

YouGov / TASO Advisory Survey Results

Sample Size: 1746 Adults in GB
Fieldwork: 1st - 4th July 2022

	Vote In 2019 GE			2016 EU Ref		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	1746	592	433	157	648	691	849	897	190	728	421	406	995	751	210	587	379	421	150
Unweighted Sample	1746	579	419	157	680	691	781	965	146	740	423	436	1015	731	181	599	386	430	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		1-3 Jun	1-4 Jul																	
Overall, do you think technology has generally made society better or worse, or has it made no difference?																				
Much better	14	18	17	22	28	24	15	23	13	15	17	21	18	20	16	22	19	17	16	20
Slightly better	32	38	38	41	36	41	35	36	40	34	39	36	40	41	34	35	39	39	37	38
TOTAL BETTER	46	56	55	63	64	65	50	59	53	49	56	57	58	61	50	57	58	56	53	58
It has made no difference	8	6	5	4	4	3	5	6	5	8	6	4	4	5	6	8	4	4	7	8
Slightly worse	27	22	25	20	18	19	26	20	25	22	21	22	26	22	23	21	23	24	23	15
Much worse	12	10	12	7	10	8	14	9	11	7	11	12	10	9	13	9	11	10	10	12
TOTAL WORSE	39	32	37	27	28	27	40	29	36	29	32	34	36	31	36	30	34	34	33	27
Don't know	7	6	3	5	4	4	5	5	6	14	6	5	3	4	7	6	4	6	7	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	58	59	63	60	58	60	64	61	58	50	57	58	70	60	58	68	59	53	58	66
Current balance is about right	24	28	27	28	31	29	25	30	26	33	29	30	20	30	25	22	29	32	27	22
Too little influence	2	1	0	0	1	0	1	1	1	2	1	0	0	1	1	1	1	1	1	1
Don't know	16	12	10	12	10	10	11	9	16	16	13	12	9	10	16	10	11	14	14	11
Society in general																				
Too much influence	70	74	76	78	76	78	75	74	74	61	72	77	81	76	71	74	77	71	72	74
Current balance is about right	15	16	16	15	16	16	16	16	16	22	18	15	12	16	16	18	15	16	16	18
Too little influence	3	2	2	2	2	1	2	3	2	3	2	3	2	2	2	1	2	4	3	1
Don't know	11	8	6	5	5	4	7	7	8	14	8	5	6	5	11	7	6	9	9	8

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

	1-3 Jun	1-4 Jul																		
<p>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?</p> <p>Using individuals' personal data</p>																				
Very worried	36	36	36	36	41	35	41	37	35	21	36	38	41	36	36	40	39	31	32	43
Fairly worried	41	43	45	44	47	47	41	40	47	45	41	45	45	44	42	37	44	47	42	41
TOTAL WORRIED	77	79	81	80	88	82	82	77	82	66	77	83	86	80	78	77	83	78	74	84
Not very worried	16	14	15	15	10	14	13	16	13	21	16	12	10	14	14	16	11	16	18	11
Not at all worried	2	2	1	2	1	2	1	2	1	1	2	3	1	2	1	2	2	1	2	1
TOTAL NOT WORRIED	18	16	16	17	11	16	14	18	14	22	18	15	11	16	15	18	13	17	20	12
Don't know	6	5	3	3	1	1	3	5	5	12	6	3	2	3	6	5	4	5	6	4
Collecting individuals' personal data																				
Very worried	31	30	30	31	33	30	35	33	28	16	30	32	35	29	31	38	30	27	27	37
Fairly worried	42	45	48	46	49	48	44	40	50	42	42	47	50	46	44	38	48	45	45	43
TOTAL WORRIED	73	75	78	77	82	78	79	73	78	58	72	79	85	75	75	76	78	72	72	80
Not very worried	18	18	18	18	15	19	16	19	17	28	20	16	13	19	17	15	16	21	21	14
Not at all worried	2	2	1	2	1	2	2	2	2	3	2	2	0	2	2	4	1	2	2	1
TOTAL NOT WORRIED	20	20	19	20	16	21	18	21	19	31	22	18	13	21	19	19	17	23	23	15
Don't know	6	5	3	3	2	1	3	5	5	12	6	3	2	4	7	5	4	5	6	4
Storing individuals' personal data																				
Very worried	31	32	33	32	39	32	37	32	32	14	32	33	40	32	31	38	33	30	27	40
Fairly worried	42	43	45	46	44	47	42	41	45	39	41	48	44	43	42	39	46	42	44	37
TOTAL WORRIED	73	75	78	78	83	79	79	73	77	53	73	81	84	75	73	77	79	72	71	77
Not very worried	19	18	18	17	14	18	16	19	17	28	20	15	13	19	17	15	15	21	21	17
Not at all worried	2	2	2	2	1	2	2	3	2	7	2	2	1	2	3	3	2	3	2	1
TOTAL NOT WORRIED	21	20	20	19	15	20	18	22	19	35	22	17	14	21	20	18	17	24	23	18
Don't know	6	5	3	3	2	2	3	5	5	12	6	3	2	3	7	5	4	5	6	5

