

# Public First Consumer Poll for Google UK

**Fieldwork:** 27th Nov - 8th Dec 2020  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 4005

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

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184 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5? 375

185 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10? 377

186 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20? 379

187 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50? 381

188 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?383

189 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?385

190 In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?387

191 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25? . . . . . 389

192 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50? . . . . . 391

193 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5? . . . . . 393

194 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10? . . . . . 395

195 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20? . . . . . 397

196 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50? . . . . . 399

197 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100? . . . . . 401

198 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200? . . . . . 403

199 During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500? . . . . . 405

(1.A) Which of the following technologies does your household own? Please select ALL that apply

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Personal car	71%	70%	72%	81%	69%	74%	60%	53%	76%	75%	78%	76%	71%	68%	73%	70%	69%	85%	83%
Dishwasher	45%	45%	44%	65%	41%	42%	29%	43%	53%	48%	49%	48%	36%	37%	42%	37%	44%	47%	60%
Tumble dryer	48%	48%	49%	55%	45%	48%	45%	34%	51%	48%	52%	53%	48%	46%	52%	50%	49%	58%	62%
TV	93%	91%	94%	93%	93%	92%	92%	87%	94%	92%	95%	93%	94%	91%	97%	94%	93%	93%	97%
Laptop computer	79%	79%	78%	84%	80%	77%	72%	82%	81%	79%	77%	77%	72%	78%	83%	75%	80%	80%	80%
Tablet computer	61%	60%	63%	67%	63%	60%	54%	57%	62%	62%	62%	64%	62%	60%	62%	61%	64%	64%	55%
Fitness tracker (eg Fitbit)	24%	22%	25%	31%	25%	23%	17%	21%	25%	19%	24%	24%	22%	24%	28%	23%	25%	26%	36%
Smart watch (eg Apple Watch, Galaxy Watch)	18%	20%	16%	23%	18%	16%	13%	23%	16%	17%	16%	19%	21%	15%	14%	19%	15%	16%	12%
Games console (eg Sony Playstation, Microsoft XBox, Nintendo Switch)	45%	47%	43%	44%	46%	47%	44%	47%	44%	41%	44%	45%	47%	42%	43%	46%	47%	48%	46%
Smart speaker (eg. Amazon Echo, Google Home, Apple Homepod)	37%	37%	37%	42%	38%	35%	32%	35%	39%	34%	35%	37%	35%	37%	39%	37%	41%	38%	38%
Streaming box or stick (eg Apple TV, Google Chromecast, Fire TV, Roku)	34%	35%	32%	38%	36%	31%	28%	34%	34%	31%	31%	34%	32%	31%	36%	34%	33%	36%	46%
Smart lights (eg Philips Hue, Ikea Trådfri etc)	11%	13%	9%	15%	11%	8%	8%	13%	13%	10%	8%	9%	8%	12%	11%	11%	9%	10%	15%
Smart Thermostat (e.g. Google Nest, Hive etc.)	11%	14%	9%	16%	11%	12%	6%	12%	12%	10%	8%	13%	9%	12%	10%	12%	12%	17%	8%
None of the above	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following technologies does your household own? Please select ALL that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Personal car	71%	56%	61%	69%	76%	78%	83%	53%	74%	70%	75%	83%	81%	72%	71%	73%
Dishwasher	45%	39%	39%	45%	45%	43%	54%	37%	44%	40%	47%	53%	57%	45%	45%	46%
Tumble dryer	48%	41%	41%	46%	51%	52%	56%	33%	49%	48%	54%	57%	64%	49%	49%	49%
TV	93%	84%	88%	93%	96%	96%	97%	86%	94%	93%	93%	97%	97%	93%	93%	93%
Laptop computer	79%	81%	77%	82%	82%	77%	73%	80%	79%	79%	76%	80%	75%	79%	80%	80%
Tablet computer	61%	49%	59%	64%	64%	62%	66%	57%	64%	59%	62%	65%	60%	62%	62%	63%
Fitness tracker (eg Fitbit)	24%	25%	31%	29%	22%	18%	17%	22%	24%	25%	23%	24%	24%	24%	25%	25%
Smart watch (eg Apple Watch, Galaxy Watch)	18%	27%	26%	23%	17%	9%	7%	22%	17%	18%	17%	15%	14%	18%	18%	19%
Games console (eg Sony Playstation, Microsoft Xbox, Nintendo Switch)	45%	69%	66%	60%	48%	26%	10%	50%	43%	51%	43%	37%	43%	46%	48%	47%
Smart speaker (eg. Amazon Echo, Google Home, Apple Homepod)	37%	47%	44%	41%	36%	32%	24%	37%	35%	39%	38%	36%	40%	38%	38%	38%
Streaming box or stick (eg Apple TV, Google Chromecast, Fire TV, Roku)	34%	42%	41%	40%	34%	26%	21%	38%	31%	37%	32%	31%	36%	34%	36%	35%
Smart lights (eg Philips Hue, Ikea Trådfri etc)	11%	15%	15%	13%	10%	7%	6%	13%	11%	11%	9%	8%	11%	11%	11%	11%
Smart Thermostat (e.g. Google Nest, Hive etc.)	11%	11%	16%	13%	10%	7%	11%	12%	13%	9%	11%	11%	9%	12%	12%	12%
None of the above	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Would you say you tend to be an early or late adopter of new technologies?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Very early adopter	7%	9%	5%	8%	6%	7%	7%	13%	5%	4%	5%	8%	8%	6%	7%	7%	7%	6%	7%
Somewhat early adopter	23%	27%	20%	27%	24%	22%	19%	28%	23%	21%	18%	22%	24%	19%	24%	25%	22%	22%	22%
Neither an early or late adopter	32%	32%	31%	33%	33%	32%	28%	28%	31%	34%	35%	33%	32%	36%	33%	29%	30%	32%	37%
Somewhat late adopter	26%	23%	29%	24%	27%	26%	27%	21%	26%	29%	29%	25%	23%	27%	22%	28%	28%	29%	21%
Very late adopter	11%	9%	13%	7%	9%	11%	17%	8%	13%	10%	13%	11%	10%	11%	12%	10%	13%	10%	12%
Don't know	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Would you say you tend to be an early or late adopter of new technologies?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Very early adopter	7%	17%	15%	7%	3%	2%	1%	13%	6%	8%	5%	4%	5%	7%	7%	7%
Somewhat early adopter	23%	36%	36%	27%	20%	11%	12%	31%	23%	26%	20%	17%	14%	24%	24%	24%
Neither an early or late adopter	32%	28%	29%	38%	34%	29%	32%	29%	31%	30%	35%	33%	36%	32%	32%	32%
Somewhat late adopter	26%	14%	15%	22%	29%	38%	36%	19%	28%	24%	28%	30%	28%	26%	26%	26%
Very late adopter	11%	3%	4%	6%	14%	19%	19%	7%	11%	11%	12%	15%	14%	10%	9%	9%
Don't know	1%	3%	2%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Search

