

Have you ever been deceived by a manipulated picture or deepfake video?

Total sample size: 2,212

Nationally representative sample size: 2,019

GB Sample Spec	Percentage	Quota	Completes	% Complete	Yes		No		I don't know		Prefer not to say	
TOTALS					247 - 12%		915 - 45%		645 - 32%		212 - 11%	
Gender		Quotas		Raw counts	Results							
Male	48.7%	983	983	100%	116	12%	477	49%	305	31%	85	9%
Female	50.8%	1,026	1,026	100%	129	13%	435	42%	336	33%	126	12%
Neither	0.5%	10	10	100%	2	20%	3	30%	4	40%	1	10%
AgeRange		Quotas		Raw counts	Results							
18-24	10.6%	214	214	100%	45	21%	86	40%	49	23%	34	16%
25-34	17.0%	343	343	100%	47	14%	131	38%	108	31%	57	17%
35-44	16.4%	331	331	100%	38	11%	135	41%	119	36%	39	12%
45-54	16.9%	341	341	100%	39	11%	149	44%	117	34%	36	11%
55-64	15.9%	321	321	100%	34	11%	157	49%	107	33%	23	7%
65+	23.2%	468	469	100%	44	9%	257	55%	145	31%	23	5%
SocialGrade		Quotas		Raw counts	Results							
AB	22.8%	460	460	100%	57	12%	203	44%	141	31%	59	13%
C1	30.9%	625	625	100%	67	11%	281	45%	230	37%	47	8%
C2	21.2%	428	428	100%	63	15%	196	46%	122	29%	47	11%
DE	25.1%	507	506	100%	60	12%	235	46%	152	30%	59	12%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Yes		No		I don't know		Prefer not to say	
Region	Quotas		Raw counts		Results							
North East	4.1%	83	82	99%	6	7%	39	48%	27	33%	10	12%
North West	11.4%	230	230	100%	25	11%	122	53%	63	27%	20	9%
Yorkshire and The Humber	8.4%	170	169	99%	23	14%	78	46%	49	29%	19	11%
East Midlands	7.5%	151	151	100%	16	11%	57	38%	59	39%	19	13%
West Midlands	9.1%	184	184	100%	29	16%	82	45%	51	28%	22	12%
East of England	9.7%	196	196	100%	28	14%	94	48%	60	31%	14	7%
London	13.5%	273	273	100%	34	12%	133	49%	76	28%	30	11%
South East	14.3%	289	289	100%	34	12%	123	43%	98	34%	34	12%
South West	8.8%	178	178	100%	21	12%	76	43%	66	37%	15	8%
Wales	4.8%	97	97	100%	9	9%	43	44%	36	37%	9	9%
Scotland	8.4%	170	170	100%	22	13%	68	40%	60	35%	20	12%