

# YouGov / Taso Advisory Survey Results

Sample Size: 1691 adults in GB  
Fieldwork: 1st - 2nd November 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
<b>Weighted Sample</b>	<b>1656</b>	<b>548</b>	<b>403</b>	<b>141</b>	<b>590</b>	<b>625</b>	<b>797</b>	<b>859</b>	<b>157</b>	<b>688</b>	<b>415</b>	<b>396</b>	<b>948</b>	<b>708</b>	<b>200</b>	<b>557</b>	<b>355</b>	<b>399</b>	<b>146</b>
<b>Unweighted Sample</b>	<b>1665</b>	<b>590</b>	<b>415</b>	<b>148</b>	<b>707</b>	<b>681</b>	<b>693</b>	<b>972</b>	<b>108</b>	<b>690</b>	<b>446</b>	<b>421</b>	<b>977</b>	<b>688</b>	<b>163</b>	<b>597</b>	<b>355</b>	<b>412</b>	<b>138</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		3-4 Oct	1-2 Nov																		
<b>Overall, do you think technology has generally made society better or worse, or has it made no difference?</b>																					
	Much better	16	14	12	14	20	15	12	17	11	13	13	15	15	16	12	17	14	14	11	18
	Slightly better	38	34	34	40	41	42	30	33	34	28	36	34	32	36	30	41	31	32	35	33
	<b>TOTAL BETTER</b>	<b>54</b>	<b>48</b>	<b>46</b>	<b>54</b>	<b>61</b>	<b>57</b>	<b>42</b>	<b>50</b>	<b>45</b>	<b>41</b>	<b>49</b>	<b>49</b>	<b>47</b>	<b>52</b>	<b>42</b>	<b>58</b>	<b>45</b>	<b>46</b>	<b>46</b>	<b>51</b>
	It has made no difference	7	6	5	7	10	7	5	8	5	8	7	6	5	6	7	6	7	7	6	5
	Slightly worse	23	25	29	25	18	23	27	22	29	24	25	24	29	24	27	22	28	23	27	23
	Much worse	10	15	18	11	9	10	22	14	16	9	14	18	16	13	17	8	14	18	16	19
	<b>TOTAL WORSE</b>	<b>33</b>	<b>40</b>	<b>47</b>	<b>36</b>	<b>27</b>	<b>33</b>	<b>49</b>	<b>36</b>	<b>45</b>	<b>33</b>	<b>39</b>	<b>42</b>	<b>45</b>	<b>37</b>	<b>44</b>	<b>30</b>	<b>42</b>	<b>41</b>	<b>43</b>	<b>42</b>
	Don't know	6	6	3	3	2	3	3	6	5	18	6	4	2	5	7	6	6	6	6	2
<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	61	58	61	61	62	63	63	56	59	39	56	62	65	62	53	57	60	54	60	55
	Current balance is about right	26	27	27	24	28	25	26	29	25	31	28	27	22	25	29	24	27	30	26	27
	Too little influence	2	1	1	3	0	1	1	2	1	3	2	1	1	1	2	4	0	1	1	3
	Don't know	10	14	12	12	10	11	10	14	14	26	14	10	12	12	16	16	13	15	14	15
<b>Society in general</b>																					
	Too much influence	74	72	78	76	74	77	78	69	76	53	70	78	79	75	68	68	76	69	72	72
	Current balance is about right	16	16	14	12	21	14	14	19	14	21	18	14	14	15	19	17	16	17	17	13
	Too little influence	3	3	2	4	2	2	3	3	3	6	3	2	2	3	3	2	1	6	3	5
	Don't know	7	8	6	8	3	6	5	9	7	20	8	6	6	7	10	12	6	8	8	10