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	69%	69%	70%	72%	73%	69%	63%	72%	69%	68%	71%	69%	64%	68%	67%	70%	70%	73%	74%
In the last week	18%	18%	18%	17%	16%	19%	21%	17%	19%	17%	17%	19%	22%	16%	19%	20%	16%	19%	15%
In the last month	5%	5%	4%	4%	4%	5%	6%	4%	5%	4%	4%	4%	5%	6%	6%	5%	4%	4%	3%
In the last year	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	3%	3%	3%	3%	2%	1%	1%	0%	1%
More than a year ago	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%
Never	3%	3%	3%	3%	3%	3%	4%	3%	4%	4%	2%	3%	2%	4%	4%	2%	6%	2%	3%
Don't know	2%	2%	2%	1%	2%	1%	3%	1%	1%	3%	1%	1%	2%	2%	2%	2%	2%	0%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Search

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	69%	76%	76%	76%	72%	65%	54%	74%	70%	69%	65%	65%	73%	73%	73%	72%
In the last week	18%	12%	14%	15%	18%	21%	26%	14%	18%	19%	21%	22%	13%	19%	18%	18%
In the last month	5%	4%	4%	3%	4%	5%	7%	4%	4%	6%	6%	4%	4%	5%	4%	4%
In the last year	2%	2%	2%	1%	1%	1%	4%	2%	2%	1%	2%	3%	1%	2%	2%	2%
More than a year ago	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%
Never	3%	2%	2%	2%	2%	4%	6%	3%	3%	2%	3%	3%	5%	0%	2%	2%
Don't know	2%	3%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	0%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Chrome

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	54%	57%	50%	56%	58%	52%	48%	61%	51%	55%	52%	51%	48%	53%	51%	56%	57%	46%	51%
In the last week	16%	14%	18%	16%	17%	15%	15%	16%	16%	14%	15%	14%	15%	17%	14%	15%	17%	22%	15%
In the last month	7%	7%	8%	7%	7%	8%	9%	7%	6%	9%	9%	6%	9%	9%	7%	6%	5%	11%	9%
In the last year	5%	5%	5%	5%	4%	5%	4%	3%	5%	4%	4%	4%	5%	4%	5%	7%	5%	5%	3%
More than a year ago	3%	3%	3%	2%	2%	4%	5%	3%	3%	2%	3%	4%	4%	4%	3%	3%	2%	4%	3%
Never	12%	11%	13%	12%	9%	13%	15%	8%	15%	10%	14%	16%	14%	9%	16%	10%	12%	10%	16%
Don't know	3%	3%	4%	3%	3%	3%	4%	2%	4%	5%	4%	4%	4%	4%	4%	3%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(4.B) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Chrome

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	54%	64%	63%	56%	50%	49%	43%	63%	54%	53%	50%	48%	48%	55%	56%	55%
In the last week	16%	15%	15%	19%	20%	13%	14%	13%	16%	16%	17%	18%	14%	16%	16%	16%
In the last month	7%	6%	7%	7%	8%	8%	8%	6%	7%	9%	8%	8%	9%	8%	8%	8%
In the last year	5%	4%	3%	3%	4%	5%	8%	3%	5%	5%	5%	4%	7%	5%	4%	5%
More than a year ago	3%	2%	2%	3%	2%	5%	4%	3%	3%	2%	4%	3%	6%	3%	3%	3%
Never	12%	6%	7%	9%	14%	17%	19%	8%	12%	11%	14%	16%	13%	11%	10%	11%
Don't know	3%	4%	2%	3%	2%	4%	5%	3%	3%	4%	4%	3%	3%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : YouTube

