	30%	30%	15%	31%	9%
	**	**	**	**	**	**	**	AD,AF*	**	**	AF*	*	**	▼ *
Net: Rarely	25%	-	50%	11%	33%	37%	15%	27%	19%	30%	27%	26%	31%	23%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Use	49%	50%	75%	32%	50%	53%	42%	64%	56%	59%	58%	41%	62%	32%
	**	**	**	**	**	**	**	AF*	**	**	AF*	*	**	▼ *

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Total	West/East		German state (Bundesland)										
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very Frequently	6%	6%	7% *	6% *	3% *	11% *	- **	- **	- **	14% *	- **	14% **	5% *	- **
Frequently	17%	14%	24% AG*	12% *	18% *	34% ▲ AI,AR*	22% **	33% **	18% **	22% *	- **	5% **	14% *	10% **
Rarely	15%	14%	20% *	12% *	12% *	20% *	22% **	17% **	27% **	14% *	- **	5% **	9% *	10% **
Very Rarely	10%	11%	7% *	15% AK*	12% *	2% *	- **	- **	- **	3% *	33% **	19% **	12% *	10% **
Never	48%	51%	39% *	52% *	48% *	32% ▼ *	44% **	50% **	55% **	42% *	67% **	52% **	57% AK*	70% **
Unsure / don't know	4%	4%	3% *	3% *	6% *	- *	11% **	- **	- **	6% *	- **	5% **	3% *	- **
Net: Frequently	23%	21%	31% *	18% *	21% *	45% ▲ AI,AJ,AR*	22% **	33% **	18% **	36% *	- **	19% **	19% *	10% **
Net: Rarely	25%	25%	26% *	27% *	24% *	23% *	22% **	17% **	27% **	17% *	33% **	24% **	21% *	20% **
Net: Use	49%	45%	57% *	45% *	45% *	68% ▲ AI,AJ,AR*	44% **	50% **	45% **	53% *	33% **	43% **	40% *	30% **

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Total							Household decision maker grocery shopping			How many people, including you, live in your household? (both children and adults)				
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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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	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very Frequently	6%	-	7%	-	-	-	-	8%	6%	-	7%	4%	13%	3%	12%
	**	**	**	**	**	**	**	*	**	**	*	*	BD*	*	**
Frequently	17%	-	7%	33%	-	-	-	24%	9%	14%	17%	13%	23%	23%	24%
	**	**	**	**	**	**	**	BA	▼	**	*	*	*	*	**
Rarely	15%	-	20%	11%	54%	50%	-	16%	15%	14%	7%	15%	19%	18%	29%
	**	**	**	**	**	**	**	*	**	**	*	*	*	*	**
Very Rarely	10%	67%	13%	11%	-	-	-	9%	12%	-	10%	11%	9%	8%	-
	**	**	**	**	**	**	**	*	**	*	*	*	*	*	**
Never	48%	33%	40%	44%	46%	50%	-	39%	55%	71%	57%	52%	34%	45%	35%
	**	**	**	**	**	**	**	*	AZ	**	BE*	BE	*	*	**
Unsure / don't know	4%	-	13%	-	-	-	-	4%	4%	-	2%	5%	2%	5%	-
	**	**	**	**	**	**	**	*	**	**	*	*	*	*	**
Net: Frequently	23%	-	13%	33%	-	-	-	32%	15%	14%	24%	17%	36%	25%	35%
	**	**	**	**	**	**	**	BA	▼	**	*	*	BD*	*	**
Net: Rarely	25%	67%	33%	22%	54%	50%	-	25%	26%	14%	17%	27%	28%	25%	29%
	**	**	**	**	**	**	**	*	**	**	*	*	*	*	**
Net: Use	49%	67%	47%	56%	54%	50%	-	57%	41%	29%	41%	43%	64%	50%	65%
	**	**	**	**	**	**	**	BA	**	**	*	*	▲ BC.BD*	*	**

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Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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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	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very Frequently	6%	6%	5%	25%	7%	-	5%	17%	-	6%	10%	6%	-	-
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Frequently	17%	17%	15%	38%	21%	25%	5%	50%	-	11%	35%	27%	20%	50%
	*	*	**	**	*	**	**	**	**	▼	▲ BP*	BP*	**	**
Rarely	15%	11%	16%	13%	23%	25%	5%	17%	-	14%	14%	21%	60%	25%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Very Rarely	10%	14%	9%	-	7%	25%	16%	-	-	11%	4%	12%	-	-
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Never	48%	48%	52%	25%	39%	25%	68%	17%	50%	54%	37%	30%	20%	25%
	*	*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**
Unsure / don't know	4%	3%	4%	-	4%	-	-	-	50%	5%	-	3%	-	-
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Net: Frequently	23%	24%	20%	63%	28%	25%	11%	67%	-	17%	45%	33%	20%	50%
	*	*	**	**	*	**	**	**	**	*	▲ BP*	BP*	**	**
Net: Rarely	25%	25%	25%	13%	30%	50%	21%	17%	-	25%	18%	33%	60%	25%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Net: Use	49%	49%	44%	75%	58%	75%	32%	83%	-	41%	63%	67%	80%	75%
	*	*	**	**	*	**	**	**	**	*	BP*	▲ BP*	**	**

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Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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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	311	69	241	59	71	13	5	3	12	12	120	14
Very Frequently	6%	19% ▲ BV*	3%	5% *	11% CD*	15% **	- **	- **	25% **	8% **	2% ▼	7% **
Frequently	17%	29% ▲ BV*	14%	20% CD*	21% CD*	46% **	40% **	67% **	17% **	25% **	8% ▼	14% **
Rarely	15%	25% BV*	13%	15% *	14% *	23% **	- **	33% **	25% **	8% **	16% **	14% **
Very Rarely	10%	6% *	11%	8% *	10% *	8% **	40% **	- **	25% **	- **	8% **	14% **
Never	48%	19% ▼ **	56% BU	47% *	38% *	8% **	20% **	- **	8% **	58% **	63% ▲ BW.BX	43% **
Unsure / don't know	4%	3% *	4%	3% *	6% *	- **	- **	- **	- **	- **	3% **	7% **
Net: Frequently	23%	48% ▲ BV*	17%	25% CD*	32% CD*	62% **	40% **	67% **	42% **	33% **	9% ▼	21% **
Net: Rarely	25%	30% *	24%	24% *	24% *	31% **	40% **	33% **	50% **	8% **	24% **	29% **
Net: Use	49%	78% ▲ BV*	40%	49% CD*	56% CD*	92% **	80% **	100% **	92% **	42% **	33% ▼	50% **

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Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswin-	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

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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	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very Frequently	6%	10% CH*	13% ▲ CH.CJ*	2% ▼	15% **	3% *	6%	9% *	6% *	5% *	10% *	6% *	3% *	11% *	- **	5% **	- **
Frequently	17%	29% ▲ CH.CJ*	29% ▲ CH.CJ*	16%	15% **	7% ▼ *	17%	17% *	10% *	14% *	18% *	12% *	18% *	34% ▲ CM.CN.CP*	21% **	5% **	- **
Rarely	15%	10% *	19% CJ*	19% CJ	15% **	8% ▼ *	17%	3% CL	24% CN*	9% *	12% *	12% *	12% *	20% *	13% **	26% **	- **
Very Rarely	10%	10% *	7% *	10% CF.CG	8% **	12% *	9%	11% *	8% *	12% *	8% *	15% CR*	12% *	2% *	13% **	11% **	- **
Never	48%	33% ▼ **	29% ▼ **	53% CF.CG	46% **	62% ▲ CF.CG*	47%	51% *	51% *	57% CR*	47% *	52% *	48% *	32% ▼ **	50% **	42% **	- **
Unsure / don't know	4%	6% CH*	1% *	1% ▼	- **	7% ▲ CH*	3%	9% *	2% *	3% *	4% *	3% *	6% *	- **	4% **	11% **	- **
Net: Frequently	23%	40% ▲ CH.CJ*	43% ▲ CH.CJ*	18%	31% **	10% ▼ *	23%	26% *	16% *	19% *	29% *	18% *	21% *	45% ▲ CM.CN.CP.CC	21% **	11% **	- **
Net: Rarely	25%	21% *	26% *	28%	23% **	20% *	26%	14% *	31% *	21% *	20% *	27% *	24% *	23% **	25% **	37% **	- **
Net: Use	49%	60% CJ*	69% ▲ CH.CJ*	46% CJ	54% **	31% ▼ *	50%	40% *	47% *	40% *	49% *	45% *	45% *	68% ▲ CM.CN.CP.CC	46% **	47% **	- **

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Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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Please select only one answer.

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very Frequently	6%	1% *	9% CV*	4% **	2% *	3% **	16% CV,CY*	14% **	17% **	- **	- **	6% *	8% *	8% *	4% *
Frequently	17%	24% CY*	19% *	11% **	7% *	14% **	9% *	21% **	31% **	8% **	20% **	38% ▲ DH,DI*	21% *	11% *	11% *
Rarely	15%	21% *	9% *	11% **	16% *	14% **	9% *	7% **	17% **	23% **	20% **	38% ▲ DG,DH,DI*	16% *	10% *	13% *
Very Rarely	10%	11% *	14% *	- **	13% *	7% **	9% *	14% **	3% **	15% **	10% **	6% *	13% *	9% *	8% *
Never	48%	40% *	47% *	67% **	60% CV*	59% **	50% *	43% **	28% **	46% **	40% **	13% ▼ *	38% DF*	56% DF,DG	64% ▲ DF,DG*
Unsure / don't know	4%	3% *	2% *	7% **	2% *	3% **	6% *	- **	3% **	8% **	10% **	- *	3% *	7% DI	- *
Net: Frequently	23%	25% CY*	28% CY*	15% **	9% ▼ *	17% **	25% *	36% **	48% **	8% **	20% **	44% ▲ DH,DI*	29% DI*	19% *	15% *
Net: Rarely	25%	32% *	23% *	11% **	29% *	21% **	19% *	21% **	21% **	38% **	30% **	44% ▲ DH,DI*	29% *	18% *	21% *
Net: Use	49%	57% CY*	51% *	26% **	38% *	38% **	44% *	57% **	69% **	46% **	50% **	88% ▲ DG,DH,DI*	58% DH,DI*	37% ▼	36% *

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Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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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	311	193	87	80	21	65	13	125	40	69	9	34	15
Very Frequently	6%	6%	8%	1%	14%	8%	-	7%	15%	6%	22%	9%	7%
		DQ	DQ*	▼ *	**	DQ*	**	DQ	▲ DO.DQ.EE*	DQ*	**	DQ*	**
Frequently	17%	21%	25%	31%	52%	17%	23%	25%	43%	12%	44%	21%	40%
		▲ DW	▲ DW.EG*	DO.DS.DW.EE.E	**	*	**	▲ DW.EG	P.DS.DU.DW.DY	*	**	*	**
Rarely	15%	16%	14%	23%	24%	22%	46%	18%	30%	17%	22%	18%	20%
		*	*	DP*	**	*	**	*	▲ DO.DP.DU.EE.E	*	**	*	**
Very Rarely	10%	9%	5%	11%	-	12%	-	11%	-	12%	-	12%	7%
		DV	▼ *	DP.DV*	**	DP.DV*	**	DP.DV	▼ *	DP.DV*	**	DV*	**
Never	48%	45%	46%	28%	10%	40%	31%	35%	10%	49%	11%	41%	27%
		DQ.DU.DV.ED	DQ.DU.DV.ED*	▼ DV*	**	DQ.DV.ED*	**	▼ DV.ED	▼ *	DQ.DU.DV.ED*	**	DV.ED*	**
Unsure / don't know	4%	4%	2%	6%	-	2%	-	4%	3%	4%	-	-	-
		*	*	*	**	*	**	*	*	*	**	*	**
Net: Frequently	23%	26%	33%	33%	67%	25%	23%	32%	58%	17%	67%	29%	47%
		EG	▲ DW.EG*	▲ DW.EG*	**	*	**	▲ DW.EG	DQ.DS.DU.DW.I	*	**	EG*	**
Net: Rarely	25%	25%	18%	34%	24%	34%	46%	29%	30%	29%	22%	29%	27%
		*	▲ DP.EG*	**	**	DP.EG*	**	DP	*	DP*	**	*	**
Net: Use	49%	52%	52%	66%	90%	58%	69%	61%	88%	46%	89%	59%	73%
		EG	EG*	DO.DP.DW.EE.E	**	EG*	**	DO.DP.DW.EE.E	DQ.DS.DU.DW.I	EG*	**	EG*	**

Global Witness

Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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	311	19	7	6	39	124	17	40	-	4	183	74	54
Very Frequently	6%	-	14%	33%	8%	5%	6%	3%	-	-	3%	14%	7%
	**	**	**	DQ*	**	**	*	**	**	**		▲ EJ*	*
Frequently	17%	42%	43%	33%	38%	21%	24%	8%	-	-	9%	30%	28%
	**	**	**	O.DS.DU.DW.EE	DW	**	**	*	**	**	▼	▲ EJ*	EJ*
Rarely	15%	26%	29%	-	23%	15%	12%	10%	-	-	14%	18%	19%
	**	**	**	*	*	**	**	*	**	**	**	*	*
Very Rarely	10%	5%	-	17%	8%	11%	6%	5%	-	-	12%	7%	6%
	**	**	**	**	DV*	DP.DV	**	*	**	**	*	*	*
Never	48%	26%	14%	17%	18%	44%	47%	73%	-	75%	59%	31%	33%
	**	**	**	▼ *	DQ.DU.DV.ED	**	**	Q.DS.DU.DV.DW	**	**	▲ EK.EL	▼ *	▼ *
Unsure / don't know	4%	-	-	-	5%	4%	6%	3%	-	25%	3%	1%	7%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Net: Frequently	23%	42%	57%	67%	46%	26%	29%	10%	-	-	12%	43%	35%
	**	**	**	**	DO.DS.DW.EE.E	EG	**	▼ *	**	**	▼	▲ EJ*	EJ*
Net: Rarely	25%	32%	29%	17%	31%	27%	18%	15%	-	-	26%	24%	24%
	**	**	**	**	*	DP	**	*	**	**	*	*	*
Net: Use	49%	74%	86%	83%	77%	52%	47%	25%	-	-	38%	68%	59%
	**	**	**	**	DP.DS.DU.DW.I	EG	**	▼ *	**	**	▼	▲ EJ*	EJ*

Global Witness

Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

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	311									
Very Frequently	6%	100%	-	-	-	-	-	27%	-	13%
	**	▼ *	▼ *	*	▼	**	N.EO.EP.EQ.ET	▼ *	EN.EO.EP.EQ.ET	
Frequently	17%	-	100%	-	-	-	-	73%	-	35%
	**	O.EP.EQ.ES.ET	▼ *	▼ **	▼	**	EO.EP.EQ.ET.E	▼ *	▲ EO.EP.EQ.ET	
Rarely	15%	-	-	100%	-	-	-	-	62%	32%
	**	▼ *	N.EP.EQ.ES.ET	▼ *	▼	**	▼ *	EN.EP.EQ.ES.E	▲ EN.EP.EQ.ES	
Very Rarely	10%	-	-	-	100%	-	-	-	38%	20%
	**	▼ *	▼ *	N.EO.EQ.ES.ET	▼	**	▼ *	EN.EO.EQ.ES.E	▲ EN.EO.EQ.ES	
Never	48%	-	-	-	-	100%	-	-	-	-
	**	▼ *	▼ *	▼ **	N.EO.EP.ES.ET	**	▼ **	▼ *	▼	
Unsure / don't know	4%	-	-	-	-	-	100%	-	-	-
	**	*	*	*	▼	**	▼ *	▼ *	▼	
Net: Frequently	23%	100%	100%	-	-	-	-	100%	-	48%
	**	EO.EP.EQ.ET.E	▼ *	▼ *	▼	**	EO.EP.EQ.ET.E	▼ *	▲ EO.EP.EQ.ET	
Net: Rarely	25%	-	100%	100%	100%	-	-	100%	52%	
	**	▼ *	▲ EN.EQ.ES.EU	▲ EN.EQ.ES.EU	▼	**	▼ *	▲ EN.EQ.ES.EU	▲ EN.EQ.ES	
Net: Use	49%	100%	100%	100%	100%	-	-	100%	100%	100%
	**	▲ EQ*	▲ EQ*	▲ EQ*	▼	**	▲ EQ*	▲ EQ*	▲ EQ	

Global Witness
Tracking-based advertising

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YouGov



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

Base: SMEs leaders	311	201	110	9	48	61	60	133
Very comfortable	7%	10%	2%	11%	10%	15%	2%	5%
		B	▼	**	*	F.G*	*	
Somewhat comfortable	20%	21%	17%	33%	35%	21%	30%	8%
			**	▲ G*	G*	G*		▼
Somewhat uncomfortable	20%	21%	19%	22%	35%	25%	10%	17%
			**	▲ F.G*	F*	*		
Very uncomfortable	42%	38%	48%	22%	15%	28%	43%	59%
			**	▼ *	▼ *	D*		▲ D.E.F
Don't know	11%	9%	14%	11%	4%	11%	15%	11%
			**	*	*	*	*	
Net: Comfortable	27%	31%	19%	44%	46%	36%	32%	13%
		B	**	▲ G*	G*	G*		▼
Net: Not comfortable	62%	59%	67%	44%	50%	52%	53%	76%
			**	*	*	*	*	▲ D.E.F

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	201	110	9	48	61	60	133
Very comfortable	5%	7%	2%	11%	2%	8%	3%	5%
			**	**	*	*	*	
Somewhat comfortable	17%	18%	15%	22%	42%	25%	18%	5%
			**	▲ F.G*	G*	G*		▼
Somewhat uncomfortable	18%	20%	15%	33%	25%	25%	15%	14%
			**	*	*	*	*	
Very uncomfortable	49%	45%	55%	33%	25%	31%	52%	65%
			**	▼ *	▼ *	D.E*		▲ D.E
Don't know	10%	9%	13%	-	6%	11%	12%	11%
			**	*	*	*	*	
Net: Comfortable	23%	25%	17%	33%	44%	33%	22%	10%
			**	▲ F.G*	G*	G*		▼
Net: Not comfortable	67%	66%	70%	67%	50%	56%	67%	79%
			**	▼ *	*	*	*	▲ D.E

Global Witness
Tracking-based advertising

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YouGov



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	7%	-	-	5%	11%	-	8%	3%	7%	7%	24%	9%	8%	2%
	**	**	**	**	**	**	**	*	**	**	▲ Z.AF*	*	**	*
Somewhat comfortable	20%	50%	-	16%	17%	26%	23%	39%	33%	22%	27%	15%	8%	-
	**	**	**	**	**	**	**	▲ AD.AF*	**	**	AF*	AF*	**	▼ *
Somewhat uncomfortable	20%	50%	75%	16%	22%	32%	27%	24%	26%	30%	12%	18%	23%	5%
	**	**	**	**	**	**	**	AF*	**	**	*	*	**	▼ *
Very uncomfortable	42%	-	-	37%	50%	37%	31%	24%	30%	33%	30%	47%	62%	71%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ Z.AC.AD*
Don't know	11%	-	25%	26%	-	5%	12%	9%	4%	7%	6%	12%	-	21%
	**	**	**	**	**	**	**	**	**	**	*	*	**	▲ *
Net: Comfortable	27%	50%	-	21%	28%	26%	31%	42%	41%	30%	52%	24%	15%	2%
	**	**	**	**	**	**	**	AF*	**	**	▲ AD.AF*	AF*	**	▼ *
Net: Not comfortable	62%	50%	75%	53%	72%	68%	58%	48%	56%	63%	42%	65%	85%	77%
	**	**	**	**	**	**	**	*	**	**	▼ *	*	**	▲ Z.AC*

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	5%	50%	-	11%	6%	5%	12%	6%	4%	-	9%	3%	8%	-
	**	**	**	**	**	**	**	*	**	**	AF*	*	**	*
Somewhat comfortable	17%	-	25%	11%	11%	32%	8%	27%	30%	26%	27%	9%	23%	4%
	**	**	**	**	**	**	**	AF*	**	**	AF*	*	**	▼ *
Somewhat uncomfortable	18%	-	50%	11%	17%	-	12%	30%	30%	33%	24%	15%	15%	9%
	**	**	**	**	**	**	**	AF*	**	**	*	*	**	*
Very uncomfortable	49%	50%	25%	42%	61%	53%	54%	33%	33%	33%	36%	62%	54%	68%
	**	**	**	**	**	**	**	*	**	**	*	Z.AC*	**	▲ Z.AC*
Don't know	10%	-	-	26%	6%	11%	15%	3%	4%	7%	3%	12%	-	20%
	**	**	**	**	**	**	**	**	**	**	*	*	**	▲ Z.AC*
Net: Comfortable	23%	50%	25%	21%	17%	37%	19%	33%	33%	26%	36%	12%	31%	4%
	**	**	**	**	**	**	**	AD.AF*	**	**	AD.AF*	*	**	▼ *
Net: Not comfortable	67%	50%	75%	53%	78%	53%	65%	64%	63%	67%	61%	76%	69%	77%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*

Global Witness
Tracking-based advertising

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YouGov



Total	West/East		German state (Bundesland)										
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	7%	5%	14%	-	3%	23%	-	-	-	6%	-	10%	9%	-
Somewhat comfortable	20%	20%	20%	15%	21%	32%	-	17%	27%	19%	-	10%	22%	30%
Somewhat uncomfortable	20%	20%	21%	15%	24%	18%	22%	33%	9%	19%	50%	24%	17%	20%
Very uncomfortable	42%	44%	37%	58%	45%	25%	56%	33%	45%	44%	50%	29%	41%	50%
Don't know	11%	12%	9%	12%	6%	2%	22%	17%	18%	11%	-	29%	10%	-
Net: Comfortable	27%	25%	33%	15%	24%	55%	-	17%	27%	25%	-	19%	31%	30%
Net: Not comfortable	62%	64%	57%	73%	70%	43%	78%	67%	55%	64%	100%	52%	59%	70%

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	5%	4%	7%	3%	6%	9%	11%	17%	-	-	-	5%	5%	-
Somewhat comfortable	17%	14%	25%	12%	12%	43%	-	17%	9%	17%	-	10%	16%	20%
Somewhat uncomfortable	18%	19%	17%	6%	24%	18%	11%	17%	9%	28%	17%	19%	21%	20%
Very uncomfortable	49%	51%	44%	64%	48%	27%	56%	33%	64%	50%	83%	43%	48%	60%
Don't know	10%	12%	7%	15%	9%	2%	22%	17%	18%	6%	-	24%	10%	-
Net: Comfortable	23%	19%	32%	15%	18%	52%	11%	33%	9%	17%	-	14%	21%	20%
Net: Not comfortable	67%	70%	61%	70%	73%	45%	67%	50%	73%	78%	100%	62%	69%	80%

Global Witness
Tracking-based advertising

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Total							Household decision maker grocery shopping			How many people, including you, live in your household? (both children and adults)				
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	7%	-	-	22%	8%	-	-	9%	7%	-	2%	10%	9%	5%	6%
		**	**	**	**	**	**			**	*	*	*	*	**
Somewhat comfortable	20%	33%	20%	-	15%	-	-	24%	14%	21%	16%	22%	21%	18%	18%
		**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Somewhat uncomfortable	20%	33%	13%	22%	31%	25%	-	23%	18%	14%	28%	15%	21%	33%	12%
		**	**	**	**	**	**			**	BD*	*	*	BD*	**
Very uncomfortable	42%	33%	53%	33%	38%	50%	-	35%	48%	57%	48%	43%	43%	28%	35%
		**	**	**	**	**	**		AZ	**	BF*	*	*	*	**
Don't know	11%	-	13%	22%	8%	25%	-	9%	13%	7%	7%	10%	6%	18%	29%
		**	**	**	**	**	**			**	*	*	*	*	**
Net: Comfortable	27%	33%	20%	22%	23%	-	-	33%	20%	21%	17%	31%	30%	23%	24%
		**	**	**	**	**	**	BA	**	**	*	BC	*	*	**
Net: Not comfortable	62%	67%	67%	56%	69%	75%	-	58%	66%	71%	76%	58%	64%	60%	47%
		**	**	**	**	**	**			**	▲ BD*	*	*	*	**

