

# YouGov / TASO Advisory Survey Results

Sample Size: 1661 adults in GB  
Fieldwork: 1st - 2nd February 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1661</b>	563	412	149	616	658	807	854	181	693	400	387	947	714	199	558	360	400	143
<b>Unweighted Sample</b>	<b>1661</b>	572	412	152	671	689	725	936	113	676	430	442	985	676	193	578	349	408	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, do you think technology has generally made society better or worse, or has it made no difference?

Much better	15	15	18	13	18	12	18	12	13	16	18	11	17	13	19	14	12	18	13
Slightly better	34	30	39	45	42	29	33	36	37	35	36	31	40	27	38	36	34	29	36
<b>TOTAL BETTER</b>	<b>49</b>	<b>45</b>	<b>57</b>	<b>58</b>	<b>60</b>	<b>41</b>	<b>51</b>	<b>48</b>	<b>50</b>	<b>51</b>	<b>54</b>	<b>42</b>	<b>57</b>	<b>40</b>	<b>57</b>	<b>50</b>	<b>46</b>	<b>47</b>	<b>49</b>
It has made no difference	8	6	8	7	8	6	9	6	12	8	6	6	5	10	8	5	8	7	13
Slightly worse	24	30	19	21	19	31	21	27	18	22	24	30	24	25	21	26	24	25	17
Much worse	13	16	9	9	8	18	13	12	6	11	13	18	9	17	8	13	15	12	13
<b>TOTAL WORSE</b>	<b>37</b>	<b>46</b>	<b>28</b>	<b>30</b>	<b>27</b>	<b>49</b>	<b>34</b>	<b>39</b>	<b>24</b>	<b>33</b>	<b>37</b>	<b>48</b>	<b>33</b>	<b>42</b>	<b>29</b>	<b>39</b>	<b>39</b>	<b>37</b>	<b>30</b>
Don't know	6	4	7	5	4	4	6	7	12	9	2	4	5	9	6	6	6	8	8

Do you think large online tech firms, such as social media companies and search engines, have too much or too little influence over each of the following, or is the current balance about right?

The technology market as a whole

Too much influence	61	69	56	62	58	70	61	60	49	56	64	71	62	58	63	62	62	57	56
Current balance is about right	23	21	25	23	27	19	25	20	21	24	26	17	23	22	23	23	21	24	20
Too little influence	1	1	2	0	1	1	2	1	2	2	1	1	1	2	3	1	2	0	1
Don't know	15	9	17	14	14	10	12	19	28	18	9	10	14	17	12	13	15	18	23

Society in general

Too much influence	68	77	66	72	70	74	67	70	47	66	73	76	70	66	68	73	66	65	65
Current balance is about right	17	15	17	16	19	15	19	14	21	17	18	12	18	15	16	15	18	18	16
Too little influence	3	2	2	2	1	3	3	2	8	2	2	2	2	4	4	3	3	1	6
Don't know	12	6	15	9	10	8	11	13	24	14	6	9	10	15	12	9	13	15	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Personal data is defined as any information that a living individual can be identified from (e.g. age, gender, home address, contact details). Based on what you know or have heard, how worried, if at all, are you about online technology firms, such as social media companies and search engines, using, collecting or storing individuals' personal data?  
Using individuals' personal data

Very worried	36	39	36	36	37	40	35	36	23	31	41	45	35	37	38	37	34	35	34
Fairly worried	41	41	43	47	43	42	40	42	39	41	40	42	42	39	43	41	43	37	39
<b>TOTAL WORRIED</b>	<b>77</b>	<b>80</b>	<b>79</b>	<b>83</b>	<b>80</b>	<b>82</b>	<b>75</b>	<b>78</b>	<b>62</b>	<b>72</b>	<b>81</b>	<b>87</b>	<b>77</b>	<b>76</b>	<b>81</b>	<b>78</b>	<b>77</b>	<b>72</b>	<b>73</b>
Not very worried	14	15	12	10	15	13	17	12	15	18	13	9	16	13	13	14	13	17	14
Not at all worried	1	1	1	0	1	1	1	1	1	1	2	1	1	2	1	1	1	2	2
<b>TOTAL NOT WORRIED</b>	<b>15</b>	<b>16</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>16</b>	<b>19</b>	<b>15</b>	<b>10</b>	<b>17</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>19</b>	<b>16</b>
Don't know	8	3	8	6	5	4	7	8	22	9	3	4	6	10	5	6	9	9	12

Collecting individuals' personal data

Very worried	32	34	31	32	32	37	34	31	27	28	36	40	32	33	35	32	29	34	35
Fairly worried	42	45	44	50	45	44	40	45	30	43	43	47	43	42	44	44	49	35	37
<b>TOTAL WORRIED</b>	<b>74</b>	<b>79</b>	<b>75</b>	<b>82</b>	<b>77</b>	<b>81</b>	<b>74</b>	<b>76</b>	<b>57</b>	<b>71</b>	<b>79</b>	<b>87</b>	<b>75</b>	<b>75</b>	<b>79</b>	<b>76</b>	<b>78</b>	<b>69</b>	<b>72</b>
Not very worried	16	16	15	12	17	14	18	13	19	19	15	9	17	14	16	17	11	19	14
Not at all worried	2	1	2	0	2	2	3	1	6	2	2	0	2	2	1	1	2	3	7
<b>TOTAL NOT WORRIED</b>	<b>18</b>	<b>17</b>	<b>17</b>	<b>12</b>	<b>19</b>	<b>16</b>	<b>21</b>	<b>14</b>	<b>25</b>	<b>21</b>	<b>17</b>	<b>9</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>13</b>	<b>22</b>	<b>21</b>
Don't know	7	3	8	5	5	4	5	9	17	8	4	4	6	9	4	6	9	9	6