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	40%	48%	33%	39%	41%	42%	41%	55%	36%	38%	38%	39%	43%	32%	32%	40%	42%	38%	44%
In the last week	28%	26%	29%	31%	30%	27%	22%	24%	28%	28%	28%	29%	26%	29%	30%	28%	30%	29%	21%
In the last month	14%	11%	18%	15%	14%	13%	16%	9%	17%	16%	16%	16%	13%	16%	19%	14%	13%	13%	19%
In the last year	6%	5%	8%	6%	6%	6%	6%	5%	7%	5%	7%	5%	6%	6%	8%	8%	4%	7%	6%
More than a year ago	3%	2%	3%	3%	2%	2%	3%	2%	3%	3%	3%	3%	3%	4%	1%	2%	2%	2%	2%
Never	7%	6%	8%	6%	5%	8%	9%	4%	7%	7%	6%	8%	7%	11%	9%	6%	7%	9%	7%
Don't know	2%	1%	2%	2%	1%	1%	3%	1%	2%	3%	2%	1%	2%	3%	1%	1%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : YouTube

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	40%	73%	59%	47%	34%	24%	15%	59%	35%	42%	37%	27%	40%	42%	44%	42%
In the last week	28%	15%	25%	32%	30%	33%	30%	21%	31%	30%	24%	31%	27%	28%	30%	29%
In the last month	14%	5%	9%	13%	17%	17%	23%	9%	15%	14%	16%	18%	16%	15%	16%	15%
In the last year	6%	1%	3%	3%	9%	10%	9%	3%	7%	4%	8%	7%	7%	6%	7%	6%
More than a year ago	3%	1%	1%	2%	3%	4%	5%	2%	2%	2%	3%	4%	1%	3%	3%	3%
Never	7%	2%	2%	2%	5%	12%	17%	4%	7%	5%	9%	11%	7%	6%	0%	5%
Don't know	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Maps

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	18%	21%	16%	21%	20%	17%	16%	22%	18%	17%	17%	19%	17%	16%	15%	20%	18%	18%	18%
In the last week	31%	34%	28%	37%	34%	28%	24%	38%	34%	30%	30%	29%	29%	33%	29%	29%	27%	28%	27%
In the last month	23%	21%	25%	22%	22%	26%	23%	20%	22%	28%	22%	22%	24%	20%	23%	25%	23%	25%	24%
In the last year	15%	14%	16%	12%	15%	17%	17%	11%	14%	13%	18%	20%	16%	15%	20%	14%	16%	17%	16%
More than a year ago	4%	3%	5%	3%	4%	4%	6%	2%	2%	4%	6%	5%	6%	5%	5%	4%	5%	3%	8%
Never	6%	5%	7%	4%	4%	6%	10%	4%	7%	7%	5%	4%	7%	9%	6%	6%	7%	6%	6%
Don't know	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	1%	1%	3%	2%	2%	3%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Maps

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	18%	23%	25%	23%	18%	13%	10%	24%	18%	18%	17%	13%	16%	19%	20%	20%
In the last week	31%	35%	35%	37%	31%	26%	24%	34%	31%	34%	28%	29%	30%	32%	33%	34%
In the last month	23%	20%	21%	23%	23%	25%	25%	20%	24%	22%	23%	23%	28%	23%	24%	25%
In the last year	15%	11%	10%	9%	17%	19%	23%	10%	17%	13%	16%	20%	15%	15%	14%	17%
More than a year ago	4%	3%	3%	3%	3%	5%	7%	3%	3%	5%	4%	7%	4%	4%	4%	5%
Never	6%	4%	4%	3%	7%	10%	9%	5%	5%	5%	8%	8%	6%	5%	4%	0%
Don't know	2%	3%	3%	3%	1%	2%	2%	3%	2%	2%	2%	1%	1%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Gmail

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	47%	48%	45%	46%	49%	46%	46%	55%	43%	50%	50%	41%	46%	40%	42%	45%	45%	50%	48%
In the last week	14%	15%	13%	15%	13%	15%	12%	14%	15%	12%	9%	15%	14%	17%	16%	13%	14%	12%	15%
In the last month	9%	9%	9%	10%	9%	10%	8%	8%	10%	6%	9%	9%	9%	7%	12%	10%	7%	10%	13%
In the last year	6%	5%	7%	4%	6%	7%	6%	6%	6%	5%	7%	7%	5%	7%	6%	6%	5%	5%	3%
More than a year ago	5%	5%	5%	5%	6%	4%	6%	4%	6%	6%	6%	5%	4%	6%	5%	5%	4%	4%	5%
Never	17%	16%	18%	17%	16%	16%	19%	11%	16%	16%	18%	22%	19%	18%	16%	18%	23%	16%	13%
Don't know	2%	2%	3%	2%	2%	3%	3%	2%	2%	4%	1%	1%	3%	4%	3%	3%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Gmail