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	5%	-	7%	-	15%	-	-	7%	4%	-	5%	6%	4%	5%	6%
		**	**	**	**	**	**			**	*	*	*	*	**
Somewhat comfortable	17%	33%	13%	11%	15%	-	-	23%	12%	7%	10%	17%	23%	25%	12%
		**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Somewhat uncomfortable	18%	-	-	44%	15%	25%	-	19%	18%	14%	19%	16%	19%	23%	24%
		**	**	**	**	**	**			**	*	*	*	*	**
Very uncomfortable	49%	67%	73%	33%	38%	50%	-	44%	54%	57%	60%	52%	47%	30%	35%
		**	**	**	**	**	**			**	BF*	BF	*	▼ **	**
Don't know	10%	-	7%	11%	15%	25%	-	8%	12%	21%	5%	10%	8%	18%	24%
		**	**	**	**	**	**			**	*	*	*	*	**
Net: Comfortable	23%	33%	20%	11%	31%	-	-	29%	16%	7%	16%	22%	26%	30%	18%
		**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Net: Not comfortable	67%	67%	73%	78%	54%	75%	-	63%	72%	71%	79%	68%	66%	53%	59%
		**	**	**	**	**	**			**	BF*	*	*	*	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	7%	6%*	5%	-	14%	25%	-	33%	-	6%	16%	-	-	25%
		*	**	**	BI*	**	**	**	**		▲ BP, BR*	*	**	**
Somewhat comfortable	20%	13%*	21%	50%	21%	25%	21%	-	-	15%	31%	33%	20%	25%
		*	**	**	*	**	**	**	**		BP*	BP*	**	**
Somewhat uncomfortable	20%	25%*	16%	13%	26%	25%	21%	33%	-	20%	18%	24%	-	25%
		*	**	**	*	**	**	**	**		*	*	**	**
Very uncomfortable	42%	44%*	44%	38%	35%	-	47%	33%	-	47%	29%	27%	40%	25%
		*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**
Don't know	11%	11%*	13%	-	4%	25%	11%	-	100%	11%	6%	15%	40%	-
		*	BK	**	**	**	**	**	**	**	*	*	**	**
Net: Comfortable	27%	19%*	26%	50%	35%	50%	21%	33%	-	21%	47%	33%	20%	50%
		*	**	**	BH*	**	**	**	**	**	▲ BP*	*	**	**
Net: Not comfortable	62%	70%*	60%	50%	61%	25%	68%	67%	-	68%	47%	52%	40%	50%
		*	**	**	*	**	**	**	**	BQ	▼ *	*	**	**

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	5%	6%*	1%	38%	9%	25%	-	17%	-	5%	10%	3%	-	-
		*	▼	**	BI*	**	**	**	**		*	*	**	**
Somewhat comfortable	17%	11%*	18%	-	26%	-	5%	50%	50%	15%	22%	27%	20%	25%
		*	**	**	BH*	**	**	**	**		*	*	**	**
Somewhat uncomfortable	18%	19%*	19%	25%	18%	-	26%	-	-	17%	20%	21%	-	50%
		*	**	**	*	**	**	**	**		*	*	**	**
Very uncomfortable	49%	59%*	48%	38%	44%	25%	58%	33%	-	55%	37%	33%	40%	25%
		*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**
Don't know	10%	5%*	15%	-	4%	50%	11%	-	50%	9%	10%	15%	40%	-
		*	BH, BK	**	**	**	**	**	**	**	*	*	**	**
Net: Comfortable	23%	17%*	19%	38%	35%	25%	5%	67%	50%	19%	33%	30%	20%	25%
		*	**	**	▲ BH, BI*	**	**	**	**	**	BP*	*	**	**
Net: Not comfortable	67%	78%*	66%	63%	61%	25%	84%	33%	-	72%	57%	55%	40%	75%
		*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	7%	19%	4%	5%	11%	46%	-	-	-	8%	4%	-
		▲ BV*		*	*	**	**	**	**	**	**	**
Somewhat comfortable	20%	33%	16%	22%	17%	15%	20%	100%	50%	17%	15%	29%
		▲ BV*		*	*	**	**	**	**	**	**	**
Somewhat uncomfortable	20%	32%	17%	24%	23%	23%	60%	-	17%	25%	17%	14%
		▲ BV*		*	*	**	**	**	**	**	**	**
Very uncomfortable	42%	13%	50%	37%	34%	8%	20%	-	25%	50%	53%	50%
		▼ **	BU	*	*	**	**	**	**	**	▲ BW, BX	**
Don't know	11%	3%	13%	12%	15%	8%	-	-	8%	-	11%	7%
		▼ **	BU	*	*	**	**	**	**	**	**	**
Net: Comfortable	27%	52%	20%	27%	28%	62%	20%	100%	50%	25%	19%	29%
		▲ BV*		*	*	**	**	**	**	**	**	**
Net: Not comfortable	62%	45%	67%	61%	56%	31%	80%	-	42%	75%	70%	64%
		▼ **	BU	*	*	**	**	**	**	**	**	**

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	5%	12%	3%	5%	6%	8%	20%	-	-	8%	3%	14%
		▲ BV*		*	*	**	**	**	**	**	**	**
Somewhat comfortable	17%	42%	10%	17%	17%	62%	20%	67%	33%	17%	11%	14%
		▲ BV*	▼	*	*	**	**	**	**	**	**	**
Somewhat uncomfortable	18%	23%	17%	17%	18%	15%	20%	33%	33%	25%	18%	14%
		*	*	*	*	**	**	**	**	**	**	**
Very uncomfortable	49%	20%	57%	53%	44%	15%	20%	-	33%	50%	57%	50%
		▼ **	BU	*	*	**	**	**	**	**	**	**
Don't know	10%	3%	12%	8%	15%	-	20%	-	-	-	12%	7%
		*	BU	*	*	**	**	**	**	**	**	**
Net: Comfortable	23%	54%	14%	22%	23%	69%	40%	67%	33%	25%	14%	29%
		▲ BV*	▼	*	*	**	**	**	**	**	**	**
Net: Not comfortable	67%	43%	74%	69%	62%	31%	40%	33%	67%	75%	74%	64%
		▼ **	BU	*	*	**	**	**	**	**	**	**

Global Witness
Tracking-based advertising

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Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswin-	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

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	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	7%	13% CJ*	13% CH.CJ*	4%	-	3% ▼ **	8%	-	6% *	9% *	4% *	-	3% *	23% CM.CN.CO.CP.C	8% **	-	-
Somewhat comfortable	20%	21% *	34% ▲ CH.CJ*	18%	23% **	10% ▼ *	20%	14% *	16% *	22% *	22% *	15% *	21% *	32% *	-	16% **	-
Somewhat uncomfortable	20%	23% *	19% *	18%	23% **	20% *	19%	31% *	24% *	17% *	20% *	15% *	24% *	18% *	29% **	16% **	-
Very uncomfortable	42%	35% *	28% ▼ *	48% CG	54% **	52% ▲ CG*	42%	40% *	35% *	41% *	45% CR*	58% CM.CR*	45% *	25% ▼ **	46% **	53% **	-
Don't know	11%	8% *	6% *	12% **	-	14% *	11%	14% *	20% CR*	10% *	8% *	12% *	6% *	2% **	17% **	16% **	-
Net: Comfortable	27%	33% CJ*	47% ▲ CH.CJ*	22%	23% **	13% ▼ *	29%	14% *	22% *	31% *	27% *	15% *	24% *	55% CM.CN.CO.CP.C	8% **	16% **	-
Net: Not comfortable	62%	58% *	47% ▼ *	65% CG	77% **	72% ▲ CG*	61%	71% *	59% *	59% *	65% CR*	73% CR*	70% CR*	43% ▼ *	75% **	68% **	-

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	5%	8% CH*	12% ▲ CH.CJ*	2%	-	3% *	6%	-	8% CO*	5% *	-	3% *	6% *	9% CO*	4% **	5% **	-
Somewhat comfortable	17%	21% *	35% ▲ CH.CJ*	12%	15% **	9% ▼ *	17%	20% *	12% *	16% *	18% *	12% *	12% *	43% CM.CN.CO.CP.C	4% **	11% **	-
Somewhat uncomfortable	18%	27% CJ*	16% *	19%	23% **	12% *	18%	17% *	16% *	21% *	24% CP*	6% *	24% CP*	18% *	25% **	5% **	-
Very uncomfortable	49%	38% *	32% ▼ *	57% ▲ CF.CG	62% **	60% ▲ CF.CG*	49%	46% *	45% *	48% CR*	53% CR*	64% CR*	48% *	27% ▼ **	54% **	68% **	-
Don't know	10%	6% *	4% *	12% **	-	15% CG*	9%	17% *	20% CO.CR*	10% *	4% *	15% CR*	9% *	2% **	13% **	11% **	-
Net: Comfortable	23%	29% CH.CJ*	47% ▲ CF.CH.CJ*	13% ▼ *	15% **	12% ▼ *	23%	20% *	20% *	21% *	18% *	15% *	18% *	52% CM.CN.CO.CP.C	8% **	16% **	-
Net: Not comfortable	67%	65% *	49% ▼ *	75% ▲ CG	85% **	72% CG*	68%	63% *	61% *	69% CR*	78% CR*	70% CR*	73% CR*	45% ▼ *	79% **	74% **	-

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	7%	9%	7%	7%	4%	-	9%	14%	14%	-	-	13%	10%	4%	8%
Somewhat comfortable	20%	20%	30%	15%	18%	10%	13%	14%	34%	8%	50%	28%	18%	16%	19%
Somewhat uncomfortable	20%	28%	16%	15%	13%	21%	19%	21%	28%	15%	20%	25%	27%	17%	15%
Very uncomfortable	42%	37%	30%	52%	49%	55%	44%	50%	17%	62%	20%	25%	37%	49%	48%
Don't know	11%	5%	16%	11%	16%	14%	16%	-	7%	15%	10%	9%	8%	14%	11%
Net: Comfortable	27%	29%	37%	22%	22%	10%	22%	29%	48%	8%	50%	41%	28%	20%	27%
Net: Not comfortable	62%	65%	47%	67%	76%	63%	71%	45%	77%	40%	50%	64%	66%	63%	

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	5%	5%	7%	4%	2%	-	9%	7%	10%	-	10%	3%	6%	4%	7%
Somewhat comfortable	17%	19%	23%	19%	11%	10%	9%	29%	31%	8%	10%	31%	22%	11%	15%
Somewhat uncomfortable	18%	25%	21%	15%	18%	17%	13%	7%	17%	8%	20%	28%	20%	17%	13%
Very uncomfortable	49%	47%	35%	56%	51%	62%	59%	57%	28%	62%	30%	28%	44%	55%	57%
Don't know	10%	4%	14%	7%	18%	10%	9%	-	14%	23%	30%	9%	8%	12%	8%
Net: Comfortable	23%	24%	30%	22%	13%	10%	19%	36%	41%	8%	20%	34%	28%	15%	21%
Net: Not comfortable	67%	72%	56%	70%	69%	79%	72%	64%	45%	69%	50%	56%	64%	72%	71%

Global Witness
Tracking-based advertising

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YouGov



Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	7%	8%	13% ▲ *	13% DW*	24% **	8% *	15% **	10% 20%	20% ▲ DO.DS.DU.DW.EE	6% *	22% **	12% *	20% **
Somewhat comfortable	20%	22% EG	23% EG*	21% *	43% **	22% *	38% **	20% 20%	35% ▲ DO.DQ.DU.DW.EE	14% *	11% **	24% *	20% **
Somewhat uncomfortable	20%	21% 17%	17% *	23% *	29% **	28% DY*	15% **	22% 22%	25% *	22% *	22% **	12% *	40% **
Very uncomfortable	42%	37% ▼ DV	36% DV*	33% ▼ DV*	5% **	34% DV*	15% **	35% DV	15% ▼ *	39% DV*	33% **	41% DV*	20% **
Don't know	11%	12% ED	11% *	11% *	- **	9% *	15% **	14% ED	5% *	19% ▲ DS.DV.ED*	11% **	12% *	- **
Net: Comfortable	27%	30% EG	36% ▲ DW.EG*	34% DW.EG*	67% **	29% *	54% **	30% EG	55% P.DQ.DS.DU.DW	20% *	33% **	35% EG*	40% **
Net: Not comfortable	62%	58% ▼ DV	53% ▼ *	55% *	33% **	62% DV*	31% **	57% DV	40% ▼ *	61% DV*	56% **	53% *	60% **

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	5%	6%	6% *	6% *	5% **	3% *	- **	6% 13%	13% ▲ DS.DY*	4% *	11% **	- *	- **
Somewhat comfortable	17%	20%	29% ▲ DO.DW.EE.EG	29% ▲ DO.DW.EG*	71% **	20% *	46% **	24% ▲ DW	48% Q.DS.DU.DW.DY	12% *	33% **	18% *	53% **
Somewhat uncomfortable	18%	17% EE	15% *	14% *	14% **	18% *	23% **	15% 15%	20% *	16% *	- **	12% *	20% **
Very uncomfortable	49%	46% DV	41% DV*	43% DV*	10% **	48% DV*	15% **	44% DV	18% ▼ *	52% DV*	44% **	56% DV*	27% **
Don't know	10%	12% DV.ED	9% *	9% *	- **	11% *	15% **	11% DV	3% *	16% DQ.DV.ED*	11% **	15% DV.ED*	- **
Net: Comfortable	23%	25% DW	34% DO.DW.DY.EE.EE	35% DO.DW.DY.EG	76% **	23% *	46% **	30% ▲ DW.EG	60% Q.DS.DU.DW.DY	16% *	44% **	18% *	53% **
Net: Not comfortable	67%	63% ▼ DV	56% ▼ DV*	56% ▼ DV*	24% **	66% DV*	38% **	59% ▼ DV	38% ▼ *	68% DQ.DV*	44% **	68% DV*	47% **

Global Witness
Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	7%	21%	-	17%	13%	7%	12%	5%	-	-	3%	16%	11%
		**	**	**	*		**	*	**	**	▼	▲ EJ*	EJ*
Somewhat comfortable	20%	32%	43%	17%	28%	24%	18%	8%	-	-	14%	31%	24%
		**	**	**	EG*	DW,EG	**	▼ *	**	**	▲ EJ*	*	*
Somewhat uncomfortable	20%	11%	43%	67%	31%	19%	6%	13%	-	25%	19%	22%	24%
		**	**	**	DP,DY*	**	**	*	**	**	*	*	*
Very uncomfortable	42%	32%	-	-	26%	35%	59%	68%	-	25%	52%	24%	31%
		**	**	**	▼ *	DV	**	Q,DS,DU,DV,DW	**	**	▲ EK,EL	▼ *	*
Don't know	11%	5%	14%	-	3%	14%	6%	8%	-	50%	13%	7%	9%
		**	**	**	*	ED	**	*	**	**	*	*	*
Net: Comfortable	27%	53%	43%	33%	41%	31%	29%	13%	-	-	16%	47%	35%
		**	**	**	▲ DW,EG*	DW,EG	**	▼ *	**	**	▼	▲ EJ*	EJ*
Net: Not comfortable	62%	42%	43%	67%	56%	55%	65%	80%	-	50%	70%	46%	56%
		**	**	**	*	▼	**	DQ,DU,DV,DW,I	**	**	EK,EL	▼ *	*

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	5%	5%	14%	-	13%	6%	6%	3%	-	-	3%	9%	6%
		**	**	**	▲ DS,DY*	**	**	*	**	**	*	EJ*	*
Somewhat comfortable	17%	37%	71%	67%	26%	19%	18%	10%	-	-	9%	32%	24%
		**	**	**	DW*	**	**	*	**	**	▼	▲ EJ*	EJ*
Somewhat uncomfortable	18%	21%	-	17%	23%	12%	-	15%	-	25%	15%	24%	22%
		**	**	**	EE*	▼	**	*	**	**	*	*	*
Very uncomfortable	49%	32%	-	17%	36%	50%	71%	68%	-	25%	61%	27%	39%
		**	**	**	DV*	DV,ED	**	O,DP,DQ,DU,DV	**	**	▲ EK,EL	▼ *	*
Don't know	10%	5%	14%	-	3%	13%	6%	5%	-	50%	12%	7%	9%
		**	**	**	*	DV,ED	**	*	**	**	*	*	*
Net: Comfortable	23%	42%	86%	67%	38%	25%	24%	13%	-	-	13%	42%	30%
		**	**	**	DS,DW,DY,EE,EG*	**	**	*	**	**	▼	▲ EJ*	EJ*
Net: Not comfortable	67%	53%	-	33%	59%	62%	71%	83%	-	50%	75%	51%	61%
		**	**	**	DV*	DV	**	.DP,DQ,DU,DV,I	**	**	EK,EL	▼ *	*

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
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

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	311	20	53	48	30	149	11	73	78	151
Very comfortable	7%	20%	25%	4%	3%	2%	-	23%	4%	13%
		**		*	*	▼			*	▲ EO.EQ.ET
Somewhat comfortable	20%	25%	32%	29%	20%	12%	9%	30%	26%	28%
		**	▲ EQ*	EQ*	*	▼	**	▲ EQ*	EQ*	▲ EQ
Somewhat uncomfortable	20%	50%	23%	29%	23%	12%	18%	30%	27%	28%
		**	*	EQ*	*	▼	**	▲ EN.EQ*	EQ*	▲ EQ
Very uncomfortable	42%	-	19%	35%	47%	58%	18%	14%	40%	27%
		**	▼ *	ES*	EN.ES.EU*	EN.EO.ES.ET.E	**	▼ *	EN.ES.EU*	▼ ES
Don't know	11%	5%	2%	2%	7%	15%	55%	3%	4%	3%
		**	▼ *	▼ *	*	EN.EO.ES.ET.E	**	▼ *	▼ *	▼
Net: Comfortable	27%	45%	57%	33%	23%	14%	9%	53%	29%	41%
		**	EO.EP.EQ.ET.E	EQ*	*	▼	**	EO.EP.EQ.ET.E	EQ*	▲ EP.EQ.ET
Net: Not comfortable	62%	50%	42%	65%	70%	70%	36%	44%	67%	56%
		**	▼ *	EN.ES*	EN.ES*	▲ EN.ES.EU	**	▼ *	EN.ES.EU*	▼ EN.ES

GL2_2. Who they voted for at the last election

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	5%	20%	13%	6%	-	1%	-	15%	4%	9%
		**	▲ EP.EQ.ET*	*	*	▼	**	▲ EP.EQ.ET.EU	*	▲ EP.EQ.ET
Somewhat comfortable	17%	35%	43%	23%	13%	5%	9%	41%	19%	30%
		**	EO.EP.EQ.ET.E	EQ*	*	▼	**	EO.EP.EQ.ET.E	EQ*	▲ EP.EQ.ET
Somewhat uncomfortable	18%	30%	21%	27%	13%	15%	9%	23%	22%	23%
		**	*	*	*	*	**	*	*	*
Very uncomfortable	49%	5%	23%	38%	70%	65%	27%	18%	50%	34%
		**	▼ *	ES*	EN.EO.ES.ET.E	EN.EO.ES.ET.E	**	▼ *	EN.EO.ES.EU*	▼ EN.ES
Don't know	10%	10%	-	6%	3%	13%	55%	3%	5%	4%
		**	▼ *	*	*	EN.ES.EU	**	▼ EN*	*	▼ EN
Net: Comfortable	23%	55%	57%	29%	13%	7%	9%	56%	23%	39%
		**	EO.EP.EQ.ET.E	EQ*	*	▼	**	EO.EP.EQ.ET.E	EQ*	▲ EP.EQ.ET
Net: Not comfortable	67%	35%	43%	65%	83%	80%	36%	41%	72%	57%
		**	▼ *	EN.ES*	▲ EN.ES.EU*	▲ EN.EO.ES.EU	**	▼ *	EN.ES.EU*	▼ EN.ES

Global Witness

Tracking-based advertising

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YouGov



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	311	201	110	9	48	61	60	133
Very comfortable	7%	8%	5%	-	17%	11%	-	5%
				**	▲ F.G*	F*	▼ *	
Somewhat comfortable	16%	18%	14%	11%	33%	26%	23%	3%
				**	▲ G*	G*	G*	▼
Somewhat uncomfortable	15%	14%	16%	56%	19%	25%	8%	9%
			**	*	F.G*	*		
Very uncomfortable	52%	51%	54%	33%	27%	28%	55%	72%
			**	▼ *	▼ *	D.E*		▲ D.E.F
Don't know	10%	9%	12%	-	4%	10%	13%	11%
			**	*	*	*		
Net: Comfortable	23%	26%	18%	11%	50%	38%	23%	8%
			**	▲ F.G*	▲ G*	G*		▼
Net: Not comfortable	67%	65%	70%	89%	46%	52%	63%	81%
			**	▼ *	▼ *	*		▲ D.E.F

GL2_4. Their religious views

Base: SMEs leaders	311	201	110	9	48	61	60	133
Very comfortable	6%	7%	3%	11%	4%	8%	10%	3%
			**	*	*	*	G*	
Somewhat comfortable	18%	19%	15%	22%	40%	30%	20%	4%
			**	▲ F.G*	▲ G*	G*		▼
Somewhat uncomfortable	18%	22%	12%	33%	31%	16%	17%	14%
		B	**	▲ G*	*	*		
Very uncomfortable	47%	42%	55%	22%	19%	36%	40%	66%
		A	**	▼ *	D*	D*		▲ D.E.F
Don't know	11%	9%	15%	11%	6%	10%	13%	13%
			**	*	*	*		
Net: Comfortable	24%	27%	18%	33%	44%	38%	30%	7%
			**	▲ G*	▲ G*	G*		▼
Net: Not comfortable	65%	64%	67%	56%	50%	52%	57%	80%
			**	▼ *	*	*		▲ D.E.F

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

GL2_3. Their sexual orientation

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	7%	50%	25%	11%	11%	-	12%	3%	4%	4%	21%	-	15%	-
		**	**	**	**	**	**	*	**	**	▲ Z.AD.AF*	*	**	▼ *
Somewhat comfortable	16%	-	25%	11%	22%	-	8%	21%	37%	33%	18%	18%	15%	4%
		**	**	**	**	**	**	AF*	**	**	AF*	AF*	**	▼ **
Somewhat uncomfortable	15%	50%	25%	16%	6%	32%	15%	18%	19%	15%	18%	15%	8%	5%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Very uncomfortable	52%	-	-	37%	61%	63%	54%	55%	37%	37%	36%	59%	62%	71%
		**	**	**	**	**	**	*	**	**	*	*	**	▲ AC*
Don't know	10%	-	25%	26%	-	5%	12%	3%	4%	11%	6%	9%	-	20%
		**	**	**	**	**	**	*	**	**	*	*	**	▲ Z*
Net: Comfortable	23%	50%	50%	21%	33%	-	19%	24%	41%	37%	39%	18%	31%	4%
		**	**	**	**	**	**	AF*	**	**	▲ AF*	AF*	**	▼ **
Net: Not comfortable	67%	50%	25%	53%	67%	95%	69%	73%	56%	52%	55%	74%	69%	77%
		**	**	**	**	**	**	*	**	**	*	*	**	AC*

GL2_4. Their religious views

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	6%	50%	25%	5%	11%	5%	4%	6%	7%	4%	9%	-	15%	2%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Somewhat comfortable	18%	-	-	16%	17%	11%	12%	30%	26%	26%	36%	18%	15%	2%
		**	**	**	**	**	**	AF*	**	**	▲ AF*	AF*	**	▼ **
Somewhat uncomfortable	18%	-	75%	11%	17%	32%	19%	30%	22%	22%	9%	18%	15%	9%
		**	**	**	**	**	**	AC.AF*	**	**	*	*	**	*
Very uncomfortable	47%	50%	-	42%	56%	42%	50%	27%	41%	37%	39%	50%	54%	68%
		**	**	**	**	**	**	▼ **	**	**	*	*	**	▲ Z.AC*
Don't know	11%	-	-	26%	-	11%	15%	6%	4%	11%	6%	15%	-	20%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Comfortable	24%	50%	25%	21%	28%	16%	15%	36%	33%	30%	45%	18%	31%	4%
		**	**	**	**	**	**	AF*	**	**	▲ AD.AF*	AF*	**	▼ **
Net: Not comfortable	65%	50%	75%	53%	72%	74%	69%	58%	63%	59%	48%	68%	69%	77%
		**	**	**	**	**	**	*	**	**	*	*	**	AC*

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	West/East		German state (Bundesland)											
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz	
	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	

GL2_3. Their sexual orientation

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	7%	5%	11%	-	9%	20%	-	-	-	-	-	5%	9%	10%
			AG*	*	*	▲ AI.AO*	**	**	**	**	**	**	*	**
Somewhat comfortable	16%	16%	17%	15%	15%	27%	-	17%	9%	19%	-	10%	17%	20%
			*	*	*	*	**	**	**	*	**	**	*	**
Somewhat uncomfortable	15%	15%	14%	3%	21%	14%	22%	33%	18%	22%	17%	14%	14%	10%
			*	AI*	*	*	**	**	**	AI*	**	**	*	**
Very uncomfortable	52%	54%	48%	70%	48%	36%	56%	33%	55%	53%	83%	48%	52%	60%
			*	AK*	*	*	**	**	**	*	**	**	*	**
Don't know	10%	10%	9%	12%	6%	2%	22%	17%	18%	6%	-	24%	9%	-
			*	*	*	*	**	**	**	*	**	**	*	**
Net: Comfortable	23%	21%	29%	15%	24%	48%	-	17%	9%	19%	-	14%	26%	30%
			*	*	*	▲ AI.AJ.AO.AR	**	**	**	*	**	**	*	**
Net: Not comfortable	67%	69%	62%	73%	70%	50%	78%	67%	73%	75%	100%	62%	66%	70%
			*	AK*	*	▼ *	**	**	**	AK*	**	**	*	**

