

# YouGov / TASO Advisory Survey Results

Sample Size: 1722 adults in GB  
Fieldwork: 3rd - 4th May 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>1722</b>	584	427	155	639	682	837	885	188	718	415	401	982	740	207	579	374	415	148
<b>Unweighted Sample</b>	<b>1722</b>	571	424	145	670	672	776	946	147	738	407	430	979	743	196	580	375	425	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-3 Apr	3-4 May																		
<b>Overall, do you think technology has generally made society better or worse, or has it made no difference?</b>																				
Much better	12	17	16	19	20	20	14	21	13	18	15	20	16	19	14	21	19	13	16	16
Slightly better	32	37	36	42	47	43	33	36	38	38	39	36	34	40	33	44	38	35	35	34
<b>TOTAL BETTER</b>	<b>44</b>	<b>54</b>	<b>52</b>	<b>61</b>	<b>67</b>	<b>63</b>	<b>47</b>	<b>57</b>	<b>51</b>	<b>56</b>	<b>54</b>	<b>56</b>	<b>50</b>	<b>59</b>	<b>47</b>	<b>65</b>	<b>57</b>	<b>48</b>	<b>51</b>	<b>50</b>
It has made no difference	8	8	6	8	4	7	7	9	7	11	8	7	7	7	9	7	7	10	8	7
Slightly worse	25	22	25	21	19	20	26	19	26	16	23	22	25	21	24	13	21	26	25	25
Much worse	13	11	12	6	8	6	14	11	10	6	8	13	15	9	14	11	10	9	12	15
<b>TOTAL WORSE</b>	<b>38</b>	<b>33</b>	<b>37</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>40</b>	<b>30</b>	<b>36</b>	<b>22</b>	<b>31</b>	<b>35</b>	<b>40</b>	<b>30</b>	<b>38</b>	<b>24</b>	<b>31</b>	<b>35</b>	<b>37</b>	<b>40</b>
Don't know	10	5	3	5	2	3	5	3	7	12	6	3	3	5	6	5	5	7	5	3
<b>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?</b>																				
<b>The technology market as a whole</b>																				
Too much influence	59	59	60	60	63	61	62	62	56	50	55	65	65	60	57	56	59	55	63	62
Current balance is about right	22	25	28	24	27	25	25	26	24	25	27	24	22	25	25	25	26	27	21	28
Too little influence	1	2	1	2	0	1	1	2	1	5	2	0	1	2	1	2	1	1	1	3
Don't know	18	15	11	14	10	12	13	10	19	20	16	11	12	13	17	17	14	17	15	8
<b>Society in general</b>																				
Too much influence	69	72	74	74	82	77	74	71	73	55	69	76	81	74	69	70	72	71	75	69
Current balance is about right	16	16	18	15	12	15	16	18	14	20	17	16	12	16	16	19	17	17	12	16
Too little influence	2	3	1	3	1	2	2	4	2	8	3	2	2	3	3	2	2	3	3	8
Don't know	12	9	6	9	5	6	8	7	12	17	12	6	6	7	12	9	10	9	10	7

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

	1-3 Apr	3-4 May																		
<b>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</b>																				
Very worried	35	33	34	29	34	30	36	34	31	24	28	35	43	32	33	36	31	28	38	31
Fairly worried	41	43	45	48	47	49	43	41	45	42	43	44	43	44	41	39	44	42	41	51
<b>TOTAL WORRIED</b>	<b>76</b>	<b>76</b>	<b>79</b>	<b>77</b>	<b>81</b>	<b>79</b>	<b>79</b>	<b>75</b>	<b>76</b>	<b>66</b>	<b>71</b>	<b>79</b>	<b>86</b>	<b>76</b>	<b>74</b>	<b>75</b>	<b>75</b>	<b>70</b>	<b>79</b>	<b>82</b>
Not very worried	14	16	16	16	17	17	14	17	15	14	18	19	11	17	15	16	18	19	12	12
Not at all worried	1	2	1	2	1	2	1	3	2	6	3	1	1	2	2	3	1	3	3	0
<b>TOTAL NOT WORRIED</b>	<b>15</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>15</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>12</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>15</b>	<b>12</b>
Don't know	8	6	4	5	1	3	5	5	7	14	9	2	2	4	9	6	5	8	7	5
<b>Collecting individuals' personal data</b>																				
Very worried	31	28	28	25	28	25	32	30	25	16	24	28	40	27	29	32	25	24	32	30
Fairly worried	43	45	49	50	54	52	46	42	48	39	45	48	47	47	43	42	48	45	42	47
<b>TOTAL WORRIED</b>	<b>74</b>	<b>73</b>	<b>77</b>	<b>75</b>	<b>82</b>	<b>77</b>	<b>78</b>	<b>72</b>	<b>73</b>	<b>55</b>	<b>69</b>	<b>76</b>	<b>87</b>	<b>74</b>	<b>72</b>	<b>74</b>	<b>73</b>	<b>69</b>	<b>74</b>	<b>77</b>
Not very worried	17	19	17	18	16	17	17	21	17	27	20	20	11	19	18	18	20	20	16	18
Not at all worried	2	2	1	2	2	2	1	2	2	4	3	2	1	3	2	1	1	3	4	0
<b>TOTAL NOT WORRIED</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>23</b>	<b>19</b>	<b>31</b>	<b>23</b>	<b>22</b>	<b>12</b>	<b>22</b>	<b>20</b>	<b>19</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>18</b>
Don't know	8	6	4	5	1	3	5	5	7	14	9	2	2	4	8	6	5	8	6	5
<b>Storing individuals' personal data</b>																				
Very worried	33	28	29	24	26	24	34	31	25	17	24	30	39	27	30	33	24	25	32	32
Fairly worried	41	44	48	50	56	52	42	40	47	38	43	45	46	46	41	42	46	41	42	49
<b>TOTAL WORRIED</b>	<b>74</b>	<b>72</b>	<b>77</b>	<b>74</b>	<b>82</b>	<b>76</b>	<b>76</b>	<b>71</b>	<b>72</b>	<b>55</b>	<b>67</b>	<b>75</b>	<b>85</b>	<b>73</b>	<b>71</b>	<b>75</b>	<b>70</b>	<b>66</b>	<b>74</b>	<b>81</b>
Not very worried	16	19	19	18	14	17	18	20	19	26	21	21	12	20	19	17	22	22	15	14
Not at all worried	2	3	1	4	2	3	1	3	2	6	4	1	1	3	2	2	2	3	4	1
<b>TOTAL NOT WORRIED</b>	<b>18</b>	<b>22</b>	<b>20</b>	<b>22</b>	<b>16</b>	<b>20</b>	<b>19</b>	<b>23</b>	<b>21</b>	<b>32</b>	<b>25</b>	<b>22</b>	<b>13</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>19</b>	<b>15</b>
Don't know	9	6	4	5	2	4	5	5	7	13	9	2	2	4	8	6	5	9	7	4