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	47%	61%	53%	51%	44%	42%	35%	58%	44%	47%	42%	43%	43%	48%	49%	48%
In the last week	14%	16%	16%	16%	13%	13%	10%	14%	13%	16%	14%	13%	13%	14%	14%	14%
In the last month	9%	7%	8%	8%	12%	9%	9%	8%	8%	9%	11%	10%	10%	9%	9%	9%
In the last year	6%	4%	5%	5%	6%	9%	7%	4%	7%	7%	6%	7%	6%	6%	6%	6%
More than a year ago	5%	3%	4%	5%	4%	6%	8%	4%	6%	5%	5%	6%	6%	5%	5%	5%
Never	17%	6%	12%	13%	19%	19%	30%	10%	21%	12%	19%	20%	21%	16%	15%	16%
Don't know	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	4%	2%	2%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Docs / Google Workplace / G Suite

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	7%	8%	6%	10%	8%	7%	4%	12%	5%	9%	8%	6%	5%	4%	5%	7%	7%	7%	5%
In the last week	11%	12%	9%	14%	12%	9%	7%	17%	11%	8%	7%	10%	11%	10%	13%	10%	10%	7%	9%
In the last month	10%	11%	9%	12%	11%	10%	7%	13%	9%	11%	9%	5%	12%	9%	8%	10%	9%	11%	9%
In the last year	8%	8%	8%	8%	9%	7%	7%	9%	8%	9%	8%	8%	6%	6%	8%	8%	8%	9%	11%
More than a year ago	5%	5%	4%	5%	4%	4%	6%	5%	5%	5%	7%	5%	7%	5%	0%	3%	4%	4%	4%
Never	53%	50%	56%	45%	50%	57%	61%	39%	55%	52%	55%	60%	52%	58%	60%	54%	57%	55%	53%
Don't know	7%	6%	7%	6%	6%	6%	8%	6%	7%	6%	7%	5%	7%	7%	7%	7%	7%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(8.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Docs / Google Workplace / G Suite

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	7%	17%	13%	7%	4%	3%	1%	12%	6%	7%	6%	5%	6%	7%	8%	7%
In the last week	11%	19%	17%	14%	9%	3%	3%	16%	11%	13%	9%	5%	7%	11%	12%	12%
In the last month	10%	15%	15%	13%	9%	5%	4%	14%	10%	10%	7%	9%	7%	10%	11%	11%
In the last year	8%	11%	9%	10%	9%	5%	4%	10%	8%	7%	7%	7%	10%	8%	8%	8%
More than a year ago	5%	6%	4%	5%	5%	5%	4%	4%	5%	6%	4%	4%	7%	5%	5%	5%
Never	53%	25%	35%	44%	57%	73%	77%	38%	54%	51%	59%	66%	57%	53%	51%	52%
Don't know	7%	7%	7%	6%	7%	6%	7%	7%	7%	5%	8%	4%	6%	6%	6%	6%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Home

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	11%	12%	11%	11%	10%	13%	10%	12%	11%	11%	12%	12%	9%	7%	7%	15%	11%	13%	14%
In the last week	10%	11%	10%	11%	9%	11%	9%	13%	9%	7%	7%	8%	11%	11%	13%	14%	9%	7%	8%
In the last month	6%	8%	5%	6%	6%	6%	6%	7%	6%	6%	6%	5%	7%	7%	8%	5%	6%	8%	7%
In the last year	4%	4%	3%	3%	4%	5%	3%	4%	3%	4%	4%	3%	5%	4%	2%	4%	4%	3%	2%
More than a year ago	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%	0%	3%	2%	1%	4%
Never	57%	55%	58%	56%	60%	55%	57%	54%	58%	59%	62%	60%	55%	56%	57%	52%	58%	59%	58%
Don't know	10%	8%	11%	10%	9%	8%	11%	9%	10%	11%	7%	7%	11%	11%	14%	8%	11%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Home

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	11%	13%	14%	11%	12%	12%	7%	13%	10%	13%	11%	9%	16%	12%	12%	12%
In the last week	10%	12%	15%	11%	7%	8%	8%	13%	9%	12%	10%	5%	13%	10%	11%	11%
In the last month	6%	9%	7%	6%	7%	5%	6%	8%	5%	8%	5%	7%	4%	7%	7%	7%
In the last year	4%	4%	4%	3%	4%	3%	3%	4%	3%	4%	3%	4%	4%	4%	4%	4%
More than a year ago	2%	3%	2%	1%	2%	2%	3%	1%	2%	3%	3%	2%	4%	2%	2%	2%
Never	57%	50%	50%	57%	61%	58%	63%	51%	61%	51%	57%	64%	54%	57%	56%	56%
Don't know	10%	8%	8%	10%	8%	13%	11%	9%	10%	10%	11%	10%	5%	9%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Meet (Google’s video chat service)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	3%	4%	2%	4%	3%	2%	2%	5%	3%	2%	2%	2%	4%	2%	4%	2%	1%	2%	0%
In the last week	4%	5%	4%	6%	4%	3%	4%	8%	3%	5%	3%	4%	4%	5%	3%	4%	2%	3%	2%
In the last month	5%	5%	4%	7%	4%	4%	3%	8%	5%	3%	2%	3%	4%	3%	2%	4%	5%	6%	7%
In the last year	3%	3%	4%	4%	4%	4%	2%	5%	3%	3%	4%	3%	4%	4%	4%	2%	3%	2%	0%
More than a year ago	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%
Never	79%	77%	80%	75%	79%	79%	81%	67%	80%	82%	81%	82%	78%	77%	83%	81%	83%	80%	80%
Don't know	5%	5%	5%	3%	4%	6%	7%	4%	6%	4%	6%	4%	4%	7%	3%	5%	5%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Meet (Google’s video chat service)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	3%	6%	6%	3%	1%	0%	0%	6%	2%	3%	2%	1%	2%	3%	3%	3%
In the last week	4%	9%	8%	4%	3%	1%	1%	8%	3%	6%	2%	2%	4%	4%	5%	4%
In the last month	5%	8%	10%	6%	2%	1%	1%	8%	4%	6%	3%	3%	3%	5%	5%	5%
In the last year	3%	5%	6%	5%	3%	1%	1%	4%	4%	2%	4%	3%	2%	4%	4%	4%
More than a year ago	2%	2%	2%	2%	1%	1%	1%	3%	1%	2%	1%	1%	3%	2%	2%	2%
Never	79%	64%	62%	75%	86%	89%	91%	66%	81%	75%	83%	86%	81%	79%	78%	79%
Don't know	5%	6%	5%	4%	5%	6%	5%	6%	4%	5%	6%	4%	4%	4%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Pay