GL2_4. Their religious views

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	6%	5%	8%	3%	3%	9%	-	17%	-	6%	-	5%	5%	-
			*	*	*	*	**	**	**	*	**	**	*	**
Somewhat comfortable	18%	16%	23%	6%	9%	34%	22%	33%	18%	25%	-	14%	21%	20%
			*	*	*	▲ AI.AJ*	**	**	**	AI*	**	**	*	**
Somewhat uncomfortable	18%	18%	20%	12%	18%	23%	-	17%	18%	17%	33%	19%	21%	10%
			*	*	*	*	**	**	**	*	**	**	*	**
Very uncomfortable	47%	49%	41%	64%	55%	32%	56%	17%	45%	44%	67%	33%	45%	70%
			*	AK*	AK*	*	**	**	**	*	**	**	*	**
Don't know	11%	13%	8%	15%	15%	2%	22%	17%	18%	8%	-	29%	9%	-
			*	AK*	AK*	*	**	**	**	*	**	**	*	**
Net: Comfortable	24%	21%	31%	9%	12%	43%	22%	50%	18%	31%	-	19%	26%	20%
			*	*	*	▲ AI.AJ*	**	**	**	AI*	**	**	*	**
Net: Not comfortable	65%	67%	61%	76%	73%	55%	56%	33%	64%	61%	100%	52%	66%	80%
			*	*	*	*	**	**	**	*	**	**	*	**

Global Witness
Tracking-based advertising

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Total							Household decision maker grocery shopping			How many people, including you, live in your household? (both children and adults)				
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

GL2_3. Their sexual orientation

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	7%	-	7%	-	8%	-	-	10%	4%	-	7%	7%	9%	3%	6%
		**	**	**	**	**	**	BA	*	*	*	*	*	*	**
Somewhat comfortable	16%	-	7%	22%	23%	-	-	19%	13%	14%	12%	15%	21%	20%	18%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat uncomfortable	15%	33%	-	22%	8%	25%	-	18%	11%	21%	14%	12%	19%	23%	12%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Very uncomfortable	52%	67%	73%	33%	46%	50%	-	46%	59%	57%	60%	57%	45%	38%	41%
		**	**	**	**	**	**	**	AZ	**	BF*	BF	*	*	**
Don't know	10%	-	13%	22%	15%	25%	-	8%	13%	7%	7%	9%	6%	18%	24%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Comfortable	23%	-	13%	22%	31%	-	-	29%	17%	14%	19%	22%	30%	23%	24%
		**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Net: Not comfortable	67%	100%	73%	56%	54%	75%	-	63%	70%	79%	74%	69%	64%	60%	53%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**

GL2_4. Their religious views

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	6%	-	13%	11%	15%	-	-	6%	6%	-	3%	6%	8%	5%	12%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat comfortable	18%	-	7%	22%	8%	-	-	20%	15%	21%	12%	19%	25%	13%	24%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat uncomfortable	18%	33%	7%	22%	23%	50%	-	24%	14%	-	24%	15%	19%	28%	6%
		**	**	**	**	**	**	BA	**	*	*	*	*	*	**
Very uncomfortable	47%	67%	67%	22%	46%	25%	-	41%	51%	64%	52%	51%	42%	35%	35%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Don't know	11%	-	7%	22%	8%	25%	-	9%	14%	14%	9%	10%	8%	20%	24%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Comfortable	24%	-	20%	33%	23%	-	-	26%	21%	21%	16%	24%	32%	18%	35%
		**	**	**	**	**	**	**	**	**	*	*	BC*	*	**
Net: Not comfortable	65%	100%	73%	44%	69%	75%	-	65%	65%	64%	76%	66%	60%	63%	41%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**

Global Witness
Tracking-based advertising

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YouGov



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

GL2_3. Their sexual orientation

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	7%	8%*	4%	25%**	9%*	-	5%**	33%**	-	6%**	10%*	9%*	-	-
Somewhat comfortable	16%	13%*	15%	38%**	25%*	-	16%**	17%**	-	12%**	27%* BP*	24%*	20%**	50%**
Somewhat uncomfortable	15%	14%*	15%	13%**	14%*	25%**	21%**	-	-	11%**	22%* BP*	24%* BP*	-	50%**
Very uncomfortable	52%	59%*	52%	25%**	51%*	50%**	47%**	50%**	-	61%* ▲ BQ, BR	35%* ▼ *	27%* ▼ *	40%**	-
Don't know	10%	6%*	14% BK	-	2% ▼ *	25%**	11%**	-	100%**	10%**	6%*	15%*	40%**	-
Net: Comfortable	23%	21%	19%	63%**	33%*	-	21%**	50%**	-	18%**	37%*	33%*	20%**	50%**
Net: Not comfortable	67%	73%*	68%	38%**	65%*	75%**	68%**	50%**	-	72%* BQ, BR	57%*	52%*	40%**	50%**

GL2_4. Their religious views

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	6%	8%*	5%	13%**	7%*	-	-	-	-	5%**	10%*	6%*	-	-
Somewhat comfortable	18%	13%*	15%	25%**	32%* ▲ BH, BI*	50%**	16%**	-	-	13%**	35%* ▲ BP*	21%*	40%**	25%**
Somewhat uncomfortable	18%	25%*	17%	25%**	12%*	25%**	21%**	33%**	-	16%**	24%*	27%*	-	25%**
Very uncomfortable	47%	46%*	47%	38%**	46%*	-	53%**	67%**	50%**	54%* BQ, BR	24%* ▼ *	33%*	20%**	50%**
Don't know	11%	8%*	16% BK	-	4%*	25%**	11%**	-	50%**	12%**	6%*	12%*	40%**	-
Net: Comfortable	24%	21%	21%	38%**	39%*	50%**	16%**	-	-	18%**	45%*	27%*	40%**	25%**
Net: Not comfortable	65%	71%*	64%	63%**	58%*	25%**	74%**	100%**	50%**	70%* BQ	49%* ▼ *	61%*	20%**	75%**

Global Witness
Tracking-based advertising

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Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

GL2_3. Their sexual orientation

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	7%	22%	2%	7%	8%	8%	20%	-	17%	8%	3%	14%
		▲ BV*	▼	*	*	**	**	**	**	**	**	**
Somewhat comfortable	16%	35%	11%	22%	15%	38%	-	67%	33%	17%	9%	21%
		▲ BV*		CD*	*	**	**	**	**	**	**	**
Somewhat uncomfortable	15%	23%	12%	17%	14%	31%	60%	33%	25%	-	13%	-
		BV*	*	*	*	**	**	**	**	**	**	**
Very uncomfortable	52%	19%	61%	46%	46%	15%	20%	-	25%	75%	64%	57%
		▼ *	▲ BU	*	*	**	**	**	**	**	▲ BW.BX	**
Don't know	10%	1%	12%	8%	15%	8%	-	-	-	-	11%	7%
		▼ *	BU	*	*	**	**	**	**	**	**	**
Net: Comfortable	23%	57%	14%	29%	24%	46%	20%	67%	50%	25%	13%	36%
		▲ BV*	▼	CD*	CD*	**	**	**	**	**	▼	**
Net: Not comfortable	67%	42%	74%	63%	61%	46%	80%	33%	50%	75%	77%	57%
		▼ *	BU	*	*	**	**	**	**	**	▲ BX	**

GL2_4. Their religious views

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	6%	12%	4%	3%	1%	31%	-	-	8%	17%	5%	14%
		BV*	*	*	*	**	**	**	**	**	**	**
Somewhat comfortable	18%	42%	11%	14%	23%	38%	60%	67%	50%	17%	9%	21%
		▲ BV*	▼	*	CD*	**	**	**	**	**	▼	**
Somewhat uncomfortable	18%	26%	16%	29%	20%	8%	40%	33%	33%	17%	13%	7%
		*	*	CD*	*	**	**	**	**	**	**	**
Very uncomfortable	47%	17%	55%	42%	41%	15%	-	-	8%	42%	62%	50%
		▼ *	BU	*	*	**	**	**	**	**	▲ BW.BX	**
Don't know	11%	3%	14%	12%	15%	8%	-	-	-	8%	12%	7%
		▼ *	BU	*	*	**	**	**	**	**	**	**
Net: Comfortable	24%	54%	15%	17%	24%	69%	60%	67%	58%	33%	14%	36%
		▲ BV*	▼	*	*	**	**	**	**	**	▼	**
Net: Not comfortable	65%	43%	71%	71%	61%	23%	40%	33%	42%	58%	74%	57%
		▼ *	BU	*	*	**	**	**	**	**	**	**

Global Witness
Tracking-based advertising

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YouGov



Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswig-Holstein	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

GL2_3. Their sexual orientation

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	7%	10%	15%	2%	-	5%	7%	6%	4%	9%	2%	-	9%	20%	-	5%	-
		CH*	▲ CH.CJ*	▼	**	*		*	*	*	*	*	*	▲ CM.CO.CP*	**	**	**
Somewhat comfortable	16%	25%	31%	12%	8%	7%	16%	20%	14%	17%	18%	15%	15%	27%	8%	5%	-
		CH.CJ*	▲ CH.CJ*	**	**	▼ **		*	*	*	*	*	*	*	**	**	**
Somewhat uncomfortable	15%	19%	16%	18%	31%	7%	15%	11%	16%	14%	20%	3%	21%	14%	21%	5%	-
		CJ*	*	CJ	**	▼ *		*	*	*	CP*	*	CP*	*	**	**	**
Very uncomfortable	52%	40%	34%	58%	62%	65%	53%	49%	47%	52%	55%	70%	48%	36%	54%	68%	-
		*	▼ *	CF.CG	**	▲ CF.CG*		*	*	*	*	CM.CR*	*	*	**	**	**
Don't know	10%	6%	4%	11%	-	15%	9%	14%	20%	9%	4%	12%	6%	2%	17%	16%	-
		*	*	*	**	▲ CG*		*	▲ CO.CR*	*	*	*	*	*	**	**	**
Net: Comfortable	23%	35%	46%	13%	8%	12%	23%	26%	18%	26%	20%	15%	24%	48%	8%	11%	-
		▲ CH.CJ*	▲ CH.CJ*	▼	**	▼ *		*	*	*	*	*	*	CM.CN.CO.CP.CQ.CR	**	**	**
Net: Not comfortable	67%	58%	50%	76%	92%	72%	68%	60%	63%	66%	76%	73%	70%	50%	75%	74%	-
		*	▼ *	▲ CF.CG	**	CG*		*	*	*	CR*	CR*	*	▼ *	**	**	**

GL2_4. Their religious views

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	6%	13%	9%	4%	-	3%	7%	-	8%	5%	4%	3%	3%	9%	4%	11%	-
		▲ CH.CJ*	*	**	**	*		*	*	*	*	*	*	*	**	**	**
Somewhat comfortable	18%	19%	38%	14%	15%	4%	17%	23%	16%	21%	22%	6%	9%	34%	17%	5%	-
		CJ*	▲ CF.CH.CJ*	CJ	**	▼ **		*	*	*	CP*	*	*	▲ CM.CP.CQ*	**	**	**
Somewhat uncomfortable	18%	17%	22%	20%	15%	15%	18%	20%	20%	21%	16%	12%	18%	23%	17%	16%	-
		*	*	**	**	*		*	*	*	*	*	*	*	**	**	**
Very uncomfortable	47%	46%	25%	50%	69%	60%	47%	40%	37%	45%	51%	64%	55%	32%	46%	58%	-
		CG*	▼ *	CG	**	▲ CG*		*	*	*	*	CM.CR*	CR*	*	**	**	**
Don't know	11%	6%	6%	12%	-	17%	11%	17%	20%	9%	6%	15%	15%	2%	17%	11%	-
		*	*	**	**	▲ CG*		*	CO.CR*	*	*	CR*	CR*	*	**	**	**
Net: Comfortable	24%	31%	47%	18%	15%	7%	24%	23%	24%	26%	27%	9%	12%	43%	21%	16%	-
		CH.CJ*	▲ CH.CJ*	CJ	**	▼ *		*	*	*	*	*	*	▲ CM.CP.CQ*	**	**	**
Net: Not comfortable	65%	63%	47%	71%	85%	76%	66%	60%	57%	66%	67%	76%	73%	55%	63%	74%	-
		*	▼ *	CG	**	▲ CG*		*	*	*	*	*	*	*	**	**	**

Global Witness
Tracking-based advertising

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Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

GL2_3. Their sexual orientation

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	7%	7%	16% ▲ *	4%	4%	-	9%	7%	7%	-	20%	16%	7%	4%	5%
Somewhat comfortable	16%	21%	16%	15%	9%	7%	16%	21%	31%	-	20%	25%	21%	9%	17%
Somewhat uncomfortable	15%	21%	12%	7%	13%	7%	9%	7%	31%	15%	20%	16%	19%	13%	11%
Very uncomfortable	52%	47%	42%	63%	58%	72%	53%	64%	24%	69%	30%	38%	46%	62%	55%
Don't know	10%	4%	14%	11%	16%	14%	13%	-	7%	15%	10%	6%	7%	12%	12%
Net: Comfortable	23%	28%	33%	19%	13%	7%	25%	29%	38%	-	40%	41%	28%	12%	23%
Net: Not comfortable	67%	68%	53%	70%	71%	79%	63%	71%	55%	85%	50%	53%	65%	75%	65%

GL2_4. Their religious views

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	6%	4%	9%	-	4%	-	13%	14%	10%	-	-	6%	4%	5%	9%
Somewhat comfortable	18%	20%	30%	19%	7%	3%	13%	14%	34%	15%	30%	41%	27%	9%	9%
Somewhat uncomfortable	18%	25%	14%	7%	18%	14%	22%	14%	24%	15%	40%	25%	19%	15%	16%
Very uncomfortable	47%	45%	30%	63%	51%	69%	47%	50%	24%	46%	20%	22%	39%	56%	56%
Don't know	11%	5%	16%	11%	20%	14%	6%	7%	7%	23%	10%	6%	10%	15%	9%
Net: Comfortable	24%	24%	40%	19%	11%	3%	25%	29%	45%	15%	30%	47%	31%	13%	19%
Net: Not comfortable	65%	71%	44%	70%	69%	83%	69%	64%	48%	62%	60%	47%	58%	71%	72%

Global Witness
Tracking-based advertising

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YouGov



Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

GL2_3. Their sexual orientation

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	7%	8%	10%	9%	24%	5%	8%	9%	20%	3%	-	3%	7%
			DW*	DW*	**	*	**	DW	Q,DS,DU,DW,DY	*	**	*	**
Somewhat comfortable	16%	18%	24%	21%	38%	22%	46%	17%	35%	13%	33%	24%	40%
		EG	▲ DU,DW,EG*	DW,EG*	**	EG*	**	▲ DO,DQ,DU,DW,EE	*	**	**	EG*	**
Somewhat uncomfortable	15%	13%	11%	19%	19%	17%	15%	18%	18%	12%	22%	-	27%
		DY	DY*	DY,EE*	**	DY*	**	DY,EE	DY*	DY*	**	▼ *	**
Very uncomfortable	52%	49%	43%	39%	19%	48%	15%	45%	25%	52%	33%	62%	27%
		DQ,DV	▼ DV*	▼ *	**	DV*	**	▼ DV	▼ *	DQ,DV*	**	DP,DQ,DU,DV*	**
Don't know	10%	12%	11%	13%	-	9%	15%	12%	3%	20%	11%	12%	-
		DV,ED	DV*	DV,ED*	**	*	**	DV,ED	*	DO,DS,DV,ED,E	**	*	**
Net: Comfortable	23%	25%	34%	30%	62%	26%	54%	26%	55%	16%	33%	26%	47%
		DW,EG	DO,DU,DW,EG	DW,EG*	**	EG*	**	EG	DQ,DS,DU,DW,I	*	**	EG*	**
Net: Not comfortable	67%	63%	54%	58%	38%	65%	31%	62%	43%	64%	56%	62%	53%
		▼ DP,DV	▼ *	▼ *	**	DV*	**	DV	▼ *	DV*	**	*	**

GL2_4. Their religious views

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	6%	6%	5%	6%	10%	8%	-	7%	10%	9%	-	6%	-
		*	*	*	**	*	**	*	*	*	**	*	**
Somewhat comfortable	18%	19%	25%	24%	52%	14%	46%	19%	45%	4%	56%	21%	33%
		DW	▲ DS,DW,EG*	DW*	**	DW*	**	DW	Q,DS,DU,DW,DY	▼ *	**	DW*	**
Somewhat uncomfortable	18%	19%	21%	19%	29%	25%	15%	22%	20%	22%	11%	9%	40%
		*	*	*	**	DY*	**	DY	*	*	**	*	**
Very uncomfortable	47%	42%	38%	40%	10%	42%	23%	37%	18%	48%	22%	53%	27%
		▼ DV	DV*	DV*	**	DV*	**	▼ DV	▼ *	DV*	**	DV,ED*	**
Don't know	11%	14%	11%	11%	-	12%	15%	14%	8%	17%	11%	12%	-
		*	*	*	**	*	**	*	*	*	**	*	**
Net: Comfortable	24%	25%	30%	30%	62%	22%	46%	26%	55%	13%	56%	26%	33%
		DW	DW,EG*	DW,EG*	**	*	**	DW	Q,DS,DU,DW,DY	▼ *	**	DW*	**
Net: Not comfortable	65%	61%	59%	59%	38%	66%	38%	59%	38%	70%	33%	62%	67%
		▼ DV	DV*	DV*	**	DV*	**	DV	▼ *	DQ,DV*	**	DV*	**

Global Witness
Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

GL2_3. Their sexual orientation

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	7%	16%	29%	-	15%	9%	12%	3%	-	-	5%	14%	4%
		**	**	**	▲ DS.DW.EG*	DW	**	*	**	**	*	EJ*	*
Somewhat comfortable	16%	37%	29%	83%	26%	19%	18%	5%	-	-	8%	27%	30%
		**	**	**	EG*	EG	**	▼ **	**	**	▼	▲ EJ*	▲ EJ*
Somewhat uncomfortable	15%	11%	14%	-	15%	10%	-	18%	-	25%	13%	18%	17%
		**	**	**	DY*	▼ DY	**	DY*	**	**	*	*	*
Very uncomfortable	52%	32%	-	17%	41%	49%	65%	70%	-	25%	62%	36%	41%
		**	**	**	*	DV	**	**	**	**	▲ EK.EL	▼ *	*
Don't know	10%	5%	29%	-	3%	13%	6%	5%	-	50%	12%	5%	9%
		**	**	**	*	DV.ED	**	*	**	**	*	*	*
Net: Comfortable	23%	53%	57%	83%	41%	28%	29%	8%	-	-	13%	41%	33%
		**	**	**	▲ DO.DU.DW.EG	DW.EG	**	▼ **	**	**	▼	▲ EJ*	EJ*
Net: Not comfortable	67%	42%	14%	17%	56%	59%	65%	88%	-	50%	75%	54%	57%
		**	**	**	*	▼ DV	**	Q.DS.DU.DV.DW	**	**	EK.EL	▼ *	*

GL2_4. Their religious views

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	6%	-	-	17%	8%	6%	6%	3%	-	-	4%	8%	9%
		**	**	**	*	**	**	*	**	**	*	*	*
Somewhat comfortable	18%	47%	43%	33%	26%	18%	18%	10%	-	-	10%	31%	26%
		**	**	**	DW*	DW	**	*	**	**	▼	▲ EJ*	EJ*
Somewhat uncomfortable	18%	21%	43%	50%	28%	19%	12%	10%	-	25%	15%	23%	22%
		**	**	**	DY.EG*	**	**	*	**	**	*	*	*
Very uncomfortable	47%	26%	-	-	31%	41%	59%	73%	-	25%	57%	30%	33%
		**	**	**	▼ **	DV	**	**	**	**	▲ EK.EL	▼ *	*
Don't know	11%	5%	14%	-	8%	16%	6%	5%	-	50%	13%	8%	9%
		**	**	**	*	▲	**	*	**	**	*	*	*
Net: Comfortable	24%	47%	43%	50%	33%	23%	24%	13%	-	-	14%	39%	35%
		**	**	**	DW.EG*	DW	**	*	**	**	▼	▲ EJ*	EJ*
Net: Not comfortable	65%	47%	43%	50%	59%	60%	71%	83%	-	50%	73%	53%	56%
		**	**	**	DV*	DV	**	**	**	**	EK.EL	*	*

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany 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	
	EM	EN	EO	EP	EQ	ER	ES	ET	EU	

GL2_3. Their sexual orientation

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151	
Very comfortable	7%	25% **	13% EQ*	6% *	7% *	3% *	3% ▼	- **	16% ▲ EQ*	6% *	11% ▲ EQ.ET
Somewhat comfortable	16%	35% **	42% EO. EP. EQ. ET. E	19% EQ*	13% *	6% *	- **	40% EO. EP. EQ. ET. E	17% EQ*	28% ▲ EP. EQ. ET	
Somewhat uncomfortable	15%	15% **	23% EQ*	25% ▲ EQ*	17% *	9% *	- **	21% EQ*	22% EQ*	21% ▲ EQ	
Very uncomfortable	52%	20% **	23% ▼ *	46% EN. ES*	60% EN. ES. EU*	68% EN. EO. ES. ET. E	45% **	22% ▼ *	51% EN. ES. EU*	37% ▼ EN. ES	
Don't know	10%	5% **	- ▼ *	4% *	3% *	14% ▲ EN. ES. ET. EU	55% **	1% ▼ EN*	4% ▼ *	3% ▼	
Net: Comfortable	23%	60% **	55% EO. EP. EQ. ET. E	25% EQ*	20% *	9% ▼	- **	56% EO. EP. EQ. ET. E	23% EQ*	39% ▲ EO. EP. EQ. ET	
Net: Not comfortable	67%	35% **	45% ▼ *	71% EN. ES. EU*	77% EN. ES. EU*	77% ▲ EN. ES. EU	45% **	42% ▼ *	73% EN. ES. EU*	58% ▼ EN. ES	

GL2_4. Their religious views

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151	
Very comfortable	6%	25% **	9% EQ*	8% EQ*	7% *	1% *	1% ▼	- **	14% ▲ EQ*	8% EQ*	11% ▲ EQ
Somewhat comfortable	18%	35% **	40% ▲ EP. EQ. ET. EU	25% EQ*	13% *	8% *	- **	38% ▲ EP. EQ. ET. EU	21% EQ*	29% ▲ EP. EQ. ET	
Somewhat uncomfortable	18%	25% **	25% EQ*	29% ▲ EQ*	27% EQ*	11% *	9% **	25% EQ*	28% ▲ EQ*	26% ▲ EQ	
Very uncomfortable	47%	5% **	23% ▼ *	35% ES*	50% EN. ES. EU*	64% EN. EO. ES. ET. E	36% **	18% ▼ *	41% EN. ES. EU*	30% ▼ ES	
Don't know	11%	10% **	4% ▼ *	2% ▼ *	3% *	15% EN. EO. ES. ET. E	55% **	5% *	3% ▼ *	4% ▼	
Net: Comfortable	24%	60% **	49% ▲ EP. EQ. ET*	33% EQ*	20% *	9% ▼	- **	52% EO. EP. EQ. ET. E	28% EQ*	40% ▲ EP. EQ. ET	
Net: Not comfortable	65%	30% **	47% ▼ *	65% ES*	77% EN. ES. EU*	75% ▲ EN. ES. EU	45% **	42% ▼ *	69% EN. ES. EU*	56% ▼ ES	

Global Witness
Tracking-based advertising

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YouGov



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)

	311	201	110	9	48	61	60	133
Base: SMEs leaders								
Very comfortable	9%	10%	5%	22% **	19% ▲ F.G*	11% *	5% *	5%
Somewhat comfortable	16%	16%	16%	22% **	33% ▲ G*	21% G*	18% G*	7% ▼
Somewhat uncomfortable	20%	22%	15%	44% **	27% G*	26% G*	15% *	14%
Very uncomfortable	46%	43%	52%	11% **	17% ▼ **	28% ▼ *	52% D.E*	65% ▲ D.E
Don't know	9%	8%	11%	- **	4% *	13% *	10% *	10%
Net: Comfortable	25%	27%	22%	44% **	52% ▲ E.F.G*	33% G*	23% G*	11% ▼
Net: Not comfortable	66%	65%	67%	56% **	44% ▼ *	54% *	67% D*	79% ▲ D.E

