

YouGov / TASO Advisory Survey Results

Sample Size: 1717 adults in GB
Fieldwork: 8th - 9th August 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	1717	582	426	155	637	680	834	883	187	716	414	400	979	738	206	577	373	414	148	
Unweighted Sample	1717	578	410	153	665	698	744	973	158	674	451	434	1017	700	173	607	359	422	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

	1-4 Jul	8-9 Aug																		
<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>																				
Using individuals' personal data																				
Very worried	36	34	36	37	29	33	40	34	34	26	29	41	38	34	33	34	35	35	30	38
Fairly worried	43	43	42	42	49	46	39	44	42	44	46	36	46	44	42	41	43	43	44	44
TOTAL WORRIED	79	77	78	79	78	79	79	78	76	70	75	77	84	78	75	75	78	78	74	82
Not very worried	14	15	17	15	14	15	15	13	17	17	15	16	13	15	15	16	15	15	16	11
Not at all worried	2	2	2	2	1	2	2	3	1	4	2	1	2	2	2	2	1	3	2	3
TOTAL NOT WORRIED	16	17	19	17	15	17	17	16	18	21	17	17	15	17	17	18	16	18	18	14
Don't know	5	6	3	4	7	4	4	5	7	9	8	5	2	5	7	6	6	4	8	4
Collecting individuals' personal data																				
Very worried	30	31	33	32	26	30	38	33	28	20	28	36	35	31	30	30	32	31	28	32
Fairly worried	45	44	43	44	49	46	41	42	46	48	43	40	47	45	42	42	43	44	45	48
TOTAL WORRIED	75	75	76	76	75	76	79	75	74	68	71	76	82	76	72	72	75	75	73	80
Not very worried	18	17	18	18	18	19	16	16	18	19	18	17	14	17	17	18	17	18	17	11
Not at all worried	2	2	2	2	1	1	2	3	1	4	2	1	2	2	2	2	2	2	2	3
TOTAL NOT WORRIED	20	19	20	20	19	20	18	19	19	23	20	18	16	19	19	20	19	20	19	14
Don't know	5	6	3	4	7	4	4	5	7	9	9	4	2	5	8	7	6	4	9	5
Storing individuals' personal data																				
Very worried	32	30	35	30	25	28	38	31	29	23	26	36	36	31	30	32	31	31	28	33
Fairly worried	43	43	39	42	49	43	41	41	44	43	43	40	45	44	40	36	43	43	44	45
TOTAL WORRIED	75	73	74	72	74	71	79	72	73	66	69	76	81	75	70	68	74	74	72	78
Not very worried	18	19	20	22	18	22	15	20	18	20	21	18	15	18	20	23	18	20	19	12
Not at all worried	2	2	3	2	1	2	2	3	1	5	2	2	2	3	2	1	2	3	2	4
TOTAL NOT WORRIED	20	21	23	24	19	24	17	23	19	25	23	20	17	21	22	24	20	23	21	16
Don't know	5	6	3	4	6	4	4	5	7	8	9	4	2	4	8	7	6	4	8	5

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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?

	1-4 Jul	8-9 Aug																		
Very comfortable	3	3	3	4	4	3	4	3	3	8	2	3	3	4	3	7	3	3	3	2
Fairly comfortable	25	23	21	27	19	25	19	24	22	31	25	21	17	23	22	21	23	23	25	18
TOTAL COMFORTABLE	28	26	24	31	23	28	23	27	25	39	27	24	20	27	25	28	26	26	28	20
Fairly uncomfortable	41	41	42	44	41	44	40	41	41	36	40	40	46	43	38	43	39	42	39	50
Very uncomfortable	24	26	29	21	28	23	32	26	26	17	24	31	30	25	28	22	30	27	24	25
TOTAL UNCOMFORTABLE	65	67	71	65	69	67	72	67	67	53	64	71	76	68	66	65	69	69	63	75
Don't know	7	6	5	4	7	5	5	5	8	8	9	5	3	4	9	7	6	5	9	5

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

Very concerned	32	29	35	29	27	28	36	23	35	19	26	29	41	31	27	26	33	29	26	27
Fairly concerned	42	45	41	49	51	48	40	42	47	48	44	47	43	45	44	44	41	48	49	40
TOTAL CONCERNED	74	74	76	78	78	76	76	65	82	67	70	76	84	76	71	70	74	77	75	67
Not very concerned	17	18	19	17	18	19	17	25	12	22	21	18	12	17	19	21	19	16	17	23
Not at all concerned	4	4	3	3	1	2	4	6	1	6	4	2	3	4	3	3	4	4	3	5
TOTAL NOT CONCERNED	21	22	22	20	19	21	21	31	13	28	25	20	15	21	22	24	23	20	20	28
Don't know	5	4	2	3	4	2	4	5	4	7	5	4	2	3	6	5	3	4	5	6

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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?

	1-4 Jul	8-9 Aug																		
Should be doing more	78	78	79	86	85	83	81	73	84	61	77	80	88	80	76	73	79	82	78	75
Doing all they reasonably can	13	12	13	7	7	9	10	16	8	23	13	11	6	12	12	12	12	11	12	15
Don't know	9	10	7	7	8	8	8	11	8	16	10	9	6	8	12	15	9	7	10	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	54	54	51	62	58	58	54	52	56	49	52	56	58	56	52	59	52	51	54	63
Currently doing enough	11	11	15	8	11	11	11	15	8	17	12	11	8	12	10	12	13	10	9	9
Should be doing less	5	4	4	3	3	3	4	6	2	8	5	3	2	4	4	4	4	5	4	4
Don't know	30	31	31	27	28	29	31	27	35	27	32	30	32	29	34	25	31	34	33	25