

YouGov / TASO Advisory Survey Results

Sample Size: 1657 adults in GB
Fieldwork: 1st - 2nd September 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	1657	562	411	149	615	656	805	852	181	691	399	386	944	713	199	557	360	399	142
Unweighted Sample	1657	568	419	142	675	637	755	902	133	733	418	373	960	697	186	555	366	413	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Aug	1-2 Sept																		
Overall, do you think technology has generally made society better or worse, or has it made no difference?																				
Much better	15	14	15	13	17	15	12	16	11	12	15	15	12	15	13	15	14	13	13	13
Slightly better	38	33	28	40	39	41	26	33	32	36	35	31	29	37	27	40	33	28	31	37
TOTAL BETTER	53	47	43	53	56	56	38	49	43	48	50	46	41	52	40	55	47	41	44	50
It has made no difference	7	8	7	8	9	7	9	8	8	9	8	10	8	7	10	7	8	7	11	8
Slightly worse	23	25	25	23	25	22	29	23	26	18	24	27	26	23	27	16	24	32	24	21
Much worse	11	13	20	10	5	8	19	12	14	8	10	14	20	12	14	9	14	14	12	12
TOTAL WORSE	34	38	45	33	30	30	48	35	40	26	34	41	46	35	41	25	38	46	36	33
Don't know	6	8	4	6	5	6	6	7	8	17	9	3	6	7	9	12	6	7	8	9
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	62	63	63	69	66	64	64	61	42	61	66	71	63	61	60	63	65	59	66
Current balance is about right	25	23	25	24	17	24	23	25	21	28	24	22	19	23	22	21	24	20	26	18
Too little influence	1	2	1	2	1	1	1	2	1	4	2	1	0	1	2	0	1	2	3	1
Don't know	13	13	11	11	13	9	12	9	17	26	14	11	10	12	15	19	12	12	13	15
Society in general																				
Too much influence	71	73	76	73	78	76	76	73	72	55	70	76	81	75	70	71	72	75	71	74
Current balance is about right	16	16	16	18	14	16	16	17	15	22	17	15	12	15	18	16	17	13	18	12
Too little influence	3	2	1	2	1	1	2	2	2	3	2	2	1	2	2	1	1	3	2	2
Don't know	10	9	6	7	7	6	7	8	11	20	10	6	6	9	10	12	9	9	9	11

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

8-9
Aug
1-2
Sept

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	34	38	40	39	34	37	37	39	37	34	32	41	46	38	37	46	36	35	38	37
Fairly worried	43	42	41	42	49	43	44	39	44	33	44	43	41	43	41	32	44	44	42	38
TOTAL WORRIED	77	80	81	81	83	80	81	78	81	67	76	84	87	81	78	78	80	79	80	75
Not very worried	15	13	14	13	14	14	13	15	11	16	15	12	10	13	13	16	13	13	11	15
Not at all worried	2	1	1	1	1	1	1	2	1	1	1	1	0	0	2	0	1	1	1	2
TOTAL NOT WORRIED	17	14	15	14	15	15	14	17	12	17	16	13	10	13	15	16	14	14	12	17
Don't know	6	6	4	5	2	5	5	5	8	17	8	3	3	5	8	6	5	7	8	8

Collecting individuals' personal data

Very worried	31	32	37	33	25	31	35	34	31	25	27	36	40	33	31	39	30	33	32	32
Fairly worried	44	44	42	43	55	46	45	42	47	37	46	46	44	44	45	42	46	44	45	44
TOTAL WORRIED	75	76	79	76	80	77	80	76	78	62	73	82	84	77	76	81	76	77	77	76
Not very worried	17	16	16	17	15	17	15	16	15	18	18	13	13	16	16	13	17	15	15	16
Not at all worried	2	2	1	2	2	1	2	2	1	1	2	1	1	1	2	0	2	2	1	2
TOTAL NOT WORRIED	19	18	17	19	17	18	17	18	16	19	20	14	14	17	18	13	19	17	16	18
Don't know	6	6	3	4	4	4	4	6	6	18	7	3	3	5	7	5	6	6	7	5

Storing individuals' personal data

Very worried	30	32	38	32	25	30	35	33	30	23	28	33	41	33	30	42	29	31	32	29
Fairly worried	43	44	40	44	52	47	43	41	47	40	45	48	41	44	45	39	45	45	44	46
TOTAL WORRIED	73	76	78	76	77	77	78	74	77	63	73	81	82	77	75	81	74	76	76	75
Not very worried	19	16	17	17	18	16	16	17	15	19	17	15	14	16	16	13	18	16	15	15
Not at all worried	2	2	2	2	2	2	2	3	1	1	3	1	1	2	2	1	2	2	1	2
TOTAL NOT WORRIED	21	18	19	19	20	18	18	20	16	20	20	16	15	18	18	14	20	18	16	17
Don't know	6	6	3	5	3	5	4	6	7	17	8	3	3	6	7	5	5	6	8	8

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

8-9
Aug

1-2
Sept

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	2	2	3	3	2	2	2	2	4	2	2	1	2	2	1	2	2	3	3
Fairly comfortable	23	20	19	23	21	20	23	17	23	23	19	16	22	18	21	21	18	20	21	
TOTAL COMFORTABLE	26	22	22	26	23	22	25	19	27	25	21	17	24	20	22	23	20	23	24	
Fairly uncomfortable	41	41	37	45	44	46	38	41	41	40	42	43	36	39	43	37	42	41	42	39
Very uncomfortable	26	30	37	27	25	36	27	32	14	23	33	44	31	28	31	30	31	28	28	
TOTAL UNCOMFORTABLE	67	71	74	72	69	71	74	68	73	54	65	76	80	70	71	68	72	72	70	67
Don't know	6	7	4	7	5	5	6	8	20	9	3	3	6	9	9	6	9	7	9	

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

Very concerned	29	32	37	30	38	31	37	24	40	19	24	37	47	31	33	41	35	29	27	25
Fairly concerned	45	43	43	44	44	45	43	41	45	38	44	45	41	44	41	32	42	43	46	52
TOTAL CONCERNED	74	75	80	74	82	76	80	65	85	57	68	82	88	75	74	73	77	72	73	77
Not very concerned	18	15	14	17	14	17	12	21	9	14	19	14	8	15	14	16	15	14	15	13
Not at all concerned	4	5	3	3	0	3	5	8	1	13	5	2	2	4	5	3	3	8	5	4
TOTAL NOT CONCERNED	22	20	17	20	14	20	17	29	10	27	24	16	10	19	19	19	18	22	20	17
Don't know	4	6	3	5	3	4	4	7	5	17	7	2	2	6	6	8	5	6	6	6