GL2_6. Information about their health

	311	201	110	9	48	61	60	133
Base: SMEs leaders								
Very comfortable	5%	7% B	1%	11% **	10% G*	8% *	2% *	3%
Somewhat comfortable	19%	20%	18%	- **	35% ▲ G*	26% G*	20% *	11% ▼
Somewhat uncomfortable	18%	18%	17%	67% **	27% G*	21% G*	15% *	11%
Very uncomfortable	47%	45%	50%	11% **	19% ▼ **	33% ▼ *	52% D.E*	63% ▲ D.E
Don't know	11%	10%	14%	11% **	8% *	11% *	12% *	12%
Net: Comfortable	24%	27%	19%	11% **	46% ▲ F.G*	34% G*	22% *	14% ▼
Net: Not comfortable	64%	63%	67%	78% **	46% ▼ *	54% *	67% D*	74% D.E

Global Witness
Tracking-based advertising

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YouGov



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	9%	50% **	25% **	5% **	6% **	5% **	15% **	6% **	15% **	15% **	15% AF*	3% *	15% **	- ▼*
Somewhat comfortable	16%	50% **	- **	16% **	11% **	26% **	19% **	27% AD,AF*	22% **	22% **	24% AD,AF*	6% *	23% **	2% ▼*
Somewhat uncomfortable	20%	- **	50% **	21% **	28% **	16% **	15% **	33% AF*	15% **	15% **	24% *	18% *	31% **	11% *
Very uncomfortable	46%	- **	25% **	32% **	56% **	47% **	38% **	33% *	44% **	37% **	33% *	65% ▲ Z.AC*	31% **	66% ▲ Z.AC*
Don't know	9%	- **	- **	26% **	- **	5% **	12% **	- **	4% **	11% **	3% *	9% *	- **	21% ▲ Z.AC*
Net: Comfortable	25%	100% **	25% **	21% **	17% **	32% **	35% **	33% AD,AF*	37% **	37% **	39% AD,AF*	9% ▼*	38% **	2% ▼*
Net: Not comfortable	66%	- **	75% **	53% **	83% **	63% **	54% **	67% *	59% **	52% **	58% *	82% ▲ AC*	62% **	77% *

GL2_6. Information about their health

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	5%	- **	- **	11% **	11% **	11% **	8% **	- **	4% **	4% **	15% ▲ Z.AD,AF*	- **	8% **	- *
Somewhat comfortable	19%	50% **	- **	16% **	17% **	11% **	23% **	27% AF*	41% **	30% **	24% AF*	15% *	8% **	5% ▼*
Somewhat uncomfortable	18%	- **	25% **	11% **	22% **	26% **	15% **	39% ▲ AD,AF*	15% **	19% **	18% *	15% *	8% **	9% *
Very uncomfortable	47%	- **	75% **	37% **	44% **	47% **	38% **	33% *	37% **	41% **	36% *	59% Z*	62% **	64% ▲ Z.AC*
Don't know	11%	50% **	- **	26% **	6% **	5% **	15% **	- ▼*	4% **	7% **	6% *	12% Z*	15% **	21% ▲ Z*
Net: Comfortable	24%	50% **	- **	26% **	28% **	21% **	31% **	27% AF*	44% **	33% **	39% AD,AF*	15% *	15% **	5% ▼*
Net: Not comfortable	64%	- **	100% **	47% **	67% **	74% **	54% **	73% *	52% **	59% **	55% *	74% *	69% **	73% *

Global Witness
Tracking-based advertising

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YouGov



Total	West/East		German state (Bundesland)										
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	9%	7%	13%*	3%*	15%*	18% ▲ AI*	11% **	-	-	6%*	-	5% **	9%*	-
Somewhat comfortable	16%	16%	17%*	18%*	6%*	27% AJ*	11% **	50% **	9% **	17%*	-	14% **	14%*	30% **
Somewhat uncomfortable	20%	20%	20%*	18%*	21%*	23%*	-	-	18% **	28%*	50% **	14% **	21%*	10% **
Very uncomfortable	46%	47%	43%*	52%*	52%*	30% ▼ *	56% **	33% **	55% **	44%*	50% **	43% **	47%*	60% **
Don't know	9%	10%	8%*	9%*	6%*	2%*	22% **	17% **	18% **	6%*	-	24% **	10%*	-
Net: Comfortable	25%	23%	30% *	21% *	21% *	45% ▲ AI,AJ,AO,AR	22% **	50% **	9% **	22% *	- **	19% **	22% *	30% **
Net: Not comfortable	66%	67%	62% *	70% *	73% *	52% ▼ *	56% **	33% **	73% **	72% *	100% **	57% **	67% *	70% **

GL2_6. Information about their health

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	5%	4%	7%*	-	6%*	11% AI*	11% **	17% **	-	3%*	-	5% **	7%*	-
Somewhat comfortable	19%	19%	20%*	21%*	21%*	30%*	-	50% **	9% **	25%*	-	10% **	14%*	20% **
Somewhat uncomfortable	18%	17%	21%*	15%*	12%*	20%*	11% **	-	9% **	19%*	33% **	10% **	22%*	10% **
Very uncomfortable	47%	48%	44%*	52%*	48%*	34%*	44% **	-	55% **	44%*	67% **	52% **	48%*	70% **
Don't know	11%	12%	9%*	12%*	12%*	5%*	33% **	33% **	27% **	8%*	-	24% **	9%*	-
Net: Comfortable	24%	24%	26% *	21% *	27% *	41% ▲ AR*	11% **	67% **	9% **	28% *	- **	14% **	21% *	20% **
Net: Not comfortable	64%	64%	64% *	67% *	61% *	55% ▼ *	56% **	- **	64% **	64% *	100% **	62% **	71% *	80% **

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total							Household decision maker grocery shopping			How many people, including you, live in your household? (both children and adults)				
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	9%	-	13%	-	15%	-	-	10%	7%	14%	5%	8%	11%	15%	6%
Somewhat comfortable	16%	33%	-	22%	23%	-	-	21%	13%	-	22%	13%	23%	10%	18%
Somewhat uncomfortable	20%	-	7%	33%	23%	-	-	19%	20%	14%	22%	17%	19%	23%	24%
Very uncomfortable	46%	67%	73%	22%	31%	75%	-	43%	48%	64%	45%	52%	42%	38%	29%
Don't know	9%	-	7%	22%	8%	25%	-	8%	12%	7%	5%	9%	6%	15%	24%
Net: Comfortable	25%	33%	13%	22%	38%	-	-	31%	20%	14%	28%	21%	34%	25%	24%
Net: Not comfortable	66%	67%	80%	56%	54%	75%	-	62%	69%	79%	67%	70%	60%	60%	53%

GL2_6. Information about their health

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	5%	-	-	-	8%	-	-	7%	4%	-	2%	8%	2%	5%	-
Somewhat comfortable	19%	-	13%	22%	31%	-	-	21%	17%	21%	12%	21%	28%	15%	12%
Somewhat uncomfortable	18%	67%	7%	33%	15%	50%	-	22%	14%	7%	26%	10%	17%	28%	29%
Very uncomfortable	47%	33%	73%	33%	38%	25%	-	41%	52%	57%	50%	50%	47%	35%	29%
Don't know	11%	-	7%	11%	8%	25%	-	9%	14%	14%	10%	10%	6%	18%	29%
Net: Comfortable	24%	-	13%	22%	38%	-	-	28%	20%	21%	14%	29%	30%	20%	12%
Net: Not comfortable	64%	100%	80%	67%	54%	75%	-	63%	66%	64%	76%	61%	64%	63%	59%

Global Witness
Tracking-based advertising

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YouGov



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	9%	8%	7%	13%	16%	25%	-	17%	-	7%	14%	15%	-	-
	*	*	*	**	BI*	**	**	**	**	*	*	*	**	**
Somewhat comfortable	16%	16%	15%	-	19%	25%	21%	33%	-	15%	27%	12%	20%	25%
	*	*	**	**	*	**	**	**	**	*	BP*	*	**	**
Somewhat uncomfortable	20%	22%	17%	38%	21%	-	26%	-	50%	19%	20%	24%	-	50%
	*	**	**	**	**	**	**	**	**	*	*	*	**	**
Very uncomfortable	46%	46%	48%	50%	42%	25%	47%	50%	-	52%	33%	30%	40%	25%
	*	*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**
Don't know	9%	8%	13%	-	2%	25%	5%	-	50%	8%	6%	18%	40%	-
	*	*	BK	**	*	**	**	**	**	*	*	*	**	**
Net: Comfortable	25%	24%	22%	13%	35%	50%	21%	50%	-	21%	41%	27%	20%	25%
	*	*	**	**	*	**	**	**	**	*	▲ BP*	*	**	**
Net: Not comfortable	66%	68%	65%	88%	63%	25%	74%	50%	50%	70%	53%	55%	40%	75%
	*	*	**	**	*	**	**	**	**	BQ	*	*	**	**

GL2_6. Information about their health

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	5%	6%	4%	-	11%	-	-	-	-	6%	4%	3%	-	-
	*	*	*	**	*	**	**	**	**	*	*	*	**	**
Somewhat comfortable	19%	13%	21%	25%	26%	25%	5%	33%	-	16%	29%	27%	20%	-
	*	*	**	**	*	**	**	**	**	*	BP*	*	**	**
Somewhat uncomfortable	18%	21%	13%	13%	19%	50%	37%	-	50%	15%	22%	27%	-	75%
	*	**	**	**	**	**	**	**	**	*	*	*	**	**
Very uncomfortable	47%	51%	46%	63%	40%	-	53%	67%	-	52%	37%	30%	40%	25%
	*	*	**	**	*	**	**	**	**	BR	*	*	**	**
Don't know	11%	10%	16%	-	4%	25%	5%	-	50%	11%	8%	12%	40%	-
	*	*	BK	**	*	**	**	**	**	*	*	*	**	**
Net: Comfortable	24%	19%	25%	25%	37%	25%	5%	33%	-	22%	33%	30%	20%	-
	*	*	**	**	BH*	**	**	**	**	*	*	*	**	**
Net: Not comfortable	64%	71%	60%	75%	60%	50%	89%	67%	50%	66%	59%	58%	40%	100%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**

Global Witness
Tracking-based advertising

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Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	9%	22% ▲ BV*	5%	12% CD*	13% CD*	15% **	- **	- **	25% **	8% **	3% **	7% **
Somewhat comfortable	16%	33% ▲ BV*	12%	19% *	13% *	46% **	20% **	33% **	33% **	8% **	12% **	29% **
Somewhat uncomfortable	20%	23% *	19%	17% *	20% *	23% **	40% **	67% **	33% **	25% **	18% **	7% **
Very uncomfortable	46%	20% ▼ **	53% BU	44% *	41% *	15% **	20% **	- **	8% **	58% **	58% ▲ BX	43% **
Don't know	9%	1% ▼ **	12% BU	8% *	14% *	- **	20% **	- **	- **	- **	9% **	14% **
Net: Comfortable	25%	55% ▲ BV*	17% ▼	31% CD*	25% *	62% **	20% **	33% **	58% **	17% **	15% ▼	36% **
Net: Not comfortable	66%	43% ▼ **	72% BU	61% *	61% *	38% **	60% **	67% **	42% **	83% **	76% ▲ BW,BX	50% **

GL2_6. Information about their health

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	5%	14% ▲ BV*	2%	2% *	8% *	23% **	- **	- **	17% **	8% **	3% **	- **
Somewhat comfortable	19%	33% ▲ BV*	15%	22% *	18% *	38% **	80% **	33% **	25% **	17% **	14% **	14% **
Somewhat uncomfortable	18%	32% ▲ BV*	14%	20% *	18% *	23% **	20% **	33% **	50% **	8% **	13% **	14% **
Very uncomfortable	47%	14% ▼ **	56% ▲ BU	44% *	39% *	15% **	- **	33% **	8% **	50% **	58% ▲ BX	64% **
Don't know	11%	6% *	13% **	12% *	15% *	- **	- **	- **	- **	17% **	12% **	7% **
Net: Comfortable	24%	48% ▲ BV*	18% *	24% *	27% *	62% **	80% **	33% **	42% **	25% **	17% **	14% **
Net: Not comfortable	64%	46% ▼ **	69% BU	64% *	58% *	38% **	20% **	67% **	58% **	58% **	72% **	79% **

Global Witness
Tracking-based advertising

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Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswin-	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

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

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	9%	15% CH.CJ*	16% ▲ CH.CJ*	4% ▼	8% **	4% ▼ *	9%	6% *	6% *	9% *	4% *	3% *	15% *	18% ▲ CO.CP*	4% **	11% **	- **
Somewhat comfortable	16%	17% *	31% ▲ CH.CJ*	14% **	- **	9% ▼ *	17%	9% *	20% *	14% *	20% *	18% *	6% *	27% CQ*	13% **	- **	- **
Somewhat uncomfortable	20%	25% *	19% *	21% **	31% **	14% *	19%	23% *	16% *	21% *	22% *	18% *	21% *	23% *	25% **	5% **	- **
Very uncomfortable	46%	38% *	31% ▼ *	50% CG	62% **	58% ▲ CF.CG*	46%	46% *	41% *	47% *	49% *	52% *	52% *	30% ▼ **	42% **	74% **	- **
Don't know	9%	6% *	3% ▼ *	11% CG	- **	14% CG*	8%	17% *	18% CO.CR*	10% *	4% *	9% *	6% *	2% **	17% **	11% **	- **
Net: Comfortable	25%	31% CJ*	47% ▲ CH.CJ*	19% ▼	8% **	13% ▼ *	26%	14% *	25% *	22% *	24% *	21% *	21% *	45% CM.CN.CO.CP.CQ	17% **	11% **	- **
Net: Not comfortable	66%	63% *	50% ▼ *	71% CG	92% **	72% CG*	65%	69% *	57% *	67% *	71% *	70% *	73% *	52% *	67% **	79% **	- **

GL2_6. Information about their health

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	5%	4% *	12% ▲ CH*	2% ▼	- **	4% *	5%	3% *	6% *	7% *	2% *	- *	6% *	11% CP*	4% **	- **	- **
Somewhat comfortable	19%	25% CJ*	26% CJ*	18% **	23% **	11% ▼ *	19%	23% *	20% *	14% *	22% *	21% *	21% *	30% *	8% **	11% **	- **
Somewhat uncomfortable	18%	19% *	25% *	14% **	23% **	14% *	18%	14% *	10% *	22% *	20% *	15% *	12% *	20% *	25% **	16% **	- **
Very uncomfortable	47%	48% *	32% ▼ **	53% CG	54% **	53% CG*	47%	40% *	43% *	48% *	49% *	52% *	48% *	34% *	46% **	63% **	- **
Don't know	11%	4% *	4% ▼ *	13% CG	- **	17% ▲ CF.CG*	10%	20% *	22% CO.CR*	9% *	6% *	12% *	12% *	5% **	17% **	11% **	- **
Net: Comfortable	24%	29% *	38% ▲ CH.CJ*	19% ▼	23% **	15% ▼ *	24%	26% *	25% *	21% *	24% *	21% *	27% *	41% ▲ CN*	13% **	11% **	- **
Net: Not comfortable	64%	67% *	57% *	67% CG	77% **	67% *	66%	54% *	53% *	71% *	69% *	67% *	61% *	55% *	71% **	79% **	- **

Global Witness
Tracking-based advertising

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YouGov



Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	9%	8%	12%	4%	4%	3%	16%	7%	21%	-	-	16%	11%	6%	8%
Somewhat comfortable	16%	29% ▲ CY.DA*	16%	11%	11%	10%	3%	14%	28%	-	-	34% ▲ DG.DH*	17%	11%	17%
Somewhat uncomfortable	20%	13%	30%	22%	16%	14%	25%	21%	21%	15%	60%	16%	21%	16%	19%
Very uncomfortable	46%	44%	28% ▼ *	59%	53%	62%	50%	50%	21%	69%	30%	25% ▼ *	43%	54%	49%
Don't know	9%	5%	14%	4%	16%	10%	6%	7%	10%	15%	10%	9%	8%	12%	7%
Net: Comfortable	25%	37% ▲ CY*	28%	15%	16%	14%	19%	21%	48%	-	-	50% ▲ DG.DH.DI*	28%	17%	25%
Net: Not comfortable	66%	57%	58%	81%	69%	76%	75%	71%	41%	85%	90%	41% ▼ *	64% DF*	70% DF	68% DF*

GL2_6. Information about their health

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	5%	7%	9%	-	4%	-	6%	14%	3%	-	-	9%	3%	6%	5%
Somewhat comfortable	19%	19%	26%	11%	13%	10%	19%	21%	38%	15%	30%	22%	28%	12%	16%
Somewhat uncomfortable	18%	20%	19%	26%	16%	7%	9%	14%	31%	8%	30%	31%	20%	10%	17%
Very uncomfortable	47%	48%	30% ▼ *	59%	49%	62%	59%	50%	17%	54%	30%	28% ▼ *	37%	56%	55%
Don't know	11%	7%	16%	4%	18%	21%	6%	-	10%	23%	10%	9%	11%	15%	7%
Net: Comfortable	24%	25%	35%	11%	18%	10%	25%	36%	41%	15%	30%	31%	31% DH*	18%	21%
Net: Not comfortable	64%	68% CW*	49%	85%	64%	69%	69%	64%	48%	62%	60%	59%	57%	67%	72%

Global Witness
Tracking-based advertising

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Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	9%	10%	11% *	11% *	19% **	8% *	8% **	10%	23% ▲ DO, DP, DQ, DS, DU, DW, E	9% *	22% **	3% *	20% **
Somewhat comfortable	16%	19% EG	21% EG*	26% ▲ EG*	52% **	25% EG*	46% **	21% EG	40% DP, DS, DU, DW, E	17% EG*	33% **	24% EG*	47% **
Somewhat uncomfortable	20%	20%	24% DW*	20% *	19% **	22% *	15% **	22% DW	18% *	13% *	- **	12% *	13% **
Very uncomfortable	46%	40% ▼ DV	34% ▼ DV*	33% ▼ DV*	10% **	37% DV*	15% **	35% ▼ DV	18% ▼ *	45% DQ, DV*	22% **	50% DQ, DV, ED*	20% **
Don't know	9%	10%	9% *	10% *	- **	9% *	15% **	11% DV	3% *	16% ▲ DV, ED*	22% **	12% *	- **
Net: Comfortable	25%	30% ▲ EG	32% EG*	38% ▲ DW, EG*	71% **	32% EG*	54% **	31% ▲ EG	63% Q, DS, DU, DW, D	26% EG*	56% **	26% EG*	67% **
Net: Not comfortable	66%	60% ▼ DV	59% DV*	53% ▼ DV*	29% **	58% DV*	31% **	58% ▼ DV	35% ▼ *	58% DV*	22% **	62% DV*	33% **

GL2_6. Information about their health

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	5%	6%	▲ DW*	8% *	24% **	5% *	15% **	7% ▲ DO, DQ, DS, DU, DW, D	18% *	3% *	11% **	3% *	7% **
Somewhat comfortable	19%	21% EG	23% EG*	25% DW, EG*	43% **	23% EG*	38% **	26% ▲ DW, EG	30% DW, EG*	14% *	11% **	24% *	27% **
Somewhat uncomfortable	18%	16%	13% *	18% DW*	19% **	17% *	8% **	14% DY*	20% *	9% ▼ *	33% **	6% *	33% **
Very uncomfortable	47%	45% DV	43% DV*	40% *	10% **	42% *	23% **	39% ▼	28% ▼ *	52% DQ, DU, DV*	33% **	53% DV*	27% **
Don't know	11%	12%	11% *	10% *	5% **	14% *	15% **	14% *	5% *	22% DO, DP, DQ, DV, E	11% **	15% *	7% **
Net: Comfortable	24%	27% DW, EG	33% ▲ DW, EG*	33% DW, EG*	67% **	28% EG*	54% **	33% ▲ DW, EG	48% Q, DS, DU, DW, D	17% *	22% **	26% *	33% **
Net: Not comfortable	64%	61% DU	55% ▼ *	58% *	29% **	58% *	31% **	54% ▼	48% ▼ *	61% *	67% **	59% *	60% **

Global Witness
Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	9%	16% **	29% **	- **	18% ▲ DY.EE*	9%	6% **	5% *	- **	- **	4%	19% ▲ EJ*	9% *
Somewhat comfortable	16%	32% **	43% **	67% **	26% EG*	19%	18% **	3% ▼ *	- **	- **	12%	24% EJ*	20% *
Somewhat uncomfortable	20%	21% **	14% **	33% **	26% *	18%	12% **	13% **	- **	25% **	17%	20% *	26% *
Very uncomfortable	46%	26% **	- **	- **	28% ▼ **	43% DV.ED	59% **	75% Q.DS.DU.DV.DW	- **	25% **	55% EK.EL	32% ▼ *	35% *
Don't know	9%	5% **	14% **	- **	3% *	12% DV.ED	6% **	5% *	- **	50% **	11%	4% *	9% *
Net: Comfortable	25%	47% **	71% **	67% **	44% DO.DW.EE.EG	27% EG	24% **	8% ▼ *	- **	- **	16% ▼	43% ▲ EJ*	30% EJ*
Net: Not comfortable	66%	47% **	14% **	33% **	54% DV*	60% DV	71% **	88% Q.DS.DU.DV.DW	- **	50% **	72% EK	53% ▼ *	61% *

GL2_6. Information about their health

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	5%	11% **	29% **	- **	8% *	6%	12% **	3% *	- **	- **	3%	8% *	9% EJ*
Somewhat comfortable	19%	16% **	43% **	50% **	28% EG*	21%	6% **	8% ▼ *	- **	- **	12%	35% ▲ EJ*	22% *
Somewhat uncomfortable	18%	32% **	- **	17% **	13% *	15%	18% **	15% **	- **	25% **	14%	24% *	20% *
Very uncomfortable	47%	37% **	14% **	17% **	44% *	43%	59% **	65% DP.DQ.DS.DU.DV	- **	25% **	57% ▲ EK.EL	27% ▼ *	39% *
Don't know	11%	5% **	14% **	17% **	8% *	15%	6% **	10% *	- **	50% **	14% EK	5% *	9% *
Net: Comfortable	24%	26% **	71% **	50% **	36% DW.EG*	27% EG	18% **	10% ▼ *	- **	- **	15% ▼	43% ▲ EJ*	31% EJ*
Net: Not comfortable	64%	68% **	14% **	33% **	56% *	58% *	76% **	80% DQ.DS.DU.DV.L	- **	50% **	71% EK	51% ▼ *	59% *

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany 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
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

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

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	9%	40%	21%	8%	7%	1%	-	26%	8%	17%
	**		▲ EQ.ET*	EQ*	*	▼	**	EO.EP.EQ.ET.E	EQ*	▲ EQ.ET
Somewhat comfortable	16%	30%	26%	29%	13%	8%	9%	27%	23%	25%
	**		▲ EQ*	▲ EQ*	*	▼	**	▲ EQ*	EQ*	▲ EQ
Somewhat uncomfortable	20%	20%	28%	33%	20%	12%	18%	26%	28%	27%
	**		EQ*	▲ EQ*	*	▼	**	EQ*	▲ EQ*	▲ EQ
Very uncomfortable	46%	5%	23%	27%	53%	66%	18%	18%	37%	28%
	**		▼ *	▼ *	EN.EO.ES.ET.EU	EN.EO.ES.ET.E	**	▼ *	EO.ES.EU*	▼ ES
Don't know	9%	5%	2%	2%	7%	12%	55%	3%	4%	3%
	**		▼ *	▼ *	*	EN.EO.ES.ET.EU	**	▼ *	▼ *	▼
Net: Comfortable	25%	70%	47%	38%	20%	9%	9%	53%	31%	42%
	**		▲ EP.EQ*	▲ EQ*	*	▼	**	▲ EP.EQ.ET.EU	EQ*	▲ EP.EQ.ET
Net: Not comfortable	66%	25%	51%	60%	73%	79%	36%	44%	65%	55%
	**		▼ *	*	EN.ES.EU*	EN.EO.ES.ET.E	**	▼ *	ES.EU*	▼ ES

GL2_6. Information about their health

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	5%	20%	9%	8%	-	1%	9%	12%	5%	9%
	**		EQ*	EQ*	-	▼	**	▲ EP.EQ*	*	▲ EP.EQ
Somewhat comfortable	19%	35%	36%	29%	23%	9%	-	36%	27%	31%
	**		▲ EQ*	EQ*	EQ*	▼	**	▲ EQ*	EQ*	▲ EQ
Somewhat uncomfortable	18%	20%	25%	29%	30%	10%	-	23%	29%	26%
	**		EQ*	▲ EQ*	EQ*	▼	**	EQ*	▲ EQ*	▲ EQ
Very uncomfortable	47%	15%	25%	29%	47%	65%	36%	22%	36%	29%
	**		▼ *	▼ *	EN.ES.EU*	EN.EO.ES.ET.E	**	▼ *	▼ *	▼
Don't know	11%	10%	6%	4%	-	15%	55%	7%	3%	5%
	**		*	*	▼ *	EP.ET.EU	**	*	▼ *	▼
Net: Comfortable	24%	55%	45%	38%	23%	10%	9%	48%	32%	40%
	**		▲ EQ*	▲ EQ*	EQ*	▼	**	▲ EP.EQ.ET*	EQ*	▲ EP.EQ.ET
Net: Not comfortable	64%	35%	49%	58%	77%	75%	36%	45%	65%	56%
	**		▼ *	*	EN.ES.EU*	▲ EN.EO.ES.EU	**	▼ *	ES.EU*	▼ ES