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	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
<b>Weighted Sample</b>	<b>1656</b>	548	403	141	590	625	797	859	157	688	415	396	948	708	200	557	355	399	146
<b>Unweighted Sample</b>	<b>1665</b>	590	415	148	707	681	693	972	108	690	446	421	977	688	163	597	355	412	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		3-4 Oct	1-2 Nov																	
<p><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?</b></p>																				
<b>Using individuals' personal data</b>																				
Very worried	35	38	40	37	48	36	43	39	38	29	34	42	46	40	36	36	40	39	37	36
Fairly worried	44	39	40	43	38	44	38	37	41	37	39	40	40	40	38	40	38	36	39	49
<b>TOTAL WORRIED</b>	<b>79</b>	<b>77</b>	<b>80</b>	<b>80</b>	<b>86</b>	<b>80</b>	<b>81</b>	<b>76</b>	<b>79</b>	<b>66</b>	<b>73</b>	<b>82</b>	<b>86</b>	<b>80</b>	<b>74</b>	<b>76</b>	<b>78</b>	<b>75</b>	<b>76</b>	<b>85</b>
Not very worried	15	15	15	16	12	16	13	15	14	12	18	12	12	15	14	16	13	18	15	10
Not at all worried	2	2	1	1	1	1	2	2	2	4	2	2	0	2	2	1	2	2	1	5
<b>TOTAL NOT WORRIED</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>13</b>	<b>17</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>20</b>	<b>14</b>	<b>12</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>20</b>	<b>16</b>	<b>15</b>
Don't know	4	6	5	2	1	3	4	7	6	18	7	4	2	3	10	7	7	5	7	1
<b>Collecting individuals' personal data</b>																				
Very worried	31	34	38	34	38	31	42	35	33	19	31	37	44	34	34	32	36	32	36	32
Fairly worried	45	40	41	42	46	45	39	37	43	36	40	42	41	42	38	39	39	44	37	47
<b>TOTAL WORRIED</b>	<b>76</b>	<b>74</b>	<b>79</b>	<b>76</b>	<b>84</b>	<b>76</b>	<b>81</b>	<b>72</b>	<b>76</b>	<b>55</b>	<b>71</b>	<b>79</b>	<b>85</b>	<b>76</b>	<b>72</b>	<b>71</b>	<b>75</b>	<b>76</b>	<b>73</b>	<b>79</b>
Not very worried	18	17	15	19	14	20	13	18	17	24	21	14	12	18	16	20	16	16	20	14
Not at all worried	2	3	2	3	1	1	3	4	2	6	2	3	1	3	2	3	2	4	1	6
<b>TOTAL NOT WORRIED</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>22</b>	<b>15</b>	<b>21</b>	<b>16</b>	<b>22</b>	<b>19</b>	<b>30</b>	<b>23</b>	<b>17</b>	<b>13</b>	<b>21</b>	<b>18</b>	<b>23</b>	<b>18</b>	<b>20</b>	<b>21</b>	<b>20</b>
Don't know	5	6	4	2	1	2	4	6	5	15	6	4	2	3	9	7	7	4	6	2
<b>Storing individuals' personal data</b>																				
Very worried	32	34	37	32	38	31	39	34	34	25	29	38	43	34	34	34	36	32	34	30
Fairly worried	45	41	41	47	47	46	40	40	43	35	42	42	41	44	37	38	40	43	39	51
<b>TOTAL WORRIED</b>	<b>77</b>	<b>75</b>	<b>78</b>	<b>79</b>	<b>85</b>	<b>77</b>	<b>79</b>	<b>74</b>	<b>77</b>	<b>60</b>	<b>71</b>	<b>80</b>	<b>84</b>	<b>78</b>	<b>71</b>	<b>72</b>	<b>76</b>	<b>75</b>	<b>73</b>	<b>81</b>
Not very worried	17	17	15	18	12	18	14	18	16	20	20	14	13	17	17	19	15	17	18	13
Not at all worried	2	2	2	1	1	2	2	2	1	4	2	2	1	2	2	1	2	2	1	5
<b>TOTAL NOT WORRIED</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>13</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>17</b>	<b>24</b>	<b>22</b>	<b>16</b>	<b>14</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>17</b>	<b>19</b>	<b>19</b>	<b>18</b>
Don't know	5	6	5	3	1	3	4	7	6	17	8	4	3	4	10	8	6	6	8	2

