

YouGov / TASO Advisory Survey Results

Sample Size: 2422 GB Adults
Fieldwork: 1st - 2nd March 2022

	Vote in 2019			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
Weighted Sample	2422	821	601	218	899	959	1177	1245	264	1010	584	564	1381	1041	291	814	526	584	208
Unweighted Sample	2422	824	601	214	990	938	1060	1362	201	959	608	654	1391	1031	222	834	551	590	225
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Feb	1-2 Mar																		
Overall, do you think technology has generally made society better or worse, or has it made no difference?																				
Much better	15	16	17	16	19	19	15	21	11	11	14	20	19	18	13	20	15	16	14	17
Slightly better	34	34	33	36	40	39	31	35	33	35	37	31	32	39	28	34	37	32	31	36
TOTAL BETTER	49	50	50	52	59	58	46	56	44	46	51	51	51	57	41	54	52	48	45	53
It has made no difference	8	7	5	5	10	6	6	8	6	11	8	5	6	6	8	10	7	8	6	5
Slightly worse	24	24	28	25	19	22	28	18	30	20	23	28	25	22	28	21	23	27	26	22
Much worse	13	12	13	9	8	8	16	11	12	8	11	13	13	9	15	7	12	11	15	12
TOTAL WORSE	37	36	41	34	27	30	44	29	42	28	34	41	38	31	43	28	35	38	41	34
Don't know	6	7	4	7	5	5	4	6	8	16	7	4	5	6	8	8	6	7	8	7
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	61	63	65	64	63	64	60	62	52	58	67	65	62	59	60	64	59	59	63
Current balance is about right	23	24	26	21	23	24	24	28	20	28	25	23	21	26	21	23	24	24	26	20
Too little influence	1	2	2	1	1	1	2	2	2	4	2	0	2	1	2	1	2	2	2	2
Don't know	15	13	9	13	12	13	10	10	16	16	15	10	12	10	17	16	11	14	13	16
Society in general																				
Too much influence	68	71	75	74	77	74	73	69	72	59	68	78	74	73	67	66	76	70	67	71
Current balance is about right	17	16	17	13	17	16	16	19	13	21	18	13	15	17	15	16	14	17	19	16
Too little influence	3	2	2	3	1	3	2	3	2	7	2	1	2	2	3	2	3	3	3	2
Don't know	12	10	7	10	6	8	8	9	12	14	12	8	10	8	14	16	7	10	12	11

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Weighted Sample
Unweighted Sample

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

1-2
Feb
1-2
Mar

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	33	34	33	32	32	37	33	33	23	30	38	39	33	34	37	34	31	32	33
Fairly worried	41	43	45	45	48	46	43	41	45	45	41	44	46	43	44	39	44	44	44	44
TOTAL WORRIED	77	76	79	78	80	78	80	74	78	68	71	82	85	76	78	76	78	75	76	77
Not very worried	14	15	16	15	15	15	15	18	13	17	19	13	11	17	13	13	16	16	16	14
Not at all worried	1	2	2	2	1	2	2	3	1	3	2	1	2	2	2	5	2	1	2	2
TOTAL NOT WORRIED	15	17	18	17	16	17	17	21	14	20	21	14	13	19	15	18	18	17	18	16
Don't know	8	6	3	5	5	4	3	5	6	12	8	3	2	5	7	7	4	8	5	7
Collecting individuals' personal data																				
Very worried	32	29	30	30	25	27	33	28	29	17	24	34	37	28	30	31	29	28	28	29
Fairly worried	42	44	47	43	48	47	44	42	46	43	42	47	46	44	45	37	47	43	47	43
TOTAL WORRIED	74	73	77	73	73	74	77	70	75	60	66	81	83	72	75	68	76	71	75	72
Not very worried	16	18	17	19	20	19	17	21	16	24	22	15	13	20	16	20	18	19	17	18
Not at all worried	2	2	2	2	1	2	3	3	2	3	3	2	2	2	3	5	2	1	3	2
TOTAL NOT WORRIED	18	20	19	21	21	21	20	24	18	27	25	17	15	22	19	25	20	20	20	20
Don't know	7	6	3	6	5	5	3	6	7	13	9	3	2	6	7	7	4	9	5	8
Storing individuals' personal data																				
Very worried	33	29	33	29	26	28	34	28	30	18	25	34	37	28	31	33	30	28	27	30
Fairly worried	42	44	45	44	49	46	43	42	45	44	42	45	45	44	44	38	46	41	46	44
TOTAL WORRIED	75	73	78	73	75	74	77	70	75	62	67	79	82	72	75	71	76	69	73	74
Not very worried	16	18	16	19	19	19	16	20	16	21	21	15	13	20	15	16	17	19	19	15
Not at all worried	2	3	3	3	2	3	3	4	2	5	3	2	2	3	3	6	3	2	2	4
TOTAL NOT WORRIED	18	21	19	22	21	22	19	24	18	26	24	17	15	23	18	22	20	21	21	19
Don't know	7	6	3	6	5	5	3	5	7	12	8	3	2	5	7	7	4	9	6	7

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

1-2
Feb
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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	2	3	1	3	2	3	2	4	2	3	2	3	3	3	3	2	2	3
Fairly comfortable	20	24	24	25	27	28	21	27	21	24	29	19	19	26	21	26	24	20	24	29
TOTAL COMFORTABLE	23	27	26	28	28	31	23	30	23	28	31	22	21	29	24	29	27	22	26	32
Fairly uncomfortable	40	42	45	45	42	44	42	39	45	43	41	45	41	43	41	37	42	47	42	37
Very uncomfortable	28	23	26	19	24	21	29	23	23	10	18	29	34	22	25	24	24	23	23	24
TOTAL UNCOMFORTABLE	68	65	71	64	66	65	71	62	68	53	59	74	75	65	66	61	66	70	65	61
Don't know	8	8	4	6	7	5	5	7	8	19	9	4	4	7	9	10	6	8	9	7

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

Very concerned	30	32	35	33	32	31	39	24	40	15	27	36	45	31	33	26	34	33	32	32
Fairly concerned	43	41	42	43	49	45	39	40	43	43	41	43	39	42	40	41	42	41	41	39
TOTAL CONCERNED	73	73	77	76	81	76	78	64	83	58	68	79	84	73	73	67	76	74	73	71
Not very concerned	16	16	16	16	13	18	14	23	10	20	20	15	10	18	15	17	16	18	15	18
Not at all concerned	4	4	4	4	0	3	5	7	1	6	4	3	3	4	4	5	3	3	6	4
TOTAL NOT CONCERNED	20	20	20	20	13	21	19	30	11	26	24	18	13	22	19	22	19	21	21	22
Don't know	7	6	3	5	6	4	4	7	6	16	7	2	3	5	8	10	5	5	6	8

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

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
Doing all they reasonably can
Don't know

1-2
Feb

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79	78	82	81	82	82	82	72	84	60	74	84	87	79	76	74	81	77	76	80
10	12	11	10	11	10	11	16	8	21	13	10	8	12	12	13	12	12	13	9
11	10	7	8	7	7	8	12	8	19	13	6	5	8	13	13	8	11	12	11

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
Currently doing enough
Should be doing less
Don't know

50	52	54	57	60	54	56	51	52	39	45	61	60	53	50	50	52	53	50	53
10	11	12	11	12	11	10	15	7	13	15	8	6	12	10	10	12	11	12	8
5	5	4	5	0	3	5	8	3	15	6	3	2	5	5	6	5	6	5	4
35	32	30	28	27	31	29	26	38	33	34	29	32	29	36	34	32	30	32	35