

YouGov / Taso Advisory Survey Results

Sample Size: 1647 adults in GB
Fieldwork: 1st - 2nd December 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	1647	539	399	140	580	613	797	850	173	680	407	387	939	708	199	552	356	397	143	
Unweighted Sample	1647	567	393	143	670	646	704	943	133	679	423	412	1004	643	181	575	365	399	127	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Nov	1-2 Dec																		
Overall, do you think technology has generally made society better or worse, or has it made no difference?																				
Much better	14	18	17	19	24	20	18	20	16	14	19	18	16	21	13	20	18	17	18	14
Slightly better	34	39	37	47	48	48	34	36	42	36	41	36	40	40	38	39	38	40	39	42
TOTAL BETTER	48	57	54	66	72	68	52	56	58	50	60	54	56	61	51	59	56	57	57	56
It has made no difference	6	7	5	6	4	6	7	8	7	12	7	7	7	7	7	6	8	6	9	9
Slightly worse	25	19	23	15	14	16	24	17	21	11	17	25	21	17	21	16	20	19	18	23
Much worse	15	10	14	7	6	7	13	12	8	9	9	11	11	8	13	10	10	13	10	5
TOTAL WORSE	40	29	37	22	20	23	37	29	29	20	26	36	32	25	34	26	30	32	28	28
Don't know	6	7	4	6	4	4	3	7	7	17	7	4	5	6	8	10	6	6	6	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	57	61	60	59	62	60	55	59	43	53	64	65	57	57	54	59	56	59	55
Current balance is about right	27	28	28	27	33	28	27	33	23	32	31	25	24	31	24	28	29	28	27	28
Too little influence	1	1	1	2	0	1	1	1	2	3	2	1	1	1	2	4	1	1	1	1
Don't know	14	13	11	11	7	10	11	11	16	22	15	10	10	11	17	14	12	15	13	16
Society in general																				
Too much influence	72	70	76	74	73	75	76	69	71	47	65	79	80	71	68	65	70	72	71	66
Current balance is about right	16	17	14	14	20	17	14	19	15	27	18	15	12	17	17	17	19	15	15	21
Too little influence	3	3	3	4	4	2	2	3	4	6	5	2	2	4	3	8	2	3	4	2
Don't know	8	10	7	8	3	6	8	9	10	20	12	5	6	7	13	10	9	10	10	12

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1-2
Nov

1-2
Dec

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	34	37	36	31	33	39	35	34	26	31	39	40	35	34	38	33	32	34	39
Fairly worried	39	42	45	43	47	47	43	39	45	30	41	45	46	42	41	36	43	45	42	38
TOTAL WORRIED	77	76	82	79	78	80	82	74	79	56	72	84	86	77	75	74	76	77	76	77
Not very worried	15	15	12	14	19	14	12	16	14	22	18	12	10	17	13	17	15	15	15	13
Not at all worried	2	2	3	2	1	2	3	3	2	2	3	3	2	3	2	3	3	2	3	3
TOTAL NOT WORRIED	17	17	15	16	20	16	15	19	16	24	21	15	12	20	15	20	18	17	18	16
Don't know	6	6	4	4	3	3	4	7	5	20	8	2	2	4	9	6	6	6	6	7

Collecting individuals' personal data

Very worried	34	30	34	32	24	29	35	31	29	21	27	33	37	30	30	36	28	29	31	32
Fairly worried	40	43	45	42	46	46	44	40	46	33	41	48	46	43	43	34	45	45	42	42
TOTAL WORRIED	74	73	79	74	70	75	79	71	75	54	68	81	83	73	73	70	73	74	73	74
Not very worried	17	18	15	19	24	19	14	18	18	23	22	15	13	20	16	20	19	17	17	18
Not at all worried	3	3	3	3	1	3	3	4	2	5	2	3	2	3	2	3	3	3	2	1
TOTAL NOT WORRIED	20	21	18	22	25	22	17	22	20	28	24	18	15	23	18	23	22	20	19	19
Don't know	6	6	3	4	5	4	4	8	5	19	8	2	2	4	10	7	5	6	7	7

Storing individuals' personal data

Very worried	34	31	35	32	29	29	37	30	31	18	27	35	38	30	32	36	29	27	34	32
Fairly worried	41	43	44	44	44	47	43	39	46	35	41	45	47	43	42	37	45	47	39	44
TOTAL WORRIED	75	74	79	76	73	76	80	69	77	53	68	80	85	73	74	73	74	74	73	76
Not very worried	17	17	14	16	21	17	13	19	15	23	20	15	11	19	15	18	17	17	18	15
Not at all worried	2	3	4	3	1	3	2	4	2	5	3	3	2	4	2	2	3	3	3	3
TOTAL NOT WORRIED	19	20	18	19	22	20	15	23	17	28	23	18	13	23	17	20	20	20	21	18
Don't know	6	6	3	5	4	4	4	7	5	19	8	2	2	4	9	8	6	5	7	6

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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?

	1-2 Nov	1-2 Dec																		
Very comfortable	3	2	3	2	0	1	3	3	2	1	2	4	1	2	3	4	2	2	2	4
Fairly comfortable	20	24	21	26	27	25	20	26	23	35	27	21	19	25	24	24	25	24	25	23
TOTAL COMFORTABLE	23	26	24	28	27	26	23	29	25	36	29	25	20	27	27	28	27	26	27	27
Fairly uncomfortable	41	41	44	40	45	45	43	39	42	38	39	40	46	43	38	39	44	39	41	37
Very uncomfortable	28	25	29	27	22	24	29	23	26	5	23	32	31	26	24	23	24	27	25	25
TOTAL UNCOMFORTABLE	69	66	73	67	67	69	72	62	68	43	62	72	77	69	62	62	68	66	66	62
Don't know	8	8	3	5	7	5	4	8	7	20	10	3	4	5	11	9	6	8	8	11

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

Very concerned	32	31	39	31	37	33	38	23	39	15	25	34	48	32	31	31	32	32	33	24
Fairly concerned	41	41	38	46	42	46	40	38	44	33	43	43	41	43	39	42	44	38	39	47
TOTAL CONCERNED	73	72	77	77	79	79	78	61	83	48	68	77	89	75	70	73	76	70	72	71
Not very concerned	16	17	16	12	17	16	16	24	11	22	21	16	9	17	17	13	17	19	18	17
Not at all concerned	4	4	4	5	1	2	3	6	1	6	4	4	2	4	3	4	3	5	3	1
TOTAL NOT CONCERNED	20	21	20	17	18	18	19	30	12	28	25	20	11	21	20	17	20	24	21	18
Don't know	6	7	3	6	3	3	3	9	5	25	8	2	1	5	9	10	4	7	7	11

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

1-2
Nov

1-2
Dec

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	79	83	84	84	86	83	71	86	51	77	83	91	80	77	77	82	77	78	76
Doing all they reasonably can	12	11	12	9	12	9	11	17	6	18	12	12	7	11	12	9	11	11	14	11
Don't know	11	10	6	7	4	6	6	12	8	31	11	5	3	9	11	13	7	12	8	13

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	47	52	56	58	56	57	58	54	51	31	49	56	64	56	47	54	55	51	50	48
Currently doing enough	9	10	11	7	7	10	8	15	6	18	9	11	7	12	8	11	11	10	10	5
Should be doing less	4	4	3	5	3	3	3	7	2	11	5	4	1	4	5	5	3	5	4	7
Don't know	40	33	29	31	34	30	30	24	42	41	37	29	28	29	40	30	31	34	36	39