Global Witness
Tracking-based advertising

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YouGov



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	311	201	110	9	48	61	60	133
Very comfortable	8%	8%	6%	22%	19%	11%	3%	3%
				**	▲ F.G*	G*	*	*
Somewhat comfortable	19%	19%	19%	22%	29%	18%	25%	14%
				**	G*	*	*	*
Somewhat uncomfortable	22%	26%	15%	33%	25%	23%	28%	17%
		B	**	*	*	*	*	*
Very uncomfortable	41%	36%	50%	22%	21%	36%	33%	55%
		A	**	**	▼ **	*	*	▲ D.E.F
Don't know	10%	10%	9%	-	6%	11%	10%	11%
		**	**	**	*	*	*	*
Net: Comfortable	27%	28%	25%	44%	48%	30%	28%	17%
			**	**	▲ F.G*	G*	*	▼
Net: Not comfortable	63%	62%	65%	56%	46%	59%	62%	72%
			**	**	▼ *	*	*	D

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

Base: SMEs leaders	311	201	110	9	48	61	60	133
Very comfortable	8%	10%	5%	33%	15%	15%	2%	4%
			**	**	F.G*	F.G*	*	*
Somewhat comfortable	21%	22%	18%	22%	42%	23%	25%	10%
			**	**	▲ E.G*	G*	G*	▼
Somewhat uncomfortable	23%	23%	21%	44%	23%	28%	22%	19%
			**	**	*	*	*	*
Very uncomfortable	39%	35%	46%	-	17%	23%	42%	56%
		A	**	**	▼ **	▼ **	D.E*	▲ D.E
Don't know	10%	10%	10%	-	4%	11%	10%	12%
		**	**	**	*	*	*	*
Net: Comfortable	29%	32%	23%	56%	56%	38%	27%	14%
			**	**	▲ F.G*	G*	G*	▼
Net: Not comfortable	61%	58%	67%	44%	40%	51%	63%	74%
			**	**	▼ *	*	D*	▲ D.E

Global Witness
Tracking-based advertising

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Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	8%	-	-	5%	6%	5%	4%	12%	19%	4%	18%	3%	23%	-
	**	**	**	**	**	**	**	AF*	**	**	▲ AD,AF*	*	**	▼ *
Somewhat comfortable	19%	50%	25%	11%	17%	5%	23%	27%	30%	30%	24%	15%	31%	7%
	**	**	**	**	**	**	**	AF*	**	**	*	*	**	▼ *
Somewhat uncomfortable	22%	-	25%	21%	39%	32%	31%	21%	15%	33%	24%	12%	15%	16%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Very uncomfortable	41%	50%	50%	26%	39%	53%	27%	30%	33%	26%	30%	62%	31%	61%
	**	**	**	**	**	**	**	*	**	**	*	▲ Z.AC*	**	▲ Z.AC*
Don't know	10%	-	-	37%	-	5%	15%	9%	4%	7%	3%	9%	-	16%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Comfortable	27%	50%	25%	16%	22%	11%	27%	39%	48%	33%	42%	18%	54%	7%
	**	**	**	**	**	**	**	AF*	**	**	AD,AF*	*	**	▼ *
Net: Not comfortable	63%	50%	75%	47%	78%	84%	58%	52%	48%	59%	55%	74%	46%	77%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ Z.AC*

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

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	8%	50%	-	16%	6%	5%	15%	6%	11%	7%	15%	6%	8%	-
	**	**	**	**	**	**	**	*	**	**	AF*	*	**	▼ *
Somewhat comfortable	21%	-	25%	16%	28%	21%	15%	36%	30%	22%	24%	9%	31%	11%
	**	**	**	**	**	**	**	▲ AD,AF*	**	**	*	*	**	*
Somewhat uncomfortable	23%	50%	50%	5%	28%	26%	27%	30%	26%	37%	24%	21%	15%	9%
	**	**	**	**	**	**	**	AF*	**	**	*	*	**	▼ *
Very uncomfortable	39%	-	25%	32%	39%	42%	27%	21%	30%	26%	33%	56%	46%	61%
	**	**	**	**	**	**	**	▼ *	**	**	*	Z*	**	▲ Z.AC*
Don't know	10%	-	-	32%	-	5%	15%	6%	4%	7%	3%	9%	-	20%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ AC*
Net: Comfortable	29%	50%	25%	32%	33%	26%	31%	42%	41%	30%	39%	15%	38%	11%
	**	**	**	**	**	**	**	AD,AF*	**	**	AD,AF*	*	**	▼ *
Net: Not comfortable	61%	50%	75%	37%	67%	68%	54%	52%	56%	63%	58%	76%	62%	70%
	**	**	**	**	**	**	**	*	**	**	*	Z*	**	*

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	West/East		German state (Bundesland)											
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz	
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	8%	7%	9%	9%	9%	16%	-	-	-	-	-	5%	12%	10%
			*	*	*	AO*	**	**	**	**	**	**	AO*	**
Somewhat comfortable	19%	19%	20%	15%	18%	27%	11%	33%	9%	28%	17%	24%	14%	20%
			*	*	*	*	**	**	**	*	**	**	*	**
Somewhat uncomfortable	22%	21%	24%	21%	21%	18%	22%	33%	27%	28%	17%	14%	19%	10%
			*	*	*	*	**	**	**	*	**	**	*	**
Very uncomfortable	41%	42%	39%	45%	45%	34%	44%	17%	45%	33%	67%	38%	45%	60%
			*	*	*	*	**	**	**	*	**	**	*	**
Don't know	10%	11%	8%	9%	6%	5%	22%	17%	18%	11%	-	19%	10%	-
			*	*	*	*	**	**	**	*	**	**	*	**
Net: Comfortable	27%	26%	29%	24%	27%	43%	11%	33%	9%	28%	17%	29%	26%	30%
			*	*	*	▲*	**	**	**	*	**	**	*	**
Net: Not comfortable	63%	63%	63%	67%	67%	52%	67%	50%	73%	61%	83%	52%	64%	70%
			*	*	*	*	**	**	**	*	**	**	*	**

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	8%	7%	10%	3%	12%	16%	-	17%	9%	-	-	10%	10%	-
			*	*	AO*	AO*	**	**	**	*	**	**	AO*	**
Somewhat comfortable	21%	21%	21%	21%	24%	34%	11%	50%	9%	22%	-	10%	19%	20%
			*	*	*	▲*	**	**	**	*	**	**	*	**
Somewhat uncomfortable	23%	21%	28%	18%	12%	23%	33%	-	9%	39%	33%	24%	17%	30%
			*	*	*	*	**	**	**	▲ AJ.AR*	**	**	*	**
Very uncomfortable	39%	41%	34%	45%	45%	25%	33%	17%	55%	31%	67%	33%	43%	50%
			*	*	*	*	**	**	**	*	**	**	*	**
Don't know	10%	11%	7%	12%	6%	2%	22%	17%	18%	8%	-	24%	10%	-
			*	*	*	*	**	**	**	*	**	**	*	**
Net: Comfortable	29%	28%	31%	24%	36%	50%	11%	67%	18%	22%	-	19%	29%	20%
			*	*	*	▲ AI.AO.AR*	**	**	**	*	**	**	*	**
Net: Not comfortable	61%	61%	62%	64%	58%	48%	67%	17%	64%	69%	100%	57%	60%	80%
			*	*	*	*	**	**	**	*	**	**	*	**

Global Witness
Tracking-based advertising

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Total	Household decision maker grocery shopping						How many people, including you, live in your household? (both children and adults)							
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	8%	-	-	11%	8%	-	-	11%	4%	7%	3%	8%	9%	10%	6%
	**	**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Somewhat comfortable	19%	-	7%	11%	31%	25%	-	23%	16%	14%	21%	15%	32%	10%	29%
	**	**	**	**	**	**	**	**	**	**	*	*	▲ BD.BF*	*	**
Somewhat uncomfortable	22%	67%	33%	56%	15%	-	-	22%	23%	14%	28%	22%	19%	25%	12%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Very uncomfortable	41%	33%	53%	11%	31%	50%	-	36%	45%	57%	40%	46%	32%	40%	29%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Don't know	10%	-	7%	11%	15%	25%	-	8%	12%	7%	9%	8%	8%	15%	24%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Comfortable	27%	-	7%	22%	38%	25%	-	34%	20%	21%	24%	24%	42%	20%	35%
	**	**	**	**	**	**	**	BA	**	**	*	*	▲ BD.BF*	*	**
Net: Not comfortable	63%	100%	87%	67%	46%	50%	-	58%	68%	71%	67%	68%	51%	65%	41%
	**	**	**	**	**	**	**	**	**	**	*	BE	*	*	**

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	8%	-	7%	11%	8%	-	-	11%	5%	7%	5%	10%	8%	8%	6%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat comfortable	21%	33%	-	22%	23%	-	-	26%	15%	21%	21%	17%	30%	20%	18%
	**	**	**	**	**	**	**	BA	**	**	*	*	*	*	**
Somewhat uncomfortable	23%	33%	20%	44%	15%	50%	-	24%	23%	7%	24%	19%	25%	30%	24%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Very uncomfortable	39%	33%	67%	11%	38%	25%	-	32%	45%	57%	40%	45%	32%	28%	29%
	**	**	**	**	**	**	**	**	**	**	*	BF	*	*	**
Don't know	10%	-	7%	11%	15%	25%	-	8%	12%	7%	10%	8%	6%	15%	24%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Comfortable	29%	33%	7%	33%	31%	-	-	36%	20%	29%	26%	27%	38%	28%	24%
	**	**	**	**	**	**	**	BA	▼	**	*	*	*	*	**
Net: Not comfortable	61%	67%	87%	56%	54%	75%	-	56%	68%	64%	64%	64%	57%	58%	53%
	**	**	**	**	**	**	**	**	AZ	**	*	*	*	*	**

Global Witness
Tracking-based advertising

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YouGov



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	8%	8%	7%	-	14%	-	-	17%	-	7%	10%	6%	-	25%
	*	**	**	**	**	**	**	**	**	**	**	**	**	**
Somewhat comfortable	19%	13%	18%	38%	28%	-	26%	17%	-	18%	29%	12%	20%	25%
	*	*	**	**	BH*	**	**	**	**	*	*	*	**	**
Somewhat uncomfortable	22%	30%	19%	13%	23%	25%	26%	17%	-	22%	22%	24%	-	25%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Very uncomfortable	41%	43%	43%	38%	33%	25%	37%	50%	50%	44%	29%	42%	40%	25%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Don't know	10%	6%	13%	13%	2%	50%	11%	-	50%	9%	10%	15%	40%	-
	*	*	BK	**	▼ *	**	**	**	**	*	*	*	**	**
Net: Comfortable	27%	21%	25%	38%	42%	-	26%	33%	-	25%	39%	18%	20%	50%
	*	*	**	**	▲ BH, BI*	**	**	**	**	*	*	*	**	**
Net: Not comfortable	63%	73%	62%	50%	56%	50%	63%	67%	50%	66%	51%	67%	40%	50%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	8%	8%	7%	13%	14%	-	-	17%	-	7%	10%	12%	-	-
	*	**	**	**	*	**	**	**	**	**	**	*	**	**
Somewhat comfortable	21%	22%	17%	25%	28%	-	21%	33%	-	17%	37%	18%	20%	25%
	*	*	**	**	*	**	**	**	**	*	▲ BP*	*	**	**
Somewhat uncomfortable	23%	24%	23%	13%	25%	50%	21%	-	-	22%	20%	30%	-	50%
	*	*	**	**	*	**	**	**	**	*	*	*	**	**
Very uncomfortable	39%	38%	40%	50%	32%	25%	42%	50%	50%	44%	27%	24%	40%	25%
	*	*	**	**	*	**	**	**	**	BQ, BR	*	*	**	**
Don't know	10%	8%	13%	-	2%	25%	16%	-	50%	10%	6%	15%	40%	-
	*	*	BK	**	▼ *	**	**	**	**	*	*	*	**	**
Net: Comfortable	29%	30%	24%	38%	42%	-	21%	50%	-	25%	47%	30%	20%	25%
	*	*	**	**	▲ BI*	**	**	**	**	*	▲ BP*	*	**	**
Net: Not comfortable	61%	62%	63%	63%	56%	75%	63%	50%	50%	66%	47%	55%	40%	75%
	*	*	**	**	*	**	**	**	**	BQ	*	*	**	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	8%	22% ▲ BV*	4%	12% CD*	8%	23% **	-	33% **	17% **	8% **	3% ▼	7% **
Somewhat comfortable	19%	30% ▲ BV*	16%	20% *	23% *	31% **	40% **	-	25% **	17% **	17% **	7% **
Somewhat uncomfortable	22%	28% *	21%	15% *	21% *	15% **	20% **	67% **	50% **	33% **	23% **	21% **
Very uncomfortable	41%	19% ▼ **	47% BU	42% *	35% *	31% **	40% **	-	8% **	33% **	48% **	43% **
Don't know	10%	1% ▼ **	12% BU	10% *	13% *	-	-	-	-	8% **	10% **	21% **
Net: Comfortable	27%	52% ▲ BV*	20%	32% *	31% *	54% **	40% **	33% **	42% **	25% **	19%	14% **
Net: Not comfortable	63%	46% ▼ **	68% BU	58% *	56% *	46% **	60% **	67% **	58% **	67% **	71% BX	64% **

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	8%	22% ▲ BV*	4%	10% *	7% *	15% **	20% **	33% **	33% **	8% **	3% **	7% **
Somewhat comfortable	21%	29% *	18%	19% *	18% *	31% **	40% **	67% **	25% **	33% **	18% **	21% **
Somewhat uncomfortable	23%	33% BV*	20%	17% *	31% *	38% **	20% **	-	42% **	8% **	19% **	21% **
Very uncomfortable	39%	14% ▼ **	46% BU	44% *	30% *	15% **	20% **	-	-	33% **	49% **	43% **
Don't know	10%	1% ▼ **	12% BU	10% *	14% *	-	-	-	-	17% **	10% **	7% **
Net: Comfortable	29%	51% ▲ BV*	22%	29% *	25% *	46% **	60% **	100% **	58% **	42% **	22%	29% **
Net: Not comfortable	61%	48% ▼ **	65% BU	61% *	61% *	54% **	40% **	- **	42% **	42% **	68%	64% **

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswin-	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	8%	8%	13%	9%	-	4%	8%	6%	4%	12%	2%	9%	9%	16%	4%	-	-
		*	CJ*		**	*		*	*	*	*	*	*	CM.CO*	**	**	**
Somewhat comfortable	19%	25%	26%	15%	23%	14%	20%	17%	24%	14%	24%	15%	18%	27%	13%	11%	-
		*	CH*		**	*		*	*	*	*	*	*	*	**	**	**
Somewhat uncomfortable	22%	27%	29%	19%	31%	16%	22%	23%	20%	19%	27%	21%	21%	18%	33%	26%	-
		*	CJ*		**	*		*	*	*	*	*	*	**	**	**	**
Very uncomfortable	41%	35%	26%	46%	38%	51%	41%	37%	35%	45%	39%	45%	45%	34%	38%	53%	-
		*	▼*	CG	**	▲CG*		*	*	*	*	*	*	*	**	**	**
Don't know	10%	4%	4%	12%	8%	14%	9%	17%	18%	10%	8%	9%	6%	5%	13%	11%	-
		*	*	**	**	CG*		*	CR*	*	*	*	*	*	**	**	**
Net: Comfortable	27%	33%	40%	24%	23%	18%	28%	23%	27%	26%	27%	24%	27%	43%	17%	11%	-
		CJ*	▲CH.CJ*		**	▼*		*	*	*	*	*	*	▲*	**	**	**
Net: Not comfortable	63%	63%	56%	65%	69%	67%	63%	60%	55%	64%	65%	67%	67%	52%	71%	79%	-
		*	*	**	**	*		*	*	*	*	*	*	*	**	**	**

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	8%	15%	16%	4%	-	4%	8%	11%	10%	10%	-	3%	12%	16%	4%	5%	-
		CH.CJ*	▲CH.CJ*	▼	**	*		*	CO*	CO*	▼*	*	CO*	CO*	**	**	**
Somewhat comfortable	21%	29%	31%	17%	8%	14%	21%	17%	18%	19%	22%	21%	24%	34%	13%	-	-
		CJ*	▲CH.CJ*		**	*		*	*	*	*	*	*	▲*	**	**	**
Somewhat uncomfortable	23%	17%	25%	27%	54%	16%	23%	20%	16%	17%	37%	18%	12%	23%	38%	26%	-
		*	*	**	**	*		*	*	*	▲CM.CN.CQ*	*	*	*	**	**	**
Very uncomfortable	39%	35%	24%	42%	31%	50%	40%	31%	37%	43%	35%	45%	45%	25%	33%	58%	-
		*	▼*	CG	**	▲CG*		*	*	*	*	*	*	*	**	**	**
Don't know	10%	4%	4%	11%	8%	15%	9%	20%	20%	10%	6%	12%	6%	2%	13%	11%	-
		*	*	**	**	▲CG*		CK*	▲CO.CR*	*	*	*	*	*	**	**	**
Net: Comfortable	29%	44%	47%	20%	8%	18%	29%	29%	27%	29%	22%	24%	36%	50%	17%	5%	-
		▲CH.CJ*	▲CH.CJ*	▼	**	▼*		*	*	*	*	*	*	▲CM.CN.CO.CF	**	**	**
Net: Not comfortable	61%	52%	49%	69%	85%	66%	63%	51%	53%	60%	71%	64%	58%	48%	71%	84%	-
		*	▼*	▲CF.CG	**	CG*		*	*	*	CR*	*	*	*	**	**	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Voting behaviour 2017										Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong	
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	8%	9%	7%	4%	9%	3%	6%	14%	14%	-	-	19%	6%	5%	11%
Somewhat comfortable	19%	23%	28%	11%	20%	7%	16%	21%	24%	15%	-	19%	22%	22%	15%
Somewhat uncomfortable	22%	20%	21%	22%	22%	28%	22%	21%	28%	8%	40%	28%	26%	16%	21%
Very uncomfortable	41%	43%	28%	52%	33%	48%	53%	43%	24%	62%	40%	25%	38%	46%	43%
Don't know	10%	5%	16%	11%	16%	14%	3%	-	10%	15%	20%	9%	7%	11%	11%
Net: Comfortable	27%	32%	35%	15%	29%	10%	22%	36%	38%	15%	-	38%	28%	27%	25%
Net: Not comfortable	63%	63%	49%	74%	56%	76%	75%	64%	52%	69%	80%	53%	65%	62%	64%

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	8%	5%	7%	7%	7%	3%	16%	7%	17%	-	-	13%	8%	6%	11%
Somewhat comfortable	21%	25%	19%	11%	24%	14%	13%	21%	38%	8%	50%	28%	28%	12%	15%
Somewhat uncomfortable	23%	24%	37%	11%	20%	21%	19%	21%	24%	8%	20%	31%	22%	23%	19%
Very uncomfortable	39%	40%	23%	59%	33%	48%	47%	50%	14%	62%	20%	22%	33%	47%	45%
Don't know	10%	5%	14%	11%	16%	14%	6%	-	7%	23%	10%	6%	8%	12%	11%
Net: Comfortable	29%	31%	26%	19%	31%	17%	28%	29%	55%	8%	50%	41%	37%	18%	25%
Net: Not comfortable	61%	64%	60%	70%	53%	69%	66%	71%	38%	69%	40%	53%	55%	70%	64%

Global Witness
Tracking-based advertising

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Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	8%	9%	15%	15%	29%	14%	38%	13%	35%	9%	22%	12%	20%
		EG	▲ DO.EG*	▲ EG*	**	EG*	**	▲ EG	DQ.DS.DU.DW.I	*	**	EG*	**
Somewhat comfortable	19%	22%	21%	20%	29%	23%	15%	22%	25%	20%	22%	24%	33%
		*	*	*	**	*	**	*	*	*	**	*	**
Somewhat uncomfortable	22%	20%	23%	24%	29%	18%	23%	19%	15%	17%	11%	9%	27%
		DY*	DY*	DY*	**	*	**	*	*	*	**	▼ *	**
Very uncomfortable	41%	37%	32%	33%	14%	35%	8%	36%	20%	39%	33%	44%	20%
		DV	*	*	**	DV*	**	DV	▼ *	DV*	**	DV*	**
Don't know	10%	11%	9%	9%	-	9%	15%	10%	5%	14%	11%	12%	-
		*	*	*	**	*	**	*	*	*	**	*	**
Net: Comfortable	27%	31%	36%	35%	57%	37%	54%	35%	60%	29%	44%	35%	53%
		▲ EG	▲ EG*	EG*	**	▲ EG*	**	▲ EG	Q.DS.DU.DW.DI	EG*	**	EG*	**
Net: Not comfortable	63%	58%	55%	56%	43%	54%	31%	55%	35%	57%	44%	53%	47%
		▼ DV	DV*	DV*	**	DV*	**	▼ DV	▼ *	DV*	**	*	**

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	8%	9%	14%	15%	19%	14%	15%	10%	25%	7%	22%	9%	20%
		*	▲ *	▲ DO.DW.EG*	**	*	**	▲ DO.DU.DW.DY.EE	*	*	**	*	**
Somewhat comfortable	21%	21%	25%	25%	43%	25%	46%	26%	35%	16%	33%	24%	33%
		*	*	DW*	**	*	**	▲ DO.DW.EG*	*	*	**	*	**
Somewhat uncomfortable	23%	25%	26%	23%	29%	17%	15%	26%	20%	17%	22%	9%	40%
		DY.EG	DY.EG*	DY*	**	*	**	DY.EG	*	*	**	▼ *	**
Very uncomfortable	39%	34%	24%	29%	10%	34%	8%	29%	18%	43%	11%	47%	7%
		▼ DP.DV	▼ *	▼ *	**	DV*	**	▼ *	▼ *	DQ.DU.DV.ED.EE	**	DQ.DU.DV.ED.EE	**
Don't know	10%	11%	10%	9%	-	11%	15%	10%	3%	16%	11%	12%	-
		DV	*	*	**	*	**	*	*	DQ.DV.ED*	**	*	**
Net: Comfortable	29%	30%	39%	40%	62%	38%	62%	35%	60%	23%	56%	32%	53%
			▲ DO.DW.EG*	▲ DO.DW.EG*	**	DW.EG*	**	▲ DW.EG	DQ.DS.DU.DW.I	*	**	*	**
Net: Not comfortable	61%	59%	51%	51%	38%	51%	23%	54%	38%	61%	33%	56%	47%
		DV.ED	▼ *	▼ *	**	*	**	▼ DV	▼ *	DV*	**	*	**

Global Witness
Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	8%	21%	43%	33%	23%	11%	24%	-	-	-	4%	14%	11%
		**	**	**	DO.DW.EE.EG	EG	**	▼	**	**	**	EJ*	*
Somewhat comfortable	19%	11%	14%	17%	13%	21%	12%	10%	-	-	15%	30%	20%
		**	**	**	*	*	**	*	**	**	**	▲ EJ*	*
Somewhat uncomfortable	22%	32%	14%	50%	23%	20%	24%	20%	-	25%	23%	22%	20%
		**	**	**	*	*	**	**	**	**	*	*	*
Very uncomfortable	41%	26%	14%	-	33%	35%	35%	65%	-	25%	45%	31%	39%
		**	**	**	*	DV	**	DQ.DS.DU.DV.D	**	**	EK	*	*
Don't know	10%	11%	14%	-	8%	13%	6%	5%	-	50%	13%	4%	9%
		**	**	**	*	*	**	*	**	**	EK	*	*
Net: Comfortable	27%	32%	57%	50%	36%	32%	35%	10%	-	-	19%	43%	31%
		**	**	**	EG*	EG	**	▼	**	**	▼	▲ EJ*	*
Net: Not comfortable	63%	58%	29%	50%	56%	55%	59%	85%	-	50%	68%	53%	59%
		**	**	**	DV*	▼ DV	**	Q.DS.DU.DV.DV	**	**	EK	*	*