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1-3
Jun

1-4
Jul

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	3	3	3	3	3	3	2	3	3	3	2	4	4	3	4	3	2
Fairly comfortable	22	25	25	25	17	26	20	26	23	39	26	24	16	27	21	24	24	25	26	24
TOTAL COMFORTABLE	25	28	29	28	20	29	23	29	26	41	29	27	19	29	25	28	27	29	29	26
Fairly uncomfortable	41	41	40	43	50	44	42	39	43	33	43	41	42	42	40	34	44	41	42	40
Very uncomfortable	28	24	28	21	22	22	31	25	24	12	20	27	36	23	27	29	24	24	21	29
TOTAL UNCOMFORTABLE	69	65	68	64	72	66	73	64	67	45	63	68	78	65	67	63	68	65	63	69
Don't know	7	7	3	7	7	6	4	6	8	15	9	4	3	6	8	10	5	7	9	5

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

Very concerned	30	32	37	29	40	35	36	23	41	13	27	33	47	32	31	30	33	30	31	35
Fairly concerned	43	42	41	49	40	43	39	41	43	45	42	45	38	43	41	39	45	43	42	33
TOTAL CONCERNED	73	74	78	78	80	78	75	64	84	58	69	78	85	75	72	69	78	73	73	68
Not very concerned	16	17	16	17	12	17	16	24	10	22	21	15	10	17	17	20	15	18	16	24
Not at all concerned	5	4	4	2	2	2	4	6	2	6	4	3	2	3	4	5	2	4	5	4
TOTAL NOT CONCERNED	21	21	20	19	14	19	20	30	12	28	25	18	12	20	21	25	17	22	21	28
Don't know	7	5	2	3	5	2	4	6	4	14	6	3	3	5	6	7	5	5	6	4

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

	1-3 Jun	1-4 Jul																		
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	76	78	84	82	82	83	80	70	85	61	73	82	89	79	76	74	82	76	78	71
Doing all they reasonably can	13	13	11	12	9	11	12	17	9	17	15	11	8	12	14	14	10	15	13	15
Don't know	11	9	5	6	8	6	8	12	7	22	11	6	3	9	10	12	8	9	9	14
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	49	54	55	57	58	56	55	55	53	43	51	55	63	53	55	54	57	50	53	52
Currently doing enough	11	11	14	7	8	9	11	15	8	18	12	10	6	12	10	12	10	15	9	11
Should be doing less	5	5	4	3	4	3	5	7	3	5	6	4	2	5	5	7	3	5	6	7
Don't know	35	30	27	32	31	32	28	24	37	34	31	31	28	31	30	28	30	31	32	31