

YouGov / Taso Advisory Survey Results

Sample Size: 1721 adults in GB
Fieldwork: 3rd - 4th January 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	1721	563	416	146	606	641	833	888	181	711	425	404	981	740	1485	86	150	415	286	208	577	
Unweighted Sample	1721	564	421	149	652	661	795	926	180	714	422	405	1013	708	1480	91	150	417	301	185	577	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Dec	3-4 Jan																				
Overall, do you think technology has generally made society better or worse, or has it made no difference?																						
Much better	18	15	13	18	21	20	11	19	12	19	15	16	13	17	13	15	11	20	13	16	22	13
Slightly better	39	37	34	46	44	43	33	36	38	34	38	37	38	42	31	38	33	39	36	38	44	36
TOTAL BETTER	57	52	47	64	65	63	44	55	50	53	53	53	51	59	44	53	44	59	49	54	66	49
It has made no difference	7	8	8	5	7	6	8	10	6	14	8	5	9	8	8	8	11	6	5	9	10	9
Slightly worse	19	22	29	16	20	17	31	20	25	16	20	25	26	19	27	23	24	17	26	22	10	26
Much worse	10	10	11	9	6	9	13	9	11	5	10	12	11	9	12	10	14	9	13	9	9	9
TOTAL WORSE	29	32	40	25	26	26	44	29	36	21	30	37	37	28	39	33	38	26	39	31	19	35
Don't know	7	7	4	6	3	6	5	6	7	13	8	4	4	5	9	6	6	10	7	7	4	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	57	58	61	61	61	62	63	56	60	44	57	63	63	59	58	59	60	55	64	55	55	57
Current balance is about right	28	26	29	25	25	25	25	29	23	32	25	26	26	28	24	26	27	25	21	29	26	28
Too little influence	1	2	1	2	1	1	1	2	1	5	2	1	0	1	2	2	1	0	1	1	3	2
Don't know	13	14	10	13	13	12	11	12	16	19	17	10	11	12	17	14	13	20	14	15	16	12
Society in general																						
Too much influence	70	72	79	76	74	76	79	69	75	55	68	80	80	73	72	73	77	65	76	69	72	73
Current balance is about right	17	15	14	15	20	15	12	18	13	23	17	13	12	17	13	15	13	21	11	18	18	15
Too little influence	3	2	1	1	1	1	2	3	1	4	3	1	1	3	1	2	0	0	2	2	2	3
Don't know	10	10	6	8	5	8	7	10	11	18	13	7	7	8	13	10	10	14	11	11	9	9

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

	1-2 Dec	3-4 Jan																				
<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	34	37	37	37	34	36	41	40	34	24	35	39	43	36	37	36	35	41	38	32	36	38
Fairly worried	42	41	40	44	47	46	39	36	46	33	42	41	43	42	39	41	46	38	41	44	41	39
TOTAL WORRIED	76	78	77	81	81	82	80	76	80	57	77	80	86	78	76	77	81	79	79	76	77	77
Not very worried	15	15	19	13	15	14	16	17	13	19	15	16	10	15	15	15	12	12	15	15	14	16
Not at all worried	2	2	1	2	2	2	0	2	1	5	2	1	1	2	2	2	0	2	1	1	4	1
TOTAL NOT WORRIED	17	17	20	15	17	16	16	19	14	24	17	17	11	17	17	17	12	14	16	16	18	17
Don't know	6	6	3	4	2	3	4	6	6	19	7	3	3	5	8	6	7	7	5	8	5	6
Collecting individuals' personal data																						
Very worried	30	30	32	30	31	29	36	33	28	15	26	36	39	30	31	30	34	30	31	28	27	32
Fairly worried	43	43	43	48	43	47	42	38	48	35	45	43	45	45	41	43	45	45	45	42	41	43
TOTAL WORRIED	73	73	75	78	74	76	78	71	76	50	71	79	84	75	72	73	79	75	76	70	68	75
Not very worried	18	19	21	17	21	18	17	22	16	31	20	18	12	20	18	19	15	17	18	21	22	18
Not at all worried	3	2	1	2	2	2	1	2	2	5	2	1	1	2	3	2	0	3	1	2	4	2
TOTAL NOT WORRIED	21	21	22	19	23	20	18	24	18	36	22	19	13	22	21	21	15	20	19	23	26	20
Don't know	6	5	3	4	2	3	3	5	6	15	6	3	3	4	7	5	7	6	4	6	5	6
Storing individuals' personal data																						
Very worried	31	30	30	31	26	29	35	33	28	18	28	33	37	30	31	30	35	26	31	29	31	31
Fairly worried	43	44	44	46	49	48	43	39	49	33	45	43	47	45	42	44	42	47	44	45	42	43
TOTAL WORRIED	74	74	74	77	75	77	78	72	77	51	73	76	84	75	73	74	77	73	75	74	73	74
Not very worried	17	18	22	17	20	17	18	20	16	24	18	20	12	18	18	18	16	16	18	19	19	18
Not at all worried	3	2	1	1	2	2	1	2	2	7	2	1	1	2	2	2	0	3	2	1	3	2
TOTAL NOT WORRIED	20	20	23	18	22	19	19	22	18	31	20	21	13	20	20	20	16	19	20	20	22	20
Don't know	6	6	3	5	2	3	4	6	6	17	7	3	3	5	8	6	7	8	5	6	5	6