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	8%	26%	14%	17%	13%	9%	24%	3%	-	-	5%	14%	9%
		**	**	**	*	*	**	*	**	**	**	EJ*	*
Somewhat comfortable	21%	26%	57%	50%	41%	27%	12%	13%	-	-	16%	24%	31%
		**	**	**	P.DQ.DS.DU.DW	▲ DO.DW	**	*	**	**	*	*	EJ*
Somewhat uncomfortable	23%	21%	14%	33%	21%	24%	18%	10%	-	25%	21%	31%	17%
		**	**	**	*	DY	**	▼	**	**	*	*	*
Very uncomfortable	39%	21%	-	-	23%	28%	41%	68%	-	25%	45%	27%	33%
		**	**	**	▼	▼	**	DQ.DS.DU.DV.D	**	**	EK	*	*
Don't know	10%	5%	14%	-	3%	12%	6%	8%	-	50%	13%	4%	9%
		**	**	**	*	DV.ED	**	*	**	**	EK	*	*
Net: Comfortable	29%	53%	71%	67%	54%	35%	35%	15%	-	-	21%	38%	41%
		**	**	**	DO.DU.DW.EE.E	▲ DW.EG	**	▼	**	**	**	EJ*	EJ*
Net: Not comfortable	61%	42%	14%	33%	44%	52%	59%	78%	-	50%	66%	58%	50%
		**	**	**	▼	▼	**	IP.DQ.DS.DU.DV	**	**	EL	*	*

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
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

GL2.7. Personal data that they've shared with the social media company (e.g. name and phone number)

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	8%	25% **	21% ▲ EP.EQ.ET*	10% EQ*	3%	1%	-	22% ▲ EP.EQ.ET.EU	8% EQ*	15% ▲ EP.EQ.ET
Somewhat comfortable	19%	55% **	28% EQ*	25% EQ*	20% *	10% ▼	9% **	36% ▲ EN.EQ*	23% EQ*	29% ▲ EQ
Somewhat uncomfortable	22%	15% **	28% *	33% ▲ EQ*	27% *	17% ▼	18% **	25% *	31% ▲ EQ*	28% ▲ EQ
Very uncomfortable	41%	5% **	21% ▼ *	25% ▼ *	50% N.EO.ES.ET.EU	58% EN.EO.ES.ET.E	18% **	16% ▼ *	35% EO.ES.EU*	26% ▼ ES
Don't know	10%	- **	2% ▼ *	6% *	- ▼ *	14% EN.EP.ES.ET.E	55% **	1% ▼ *	4% ▼ *	3% ▼
Net: Comfortable	27%	80% **	49% ▲ EP.EQ.ET*	35% EQ*	23% *	11% ▼	9% **	58% N.EO.EP.EQ.ET	31% EQ*	44% ▲ EP.EQ.ET
Net: Not comfortable	63%	20% **	49% ▼ ES*	58% *	77% EN.ES.EU*	75% ▲ EN.EO.ES.EU	36% **	41% ▼ *	65% ES.EU*	54% ▼ ES

GL2.8. Personal data the social media company collects based on their behaviour on the platform (e.g. videos watched)

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	8%	40% **	21% ▲ EP.EQ.ET*	8% EQ*	-	1%	-	26% EO.EP.EQ.ET.E	5% *	15% ▲ EP.EQ.ET
Somewhat comfortable	21%	20% **	36% ▲ EQ*	33% ▲ EQ*	30% EQ*	10% ▼	9% **	32% ▲ EQ*	32% ▲ EQ*	32% ▲ EQ
Somewhat uncomfortable	23%	35% **	28% *	29% *	23% *	18% *	- **	30% EQ*	27% *	28% ▲ EQ
Very uncomfortable	39%	- **	13% ▼ *	25% ▼ ES*	47% EN.ES.EU*	56% EN.EO.ES.ET.E	36% **	10% ▼ *	33% EN.EO.ES.EU*	22% ▼ ES
Don't know	10%	5% **	2% ▼ *	4% *	- ▼ *	14% EN.EP.ES.ET.E	55% **	3% ▼ *	3% ▼ *	3% ▼
Net: Comfortable	29%	60% **	57% ▲ EP.EQ.ET*	42% ▲ EQ*	30% EQ*	11% ▼	9% **	58% ▲ EP.EQ.ET.EU	37% EQ*	47% ▲ EP.EQ.ET
Net: Not comfortable	61%	35% **	42% ▼ *	54% *	70% EN.ES.EU*	75% EN.EO.ES.ET.E	36% **	40% ▼ *	60% EN.ES.EU*	50% ▼ ES

Global Witness
Tracking-based advertising

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YouGov



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	311	201	110	9	48	61	60	133
Very comfortable	7%	7%	6%	33% **	13% F.G*	10% *	2% *	4%
Somewhat comfortable	22%	23%	19%	33% **	44% ▲ F.G*	30% G*	17% *	12%
Somewhat uncomfortable	22%	23%	19%	11% **	19% *	25% *	33% G*	17%
Very uncomfortable	38%	35%	44%	22% **	19% ▼ *	23% ▼ *	37% D*	54% ▲ D.E.F
Don't know	11%	11%	12%	- **	6% *	13% *	12% *	13%
Net: Comfortable	29%	30%	25%	67% **	56% ▲ F.G*	39% F.G*	18% *	16% ▼
Net: Not comfortable	60%	59%	63%	33% **	38% ▼ *	48% *	70% D.E*	71% ▲ D.E

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

Base: SMEs leaders	311	201	110	9	48	61	60	133
Very comfortable	8%	9%	5%	33% **	15% F.G*	11% G*	3% *	4%
Somewhat comfortable	18%	20%	15%	11% **	29% G*	25% G*	23% G*	9% ▼
Somewhat uncomfortable	22%	21%	22%	22% **	21% *	31% G*	23% *	17%
Very uncomfortable	41%	37%	47%	22% **	29% *	20% ▼ *	40% E*	56% ▲ D.E.F
Don't know	12%	12%	12%	11% **	6% *	13% *	10% *	14%
Net: Comfortable	26%	29% B	19%	44% **	44% ▲ G*	36% G*	27% G*	13% ▼
Net: Not comfortable	62%	59%	69%	44% **	50% *	51% *	63% *	73% ▲ D.E

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	7%	50%	-	16%	6%	5%	15%	3%	15%	4%	12%	-	8%	-
	**	**	**	**	**	**	**	*	**	**	AD,AF*	*	**	▼
Somewhat comfortable	22%	-	-	-	22%	21%	19%	42%	26%	30%	33%	18%	23%	11%
	**	**	**	**	**	**	**	▲ AD,AF*	**	**	AF*	*	**	*
Somewhat uncomfortable	22%	50%	75%	21%	28%	32%	19%	21%	26%	30%	15%	21%	15%	14%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*
Very uncomfortable	38%	-	25%	32%	44%	37%	31%	27%	30%	26%	33%	50%	54%	54%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ Z*
Don't know	11%	-	-	32%	-	5%	15%	6%	4%	11%	6%	12%	-	21%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲
Net: Comfortable	29%	50%	-	16%	28%	26%	35%	45%	41%	33%	45%	18%	31%	11%
	**	**	**	**	**	**	**	▲ AD,AF*	**	**	▲ AD,AF*	*	**	▼
Net: Not comfortable	60%	50%	100%	53%	72%	68%	50%	48%	56%	56%	48%	71%	69%	68%
	**	**	**	**	**	**	**	*	**	**	*	*	**	*

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

Base: SMEs leaders	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Very comfortable	8%	-	-	5%	6%	11%	12%	3%	15%	11%	21%	-	15%	-
	**	**	**	**	**	**	**	*	**	**	▲ Z,AD,AF*	*	**	▼
Somewhat comfortable	18%	100%	-	5%	17%	21%	8%	30%	37%	22%	27%	15%	15%	4%
	**	**	**	**	**	**	**	AF*	**	**	AF*	*	**	▼
Somewhat uncomfortable	22%	-	75%	21%	22%	32%	35%	30%	15%	33%	15%	26%	8%	5%
	**	**	**	**	**	**	**	AF*	**	**	*	AF*	**	▼
Very uncomfortable	41%	-	25%	37%	50%	32%	31%	24%	30%	26%	33%	44%	62%	70%
	**	**	**	**	**	**	**	*	**	**	*	*	**	▲ Z,AC,AD*
Don't know	12%	-	-	32%	6%	5%	15%	12%	4%	7%	3%	15%	-	21%
	**	**	**	**	**	**	**	**	**	**	*	*	**	AC*
Net: Comfortable	26%	100%	-	11%	22%	32%	19%	33%	52%	33%	48%	15%	31%	4%
	**	**	**	**	**	**	**	AF*	**	**	▲ AD,AF*	*	**	▼
Net: Not comfortable	62%	-	100%	58%	72%	63%	65%	55%	44%	59%	48%	71%	69%	75%
	**	**	**	**	**	**	**	*	**	**	*	*	**	Z,AC*

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	West/East		German state (Bundesland)											
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz	
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	7%	5%	10%	-	9%	11%	11%	-	9%	-	-	5%	10%	-
			*		*	AI.AO*	**		**		**	**	AO*	**
Somewhat comfortable	22%	19%	29%	27%	21%	50%	11%	67%	-	8%	-	14%	19%	30%
		*	AO*	*	*	▲ AI.AJ.AO.AR*	**	**	**	*	**	**	*	**
Somewhat uncomfortable	22%	25%	13%	21%	27%	9%	11%	-	18%	39%	17%	29%	22%	20%
		AH	*	*	AK*	▼ *	**	**	**	▲ AK*	**	**	*	**
Very uncomfortable	38%	38%	40%	42%	33%	27%	44%	17%	55%	42%	83%	29%	34%	50%
		*	*	*	*	*	**	**	**	*	**	**	*	**
Don't know	11%	13%	8%	9%	9%	2%	22%	17%	18%	11%	-	24%	14%	-
		*	*	*	*	*	**	**	**	*	**	**	AK*	**
Net: Comfortable	29%	25%	39%	27%	30%	61%	22%	67%	9%	8%	-	19%	29%	30%
			AG*	AO*	AO*	▲ AI.AJ.AO.AR	**	**	**	▼ *	**	**	AO*	**
Net: Not comfortable	60%	63%	53%	64%	61%	36%	56%	17%	73%	81%	100%	57%	57%	70%
		*	AK*	AK*	AK*	▼ *	**	**	**	▲ AK.AR*	**	**	AK*	**

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

Base: SMEs leaders	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Very comfortable	8%	6%	13%	3%	6%	25%	-	17%	-	3%	-	5%	10%	-
			AG*	*	*	▲ AI.AJ.AO*	**	**	**	*	**	**	*	**
Somewhat comfortable	18%	17%	20%	12%	15%	27%	22%	50%	9%	22%	-	10%	14%	30%
		*	*	*	*	*	**	**	**	*	**	**	*	**
Somewhat uncomfortable	22%	21%	22%	18%	24%	11%	33%	-	27%	28%	17%	29%	21%	10%
		*	*	*	*	*	**	**	**	*	**	**	*	**
Very uncomfortable	41%	43%	36%	58%	48%	30%	22%	17%	45%	33%	83%	29%	43%	60%
		*	AK.AO*	*	*	*	**	**	**	*	**	**	*	**
Don't know	12%	13%	10%	9%	6%	7%	22%	17%	18%	14%	-	29%	12%	-
		*	*	*	*	*	**	**	**	*	**	**	*	**
Net: Comfortable	26%	23%	32%	15%	21%	52%	22%	67%	9%	25%	-	14%	24%	30%
		*	*	*	*	▲ AI.AJ.AO.AR	**	**	**	*	**	**	*	**
Net: Not comfortable	62%	64%	57%	76%	73%	41%	56%	17%	73%	61%	100%	57%	64%	70%
		*	AK*	AK*	AK*	▼ *	**	**	**	*	**	**	AK*	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Household decision maker grocery shopping						How many people, including you, live in your household? (both children and adults)							
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	7%	-	7%	11%	8%	25%	-	9%	4%	7%	5%	8%	6%	8%	6%
Somewhat comfortable	22%	-	7%	11%	23%	-	-	27%	17%	14%	16%	20%	30%	23%	29%
Somewhat uncomfortable	22%	67%	13%	33%	15%	-	-	28%	17%	7%	34%	17%	23%	25%	12%
Very uncomfortable	38%	33%	67%	22%	38%	50%	-	29%	47%	57%	36%	43%	36%	30%	29%
Don't know	11%	-	7%	22%	15%	25%	-	8%	15%	14%	9%	12%	6%	15%	24%
Net: Comfortable	29%	-	13%	22%	31%	25%	-	36%	21%	21%	21%	28%	36%	30%	35%
Net: Not comfortable	60%	100%	80%	56%	54%	50%	-	56%	64%	64%	71%	60%	58%	55%	41%

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

Base: SMEs leaders	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Very comfortable	8%	-	-	-	8%	-	-	11%	4%	-	3%	8%	15%	8%	-
Somewhat comfortable	18%	33%	7%	22%	31%	-	-	23%	11%	29%	21%	15%	23%	15%	24%
Somewhat uncomfortable	22%	33%	27%	44%	8%	50%	-	23%	22%	-	21%	22%	13%	33%	18%
Very uncomfortable	41%	33%	60%	11%	38%	25%	-	33%	48%	57%	47%	43%	40%	30%	29%
Don't know	12%	-	7%	22%	15%	25%	-	9%	15%	14%	9%	11%	9%	15%	29%
Net: Comfortable	26%	33%	7%	22%	38%	-	-	34%	15%	29%	24%	23%	38%	23%	24%
Net: Not comfortable	62%	67%	87%	56%	46%	75%	-	56%	70%	57%	67%	66%	53%	63%	47%

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	7%	6%	7%	25%	9%	-	-	-	-	6%	8%	12%	-	-
Somewhat comfortable	22%	21%	22%	-	32%	25%	5%	33%	-	19%	33%	18%	20%	75%
Somewhat uncomfortable	22%	29%	17%	50%	18%	-	42%	17%	50%	21%	27%	24%	20%	-
Very uncomfortable	38%	37%	39%	25%	40%	25%	37%	50%	-	43%	27%	27%	20%	25%
Don't know	11%	8%	15%	-	2%	50%	16%	-	50%	11%	6%	18%	40%	-
Net: Comfortable	29%	27%	28%	25%	40%	25%	5%	33%	-	25%	41%	30%	20%	75%
Net: Not comfortable	60%	65%	56%	75%	58%	25%	79%	67%	50%	64%	53%	52%	40%	25%

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

Base: SMEs leaders	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Very comfortable	8%	5%	8%	-	14%	-	-	17%	-	5%	20%	9%	-	-
Somewhat comfortable	18%	14%	18%	25%	23%	25%	16%	17%	-	15%	22%	27%	20%	50%
Somewhat uncomfortable	22%	21%	20%	38%	25%	25%	26%	17%	-	22%	22%	18%	20%	25%
Very uncomfortable	41%	49%	38%	25%	37%	25%	47%	50%	50%	46%	27%	30%	20%	25%
Don't know	12%	11%	16%	13%	2%	25%	11%	-	50%	12%	8%	15%	40%	-
Net: Comfortable	26%	19%	26%	25%	37%	25%	16%	33%	-	20%	43%	36%	20%	50%
Net: Not comfortable	62%	70%	58%	63%	61%	50%	74%	67%	50%	68%	49%	48%	40%	50%

Global Witness
Tracking-based advertising

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YouGov



Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	7%	19% ▲ BV*	3%	7% *	8% CD*	23% **	- **	33% **	25% **	8% **	2% ▼	7% **
Somewhat comfortable	22%	46% ▲ BV*	15% ▼	22% *	24% *	38% **	20% **	33% **	50% **	25% **	18% **	7% **
Somewhat uncomfortable	22%	20% *	22% *	25% *	21% *	23% **	40% **	33% **	25% **	33% **	18% **	29% **
Very uncomfortable	38%	13% ▼ **	45% BU	36% *	31% *	15% **	- **	- **	- **	25% **	52% ▲ BW.BX	50% **
Don't know	11%	1% ▼ **	14% BU	10% *	15% *	- **	40% **	- **	- **	8% **	12% **	7% **
Net: Comfortable	29%	65% ▲ BV*	18% ▼	29% *	32% CD*	62% **	20% **	67% **	75% **	33% **	19% ▼	14% **
Net: Not comfortable	60%	33% ▼ **	68% BU	61% *	52% *	38% **	40% **	33% **	25% **	58% **	69% ▲ BX	79% **

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

Base: SMEs leaders	311	69	241	59	71	13	5	3	12	12	120	14
Very comfortable	8%	26% ▲ BV*	2% ▼	5% *	10% *	31% **	- **	33% **	33% **	8% **	3% **	- **
Somewhat comfortable	18%	28% BV*	15% *	20% *	14% *	38% **	20% **	33% **	- **	25% **	18% **	21% **
Somewhat uncomfortable	22%	26% *	20% *	24% *	24% *	8% **	40% **	33% **	50% **	17% **	18% **	21% **
Very uncomfortable	41%	16% ▼ **	48% BU	39% *	35% *	23% **	40% **	- **	8% **	50% **	49% **	43% **
Don't know	12%	4% *	14% BU	12% *	17% *	- **	- **	- **	8% **	- **	13% **	14% **
Net: Comfortable	26%	54% ▲ BV*	18% ▼	25% *	24% *	69% **	20% **	67% **	33% **	33% **	21% **	21% **
Net: Not comfortable	62%	42% ▼ **	68% BU	63% *	59% *	31% **	80% **	33% **	58% **	67% **	67% **	64% **

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Home ownership					Car - available in household yes/no		Nielsen areas									
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswig-Holstein	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany	
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	

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

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	7%	4%	18%	3%	-	5%	7%	9%	6%	10%	-	-	9%	11%	8%	11%	-
			▲ CF.CH.CJ*	▼	-	*		*	*	CO*			CO*	CO.CP*	**	**	**
Somewhat comfortable	22%	31%	32%	19%	15%	11%	23%	14%	20%	19%	12%	27%	21%	50%	8%	5%	-
		CJ*	▲ CH.CJ*	**	**	▼ *	*	*	*	*	*	*	*	CM.CN.CO.CP.CQ	**	**	**
Somewhat uncomfortable	22%	25%	24%	22%	38%	19%	21%	26%	20%	22%	37%	21%	27%	9%	21%	11%	-
		*	*	**	**	*	*	*	*	*	▲ CR*	*	CR*	▼ *	**	**	**
Very uncomfortable	38%	31%	24%	44%	38%	47%	39%	29%	35%	34%	43%	42%	33%	27%	46%	63%	-
		*	▼ *	CG	**	▲ CG*	*	*	*	*	*	*	*	*	**	**	**
Don't know	11%	8%	3%	12%	8%	17%	10%	23%	20%	14%	8%	9%	9%	2%	17%	11%	-
		*	▼ *	CG	**	▲ CG*		▲ CK*	CR*	CR*	*	*	*	*	**	**	**
Net: Comfortable	29%	35%	50%	22%	15%	16%	29%	23%	25%	29%	12%	27%	30%	61%	17%	16%	-
		CJ*	▲ CH.CJ*	**	**	▼ *	*	*	*	CO*	▼ *	*	CO*	CM.CN.CO.CP.CQ	**	**	**
Net: Not comfortable	60%	56%	47%	66%	77%	66%	61%	54%	55%	57%	80%	64%	61%	36%	67%	74%	-
		*	▼ *	CG	**	CG*	*	*	*	CR*	▲ CM.CN.CR*	CR*	CR*	▼ *	**	**	**

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

Base: SMEs leaders	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Very comfortable	8%	10%	16%	4%	-	3%	8%	6%	6%	10%	2%	3%	6%	25%	-	-	-
		*	▲ CH.CJ*	**	-	▼ *	*	*	*	*	*	*	*	CM.CO.CP.CQ	**	**	**
Somewhat comfortable	18%	27%	28%	16%	15%	11%	19%	9%	20%	14%	24%	12%	15%	27%	17%	5%	-
		CJ*	▲ CH.CJ*	**	**	▼ *	*	*	*	*	*	*	*	*	**	**	**
Somewhat uncomfortable	22%	23%	19%	19%	31%	20%	21%	23%	20%	21%	24%	18%	24%	11%	33%	32%	-
		*	*	**	**	*	*	*	*	*	*	*	*	**	**	**	**
Very uncomfortable	41%	31%	31%	48%	54%	49%	40%	46%	33%	43%	39%	58%	48%	30%	33%	53%	-
		*	*	CF.CG	**	▲ CF.CG*	*	*	*	*	*	CM.CR*	*	*	**	**	**
Don't know	12%	8%	6%	13%	-	16%	11%	17%	22%	12%	10%	9%	6%	7%	17%	11%	-
		*	*	CG	**	CG*		*	CR*	*	*	*	*	*	**	**	**
Net: Comfortable	26%	38%	44%	20%	15%	14%	27%	14%	25%	24%	27%	15%	21%	52%	17%	5%	-
		▲ CH.CJ*	▲ CH.CJ*	**	**	▼ *	*	*	*	*	*	*	*	CM.CN.CO.CP.CQ	**	**	**
Net: Not comfortable	62%	54%	50%	66%	85%	69%	62%	69%	53%	64%	63%	76%	73%	41%	67%	84%	-
		*	▼ *	CG	**	CG*	*	*	*	CR*	CR*	CM.CR*	CR*	▼ *	**	**	**

Global Witness
Tracking-based advertising

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YouGov



Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	7%	8%	9%	4%	4%	-	13%	7%	10%	-	-	9%	6%	7%	8%
Somewhat comfortable	22%	23%	26%	19%	22%	21%	9%	14%	41%	8%	50%	38%	28%	14%	15%
Somewhat uncomfortable	22%	27%	26%	11%	20%	24%	22%	21%	17%	23%	20%	16%	28%	19%	21%
Very uncomfortable	38%	36%	26%	56%	38%	34%	50%	57%	21%	46%	10%	31%	29%	47%	44%
Don't know	11%	7%	14%	11%	16%	21%	6%	-	10%	23%	20%	6%	9%	13%	12%
Net: Comfortable	29%	31%	35%	22%	27%	21%	22%	21%	52%	8%	50%	47%	34%	21%	23%
Net: Not comfortable	60%	63%	51%	67%	58%	59%	72%	79%	38%	69%	30%	47%	57%	66%	65%

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

Base: SMEs leaders	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Very comfortable	8%	9%	9%	4%	7%	-	6%	7%	21%	-	-	22%	4%	6%	9%
Somewhat comfortable	18%	20%	26%	15%	9%	21%	16%	14%	24%	15%	10%	28%	20%	12%	20%
Somewhat uncomfortable	22%	24%	16%	22%	20%	21%	25%	14%	28%	8%	40%	16%	28%	23%	12%
Very uncomfortable	41%	37%	33%	52%	47%	38%	47%	64%	17%	62%	20%	25%	37%	46%	48%
Don't know	12%	9%	16%	7%	18%	21%	6%	-	10%	15%	30%	9%	10%	13%	11%
Net: Comfortable	26%	29%	35%	19%	16%	21%	22%	21%	45%	15%	10%	50%	25%	18%	29%
Net: Not comfortable	62%	61%	49%	74%	67%	59%	72%	79%	45%	69%	60%	41%	65%	69%	60%

Global Witness
Tracking-based advertising

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YouGov



Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	7%	7%	10%	11%	29%	9%	15%	10%	25%	7%	-	12%	7%
			*	*	**	*	**	▲ DO, DP, DQ, DS, DU, DW, E	*	**	*	*	**
Somewhat comfortable	22%	20%	25%	34%	38%	26%	38%	27%	38%	19%	44%	15%	40%
		*	▲ DO, DW, DY*	**	*	**	**	DO	▲ DO, DW, DY, EG	*	**	*	**
Somewhat uncomfortable	22%	26%	29%	20%	24%	22%	8%	25%	20%	22%	11%	15%	47%
		▲ EG	EG*	*	**	*	**	EG	*	*	**	*	**
Very uncomfortable	38%	34%	24%	24%	10%	32%	23%	26%	15%	35%	22%	44%	7%
		▼ DP, DQ, DU, DV	▼ *	▼ *	**	DV*	**	▼	▼ *	DQ, DV*	**	DP, DQ, DU, DV*	**
Don't know	11%	13%	11%	11%	-	11%	15%	13%	3%	17%	22%	15%	-
		DV, ED	DV*	DV*	**	*	**	DV, ED	*	DV, ED*	**	DV, ED*	**
Net: Comfortable	29%	27%	36%	45%	67%	35%	54%	37%	63%	26%	44%	26%	47%
			DO*	DO, DW, DY, EE, E	**	*	**	▲ DO	DQ, DS, DU, DW, I	*	**	*	**
Net: Not comfortable	60%	60%	53%	44%	33%	54%	31%	50%	35%	57%	33%	59%	53%
		DQ, DU, DV	DV*	▼ *	**	DV*	**	▼ DV	▼ *	DQ, DV*	**	DV*	**