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<b>Weighted Sample</b>	<b>1656</b>	548	403	141	590	625	797	859	157	688	415	396	948	708	200	557	355	399	146
<b>Unweighted Sample</b>	<b>1665</b>	590	415	148	707	681	693	972	108	690	446	421	977	688	163	597	355	412	138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	3-4 Oct	1-2 Nov																		
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	3	3	3	1	2	3	3	2	4	2	3	2	3	3	5	2	2	2	0
Fairly comfortable	23	20	19	24	15	22	17	21	19	18	25	18	12	22	16	17	21	19	21	18
<b>TOTAL COMFORTABLE</b>	<b>25</b>	<b>23</b>	<b>22</b>	<b>27</b>	<b>16</b>	<b>24</b>	<b>20</b>	<b>24</b>	<b>21</b>	<b>22</b>	<b>27</b>	<b>21</b>	<b>14</b>	<b>25</b>	<b>19</b>	<b>22</b>	<b>23</b>	<b>21</b>	<b>23</b>	<b>18</b>
Fairly uncomfortable	41	41	38	46	53	46	38	40	42	40	42	41	41	42	40	46	40	42	37	45
Very uncomfortable	28	28	34	23	30	25	37	27	30	13	23	35	39	28	29	23	29	27	30	34
<b>TOTAL UNCOMFORTABLE</b>	<b>69</b>	<b>69</b>	<b>72</b>	<b>69</b>	<b>83</b>	<b>71</b>	<b>75</b>	<b>67</b>	<b>72</b>	<b>53</b>	<b>65</b>	<b>76</b>	<b>80</b>	<b>70</b>	<b>69</b>	<b>69</b>	<b>69</b>	<b>69</b>	<b>67</b>	<b>79</b>
Don't know	6	8	6	4	1	5	5	9	7	25	8	4	6	6	12	9	8	10	9	3
How concerned, if at all, are you about the amount of harmful content on the internet?																				
Very concerned	34	32	36	34	38	35	36	23	41	15	28	34	46	33	31	29	33	32	33	29
Fairly concerned	42	41	41	44	48	47	38	39	43	37	40	45	40	43	39	41	42	40	41	42
<b>TOTAL CONCERNED</b>	<b>76</b>	<b>73</b>	<b>77</b>	<b>78</b>	<b>86</b>	<b>82</b>	<b>74</b>	<b>62</b>	<b>84</b>	<b>52</b>	<b>68</b>	<b>79</b>	<b>86</b>	<b>76</b>	<b>70</b>	<b>70</b>	<b>75</b>	<b>72</b>	<b>74</b>	<b>71</b>
Not very concerned	16	16	16	16	9	14	18	24	9	16	20	14	11	14	19	15	16	17	16	16
Not at all concerned	3	4	3	3	3	1	5	7	2	8	5	4	2	5	4	6	3	5	4	8
<b>TOTAL NOT CONCERNED</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>12</b>	<b>15</b>	<b>23</b>	<b>31</b>	<b>11</b>	<b>24</b>	<b>25</b>	<b>18</b>	<b>13</b>	<b>19</b>	<b>23</b>	<b>21</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>24</b>
Don't know	5	6	4	3	2	4	3	8	5	24	6	4	1	5	8	9	6	6	6	6
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	80	76	83	81	90	84	80	68	85	44	73	83	89	79	73	71	79	74	77	79
Doing all they reasonably can	11	12	11	9	5	8	13	18	7	21	15	10	6	12	13	11	11	16	11	14
Don't know	9	11	6	10	5	8	7	14	8	34	12	6	4	9	14	18	10	10	13	7

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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?		3-4	1-2																	
		Oct	Nov																	
Should be doing more	53	<b>47</b>	51	49	61	52	52	47	46	25	42	52	59	51	41	44	49	46	46	42
Currently doing enough	11	<b>9</b>	10	8	6	7	9	13	6	14	11	8	6	10	9	8	9	9	9	12
Should be doing less	4	<b>4</b>	4	3	2	2	5	6	3	12	5	3	2	4	4	4	5	5	4	3
Don't know	32	<b>40</b>	35	40	32	38	34	34	45	49	42	38	34	34	46	44	36	40	41	43