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

	1-2 Dec	3-4 Jan																				
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	3	2	1	1	3	2	2	3	2	2	2	2	3	2	1	1	2	3	3	3
Fairly comfortable	24	24	22	25	25	26	19	28	20	35	26	24	16	25	23	24	19	28	22	22	29	24
TOTAL COMFORTABLE	26	26	25	27	26	27	22	30	22	38	28	26	18	27	26	26	20	29	24	25	32	27
Fairly uncomfortable	41	39	41	43	43	42	41	36	41	28	39	39	43	41	36	40	36	32	40	40	37	40
Very uncomfortable	25	26	28	22	25	25	32	25	27	11	21	32	35	25	27	25	34	29	27	23	23	26
TOTAL UNCOMFORTABLE	66	65	69	65	68	67	73	61	68	39	60	71	78	66	63	65	70	61	67	63	60	66
Don't know	8	9	6	7	5	7	6	9	9	22	11	3	4	7	11	8	10	10	9	12	8	7
How concerned, if at all, are you about the amount of harmful content on the internet?																						
Very concerned	31	30	35	32	32	33	35	21	39	16	25	33	43	31	29	31	36	25	33	34	24	29
Fairly concerned	41	44	45	47	51	47	44	43	46	37	46	48	42	45	43	44	40	50	40	43	45	47
TOTAL CONCERNED	72	74	80	79	83	80	79	64	85	53	71	81	85	76	72	75	76	75	73	77	69	76
Not very concerned	17	17	15	16	14	17	15	25	10	24	20	15	12	17	17	17	12	21	18	14	22	16
Not at all concerned	4	3	3	1	1	1	2	6	1	8	3	2	2	3	4	3	3	0	3	5	2	4
TOTAL NOT CONCERNED	21	20	18	17	15	18	17	31	11	32	23	17	14	20	21	20	15	21	21	19	24	20
Don't know	7	5	3	4	2	3	3	6	4	14	6	2	2	4	7	5	9	4	6	5	7	4
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	79	83	83	83	85	82	73	85	61	76	84	87	81	76	79	81	75	80	79	78	80
Doing all they reasonably can	11	12	12	9	13	9	12	16	8	20	12	11	9	11	14	12	4	14	11	14	13	12
Don't know	10	9	5	7	5	7	6	11	7	20	12	5	4	8	11	9	15	10	10	8	9	9

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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?

	1-2 Dec	3-4 Jan																				
Should be doing more	52	53	55	63	51	61	54	56	51	37	48	61	63	55	52	53	59	55	54	55	46	53
Currently doing enough	10	11	13	7	15	11	11	15	8	14	14	9	7	12	10	12	6	11	10	11	15	12
Should be doing less	4	4	3	3	2	1	4	6	2	10	4	3	1	3	4	4	6	1	4	2	6	4
Don't know	33	32	29	27	33	28	31	24	39	39	34	27	29	30	34	32	29	32	32	32	33	31

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.