

YouGov / TASO Advisory Survey Results

Sample Size: 1701 adults in GB
Fieldwork: 1st - 3rd April 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
Weighted Sample	1701	577	422	153	631	674	827	874	185	709	410	396	970	731	204	572	369	410	146
Unweighted Sample	1701	574	393	152	697	670	736	965	132	687	421	461	995	706	143	595	393	422	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		1-2 Mar		1-3 Apr																	
Overall, do you think technology has generally made society better or worse, or has it made no difference?	Much better	16	12	9	17	16	17	9	15	9	10	14	10	11	13	10	20	12	11	10	10
	Slightly better	34	32	31	35	42	37	30	31	32	29	33	31	31	35	27	30	34	34	28	29
	TOTAL BETTER	50	44	40	52	58	54	39	46	41	39	47	41	42	48	37	50	46	45	38	39
	It has made no difference	7	8	6	9	5	8	5	10	6	13	7	8	6	9	7	13	6	6	9	7
	Slightly worse	24	25	30	22	27	24	31	22	28	13	23	29	32	23	28	21	26	25	25	32
	Much worse	12	13	18	9	6	9	18	13	13	7	13	16	14	11	16	4	14	13	18	12
TOTAL WORSE	36	38	48	31	33	33	49	35	41	20	36	45	46	34	44	25	40	38	43	44	
Don't know	7	10	6	7	4	6	7	8	12	29	10	7	5	8	13	12	8	12	11	10	
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	59	63	62	65	62	65	61	58	37	57	70	62	61	57	56	58	59	61	67
	Current balance is about right	24	22	23	21	24	24	20	24	20	25	23	19	21	23	20	21	26	20	20	18
	Too little influence	2	1	1	1	0	0	1	1	1	3	1	1	1	1	1	1	1	1	1	1
	Don't know	13	18	13	15	11	13	15	15	21	35	19	10	16	15	22	22	15	20	19	15
Society in general	Too much influence	71	69	77	69	74	73	76	68	70	38	69	80	72	71	66	57	71	70	70	73
	Current balance is about right	16	16	14	18	19	17	14	18	15	27	16	13	15	17	15	24	17	13	15	16
	Too little influence	2	2	1	2	2	2	2	3	2	9	1	1	3	2	2	1	2	3	3	0
	Don't know	10	12	8	10	5	8	9	11	14	26	14	5	10	10	16	17	10	14	13	12

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Weighted Sample
Unweighted Sample

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

1-2
Mar
1-3
Apr

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	33	35	36	35	33	32	41	37	34	22	35	39	38	34	37	37	36	32	36	34
Fairly worried	43	41	44	44	47	48	40	39	44	39	40	43	44	44	39	40	43	41	40	44
TOTAL WORRIED	76	76	80	79	80	80	81	76	78	61	75	82	82	78	76	77	79	73	76	78
Not very worried	15	14	14	14	16	15	13	15	13	17	14	14	13	15	13	12	13	16	13	15
Not at all worried	2	1	1	2	1	1	1	1	1	1	1	0	2	1	1	0	1	2	1	1
TOTAL NOT WORRIED	17	15	15	16	17	16	14	16	14	18	15	14	15	16	14	12	14	18	14	16
Don't know	6	8	5	5	4	4	5	8	8	22	10	4	4	6	10	11	6	9	10	6

Collecting individuals' personal data

Very worried	29	31	31	32	26	28	36	33	29	22	31	34	33	29	33	29	33	29	31	29
Fairly worried	44	43	47	43	50	47	43	40	45	30	41	47	46	44	41	39	45	42	41	45
TOTAL WORRIED	73	74	78	75	76	75	79	73	74	52	72	81	79	73	74	68	78	71	72	74
Not very worried	18	17	16	18	21	20	14	17	16	21	17	15	16	18	14	19	15	18	17	15
Not at all worried	2	2	1	2	1	1	2	2	2	2	2	1	2	1	2	1	2	2	2	1
TOTAL NOT WORRIED	20	19	17	20	22	21	16	19	18	23	19	16	18	19	16	20	17	20	19	16
Don't know	6	8	5	5	2	4	5	9	8	24	9	3	3	7	10	11	5	10	9	10

Storing individuals' personal data

Very worried	29	33	34	32	31	30	38	34	31	22	32	36	35	32	33	35	34	30	33	27
Fairly worried	44	41	44	43	47	45	42	38	44	31	41	43	43	43	39	34	44	40	41	43
TOTAL WORRIED	73	74	78	75	78	75	80	72	75	53	73	79	78	75	72	69	78	70	74	70
Not very worried	18	16	17	18	17	20	14	17	16	17	16	16	17	17	15	19	16	18	14	17
Not at all worried	3	2	1	2	1	1	2	2	1	3	2	0	2	1	2	0	1	2	3	1
TOTAL NOT WORRIED	21	18	18	20	18	21	16	19	17	20	18	16	19	18	17	19	17	20	17	18
Don't know	6	9	4	5	4	4	5	9	8	26	9	4	3	7	11	12	5	10	9	12

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

1-2
Mar
1-3
Apr

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	3	2	3	2	4	2	3	3	3	2	3	3	2	2	3	3
Fairly comfortable	24	23	22	26	25	26	18	26	21	36	25	21	16	23	23	23	25	23	23	15
TOTAL COMFORTABLE	27	26	24	29	28	28	21	28	25	38	28	24	19	25	26	26	27	25	26	18
Fairly uncomfortable	42	39	38	43	50	46	38	38	40	27	39	38	47	42	35	36	36	42	38	51
Very uncomfortable	23	26	32	22	21	22	34	25	28	11	25	33	31	25	28	24	30	23	26	23
TOTAL UNCOMFORTABLE	65	65	70	65	71	68	72	63	68	38	64	71	78	67	63	60	66	65	64	74
Don't know	8	9	6	5	1	4	7	9	8	23	9	5	4	7	11	14	5	10	9	8

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

Very concerned	32	29	34	28	30	28	34	20	37	14	24	30	43	29	29	28	30	27	30	26
Fairly concerned	41	43	43	49	50	49	41	41	45	32	45	47	41	44	41	41	44	43	44	42
TOTAL CONCERNED	73	72	77	77	80	77	75	61	82	46	69	77	84	73	70	69	74	70	74	68
Not very concerned	16	17	16	15	16	17	16	23	10	21	18	18	10	18	15	16	17	19	16	13
Not at all concerned	4	4	2	3	3	3	4	6	2	12	5	1	2	2	6	1	3	4	5	9
TOTAL NOT CONCERNED	20	21	18	18	19	20	20	29	12	33	23	19	12	20	21	17	20	23	21	22
Don't know	6	8	5	5	1	3	4	9	6	22	8	5	4	7	9	13	7	7	5	9

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	78	77	81	83	83	84	79	71	82	54	74	82	86	78	75	70	80	78	76	74
Doing all they reasonably can	12	12	12	9	13	10	12	16	8	19	14	10	9	13	11	14	11	10	12	18
Don't know	10	11	7	8	4	7	9	13	9	27	12	8	5	9	14	16	9	12	12	8

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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?

	1-2 Mar	1-3 Apr																		
Should be doing more	52	49	53	51	57	53	53	50	49	36	47	55	54	52	46	48	50	46	52	51
Currently doing enough	11	11	11	8	7	8	11	14	8	18	12	6	8	12	8	8	13	10	9	11
Should be doing less	5	5	4	4	4	3	5	7	3	7	6	5	2	5	6	5	6	3	6	6
Don't know	32	35	32	36	32	35	31	29	40	38	34	34	36	31	40	39	31	41	33	33