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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?

	1-3 Apr	3-4 May																		
Very comfortable	3	3	1	3	1	3	2	3	2	6	2	2	2	3	2	4	1	3	3	2
Fairly comfortable	23	24	22	27	26	25	21	26	22	35	28	21	15	25	22	29	23	25	24	21
<b>TOTAL COMFORTABLE</b>	<b>26</b>	<b>27</b>	<b>23</b>	<b>30</b>	<b>27</b>	<b>28</b>	<b>23</b>	<b>29</b>	<b>24</b>	<b>41</b>	<b>30</b>	<b>23</b>	<b>17</b>	<b>28</b>	<b>24</b>	<b>33</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>23</b>
Fairly uncomfortable	39	42	45	43	44	46	42	40	44	32	43	44	41	42	41	33	44	44	39	48
Very uncomfortable	26	24	27	22	24	22	29	25	24	8	18	28	38	23	26	27	25	19	26	25
<b>TOTAL UNCOMFORTABLE</b>	<b>65</b>	<b>66</b>	<b>72</b>	<b>65</b>	<b>68</b>	<b>68</b>	<b>71</b>	<b>65</b>	<b>68</b>	<b>40</b>	<b>61</b>	<b>72</b>	<b>79</b>	<b>65</b>	<b>67</b>	<b>60</b>	<b>69</b>	<b>63</b>	<b>65</b>	<b>73</b>
Don't know	9	7	5	5	5	4	6	7	8	19	9	4	3	7	8	7	6	10	9	4

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

Very concerned	29	27	29	27	28	27	30	20	33	15	20	32	39	26	29	28	29	21	29	27
Fairly concerned	43	43	42	47	51	48	43	40	47	36	46	42	44	45	41	40	41	46	45	45
<b>TOTAL CONCERNED</b>	<b>72</b>	<b>70</b>	<b>71</b>	<b>74</b>	<b>79</b>	<b>75</b>	<b>73</b>	<b>60</b>	<b>80</b>	<b>51</b>	<b>66</b>	<b>74</b>	<b>83</b>	<b>71</b>	<b>70</b>	<b>68</b>	<b>70</b>	<b>67</b>	<b>74</b>	<b>72</b>
Not very concerned	17	21	24	18	17	19	20	29	13	28	24	19	12	21	20	21	21	22	18	22
Not at all concerned	4	3	3	3	2	3	3	5	2	4	4	4	2	4	3	4	3	3	4	2
<b>TOTAL NOT CONCERNED</b>	<b>21</b>	<b>24</b>	<b>27</b>	<b>21</b>	<b>19</b>	<b>22</b>	<b>23</b>	<b>34</b>	<b>15</b>	<b>32</b>	<b>28</b>	<b>23</b>	<b>14</b>	<b>25</b>	<b>23</b>	<b>25</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>24</b>
Don't know	8	6	3	4	3	3	4	6	6	17	6	3	3	5	7	8	6	7	4	3

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	1-3 Apr	3-4 May																		
<b>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?</b>																				
Should be doing more	77	<b>77</b>	78	79	85	82	77	71	82	63	73	79	86	79	74	77	77	74	78	76
Doing all they reasonably can	12	<b>14</b>	14	14	11	11	14	18	10	22	14	14	10	13	15	13	13	16	13	15
Don't know	11	<b>9</b>	8	7	4	7	9	11	8	15	13	7	4	8	12	10	10	10	9	10
<b>Do you think the Government should be doing more or less to regulate cryptocurrencies in the UK, or are they currently doing enough?</b>																				
Should be doing more	49	<b>53</b>	52	58	71	59	54	53	53	39	49	59	60	54	52	48	53	50	57	57
Currently doing enough	11	<b>11</b>	13	9	6	9	11	14	8	19	12	10	7	12	10	15	10	14	10	9
Should be doing less	5	<b>5</b>	4	5	5	4	5	7	3	11	6	4	2	6	4	5	6	3	4	9
Don't know	35	<b>31</b>	32	28	19	27	31	26	35	31	33	27	31	28	34	32	31	33	29	26