	Gender		Social Grade					Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	5%	6%	4%	5%	4%	6%	5%	8%	4%	7%	3%	3%	3%	6%	5%	5%	5%	6%	7%
In the last week	7%	9%	5%	8%	7%	6%	5%	10%	6%	6%	7%	7%	8%	6%	5%	6%	7%	2%	7%
In the last month	6%	7%	5%	7%	6%	6%	6%	7%	5%	5%	3%	6%	9%	6%	7%	6%	6%	11%	6%
In the last year	4%	5%	4%	3%	4%	5%	5%	6%	4%	4%	4%	4%	6%	1%	2%	5%	3%	5%	1%
More than a year ago	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%	2%	4%	3%	2%	5%
Never	70%	66%	74%	70%	72%	69%	69%	60%	73%	70%	77%	74%	67%	72%	76%	69%	73%	71%	72%
Don't know	5%	4%	5%	4%	4%	4%	6%	6%	4%	5%	2%	4%	5%	6%	3%	6%	5%	4%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Pay

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	5%	11%	8%	7%	3%	3%	1%	9%	5%	5%	3%	2%	5%	5%	6%	5%
In the last week	7%	12%	13%	9%	4%	3%	2%	11%	6%	8%	6%	4%	5%	7%	7%	7%
In the last month	6%	7%	10%	9%	5%	4%	2%	9%	6%	9%	4%	4%	7%	6%	7%	7%
In the last year	4%	5%	6%	5%	4%	4%	1%	5%	4%	6%	4%	2%	4%	4%	4%	4%
More than a year ago	3%	3%	5%	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%
Never	70%	56%	53%	62%	77%	80%	88%	59%	71%	66%	75%	81%	72%	70%	69%	70%
Don't know	5%	5%	5%	4%	4%	4%	5%	5%	4%	5%	5%	4%	4%	3%	4%	3%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Chromecast

	Gender		Social Grade				Region												
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
In the last day	7%	7%	6%	7%	7%	7%	6%	8%	7%	6%	5%	6%	6%	6%	6%	7%	7%	5%	6%
In the last week	8%	9%	7%	10%	7%	8%	5%	10%	7%	5%	6%	7%	6%	8%	5%	9%	7%	12%	11%
In the last month	6%	7%	5%	6%	6%	7%	5%	8%	5%	5%	5%	4%	8%	8%	3%	6%	6%	5%	7%
In the last year	5%	6%	5%	5%	5%	6%	4%	6%	4%	4%	4%	5%	6%	5%	4%	5%	5%	4%	9%
More than a year ago	5%	5%	5%	5%	6%	5%	4%	6%	6%	5%	5%	3%	4%	7%	4%	5%	4%	4%	5%
Never	62%	60%	63%	58%	62%	60%	65%	54%	63%	63%	68%	67%	61%	58%	69%	60%	63%	61%	56%
Don't know	8%	7%	10%	8%	7%	7%	11%	9%	8%	12%	6%	7%	9%	8%	8%	8%	8%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(12.B) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Chromecast

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
In the last day	7%	8%	12%	9%	5%	4%	2%	11%	5%	8%	6%	3%	4%	7%	7%	7%
In the last week	8%	8%	13%	10%	7%	5%	4%	10%	7%	9%	7%	7%	6%	8%	8%	8%
In the last month	6%	10%	7%	6%	6%	5%	4%	8%	5%	7%	4%	5%	6%	6%	6%	6%
In the last year	5%	6%	7%	4%	6%	4%	4%	6%	5%	5%	6%	3%	6%	5%	5%	5%
More than a year ago	5%	5%	6%	6%	5%	4%	4%	5%	5%	5%	5%	4%	3%	5%	5%	5%
Never	62%	54%	48%	58%	65%	69%	72%	52%	65%	56%	62%	71%	69%	61%	60%	61%
Don't know	8%	9%	6%	8%	7%	9%	10%	8%	7%	10%	10%	7%	6%	7%	7%	7%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a topic

