

## YouGov / TASO Advisory Survey Results

Sample Size: 1697 adults in GB  
Fieldwork: 3rd - 4th October 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>1697</b>	<b>575</b>	<b>421</b>	<b>153</b>	<b>630</b>	<b>672</b>	<b>825</b>	<b>872</b>	<b>185</b>	<b>708</b>	<b>409</b>	<b>395</b>	<b>967</b>	<b>730</b>	<b>204</b>	<b>570</b>	<b>368</b>	<b>409</b>	<b>146</b>
<b>Unweighted Sample</b>	<b>1697</b>	<b>571</b>	<b>403</b>	<b>151</b>	<b>673</b>	<b>665</b>	<b>784</b>	<b>913</b>	<b>167</b>	<b>732</b>	<b>409</b>	<b>389</b>	<b>984</b>	<b>713</b>	<b>186</b>	<b>583</b>	<b>380</b>	<b>404</b>	<b>144</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		1-2 Sept	3-4 Oct																	
<b>Overall, do you think technology has generally made society better or worse, or has it made no difference?</b>																				
Much better	14	16	17	17	19	19	14	19	13	19	17	15	15	19	12	20	19	15	13	14
Slightly better	33	38	36	43	46	47	32	34	41	34	38	39	37	40	35	36	35	37	41	39
<b>TOTAL BETTER</b>	<b>47</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>65</b>	<b>66</b>	<b>46</b>	<b>53</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>54</b>	<b>52</b>	<b>59</b>	<b>47</b>	<b>56</b>	<b>54</b>	<b>52</b>	<b>54</b>	<b>53</b>
It has made no difference	8	7	4	5	6	5	6	8	5	10	8	5	5	6	7	7	8	7	5	5
Slightly worse	25	23	28	22	20	19	29	22	24	17	23	22	26	22	24	18	25	23	21	27
Much worse	13	10	13	6	4	6	16	10	11	9	7	13	13	8	14	9	9	11	13	10
<b>TOTAL WORSE</b>	<b>38</b>	<b>33</b>	<b>41</b>	<b>28</b>	<b>24</b>	<b>25</b>	<b>45</b>	<b>32</b>	<b>35</b>	<b>26</b>	<b>30</b>	<b>35</b>	<b>39</b>	<b>30</b>	<b>38</b>	<b>27</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>37</b>
Don't know	8	6	2	7	5	4	4	6	6	10	7	5	4	5	7	10	5	6	7	5
<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	62	61	67	60	65	60	69	62	61	48	57	67	71	60	63	58	62	63	60	63
Current balance is about right	23	26	25	29	27	29	23	27	26	30	31	22	21	28	24	26	28	25	27	23
Too little influence	2	2	1	2	1	1	1	3	1	7	2	1	0	2	2	2	1	1	3	2
Don't know	13	10	8	10	7	10	8	9	12	16	11	10	8	10	12	14	9	11	11	12
<b>Society in general</b>																				
Too much influence	73	74	78	76	84	77	80	72	76	58	72	79	80	77	71	72	74	73	74	78
Current balance is about right	16	16	13	17	10	16	13	17	15	20	17	14	12	14	17	14	16	16	16	14
Too little influence	2	3	3	2	2	2	2	4	2	7	3	2	2	3	3	3	2	5	3	3
Don't know	9	7	6	5	4	5	5	7	8	14	8	5	6	6	10	11	7	7	8	5

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	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>1697</b>	575	421	153	630	672	825	872	185	708	409	395	967	730	204	570	368	409	146
<b>Unweighted Sample</b>	<b>1697</b>	571	403	151	673	665	784	913	167	732	409	389	984	713	186	583	380	404	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	38	35	34	36	43	33	40	37	34	26	32	42	39	35	37	36	37	35	33	36
Fairly worried	42	44	50	45	41	49	44	40	47	39	43	43	49	46	41	44	44	44	44	40
<b>TOTAL WORRIED</b>	<b>80</b>	<b>79</b>	<b>84</b>	<b>81</b>	<b>84</b>	<b>82</b>	<b>84</b>	<b>77</b>	<b>81</b>	<b>65</b>	<b>75</b>	<b>85</b>	<b>88</b>	<b>81</b>	<b>78</b>	<b>80</b>	<b>81</b>	<b>79</b>	<b>77</b>	<b>76</b>
Not very worried	13	15	13	15	14	14	13	16	14	18	18	13	9	15	14	13	14	15	16	18
Not at all worried	1	2	2	0	1	1	1	2	1	5	2	1	0	1	2	0	2	2	3	2
<b>TOTAL NOT WORRIED</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>15</b>	<b>23</b>	<b>20</b>	<b>14</b>	<b>9</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>20</b>
Don't know	6	4	2	3	1	2	2	4	4	11	5	2	2	3	6	7	4	4	5	4