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

Base: SMEs leaders	311	193	87	80	21	65	13	125	40	69	9	34	15
Very comfortable	8%	9%	14%	13%	33%	11%	8%	11%	28%	6%	11%	6%	7%
			▲ DW, EG*	DW, EG*	**	EG*	**	EG	DQ, DS, DU, DW, I	*	**	*	**
Somewhat comfortable	18%	21%	24%	31%	43%	23%	38%	21%	33%	16%	33%	18%	40%
		*	*	DO, DU, DW, EE, E	**	*	**	*	▲ DW, EG*	*	**	*	**
Somewhat uncomfortable	22%	20%	20%	15%	5%	22%	23%	20%	13%	22%	22%	9%	27%
		*	*	*	**	*	**	*	*	*	**	*	**
Very uncomfortable	41%	37%	32%	33%	19%	34%	15%	35%	20%	41%	22%	53%	27%
		DV	*	*	**	*	**	DV	▼ *	DV*	**	DQ, DS, DU, DV, I	**
Don't know	12%	13%	10%	9%	-	11%	15%	13%	8%	16%	11%	15%	-
		*	*	*	**	*	**	*	*	DQ*	**	*	**
Net: Comfortable	26%	30%	38%	44%	76%	34%	46%	32%	60%	22%	44%	24%	47%
		▲ EG	▲ DW, EG*	O, DU, DW, DY, EE	**	DW, EG*	**	▲ EG	DQ, DS, DU, DW, I	*	**	*	**
Net: Not comfortable	62%	57%	52%	48%	24%	55%	38%	55%	33%	62%	44%	62%	53%
		▼ DV	▼ DV*	▼ *	**	DV*	**	▼ DV	▼ *	DQ, DV*	**	DV*	**

Global Witness
Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	7%	11%	14%	17%	3%	6%	12%	3%	-	-	4%	11%	9%
	**	**	**	**	*	*	**	*	**	**	*	*	*
Somewhat comfortable	22%	37%	57%	50%	44%	26%	29%	18%	-	-	16%	32%	28%
	**	**	**	**	P.DS.DU.DW.DY	DO	**	*	**	**	*	EJ*	EJ*
Somewhat uncomfortable	22%	16%	14%	33%	26%	25%	6%	8%	-	25%	19%	27%	26%
	**	**	**	**	EG*	EG	**	▼*	**	**	*	*	*
Very uncomfortable	38%	32%	-	-	26%	31%	41%	65%	-	25%	47%	24%	28%
	**	**	**	*	*	▼ DV	**	DQ.DS.DU.DV.D	**	**	EK.EL	▼*	*
Don't know	11%	5%	14%	-	3%	12%	12%	8%	-	50%	14%	5%	9%
	**	**	**	*	*	DV.ED	**	*	**	**	EK	*	*
Net: Comfortable	29%	47%	71%	67%	46%	32%	41%	20%	-	-	20%	43%	37%
	**	**	**	**	↓ DO.DW.EE.EG*	*	**	*	**	**	▼	▲ EJ*	EJ*
Net: Not comfortable	60%	47%	14%	33%	51%	56%	47%	73%	-	50%	66%	51%	54%
	**	**	**	**	*	DQ.DV	**	DP.DQ.DU.DV*	**	**	EK	*	*

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

Base: SMEs leaders	311	19	7	6	39	124	17	40	-	4	183	74	54
Very comfortable	8%	5%	14%	-	15%	8%	12%	-	-	-	3%	18%	9%
	**	**	**	**	EG*	*	**	▼*	**	**	▼	▲ EJ*	*
Somewhat comfortable	18%	37%	57%	67%	28%	21%	12%	10%	-	-	11%	26%	30%
	**	**	**	**	EG*	*	**	*	**	**	*	EJ*	▲ EJ*
Somewhat uncomfortable	22%	26%	14%	-	21%	24%	6%	13%	-	25%	21%	22%	24%
	**	**	**	**	*	DQ.DY	**	**	**	**	*	*	*
Very uncomfortable	41%	26%	-	33%	31%	33%	59%	68%	-	25%	50%	30%	26%
	**	**	**	**	*	▼	**	DQ.DS.DU.DV.D	**	**	EK.EL	*	▼*
Don't know	12%	5%	14%	-	5%	14%	12%	10%	-	50%	15%	5%	11%
	**	**	**	**	*	*	**	*	**	**	EK	*	*
Net: Comfortable	26%	42%	71%	67%	44%	29%	24%	10%	-	-	15%	43%	39%
	**	**	**	**	▲ DW.EE.EG*	EG	**	▼*	**	**	▼	▲ EJ*	▲ EJ*
Net: Not comfortable	62%	53%	14%	33%	51%	57%	65%	80%	-	50%	70%	51%	50%
	**	**	**	**	DV*	DV	**	IP.DQ.DS.DU.DV	**	**	EK.EL	*	*

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	
	EM	EN	EO	EP	EQ	ER	ES	ET	EU	

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

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	7%	30%	15%	8%	3%	1%	-	19%	6%	13%
		**	▲ EQ*	EQ*	*	▼	**	▲ EP.EQ.ET.EU	EQ*	▲ EQ.ET
Somewhat comfortable	22%	45%	42%	38%	23%	7%	18%	42%	32%	37%
		**	▲ EQ*	▲ EQ*	EQ*	▼	**	▲ EQ*	▲ EQ*	▲ EQ
Somewhat uncomfortable	22%	20%	30%	19%	27%	20%	9%	27%	22%	25%
		**	*	*	*	*	**	*	*	*
Very uncomfortable	38%	-	11%	29%	40%	57%	18%	8%	33%	21%
		**	▼ *	EN.ES*	EN.ES.EU*	EN.EO.ES.ET.E	**	▼ *	EN.ES.EU*	▼ EN.ES
Don't know	11%	5%	2%	6%	7%	15%	55%	3%	6%	5%
		**	▼ *	*	*	EN.ES.EU	**	▼ *	*	▼
Net: Comfortable	29%	75%	57%	46%	27%	8%	18%	62%	38%	50%
		**	▲ EP.EQ.ET*	▲ EQ*	EQ*	▼	**	▲ EP.EQ.ET.EU	▲ EQ*	▲ EP.EQ.ET
Net: Not comfortable	60%	20%	42%	48%	67%	77%	27%	36%	55%	46%
		**	▼ *	*	EN.ES.EU*	EN.EO.ES.ET.E	**	▼ *	ES.EU*	▼ ES

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

Base: SMEs leaders	311	20	53	48	30	149	11	73	78	151
Very comfortable	8%	30%	17%	13%	3%	1%	-	21%	9%	15%
		**	▲ EQ*	EQ*	*	▼	**	▲ EP.EQ.ET*	EQ*	▲ EP.EQ.ET
Somewhat comfortable	18%	25%	42%	27%	7%	9%	-	37%	19%	28%
		**	▲ EP.EQ.ET.EU	EP.EQ.ET*	*	▼	**	▲ EP.EQ.ET.EU	EP.EQ*	▲ EP.EQ.ET
Somewhat uncomfortable	22%	30%	15%	38%	23%	17%	27%	19%	32%	26%
		**	*	▲ EN.EQ.ES.EU	*	▼	**	*	▲ EN.EQ*	EN
Very uncomfortable	41%	10%	21%	19%	60%	57%	18%	18%	35%	26%
		**	▼ *	▼ *	EN.EO.ES.ET.E	EN.EO.ES.ET.E	**	▼ *	EO.ES.EU*	▼ ES
Don't know	12%	5%	6%	4%	7%	15%	55%	5%	5%	5%
		**	*	*	*	EO.ES.ET.EU	**	▼ *	▼ *	▼
Net: Comfortable	26%	55%	58%	40%	10%	11%	-	58%	28%	42%
		**	▲ EP.EQ.ET.EU	▲ EP.EQ.ET*	▼ *	▼	**	▲ EP.EQ.ET.EU	EP.EQ*	▲ EP.EQ.ET
Net: Not comfortable	62%	40%	36%	56%	83%	74%	45%	37%	67%	52%
		**	▼ *	EN.ES*	EN.EO.ES.ET.E	EN.EO.ES.EU	**	▼ *	EN.EO.ES.EU*	▼ EN.ES

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

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	311	201	110	9	48	61	60	133
Strongly agree	41%	40%	42%	44% **	19% ▼ *	21% ▼ *	35% *	60% ▲ D.E.F
Somewhat agree	33%	33%	33%	22% **	46% G*	44% G*	35% *	23% ▼
Neither agree nor disagree	21%	22%	19%	33% **	27% G*	31% G*	23% *	13% ▼
Somewhat disagree	4%	3%	5%	- **	6% *	2% *	5% *	3%
Strong disagree	2%	1%	2%	- **	2% *	2% *	2% *	2%
Net: Agree	74%	73%	75%	67% **	65% *	66% *	70% *	83% ▲ D.E.F
Net: Disagree	5%	4%	6%	- **	8% *	3% *	7% *	5%

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	311	201	110	9	48	61	60	133
Strongly agree	32%	32%	30%	22% **	27% *	34% *	37% *	30%
Somewhat agree	37%	38%	35%	56% **	46% E*	21% ▼ *	43% E*	38% E
Neither agree nor disagree	22%	22%	22%	22% **	17% *	33% F*	15% *	23%
Somewhat disagree	4%	4%	5%	- **	4% *	5% *	5% *	4%
Strong disagree	5%	3%	8%	- **	6% A	7% F*	- *	6%
Net: Agree	69%	71%	65%	78% **	73% *	56% ▼ *	80% E*	68%
Net: Disagree	9%	7%	13%	- **	10% *	11% *	5% *	10%

Global Witness
Tracking-based advertising

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YouGov



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Strongly agree	41%	-	50%	53%	33%	47%	42%	27%	44%	30%	24%	44%	38%	57%
		**	**	**	**	**	**	*	**	**	*	*	**	▲ Z.AC*
Somewhat agree	33%	100%	50%	32%	39%	21%	27%	42%	26%	41%	39%	32%	46%	21%
		**	**	**	**	**	**	AF*	**	**	**	*	**	*
Neither agree nor disagree	21%	-	-	11%	28%	26%	27%	24%	15%	22%	36%	21%	8%	16%
		**	**	**	**	**	**	*	**	**	▲ AF*	*	**	*
Somewhat disagree	4%	-	-	-	-	5%	4%	6%	11%	7%	-	-	8%	2%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Strong disagree	2%	-	-	5%	-	-	-	-	4%	-	-	3%	-	4%
		**	**	**	**	**	**	*	**	**	*	**	**	*
Net: Agree	74%	100%	100%	84%	72%	68%	69%	70%	70%	70%	64%	76%	85%	79%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Disagree	5%	-	-	5%	-	5%	4%	6%	15%	7%	-	3%	8%	5%
		**	**	**	**	**	**	*	**	**	*	*	**	*

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	311	2	4	19	18	19	26	33	27	27	33	34	13	56
Strongly agree	32%	100%	50%	37%	39%	26%	27%	24%	37%	19%	12%	41%	31%	41%
		**	**	**	**	**	**	*	**	**	▼ *	AC*	**	AC*
Somewhat agree	37%	-	25%	37%	28%	37%	38%	30%	22%	56%	55%	38%	54%	30%
		**	**	**	**	**	**	*	**	**	AF*	*	**	*
Neither agree nor disagree	22%	-	25%	16%	28%	21%	31%	33%	41%	22%	27%	3%	8%	16%
		**	**	**	**	**	**	AD*	**	**	AD*	▼ *	**	*
Somewhat disagree	4%	-	-	5%	-	5%	4%	6%	-	-	6%	6%	-	7%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Strong disagree	5%	-	-	5%	6%	11%	-	6%	-	4%	-	12%	8%	5%
		**	**	**	**	**	**	*	**	**	*	AC*	**	*
Net: Agree	69%	100%	75%	74%	67%	63%	65%	55%	59%	74%	67%	79%	85%	71%
		**	**	**	**	**	**	*	**	**	*	Z*	**	*
Net: Disagree	9%	-	-	11%	6%	16%	4%	12%	-	4%	6%	18%	8%	13%
		**	**	**	**	**	**	*	**	**	*	*	**	*

Global Witness
Tracking-based advertising

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YouGov



Total	West/East		German state (Bundesland)										
	West	East	Baden-Wuerttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Strongly agree	41%	42%	38%	45%	36%	27%	56%	17%	55%	36%	50%	71%	38%	40%
Somewhat agree	33%	31%	37%	33%	39%	45%	11%	17%	18%	36%	33%	14%	29%	50%
Neither agree nor disagree	21%	21%	22%	15%	18%	23%	33%	17%	27%	25%	17%	14%	28%	-
Somewhat disagree	4%	4%	3%	6%	-	5%	-	33%	-	-	-	-	3%	10%
Strong disagree	2%	2%	-	-	6%	-	-	17%	-	3%	-	-	2%	-
Net: Agree	74%	73%	75%	79%	76%	73%	67%	33%	73%	72%	83%	86%	67%	90%
Net: Disagree	5%	6%	3%	6%	6%	5%	-	50%	-	3%	-	-	5%	10%

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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Strongly agree	32%	30%	34%	30%	36%	30%	33%	17%	45%	28%	17%	33%	28%	20%
Somewhat agree	37%	39%	32%	30%	36%	36%	22%	50%	27%	47%	50%	52%	40%	40%
Neither agree nor disagree	22%	21%	26%	21%	21%	30%	33%	-	18%	17%	33%	10%	26%	30%
Somewhat disagree	4%	4%	3%	9%	3%	5%	-	17%	9%	3%	-	-	5%	-
Strong disagree	5%	5%	3%	9%	3%	-	11%	17%	-	6%	-	5%	2%	10%
Net: Agree	69%	70%	67%	61%	73%	66%	56%	67%	73%	75%	67%	86%	67%	60%
Net: Disagree	9%	10%	7%	18%	6%	5%	11%	33%	9%	8%	-	5%	7%	10%

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total							Household decision maker grocery shopping			How many people, including you, live in your household? (both children and adults)				
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Strongly agree	41%	-	60%	33%	46%	25%	-	32%	50%	57%	43%	45%	36%	38%	24%
		**	**	**	**	**	**		AZ	**	*	*	*	*	**
Somewhat agree	33%	67%	27%	22%	23%	75%	-	38%	28%	14%	31%	28%	36%	45%	41%
		**	**	**	**	**	**	**	**	**	*	*	*	BD*	**
Neither agree nor disagree	21%	33%	7%	44%	23%	-	-	22%	20%	29%	21%	22%	25%	13%	24%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat disagree	4%	-	7%	-	8%	-	-	6%	1%	-	3%	4%	2%	3%	12%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Strong disagree	2%	-	-	-	-	-	-	3%	1%	-	2%	1%	2%	3%	-
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Agree	74%	67%	87%	56%	69%	100%	-	70%	78%	71%	74%	73%	72%	83%	65%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Disagree	5%	-	7%	-	8%	-	-	8%	2%	-	5%	5%	4%	5%	12%
		**	**	**	**	**	**	BA	**	**	*	*	*	*	**

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	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Strongly agree	32%	33%	53%	44%	31%	25%	-	26%	37%	43%	41%	25%	36%	33%	35%
		**	**	**	**	**	**	**	**	**	BD*	*	*	*	**
Somewhat agree	37%	-	20%	33%	38%	25%	-	38%	37%	29%	31%	40%	32%	35%	59%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Neither agree nor disagree	22%	33%	13%	11%	23%	50%	-	26%	18%	21%	19%	27%	21%	23%	-
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Somewhat disagree	4%	-	-	11%	-	-	-	4%	4%	7%	3%	4%	9%	-	-
		**	**	**	**	**	**	**	**	**	*	*	BF*	*	**
Strong disagree	5%	33%	13%	-	8%	-	-	6%	4%	-	5%	4%	2%	10%	6%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Agree	69%	33%	73%	78%	69%	50%	-	64%	74%	71%	72%	65%	68%	68%	94%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**
Net: Disagree	9%	33%	13%	11%	8%	-	-	9%	9%	7%	9%	8%	11%	10%	6%
		**	**	**	**	**	**	**	**	**	*	*	*	*	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Strongly agree	41%	40%	44%	25%	33%	25%	47%	50%	50%	47%	33%	21%	20%	-
		*	**	**	*	**	**	**	**	BR	*	▼ *	**	**
Somewhat agree	33%	33%	32%	63%	32%	25%	26%	33%	50%	29%	37%	52%	60%	25%
		*	**	**	*	**	**	**	**	*	*	▲ BP*	**	**
Neither agree nor disagree	21%	22%	17%	13%	32%	50%	26%	-	-	20%	24%	21%	-	50%
		*	**	**	BI*	**	**	**	**	*	*	*	**	**
Somewhat disagree	4%	3%	5%	-	2%	-	-	17%	-	3%	4%	3%	20%	25%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Strong disagree	2%	2%	2%	-	2%	-	-	-	-	1%	2%	3%	-	-
		*	**	**	*	**	**	**	**	*	*	*	**	**
Net: Agree	74%	73%	76%	88%	65%	50%	74%	83%	100%	75%	69%	73%	80%	25%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Net: Disagree	5%	5%	7%	-	4%	-	-	17%	-	4%	6%	6%	20%	25%
		*	**	**	*	**	**	**	**	*	*	*	**	**

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	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Strongly agree	32%	35%	33%	25%	23%	25%	37%	33%	-	31%	33%	30%	60%	25%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Somewhat agree	37%	37%	36%	63%	37%	50%	42%	33%	50%	37%	41%	30%	40%	75%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Neither agree nor disagree	22%	21%	20%	13%	32%	25%	21%	17%	50%	24%	16%	24%	-	-
		*	**	**	*	**	**	**	**	*	*	*	**	**
Somewhat disagree	4%	3%	6%	-	4%	-	-	-	-	4%	8%	-	-	-
		*	**	**	*	**	**	**	**	*	*	*	**	**
Strong disagree	5%	5%	5%	-	5%	-	-	17%	-	4%	2%	15%	-	-
		*	**	**	*	**	**	**	**	*	*	▲ BP, BQ*	**	**
Net: Agree	69%	71%	69%	88%	60%	75%	79%	67%	50%	68%	73%	61%	100%	100%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Net: Disagree	9%	8%	11%	-	9%	-	-	17%	-	8%	10%	15%	-	-
		*	**	**	*	**	**	**	**	*	*	*	**	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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	311	69	241	59	71	13	5	3	12	12	120	14
Strongly agree	41%	22% ▼ *	46% BU	37% *	34% *	8% **	20% **	- **	17% **	75% **	52% ▲ BX	29% **
Somewhat agree	33%	48% ▲ BV*	29%	37% *	39% CD*	46% **	40% **	33% **	33% **	- **	25% **	64% **
Neither agree nor disagree	21%	28% *	20%	14% *	24% *	46% **	40% **	67% **	42% **	17% **	19% **	7% **
Somewhat disagree	4%	3% *	4%	5% *	3% *	- **	- **	- **	8% **	8% **	3% **	- **
Strong disagree	2%	- *	2%	7% ▲ BX,CD*	- *	- **	- **	- **	- **	- **	1% **	- **
Net: Agree	74%	70%	75%	75%	73%	54%	60%	33%	50%	75%	77%	93%
Net: Disagree	5%	3%	6%	12%	3%	-	-	-	8%	8%	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	311	69	241	59	71	13	5	3	12	12	120	14
Strongly agree	32%	26% *	33%	22% *	30% *	15% **	- **	- **	33% **	42% **	40% BW	21% **
Somewhat agree	37%	36% *	38%	42% *	34% *	46% **	80% **	33% **	25% **	50% **	34% **	43% **
Neither agree nor disagree	22%	32% BV*	20%	22% *	31% CD*	23% **	20% **	67% **	25% **	- **	18% **	21% **
Somewhat disagree	4%	4% *	4%	5% *	4% *	- **	- **	- **	17% **	8% **	3% **	7% **
Strong disagree	5%	1% *	6%	8% *	1% *	15% **	- **	- **	- **	- **	5% **	7% **
Net: Agree	69%	62%	71%	64%	63%	62%	80%	33%	58%	92%	74%	64%
Net: Disagree	9%	6%	10%	14%	6%	15%	-	-	17%	8%	8%	14%

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswin-	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

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	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Strongly agree	41%	33%	31%	42%	54%	50%	42%	34%	55%	38%	35%	45%	36%	27%	46%	53%	-
	*	*	*	**	**	▲ CG*	*	*	CO.CR*	*	*	*	*	*	**	**	**
Somewhat agree	33%	40%	41%	33%	31%	27%	33%	31%	18%	29%	41%	33%	39%	45%	21%	37%	-
	*	*	CJ*	**	**	*	*	*	▼*	*	CM*	*	CM*	CM*	**	**	**
Neither agree nor disagree	21%	19%	22%	19%	15%	19%	21%	26%	20%	28%	20%	15%	18%	23%	33%	5%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**
Somewhat disagree	4%	6%	4%	4%	-	2%	4%	3%	6%	3%	2%	6%	-	5%	-	5%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	**	**	**	**
Strong disagree	2%	2%	1%	2%	-	2%	1%	6%	2%	2%	2%	-	6%	-	-	-	-
	*	*	*	**	**	*	CK*	*	*	*	*	*	*	*	**	**	**
Net: Agree	74%	73%	72%	75%	85%	77%	75%	66%	73%	67%	76%	79%	76%	73%	67%	89%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**
Net: Disagree	5%	8%	6%	5%	-	4%	5%	9%	8%	5%	4%	6%	6%	5%	-	5%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**

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	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Strongly agree	32%	40%	25%	26%	23%	37%	30%	43%	33%	28%	27%	30%	36%	30%	33%	47%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**
Somewhat agree	37%	44%	47%	41%	46%	29%	39%	23%	43%	40%	43%	30%	36%	36%	33%	21%	-
	*	*	CJ*	**	**	▼*	*	*	*	*	*	*	*	*	**	**	**
Neither agree nor disagree	22%	8%	22%	25%	23%	21%	21%	29%	14%	26%	20%	21%	21%	30%	25%	21%	-
	*	▼*	CF*	CF	**	*	*	*	*	*	*	*	*	*	**	**	**
Somewhat disagree	4%	8%	3%	2%	8%	6%	5%	-	4%	5%	2%	9%	3%	5%	4%	-	-
	*	CH*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**
Strong disagree	5%	-	3%	7%	-	7%	5%	6%	6%	2%	8%	9%	3%	-	4%	11%	-
	*	*	*	**	**	*	*	*	*	*	*	CR*	*	*	**	**	**
Net: Agree	69%	83%	72%	66%	69%	65%	69%	66%	76%	67%	69%	61%	73%	66%	67%	68%	-
	*	▲ CH.CJ*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**
Net: Disagree	9%	8%	6%	9%	8%	13%	9%	6%	10%	7%	10%	18%	6%	5%	8%	11%	-
	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	**	**

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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.'

	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Base: SMEs leaders	41%	29%	33%	59%	51%	31%	56%	43%	41%	46%	30%	22%	39%	47%	44%
Strongly agree	*	*	**	CV*	**	**	CV.CW*	**	**	**	**	▼ *	*	DF	DF*
Somewhat agree	33%	45%	33%	37%	27%	31%	22%	36%	28%	8%	40%	44%	33%	30%	31%
Neither agree nor disagree	21%	▲ CY.DA*	*	**	*	**	*	**	**	**	**	*	*	*	*
Somewhat disagree	4%	17%	30%	4%	13%	31%	22%	21%	28%	38%	30%	31%	24%	19%	16%
Strong disagree	2%	5%	2%	-	4%	7%	-	-	3%	8%	-	3%	4%	2%	5%
Net: Agree	74%	75%	65%	96%	78%	62%	78%	79%	69%	54%	70%	66%	72%	77%	75%
Net: Disagree	5%	8%	5%	-	9%	7%	-	-	3%	8%	-	3%	4%	4%	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.'