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	21%	21%	20%	22%	23%	22%	16%	25%	20%	17%	18%	21%	22%	17%	21%	21%	23%	22%	20%
In the last week	31%	32%	29%	35%	30%	28%	28%	31%	35%	31%	30%	27%	30%	27%	29%	32%	30%	30%	30%
In the last month	21%	21%	21%	19%	24%	22%	20%	18%	20%	25%	20%	23%	18%	26%	25%	21%	20%	25%	19%
In the last year	13%	12%	14%	13%	11%	13%	15%	14%	12%	11%	14%	15%	12%	14%	11%	12%	13%	12%	15%
More than a year ago	4%	4%	5%	4%	3%	6%	6%	3%	4%	6%	5%	5%	6%	5%	5%	5%	4%	3%	5%
Never	8%	8%	8%	5%	7%	7%	12%	7%	8%	8%	8%	6%	11%	8%	6%	7%	7%	5%	9%
Don't know	3%	2%	3%	2%	3%	3%	3%	3%	1%	2%	4%	3%	3%	4%	2%	3%	4%	3%	1%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a topic

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	21%	31%	25%	22%	21%	13%	14%	28%	19%	22%	18%	16%	21%	21%	22%	22%
In the last week	31%	28%	33%	32%	33%	30%	27%	30%	31%	30%	28%	33%	36%	31%	32%	31%
In the last month	21%	19%	20%	23%	18%	24%	23%	18%	22%	23%	23%	21%	19%	21%	21%	22%
In the last year	13%	10%	10%	11%	16%	15%	15%	11%	13%	13%	15%	13%	12%	13%	12%	13%
More than a year ago	4%	4%	3%	3%	4%	6%	6%	3%	4%	5%	5%	5%	5%	4%	4%	4%
Never	8%	4%	5%	5%	7%	10%	13%	6%	8%	6%	8%	10%	4%	8%	6%	6%
Don't know	3%	4%	3%	3%	2%	2%	2%	3%	3%	1%	4%	3%	3%	3%	3%	2%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a tech issue

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	6%	7%	4%	6%	6%	6%	5%	9%	5%	4%	6%	5%	4%	3%	6%	6%	3%	5%	9%
In the last week	17%	20%	13%	21%	17%	15%	13%	22%	18%	18%	15%	16%	17%	15%	11%	16%	13%	15%	16%
In the last month	23%	24%	22%	24%	25%	21%	21%	23%	21%	23%	26%	20%	19%	22%	24%	25%	24%	25%	24%
In the last year	22%	20%	23%	20%	23%	22%	21%	21%	22%	23%	19%	24%	21%	23%	22%	21%	21%	22%	19%
More than a year ago	9%	8%	10%	8%	9%	10%	10%	7%	9%	8%	8%	10%	12%	10%	8%	10%	10%	12%	6%
Never	20%	18%	22%	16%	17%	22%	26%	13%	21%	20%	19%	22%	24%	21%	27%	17%	24%	18%	23%
Don't know	4%	4%	5%	5%	4%	4%	5%	6%	4%	4%	6%	3%	4%	6%	1%	5%	5%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a tech issue

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	6%	10%	9%	5%	4%	4%	3%	8%	5%	7%	5%	3%	6%	6%	6%	6%
In the last week	17%	20%	24%	18%	16%	12%	11%	20%	16%	17%	13%	17%	18%	17%	17%	17%
In the last month	23%	27%	21%	29%	23%	20%	18%	23%	22%	25%	23%	19%	27%	23%	24%	24%
In the last year	22%	19%	20%	20%	24%	23%	24%	21%	21%	22%	23%	22%	18%	22%	22%	22%
More than a year ago	9%	6%	8%	10%	11%	10%	9%	8%	10%	10%	8%	9%	10%	9%	9%	9%
Never	20%	12%	12%	13%	20%	28%	32%	16%	20%	16%	24%	25%	16%	20%	17%	18%
Don't know	4%	6%	6%	5%	3%	4%	4%	4%	6%	4%	4%	4%	5%	4%	4%	4%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a business

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	6%	7%	6%	8%	6%	6%	6%	8%	6%	5%	7%	5%	6%	5%	4%	8%	7%	8%	6%
In the last week	17%	17%	16%	19%	18%	17%	13%	21%	17%	15%	18%	15%	17%	14%	17%	16%	17%	13%	15%
In the last month	24%	23%	24%	25%	26%	25%	19%	23%	28%	26%	22%	23%	22%	22%	24%	23%	22%	21%	26%
In the last year	18%	18%	18%	18%	19%	18%	17%	16%	18%	18%	15%	18%	20%	20%	18%	17%	20%	20%	17%
More than a year ago	8%	9%	8%	7%	6%	9%	11%	9%	8%	8%	8%	10%	7%	9%	9%	10%	8%	8%	7%
Never	22%	22%	22%	18%	20%	21%	29%	17%	19%	23%	24%	25%	23%	25%	23%	23%	20%	24%	26%
Don't know	5%	4%	6%	5%	5%	4%	6%	6%	4%	5%	7%	4%	4%	5%	4%	4%	5%	6%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a business