**Collecting individuals' personal data**

Very worried	32	31	30	30	34	28	37	33	30	23	26	36	38	30	33	33	32	33	28	29
Fairly worried	44	45	50	45	47	50	45	43	47	37	45	46	47	47	43	41	45	46	46	46
<b>TOTAL WORRIED</b>	<b>76</b>	<b>76</b>	<b>80</b>	<b>75</b>	<b>81</b>	<b>78</b>	<b>82</b>	<b>76</b>	<b>77</b>	<b>60</b>	<b>71</b>	<b>82</b>	<b>85</b>	<b>77</b>	<b>76</b>	<b>74</b>	<b>77</b>	<b>79</b>	<b>74</b>	<b>75</b>
Not very worried	16	18	16	20	17	19	15	18	18	24	21	15	12	18	17	18	18	17	17	20
Not at all worried	2	2	1	1	1	1	1	2	1	4	2	0	1	2	2	2	1	1	3	1
<b>TOTAL NOT WORRIED</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>21</b>	<b>18</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>19</b>	<b>28</b>	<b>23</b>	<b>15</b>	<b>13</b>	<b>20</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>20</b>	<b>21</b>
Don't know	6	5	2	3	1	2	2	5	4	12	5	2	2	3	6	6	4	3	6	4

**Storing individuals' personal data**

Very worried	32	32	32	31	34	29	37	32	32	24	27	37	39	31	34	31	33	34	30	28
Fairly worried	44	45	50	47	47	51	44	43	47	42	45	46	46	48	42	47	45	43	45	48
<b>TOTAL WORRIED</b>	<b>76</b>	<b>77</b>	<b>82</b>	<b>78</b>	<b>81</b>	<b>80</b>	<b>81</b>	<b>75</b>	<b>79</b>	<b>66</b>	<b>72</b>	<b>83</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>78</b>	<b>78</b>	<b>77</b>	<b>75</b>	<b>76</b>
Not very worried	16	17	16	17	17	16	15	18	15	18	20	14	13	17	16	15	16	18	17	18
Not at all worried	2	2	1	2	1	2	1	2	1	4	2	1	1	1	2	0	3	0	3	1
<b>TOTAL NOT WORRIED</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>18</b>	<b>16</b>	<b>20</b>	<b>16</b>	<b>22</b>	<b>22</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>18</b>	<b>20</b>	<b>19</b>
Don't know	6	5	2	3	1	2	2	5	4	13	6	2	2	3	6	7	4	4	6	4

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<b>Weighted Sample</b>	<b>1697</b>	575	421	153	630	672	825	872	185	708	409	395	967	730	204	570	368	409	146
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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?

Very comfortable	2	2	2	1	3	2	2	3	2	5	2	2	2	2	2	3	3	1	2	3
Fairly comfortable	20	23	22	25	21	24	19	23	22	29	26	20	16	23	22	23	23	21	24	22
<b>TOTAL COMFORTABLE</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>24</b>	<b>26</b>	<b>21</b>	<b>26</b>	<b>24</b>	<b>34</b>	<b>28</b>	<b>22</b>	<b>18</b>	<b>25</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>26</b>	<b>25</b>
Fairly uncomfortable	41	41	41	46	48	47	39	40	42	33	45	38	42	44	37	38	40	44	40	46
Very uncomfortable	30	28	31	25	27	24	35	27	28	18	21	37	37	25	31	28	28	29	28	24
<b>TOTAL UNCOMFORTABLE</b>	<b>71</b>	<b>69</b>	<b>72</b>	<b>71</b>	<b>75</b>	<b>71</b>	<b>74</b>	<b>67</b>	<b>70</b>	<b>51</b>	<b>66</b>	<b>75</b>	<b>79</b>	<b>69</b>	<b>68</b>	<b>66</b>	<b>68</b>	<b>73</b>	<b>68</b>	<b>70</b>
Don't know	7	6	5	3	2	3	4	7	5	15	7	3	3	5	8	9	6	5	6	4

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

Very concerned	32	34	36	33	36	34	39	25	42	21	27	39	47	33	34	33	33	35	32	37
Fairly concerned	43	42	43	47	47	46	40	41	43	38	44	42	40	43	40	40	44	40	42	40
<b>TOTAL CONCERNED</b>	<b>75</b>	<b>76</b>	<b>79</b>	<b>80</b>	<b>83</b>	<b>80</b>	<b>79</b>	<b>66</b>	<b>85</b>	<b>59</b>	<b>71</b>	<b>81</b>	<b>87</b>	<b>76</b>	<b>74</b>	<b>73</b>	<b>77</b>	<b>75</b>	<b>74</b>	<b>77</b>
Not very concerned	15	16	16	17	16	17	15	23	10	23	20	14	10	17	15	17	16	16	16	18
Not at all concerned	5	3	3	1	1	1	3	5	1	3	4	2	2	2	4	1	3	3	4	2
<b>TOTAL NOT CONCERNED</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>28</b>	<b>11</b>	<b>26</b>	<b>24</b>	<b>16</b>	<b>12</b>	<b>19</b>	<b>19</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>20</b>
Don't know	6	5	2	3	1	2	3	7	4	14	6	3	2	4	7	9	4	6	6	3

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	79	80	83	86	89	86	83	73	87	59	78	86	88	81	79	78	80	80	80	85
Doing all they reasonably can	12	11	11	10	8	8	11	15	8	21	13	8	7	12	11	11	12	12	10	9
Don't know	10	9	7	4	3	6	6	12	5	20	9	6	5	7	10	11	8	8	9	6

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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?

Should be doing more	53	53	49	60	71	61	52	53	53	40	51	56	60	55	51	52	54	53	51	58
Currently doing enough	9	11	14	8	9	9	11	14	8	16	13	8	7	13	8	14	13	9	10	6
Should be doing less	3	4	4	4	2	3	4	6	3	10	5	2	2	5	3	4	4	5	4	4
Don't know	34	32	34	29	18	28	33	27	36	34	31	34	31	28	37	30	29	34	35	32