	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Base: SMEs leaders	32%	25%	30%	41%	44%	34%	31%	21%	24%	31%	20%	16%	27%	35%	40%
Strongly agree	*	*	**	CV*	**	**	**	**	**	**	**	*	*	DF	DF*
Somewhat agree	37%	36%	42%	41%	29%	41%	38%	36%	34%	46%	40%	31%	36%	36%	43%
Neither agree nor disagree	22%	28%	16%	11%	16%	17%	22%	36%	34%	23%	40%	50%	27%	17%	9%
Somewhat disagree	4%	3%	9%	4%	4%	-	6%	-	7%	-	-	-	6%	4%	5%
Strong disagree	5%	8%	2%	4%	7%	7%	3%	7%	-	-	-	3%	4%	8%	3%
Net: Agree	69%	61%	72%	81%	73%	76%	69%	57%	59%	77%	60%	47%	63%	71%	83%
Net: Disagree	9%	11%	12%	7%	11%	7%	9%	7%	7%	-	-	3%	10%	11%	8%

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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	311	193	87	80	21	65	13	125	40	69	9	34	15
Strongly agree	41%	35% ▼ DU	32% *	29% ▼ *	10% **	35% *	31% **	29% ▼	25% ▼ *	45% P.DQ.DU.DV.EC	22% **	47% DQ.DU.DV.ED*	13% **
Somewhat agree	33%	37% ▲ EG	33% EG*	41% EG*	48% **	43% EG*	38% **	38% EG	40% EG*	32% EG*	44% **	32% EG*	67% **
Neither agree nor disagree	21%	23%	25% *	24% *	38% **	15% *	15% **	26% DS.EE	28% *	17% *	33% **	18% *	13% **
Somewhat disagree	4%	4% *	7% *	6% *	5% **	5% *	8% **	5% *	8% *	6% *	- **	3% *	- **
Strong disagree	2%	1% ▼	2% *	- *	- **	2% *	8% **	2% *	- *	- *	- **	- *	7% **
Net: Agree	74%	73%	66% ▼ *	70% *	57% **	78% DP.DU*	69% **	67% ▼	65% *	77% DP*	67% **	79% *	80% **
Net: Disagree	5%	4%	9% DO*	6% *	5% **	6% *	15% **	6% *	8% *	6% *	- **	3% *	7% **

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	311	193	87	80	21	65	13	125	40	69	9	34	15
Strongly agree	32%	29%	33% *	29% *	19% **	35% *	23% **	28% **	23% *	43% DO.DQ.DU.DV.E	22% **	29% *	20% **
Somewhat agree	37%	41%	41% *	44% *	33% **	35% *	46% **	42% **	43% *	38% *	33% **	50% *	40% **
Neither agree nor disagree	22%	22%	20% *	25% DW*	48% **	25% *	23% **	23% *	30% *	16% *	33% **	18% *	33% **
Somewhat disagree	4%	4% *	2% *	1% *	- **	2% *	8% **	2% *	- *	3% *	- **	3% *	- **
Strong disagree	5%	4% DW	3% DW*	1% *	- **	3% *	- **	4% DW	5% DW*	- ▼ *	11% **	- *	7% **
Net: Agree	69%	70%	75% *	73% *	52% **	71% *	69% **	70% *	65% *	81% ▲ DO.DU.DV*	56% **	79% *	60% **
Net: Disagree	9%	8% DQ	6% *	3% ▼ *	- **	5% *	8% **	6% *	5% *	3% ▼ *	11% **	3% *	7% **

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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	311	19	7	6	39	124	17	40	-	4	183	74	54
Strongly agree	41%	21%	43%	33%	26%	35%	35%	73%	-	25%	52%	23%	28%
	**	**	**	**	▼ *	**	**	Q.DS.DU.DV.DW	**	**	▲ EK.EL	▼ *	*
Somewhat agree	33%	42%	29%	67%	44%	37%	29%	8%	-	-	26%	45%	39%
	**	**	**	**	EG*	EG	**	▼ **	**	**	*	EJ*	*
Neither agree nor disagree	21%	32%	14%	-	21%	19%	29%	15%	-	50%	17%	28%	26%
	**	**	**	**	*	**	**	*	**	**	*	EJ*	*
Somewhat disagree	4%	5%	14%	-	10%	7%	6%	3%	-	-	4%	3%	4%
	**	**	**	**	▲ DO*	▲ DO	**	*	**	**	*	*	*
Strong disagree	2%	-	-	-	-	1%	-	3%	-	25%	1%	1%	4%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Net: Agree	74%	63%	71%	100%	69%	73%	65%	80%	-	25%	78%	68%	67%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Net: Disagree	5%	5%	14%	-	10%	8%	6%	5%	-	25%	5%	4%	7%
	**	**	**	**	*	DO	**	*	**	**	*	*	*

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	311	19	7	6	39	124	17	40	-	4	183	74	54
Strongly agree	32%	16%	14%	50%	31%	31%	41%	38%	-	25%	36%	23%	30%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Somewhat agree	37%	47%	71%	33%	38%	42%	18%	28%	-	-	33%	46%	41%
	**	**	**	**	*	**	**	*	**	**	*	EJ*	*
Neither agree nor disagree	22%	32%	14%	17%	23%	18%	35%	20%	-	50%	24%	24%	15%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Somewhat disagree	4%	-	-	-	3%	5%	6%	5%	-	-	5%	1%	6%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Strong disagree	5%	5%	-	-	5%	4%	-	10%	-	25%	3%	5%	9%
	**	**	**	**	DW*	DW	**	DQ.DW*	**	**	*	*	*
Net: Agree	69%	63%	86%	83%	69%	73%	59%	65%	-	25%	68%	69%	70%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Net: Disagree	9%	5%	-	-	8%	9%	6%	15%	-	25%	8%	7%	15%
	**	**	**	**	*	DQ.DW	**	DQ.DW*	**	**	*	*	*

Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

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	311	20	53	48	30	149	11	73	78	151
Strongly agree	41%	40%	13%	19%	23%	62%	36%	21%	21%	21%
	**	▼ *	▼ *	▼ *	▼ *	EN.EO.EP.ES.ET	**	▼ EN*	▼ *	▼
Somewhat agree	33%	45%	47%	44%	43%	22%	9%	47%	44%	45%
	**	▲ EQ*	▲ EQ*	EQ*	EQ*	▼	**	▲ EQ*	▲ EQ*	▲ EQ
Neither agree nor disagree	21%	15%	32%	31%	30%	11%	45%	27%	31%	29%
	**	▲ EQ*	▲ EQ*	EQ*	EQ*	▼	**	EQ*	▲ EQ*	▲ EQ
Somewhat disagree	4%	-	8%	6%	3%	2%	-	5%	5%	5%
	**	*	*	*	*	*	**	*	*	*
Strong disagree	2%	-	-	-	-	3%	9%	-	-	-
	**	*	*	*	*	EU	**	*	*	▼
Net: Agree	74%	85%	60%	63%	67%	84%	45%	67%	64%	66%
	**	▼ *	*	*	*	EN.EO.EP.ES.ET	**	*	▼ *	▼
Net: Disagree	5%	-	8%	6%	3%	5%	9%	5%	5%	5%
	**	*	*	*	*	*	**	*	*	*

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	311	20	53	48	30	149	11	73	78	151
Strongly agree	32%	60%	13%	23%	23%	39%	27%	26%	23%	25%
	**	▼ *	*	*	*	▲ EN.EO.ET.EU	**	EN*	*	▼ EN
Somewhat agree	37%	20%	49%	42%	43%	34%	27%	41%	42%	42%
	**	EQ.ES*	*	*	*	*	**	*	*	*
Neither agree nor disagree	22%	15%	28%	31%	23%	17%	36%	25%	28%	26%
	**	*	*	EQ*	*	▼	**	*	EQ*	EQ
Somewhat disagree	4%	-	6%	4%	7%	4%	-	4%	5%	5%
	**	*	*	*	*	*	**	*	*	*
Strong disagree	5%	5%	4%	-	3%	7%	9%	4%	1%	3%
	**	*	*	*	*	*	**	*	*	*
Net: Agree	69%	80%	62%	65%	67%	72%	55%	67%	65%	66%
	**	*	*	*	*	*	**	*	*	*
Net: Disagree	9%	5%	9%	4%	10%	11%	9%	8%	6%	7%
	**	*	*	*	*	*	**	*	*	*

Global Witness
Tracking-based advertising

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YouGov



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	311	201	110	9	48	61	60	133
Strongly agree	48%	47%	49%	33% **	23% ▼ *	34% *	57% D,E*	60% ▲ D,E
Somewhat agree	30%	33%	25%	22% **	58% ▲ E,F,G*	30% *	22% *	24%
Neither agree nor disagree	15%	13%	17%	33% **	15% *	21% *	13% *	11%
Somewhat disagree	5%	3%	8% A	11% **	2% *	7% *	8% *	3%
Strong disagree	3%	3%	1% A	- **	2% *	8% ▲ F,G*	- *	2%
Net: Agree	78%	80%	74%	56% **	81% E*	64% ▼ *	78% *	84% E
Net: Disagree	7%	6%	9%	11% **	4% *	15% G*	8% *	5%

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

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

YouGov



Total	Net household income												
	under 500€	500€ up to 1,000€	1,000€ up to 1,500€	1,500€ up to 2,000€	2,000€ up to 2,500€	2,500€ up to 3,000€	3,000€ up to 3,500€	3,500€ up to 4,000€	4,000€ up to 4,500€	4,500€ up to 5,000€	5,000€ up to 10,000€	10,000€ and more	Prefer not to say
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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	311													
Strongly agree	48%	50%	50%	53%	61%	47%	31%	39%	41%	33%	27%	56%	62%	70%
		**	**	**	**	**	**	*	**	**	▼ *	AC*	**	▲ Z, AC*
Somewhat agree	30%	50%	50%	26%	11%	26%	50%	33%	30%	44%	45%	26%	31%	11%
		**	**	**	**	**	**	AF*	**	**	AF*	*	**	▼ *
Neither agree nor disagree	15%	-	-	21%	28%	26%	19%	15%	19%	11%	15%	9%	-	11%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Somewhat disagree	5%	-	-	-	-	-	-	6%	11%	11%	9%	3%	-	5%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Strong disagree	3%	-	-	-	-	-	-	6%	-	-	3%	6%	8%	4%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Agree	78%	100%	100%	79%	72%	74%	81%	73%	70%	78%	73%	82%	92%	80%
		**	**	**	**	**	**	*	**	**	*	*	**	*
Net: Disagree	7%	-	-	-	-	-	-	12%	11%	11%	12%	9%	8%	9%
		**	**	**	**	**	**	*	**	**	*	*	**	*

Cell Contents (I, 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, BC/BD/BE/BF/BG, BH/BI/BJ/BK/BL/BM/BN/BO, BP/BQ/BR/BS/BT, BU/BV, BW)

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Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	West/East		German state (Bundesland)										
	West	East	Baden-Wurttemberg	Bavaria	Berlin	Brandenburg	Bremen	Hamburg	Hesse	Mecklenburg-Vorpommern	Lower Saxony	North Rhine-Westphalia	Rheinland-Pfalz
	AG	AH	AI	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	311	224	87	33	33	44	9	6	11	36	6	21	58	10
Strongly agree	48%	47%	51% *	45% *	45% *	43% *	67% **	50% **	64% **	42% *	50% **	48% **	45% *	60% **
Somewhat agree	30%	31%	28% *	30% *	30% *	34% *	11% **	17% **	18% **	42% *	17% **	43% **	31% *	30% **
Neither agree nor disagree	15%	15%	15% *	18% *	15% *	16% *	- **	17% **	18% **	6% *	33% **	10% **	17% *	- **
Somewhat disagree	5%	5%	5% *	6% *	6% *	7% *	- **	- **	- **	6% *	- **	- **	5% *	10% **
Strong disagree	3%	3%	2% *	- *	3% *	- *	22% **	17% **	- **	6% *	- **	- **	2% *	- **
Net: Agree	78%	78%	78% *	76% *	76% *	77% *	78% **	67% **	82% **	83% *	67% **	90% **	76% *	90% **
Net: Disagree	7%	8%	7% *	6% *	9% *	7% *	22% **	17% **	- **	11% *	- **	- **	7% *	10% **

Cell Contents (BX/BY/BZ/CA/CB/CC/CD/CE, CF/CG/CH/CI/CJ, CK/CL, CM/CN/CO/CP/CQ/CR/CS/CT/CU, CV/CW/CX/CY/CZ/DA/DB/DC/DD, DE/DF/DG/DH/DI, DJ/DK/DL/DM/DN, DO/DP/DQ/DR/DS/DT/DU/DV/DW/DX/DY/DZ/EA/EB/E

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Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Household decision maker grocery shopping						How many people, including you, live in your household? (both children and adults)							
	Saarland	Saxony	Saxony-Anhalt	Schleswig-Holstein	Thuringia	Not in Germany	I am solely responsible	I share the responsibility with someone else	Someone else is responsible	1	2	3	4	5+
	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG

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	311	3	15	9	13	4	-	160	137	14	58	143	53	40	17
Strongly agree	48%	67% **	80% **	33% **	46% **	25% **	- **	38% ▼	58% ▲ AZ	64% **	52% *	48% *	49% *	40% *	53% **
Somewhat agree	30%	- **	13% **	44% **	8% **	25% **	- **	34% BA	26% **	21% **	33% *	31% *	30% *	20% *	29% **
Neither agree nor disagree	15%	33% **	- **	22% **	31% **	50% **	- **	19% BA	10% **	7% **	14% *	13% *	15% *	28% ▲ BD*	6% **
Somewhat disagree	5%	- **	7% **	- **	8% **	- **	- **	5% **	4% **	7% **	- *	6% *	6% *	5% *	6% **
Strong disagree	3%	- **	- **	- **	8% **	- **	- **	4% **	1% **	- **	2% *	2% *	- *	8% BE*	6% **
Net: Agree	78%	67% **	93% **	78% **	54% **	50% **	- **	72% AZ	84% **	86% **	84% BF*	79% BF	79% BF*	60% ▼ *	82% **
Net: Disagree	7%	- **	7% **	- **	15% **	- **	- **	9% **	6% **	7% **	2% *	8% *	6% *	13% BC*	12% **

Cell Contents (C/ED/EE/EF/EG/EH/EI, EJ/EK/EL, EM/EN/EO/EP/EQ/ER/ES/ET/EU, Minimum Base: 30 (**), Small Base: 100 (*))

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Global Witness
Tracking-based advertising

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Total	Marital status								Number of Children <18				
	Single	Married	Partnership after the Civil Partnership Act	Living together with partner	Separated	Divorced	Widowed	Prefer not to say	None	1	2	3	4 or more
	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT

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	311	63	151	8	57	4	19	6	2	220	49	33	5	4
Strongly agree	48%	41%	51%	50%	42%	25%	68%	50%	-	54%	39%	27%	40%	25%
		*		**	*	**	**	**	**	BR	*	▼ *	**	**
Somewhat agree	30%	37%	26%	13%	35%	50%	21%	50%	50%	30%	35%	18%	40%	50%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Neither agree nor disagree	15%	14%	14%	38%	18%	-	11%	-	50%	10%	24%	30%	20%	-
		*	**	**	*	**	**	**	**	*	BP*	▲ BP*	**	**
Somewhat disagree	5%	5%	5%	-	5%	25%	-	-	-	5%	2%	9%	-	25%
		*	**	**	*	**	**	**	**	*	*	*	**	**
Strong disagree	3%	3%	4%	-	-	-	-	-	-	1%	-	15%	-	-
		*	**	**	*	**	**	**	**	*	*	▲ BP, BQ*	**	**
Net: Agree	78%	78%	77%	63%	77%	75%	89%	100%	50%	84%	73%	45%	80%	75%
		*	**	**	*	**	**	**	**	BR	BR*	▼ *	**	**
Net: Disagree	7%	8%	9%	-	5%	25%	-	-	-	6%	2%	24%	-	25%
		*	**	**	*	**	**	**	**	*	*	▲ BP, BQ*	**	**

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Global Witness

Tracking-based advertising

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YouGov



Total	immigrant background		Religious affiliation								
	Yes	No	Roman Catholic	Evangelical Lutheran	Evangelical Free Church	Orthodox-Christian	Jewish	Islamic	Other faith	None	Prefer not to say
	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE

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.

	311	69	241	59	71	13	5	3	12	12	120	14
Base: SMEs leaders												
Strongly agree	48%	25% ▼ *	54% BU	44% *	38% *	15% **	- **	- **	25% **	83% **	60% ▲ BW, BX	50% **
Somewhat agree	30%	43% ▲ BV*	26%	25% *	46% ▲ BW, CD*	46% **	40% **	33% **	25% **	17% **	23% **	29% **
Neither agree nor disagree	15%	25% ▲ BV*	12%	15% *	13% *	23% **	40% **	67% **	42% **	- **	12% **	14% **
Somewhat disagree	5%	4% *	5%	7% *	1% *	8% **	20% **	- **	8% **	- **	5% **	7% **
Strong disagree	3%	3% *	2%	8% ▲ CD*	1% *	8% **	- **	- **	- **	- **	1% **	- **
Net: Agree	78%	68% *	81% BU	69% *	85% BW*	62% **	40% **	33% **	50% **	100% **	83% BW	79% **
Net: Disagree	7%	7% *	7%	15% ▲ BX, CD*	3% *	15% **	20% **	- **	8% **	- **	6% **	7% **

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Global Witness

Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Home ownership					Car - available in household yes/no		Nielsen areas								
	Owner-occupied apartment(s)	Rented flat(s)	Owner-occupied house	Rented House / Houses	No home ownership	yes	no	Nielsen 1: Bremen, Hamburg, Lower Saxony, Schleswig-Holstein	Nielsen 2: North Rhine-Westphalia	Nielsen 3: Hesse, Rhineland-Palatinate, Saarland	Nielsen 4: Baden-Württemberg	Nielsen 4: Bayern	Nielsen 5: Berlin	Nielsen 6: Brandenburg, Mecklenburg-Western Pomerania	Nielsen 7: Saxony, Thuringia	Not in Germany
	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU

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	311	48	68	113	13	98	276	35	51	58	49	33	33	44	24	19	-
Strongly agree	48%	52% *	37% ▼ *	49%	54% **	57% ▲ CG*	49%	43% *	51% *	45% *	47% *	45% *	43% *	50% **	68% **	-	**
Somewhat agree	30%	33% *	32% *	26%	15% **	30% *	30%	29% *	25% *	31% *	37% *	30% *	30% *	34% **	25% **	16% **	-
Neither agree nor disagree	15%	15% *	25% ▲ CJ*	16% CJ	15% **	5% ▼ *	14%	20% *	18% *	17% *	6% *	18% *	15% *	16% **	17% **	11% **	-
Somewhat disagree	5%	- *	4% *	6%	15% **	5% *	5%	3% *	2% *	5% *	6% *	6% *	6% *	7% **	-	5% **	-
Strong disagree	3%	- *	1% *	4% **	-	3% *	2%	6% *	4% *	2% *	4% *	-	3% *	-	8% **	-	**
Net: Agree	78%	85% CG*	69% *	74%	69% **	87% ▲ CG.CH*	79%	71% *	76% *	76% *	84% *	76% *	76% *	77% *	75% **	84% **	- **
Net: Disagree	7%	- ▼ *	6% *	10% CF	15% **	8% CF*	7%	9% *	6% *	7% *	10% *	6% *	9% *	7% *	8% **	5% **	- **

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Global Witness
Tracking-based advertising

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YouGov



Total	Voting behaviour 2017									Political interest				
	CDU/CSU	SPD	Linke	Grüne	FDP	AfD	Other	Didn't vote (invalid, not voted, not eligible to vote)	Don't remember	Not at all	Less strong	Mediocre	Fairly strong	Very strong
	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI

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	311	75	43	27	45	29	32	14	29	13	10	32	89	105	75
Strongly agree	48%	37%	53%	67%	53%	55%	50%	43%	34%	54%	30%	25%	44%	51%	60%
		*	*	**	*	**	*	**	**	**	**	▼ *	*	DF	DF.DG*
Somewhat agree	30%	40%	30%	19%	27%	21%	38%	14%	31%	15%	10%	44%	26%	33%	27%
		*	*	**	*	**	*	**	**	**	**	*	*	*	*
Neither agree nor disagree	15%	13%	14%	15%	11%	7%	13%	29%	24%	23%	40%	22%	24%	8%	8%
		*	*	**	*	**	*	**	**	**	**	DH.DI*	DH.DI*	*	*
Somewhat disagree	5%	5%	2%	-	4%	14%	-	7%	7%	8%	20%	6%	6%	3%	4%
		*	*	**	*	**	*	**	**	**	**	*	*	*	*
Strong disagree	3%	4%	-	-	4%	3%	-	7%	3%	-	-	3%	1%	5%	1%
		*	*	**	*	**	*	**	**	**	**	*	*	*	*
Net: Agree	78%	77%	84%	85%	80%	76%	88%	57%	66%	69%	40%	69%	70%	85%	87%
		*	*	**	*	**	*	**	**	**	**	*	*	DF.DG	DF.DG*
Net: Disagree	7%	9%	2%	-	9%	17%	-	14%	10%	8%	20%	9%	7%	8%	5%
		*	*	**	*	**	*	**	**	**	**	*	*	*	*

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Global Witness
Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.



Total	Social Networks - member of											
	Facebook	Twitter	LinkedIn	MySpace	Pinterest	Tumblr	Instagram	Snapchat	XING	Badoo	Stayfriends	Reddit
	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ

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.

	311	193	87	80	21	65	13	125	40	69	9	34	15
Base: SMEs leaders													
Strongly agree	48%	44%	43% *	38% ▼ *	14% **	49% DV*	38% **	42%	33% ▼ *	59% DP.DQ.DU.DV.E	44% **	65% DP.DQ.DU.DV.E	33% **
Somewhat agree	30%	35% ▲ EG	37% EG*	40% ▲ DW.EG*	57% **	32% *	23% **	36% EG	38% EG*	26% *	22% **	29% *	33% **
Neither agree nor disagree	15%	15% DW.DY	11% *	15% DW.DY*	24% **	15% DW.DY*	8% **	12%	23% DP.DU.DW.DY*	6% ▼ *	11% **	3% ▼ *	27% **
Somewhat disagree	5%	5% *	7% *	6% *	5% **	3% *	23% **	9% ▲ DO	5% *	7% *	11% **	3% *	7% **
Strong disagree	3%	2% *	2% *	1% *	- **	- *	8% **	2% *	3% *	1% *	11% **	- *	- **
Net: Agree	78%	79%	79%	78%	71%	82%	62%	78%	70%	86%	67%	94%	67%
Net: Disagree	7%	7%	9%	8%	5%	3%	31%	10%	8%	9%	22%	3%	7%

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Global Witness

Tracking-based advertising

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Total										Business size		
	WeChat	Meetup	VK (VKonkate)	TikTok	Youtube	Other	Not applicable I am not currently a member of any social	I don't know	Prefer not to say	Micro (<10)	Small (<50)	Medium (<250)
	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL

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	311	19	7	6	39	124	17	40	-	4	183	74	54
Strongly agree	48%	26%	29%	67%	33%	44%	47%	70%	-	25%	58%	30%	39%
	**	**	**	**	*	**	**	P.DQ.DS.DU.DV	**	**	▲ EK,EL	▼ *	*
Somewhat agree	30%	37%	-	17%	38%	32%	47%	15%	-	25%	21%	49%	33%
	**	**	**	**	EG*	EG	**	▼ **	**	**	▼	▲ EJ*	*
Neither agree nor disagree	15%	26%	57%	17%	21%	14%	-	8%	-	25%	13%	15%	20%
	**	**	**	**	DW.DY*	DW.DY	**	*	**	**	*	*	*
Somewhat disagree	5%	-	14%	-	8%	9%	-	3%	-	-	6%	4%	2%
	**	**	**	**	*	▲ DO,DS	**	*	**	**	*	*	*
Strong disagree	3%	11%	-	-	-	1%	6%	5%	-	25%	2%	3%	6%
	**	**	**	**	*	*	**	*	**	**	*	*	*
Net: Agree	78%	63%	29%	83%	72%	77%	94%	85%	-	50%	79%	78%	72%
	**	**	**	**	*	**	**	*	**	**	*	*	*
Net: Disagree	7%	11%	14%	-	8%	10%	6%	8%	-	25%	8%	7%	7%
	**	**	**	**	*	DS	**	*	**	**	*	*	*

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Global Witness

Tracking-based advertising

The survey was conducted on 311 SMEs' leaders aged 18 and over in Germany. The survey was conducted online, on the YouGov Germany proprietary panel from the 4th to the 7th of January 2022.

YouGov



Total	Use tracking based ads								
	Very Frequently	Frequently	Rarely	Very Rarely	Never	Unsure / don't know	Net : Frequently	Net : Rarely	Net : Use
	EM	EN	EO	EP	EQ	ER	ES	ET	EU

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	311	20	53	48	30	149	11	73	78	151
Strongly agree	48%	45%	19%	31%	37%	67%	36%	26%	33%	30%
	**	▼ *	▼ *	*	EN,EO,EP,ES,ET	**	▼ EN*	▼ *	▼ EN	
Somewhat agree	30%	35%	57%	25%	37%	19%	36%	51%	29%	40%
	**	▲ EO,EQ,ET,EU	*	EQ*	▼	**	▲ EO,EQ,ET,EU	*	▲ EO,EQ,ET	
Neither agree nor disagree	15%	15%	17%	31%	13%	9%	18%	16%	24%	21%
	**	*	▲ EQ,EU*	*	▼	**	*	▲ EQ*	▲ EQ	
Somewhat disagree	5%	-	6%	8%	13%	3%	-	4%	10%	7%
	**	*	*	▲ EQ*	*	**	*	▲ EQ*	*	
Strong disagree	3%	5%	2%	4%	-	2%	9%	3%	3%	3%
	**	*	*	*	*	**	*	*	*	
Net: Agree	78%	80%	75%	56%	73%	87%	73%	77%	63%	70%
	**	EO*	▼ *	*	▲ EO,ET,EU	**	EO*	▼ *	▼ EO	
Net: Disagree	7%	5%	8%	13%	13%	5%	9%	7%	13%	10%
	**	*	*	*	*	**	*	▲ EQ*	*	

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