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	6%	10%	7%	6%	6%	6%	4%	10%	4%	7%	5%	6%	5%	6%	7%	7%
In the last week	17%	21%	20%	21%	17%	15%	9%	19%	15%	20%	17%	16%	13%	17%	18%	18%
In the last month	24%	25%	25%	27%	24%	22%	19%	22%	26%	25%	21%	22%	27%	24%	25%	25%
In the last year	18%	19%	18%	16%	21%	17%	17%	17%	18%	17%	19%	19%	19%	18%	18%	18%
More than a year ago	8%	6%	9%	8%	10%	9%	9%	10%	8%	7%	9%	8%	9%	8%	9%	9%
Never	22%	14%	15%	17%	19%	27%	37%	17%	24%	18%	24%	26%	21%	22%	20%	20%
Don't know	5%	7%	6%	5%	3%	5%	4%	5%	4%	5%	5%	3%	6%	5%	5%	5%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a restaurant

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	3%	3%	3%	3%	3%	3%	2%	5%	2%	1%	3%	2%	3%	2%	2%	3%	1%	3%	3%
In the last week	10%	11%	9%	13%	9%	10%	8%	17%	11%	8%	8%	9%	10%	8%	8%	7%	9%	12%	7%
In the last month	18%	17%	18%	20%	20%	18%	14%	20%	16%	17%	15%	17%	18%	20%	16%	20%	20%	16%	12%
In the last year	34%	33%	35%	38%	36%	32%	29%	32%	35%	38%	32%	34%	32%	35%	32%	36%	33%	33%	40%
More than a year ago	13%	13%	14%	11%	13%	13%	17%	9%	15%	14%	18%	15%	12%	11%	12%	14%	12%	15%	16%
Never	19%	20%	17%	12%	16%	21%	26%	12%	19%	17%	19%	20%	21%	19%	26%	18%	20%	19%	22%
Don't know	3%	3%	4%	4%	3%	3%	4%	4%	2%	5%	4%	3%	4%	5%	2%	3%	4%	2%	1%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(16.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a restaurant

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	3%	8%	4%	3%	2%	1%	1%	6%	1%	2%	3%	2%	3%	3%	3%	3%
In the last week	10%	17%	14%	13%	9%	6%	3%	17%	8%	11%	8%	7%	9%	10%	11%	10%
In the last month	18%	25%	24%	21%	15%	11%	11%	21%	17%	18%	17%	13%	21%	18%	18%	18%
In the last year	34%	29%	36%	35%	36%	31%	35%	31%	37%	34%	34%	34%	30%	34%	35%	35%
More than a year ago	13%	8%	9%	13%	16%	18%	15%	9%	12%	15%	16%	15%	16%	13%	13%	14%
Never	19%	9%	9%	11%	20%	30%	31%	13%	19%	17%	20%	25%	18%	19%	17%	16%
Don't know	3%	4%	4%	4%	2%	3%	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) When was the last time that you used Google Search to do the following?If you have never used Google Search for an activity, please select “Never” for that activity: Research a holiday

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	4%	4%	3%	4%	4%	5%	2%	6%	3%	2%	3%	2%	4%	3%	3%	5%	3%	3%	4%
In the last week	7%	9%	6%	10%	8%	7%	4%	8%	9%	8%	8%	7%	7%	6%	9%	7%	6%	10%	4%
In the last month	12%	13%	10%	12%	12%	14%	9%	15%	10%	11%	11%	12%	10%	12%	11%	13%	12%	10%	15%
In the last year	36%	34%	39%	42%	36%	37%	30%	34%	37%	36%	33%	34%	36%	41%	39%	37%	37%	36%	43%
More than a year ago	23%	22%	24%	19%	24%	22%	27%	21%	22%	27%	26%	25%	24%	21%	25%	22%	21%	28%	15%
Never	16%	16%	15%	10%	14%	15%	25%	14%	19%	14%	16%	17%	17%	14%	12%	15%	19%	12%	18%
Don't know	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	3%	3%	1%	2%	3%	2%	1%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a holiday

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	4%	6%	5%	4%	2%	3%	1%	6%	3%	3%	3%	3%	5%	4%	4%	4%
In the last week	7%	11%	13%	8%	3%	4%	6%	10%	7%	8%	7%	6%	7%	7%	8%	8%
In the last month	12%	18%	15%	13%	11%	9%	6%	17%	11%	12%	9%	9%	13%	12%	12%	12%
In the last year	36%	30%	33%	39%	42%	36%	37%	33%	38%	35%	40%	36%	33%	36%	37%	37%
More than a year ago	23%	17%	19%	22%	25%	29%	25%	18%	22%	26%	23%	27%	25%	23%	23%	23%
Never	16%	13%	12%	11%	15%	19%	24%	13%	16%	15%	17%	17%	16%	16%	14%	14%
Don't know	2%	5%	3%	3%	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%	2%	2%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find travel times

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	4%	5%	4%	5%	4%	4%	4%	9%	3%	2%	5%	3%	5%	5%	1%	4%	2%	5%	2%
In the last week	12%	13%	11%	14%	12%	12%	10%	21%	12%	7%	10%	10%	9%	12%	16%	11%	12%	12%	8%
In the last month	16%	18%	15%	17%	18%	15%	14%	17%	17%	17%	12%	18%	17%	17%	16%	17%	16%	12%	17%
In the last year	29%	29%	29%	35%	30%	27%	24%	25%	33%	31%	26%	25%	25%	31%	29%	29%	35%	32%	32%
More than a year ago	15%	13%	17%	12%	15%	18%	15%	11%	14%	19%	19%	16%	18%	11%	13%	16%	12%	20%	16%
Never	20%	19%	21%	14%	16%	22%	29%	13%	18%	20%	23%	24%	23%	20%	24%	21%	21%	16%	24%
Don't know	3%	3%	3%	3%	3%	2%	4%	4%	3%	4%	5%	3%	3%	5%	1%	2%	3%	3%	1%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find travel times