Storing individuals' personal data

Very worried	33	37	32	33	33	37	34	32	24	29	35	41	32	33	34	34	31	33	29
Fairly worried	42	42	44	47	45	44	40	45	32	43	44	45	43	42	46	42	48	35	46
<b>TOTAL WORRIED</b>	<b>75</b>	<b>79</b>	<b>76</b>	<b>80</b>	<b>78</b>	<b>81</b>	<b>74</b>	<b>77</b>	<b>56</b>	<b>72</b>	<b>79</b>	<b>86</b>	<b>75</b>	<b>75</b>	<b>80</b>	<b>76</b>	<b>79</b>	<b>68</b>	<b>75</b>
Not very worried	16	17	14	15	17	14	18	14	20	18	15	11	18	14	14	17	11	20	13
Not at all worried	2	2	1	0	1	2	3	1	7	1	2	0	2	2	2	1	2	2	6
<b>TOTAL NOT WORRIED</b>	<b>18</b>	<b>19</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>15</b>	<b>27</b>	<b>19</b>	<b>17</b>	<b>11</b>	<b>20</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>22</b>	<b>19</b>
Don't know	7	3	8	5	5	4	6	8	17	9	3	4	6	9	4	6	9	9	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As a reminder, personal data is defined as any information that a living individual can be identified from (e.g. age, gender, home address, contact details).

How comfortable or uncomfortable are you sharing your personal data with online technology firms, such as social media companies and search engines, in exchange for using their services for free?

Very comfortable	3	3	4	0	2	4	3	2	9	2	1	2	3	2	1	2	3	3	5
Fairly comfortable	20	21	20	17	23	17	22	19	16	26	19	13	21	19	18	23	18	23	15
<b>TOTAL COMFORTABLE</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>17</b>	<b>25</b>	<b>21</b>	<b>25</b>	<b>21</b>	<b>25</b>	<b>28</b>	<b>20</b>	<b>15</b>	<b>24</b>	<b>21</b>	<b>19</b>	<b>25</b>	<b>21</b>	<b>26</b>	<b>20</b>
Fairly uncomfortable	40	42	42	50	45	40	39	42	35	41	41	42	43	37	41	44	41	35	40
Very uncomfortable	28	32	26	27	25	34	28	29	16	21	35	39	26	32	32	26	30	28	25
<b>TOTAL UNCOMFORTABLE</b>	<b>68</b>	<b>74</b>	<b>68</b>	<b>77</b>	<b>70</b>	<b>74</b>	<b>67</b>	<b>71</b>	<b>51</b>	<b>62</b>	<b>76</b>	<b>81</b>	<b>69</b>	<b>69</b>	<b>73</b>	<b>70</b>	<b>71</b>	<b>63</b>	<b>65</b>
Don't know	8	3	9	5	5	5	9	8	23	10	4	3	7	10	8	5	8	11	15

How concerned, if at all, are you about the amount of harmful content on the internet?

Very concerned	30	33	29	35	31	34	20	40	11	24	34	45	29	31	34	30	28	33	23
Fairly concerned	43	44	48	47	47	44	44	43	41	43	47	41	46	39	40	45	44	42	44
<b>TOTAL CONCERNED</b>	<b>73</b>	<b>77</b>	<b>77</b>	<b>82</b>	<b>78</b>	<b>78</b>	<b>64</b>	<b>83</b>	<b>52</b>	<b>67</b>	<b>81</b>	<b>86</b>	<b>75</b>	<b>70</b>	<b>74</b>	<b>75</b>	<b>72</b>	<b>75</b>	<b>67</b>
Not very concerned	16	16	16	11	16	15	23	10	17	22	13	9	16	17	18	16	18	14	16
Not at all concerned	4	3	2	2	2	2	6	1	14	3	3	1	3	5	1	5	4	3	6
<b>TOTAL NOT CONCERNED</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>13</b>	<b>18</b>	<b>17</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>25</b>	<b>16</b>	<b>10</b>	<b>19</b>	<b>22</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>22</b>
Don't know	7	3	5	5	3	5	7	6	16	8	3	5	5	8	8	4	6	9	11

Do you think online technology firms, such as social media companies and search engines, should be doing more to limit and remove harmful content from their services, or are they currently doing all they reasonably can?

Should be doing more	79	82	82	87	87	82	73	85	50	78	85	89	80	77	80	82	75	79	78
Doing all they reasonably can	10	10	7	8	8	10	14	6	22	11	8	5	11	9	4	10	14	9	12
Don't know	11	8	11	5	5	8	13	9	29	11	7	6	9	13	16	8	11	12	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Government should be doing more or less to regulate cryptocurrencies in the UK, or are they currently doing enough?

Should be doing more	<b>50</b>	52	57	59	55	52	51	49	30	47	57	58	50	51	49	52	48	51	49
Currently doing enough	<b>10</b>	11	8	7	10	11	13	8	14	10	11	7	11	9	11	9	14	7	11
Should be doing less	<b>5</b>	4	4	3	4	3	9	1	19	5	2	2	6	4	4	4	5	5	7
Don't know	<b>35</b>	33	31	32	31	34	28	42	38	38	30	33	33	37	35	35	33	37	33