

YouGov / TASO Advisory Survey Results

Sample Size: 1830 adults in GB

Fieldwork: 1st - 3rd June 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	1830	620	454	165	679	725	889	941	200	763	441	426	1043	787	220	615	397	441	157
Unweighted Sample	1830	618	454	164	715	718	763	1067	187	686	445	512	1107	723	143	653	428	442	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		3-4 May	1-3 Jun																		
Overall, do you think technology has generally made society better or worse, or has it made no difference?																					
	Much better	17	14	14	18	14	19	11	17	11	12	15	15	12	18	8	21	14	13	10	14
	Slightly better	37	32	30	38	37	36	31	30	35	34	34	29	32	37	26	32	33	34	30	30
	TOTAL BETTER	54	46	44	56	51	55	42	47	46	46	49	44	44	55	34	53	47	47	40	44
	It has made no difference	8	8	7	6	13	6	8	9	8	12	9	7	7	7	9	8	8	9	8	7
	Slightly worse	22	27	30	25	25	27	30	25	28	19	24	30	32	25	29	24	27	25	29	29
	Much worse	11	12	16	6	7	7	16	13	11	6	10	16	13	8	17	5	12	13	14	13
	TOTAL WORSE	33	39	46	31	32	34	46	38	39	25	34	46	45	33	46	29	39	38	43	42
	Don't know	5	7	4	6	4	4	4	7	7	18	8	3	4	5	10	10	6	6	8	6
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	59	58	66	57	58	61	64	60	57	43	52	65	69	60	57	53	64	56	54	62
	Current balance is about right	25	24	23	27	27	27	21	24	23	26	26	22	19	26	20	26	23	24	25	19
	Too little influence	2	2	1	2	2	1	2	2	2	7	2	2	1	1	4	3	1	3	4	1
	Don't know	15	16	10	14	13	11	13	14	18	24	19	10	11	13	19	17	13	17	17	18
Society in general																					
	Too much influence	72	70	79	72	76	75	75	71	69	48	65	79	80	72	67	67	75	68	67	71
	Current balance is about right	16	15	13	15	13	16	12	15	14	24	16	12	12	16	13	18	14	16	15	12
	Too little influence	3	3	1	4	3	2	3	3	4	6	4	3	2	3	5	2	2	5	6	3
	Don't know	9	11	7	10	9	7	10	11	12	22	15	5	6	9	15	13	9	11	13	14

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

3-4
May

1-3
Jun

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	33	36	40	36	36	34	42	38	34	27	30	42	44	36	35	36	36	36	35	32
Fairly worried	43	41	41	42	45	46	39	37	44	34	43	41	40	42	39	42	40	42	39	42
TOTAL WORRIED	76	77	81	78	81	80	81	75	78	61	73	83	84	78	74	78	76	78	74	74
Not very worried	16	16	16	17	13	16	14	17	14	19	17	14	13	17	14	12	17	14	17	16
Not at all worried	2	2	1	2	3	2	2	2	1	3	2	2	1	2	2	0	3	1	2	2
TOTAL NOT WORRIED	18	18	17	19	16	18	16	19	15	22	19	16	14	19	16	12	20	15	19	18
Don't know	6	6	3	3	3	2	4	6	7	18	8	1	3	4	9	8	5	6	8	8

Collecting individuals' personal data

Very worried	28	31	36	31	34	28	39	34	29	21	26	37	40	31	32	30	33	33	30	29
Fairly worried	45	42	43	44	44	48	41	38	45	34	42	43	42	42	41	45	41	41	40	47
TOTAL WORRIED	73	73	79	75	78	76	80	72	74	55	68	80	82	73	73	75	74	74	70	76
Not very worried	19	18	18	19	16	20	15	18	18	21	20	18	14	20	16	13	18	18	21	16
Not at all worried	2	2	1	2	2	2	2	4	1	7	2	1	2	3	2	5	3	2	1	1
TOTAL NOT WORRIED	21	20	19	21	18	22	17	22	19	28	22	19	16	23	18	18	21	20	22	17
Don't know	6	6	3	3	4	2	3	6	7	18	9	1	2	4	10	7	5	6	8	8

Storing individuals' personal data

Very worried	28	31	35	30	32	29	37	33	29	21	26	35	40	30	31	24	33	32	31	30
Fairly worried	44	42	44	43	47	47	43	38	45	32	43	45	42	43	40	50	40	43	40	42
TOTAL WORRIED	72	73	79	73	79	76	80	71	74	53	69	80	82	73	71	74	73	75	71	72
Not very worried	19	19	18	20	15	19	16	19	18	23	21	17	14	20	17	14	20	18	20	18
Not at all worried	3	2	1	3	3	3	1	3	1	7	2	2	2	2	2	5	3	2	1	1
TOTAL NOT WORRIED	22	21	19	23	18	22	17	22	19	30	23	19	16	22	19	19	23	20	21	19
Don't know	6	6	3	3	3	2	3	6	7	17	9	1	2	4	10	7	4	6	8	9

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

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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	3	3	3	2	4	3	3	3	3	4	3	3	3	3	3	3	3	2	4	
Fairly comfortable	24	22	19	24	19	23	17	24	20	32	25	18	16	23	20	21	23	20	22	23
TOTAL COMFORTABLE	27	25	22	26	23	26	20	27	23	36	28	21	19	26	23	24	26	23	24	27
Fairly uncomfortable	42	41	42	43	49	46	40	38	43	37	39	44	41	44	36	45	41	40	39	38
Very uncomfortable	24	28	33	26	23	25	36	28	27	8	24	33	37	26	29	23	27	30	29	25
TOTAL UNCOMFORTABLE	66	69	75	69	72	71	76	66	70	45	63	77	78	70	65	68	68	70	68	63
Don't know	7	7	3	4	4	3	4	7	8	19	9	2	3	4	12	9	5	7	8	10

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

Very concerned	27	30	36	30	31	31	36	22	37	13	26	33	43	30	30	23	31	29	34	28
Fairly concerned	43	43	41	48	50	49	42	40	45	35	45	43	42	45	39	46	42	46	38	42
TOTAL CONCERNED	70	73	77	78	81	80	78	62	82	48	71	76	85	75	69	69	73	75	72	70
Not very concerned	21	16	16	16	12	15	15	22	10	28	15	17	10	17	15	19	15	16	14	21
Not at all concerned	3	5	4	3	5	3	4	8	2	5	6	5	3	4	6	5	5	3	7	4
TOTAL NOT CONCERNED	24	21	20	19	17	18	19	30	12	33	21	22	13	21	21	24	20	19	21	25
Don't know	6	7	3	3	2	3	4	7	6	19	9	1	2	4	11	7	6	7	7	5

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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	77	76	81	79	88	82	80	67	83	55	70	81	88	79	71	72	80	77	72	70
Doing all they reasonably can	14	13	12	12	8	11	12	19	8	22	16	11	6	12	14	14	10	14	16	15
Don't know	9	11	7	9	4	7	8	14	9	23	14	8	5	9	15	13	10	9	12	15

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	49	53	54	61	57	51	48	50	34	45	53	61	52	45	52	49	48	48	51
Currently doing enough	11	11	12	8	10	11	11	13	8	17	12	11	5	12	9	17	10	10	10	7
Should be doing less	5	5	4	4	1	4	4	7	3	10	6	3	2	5	5	5	3	6	5	7
Don't know	31	35	32	33	28	28	34	32	39	39	37	33	32	31	41	26	37	36	36	35