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	4%	11%	6%	5%	4%	2%	1%	8%	3%	3%	5%	2%	5%	4%	5%	5%
In the last week	12%	18%	18%	13%	11%	7%	7%	19%	12%	13%	8%	7%	10%	12%	13%	12%
In the last month	16%	24%	20%	15%	17%	12%	12%	19%	16%	18%	14%	14%	15%	16%	17%	17%
In the last year	29%	22%	25%	33%	31%	30%	32%	23%	33%	27%	30%	30%	28%	29%	29%	30%
More than a year ago	15%	7%	13%	17%	18%	17%	17%	12%	13%	18%	15%	22%	17%	15%	15%	15%
Never	20%	14%	15%	13%	18%	28%	29%	16%	20%	18%	23%	21%	22%	20%	18%	18%
Don't know	3%	4%	4%	4%	2%	3%	3%	4%	3%	2%	3%	4%	3%	3%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Keep up to date with the news

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	35%	35%	35%	37%	37%	35%	31%	36%	35%	35%	35%	31%	33%	34%	35%	34%	37%	34%	39%
In the last week	27%	27%	27%	28%	28%	28%	25%	30%	26%	24%	22%	28%	27%	27%	30%	31%	24%	33%	24%
In the last month	12%	12%	13%	11%	11%	14%	13%	12%	15%	14%	12%	13%	11%	12%	13%	10%	11%	12%	11%
In the last year	6%	5%	6%	6%	5%	6%	6%	6%	6%	5%	7%	4%	6%	6%	5%	4%	5%	8%	8%
More than a year ago	3%	3%	2%	2%	2%	3%	4%	3%	3%	2%	1%	3%	4%	2%	3%	2%	2%	2%	2%
Never	14%	15%	13%	13%	13%	12%	18%	10%	12%	16%	18%	16%	17%	14%	12%	16%	15%	9%	13%
Don't know	3%	3%	4%	4%	4%	2%	4%	3%	3%	4%	4%	5%	2%	5%	2%	4%	5%	2%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Keep up to date with the news

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	35%	29%	32%	42%	40%	38%	29%	39%	35%	36%	32%	30%	40%	35%	36%	36%
In the last week	27%	32%	31%	26%	26%	25%	24%	29%	28%	25%	25%	28%	27%	27%	28%	28%
In the last month	12%	18%	16%	11%	10%	10%	9%	11%	11%	16%	14%	11%	10%	12%	12%	12%
In the last year	6%	7%	6%	5%	6%	4%	6%	5%	6%	5%	8%	6%	4%	6%	6%	6%
More than a year ago	3%	2%	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%	1%	3%	3%	3%
Never	14%	7%	8%	9%	14%	17%	26%	10%	14%	13%	16%	19%	14%	14%	12%	12%
Don't know	3%	5%	4%	3%	2%	3%	4%	4%	4%	3%	3%	3%	4%	3%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a big purchase

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	6%	6%	7%	8%	7%	5%	5%	8%	6%	6%	6%	5%	8%	6%	5%	5%	6%	8%	3%
In the last week	18%	19%	16%	21%	18%	17%	15%	22%	19%	17%	15%	13%	19%	18%	17%	18%	14%	19%	18%
In the last month	24%	25%	23%	25%	26%	26%	20%	22%	25%	26%	28%	27%	19%	22%	24%	27%	25%	19%	24%
In the last year	26%	26%	27%	26%	28%	26%	24%	24%	25%	25%	24%	27%	25%	29%	26%	26%	28%	26%	35%
More than a year ago	11%	9%	12%	8%	9%	12%	14%	8%	10%	12%	11%	13%	10%	9%	12%	10%	10%	18%	5%
Never	12%	12%	11%	9%	10%	12%	17%	11%	12%	12%	12%	12%	16%	10%	13%	10%	13%	8%	11%
Don't know	3%	3%	4%	4%	3%	2%	4%	4%	2%	3%	3%	3%	3%	5%	3%	4%	4%	1%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(20.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a big purchase

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	6%	12%	11%	6%	5%	3%	2%	10%	5%	7%	6%	5%	5%	6%	7%	7%
In the last week	18%	24%	26%	19%	17%	12%	10%	23%	18%	18%	16%	13%	17%	18%	19%	18%
In the last month	24%	25%	25%	29%	24%	23%	19%	25%	24%	25%	24%	20%	29%	24%	25%	25%
In the last year	26%	17%	18%	26%	31%	30%	32%	19%	27%	27%	27%	31%	29%	26%	26%	26%
More than a year ago	11%	5%	9%	9%	11%	14%	14%	8%	11%	10%	11%	14%	7%	11%	10%	10%
Never	12%	11%	7%	7%	10%	15%	19%	10%	13%	11%	12%	13%	11%	12%	10%	10%
Don't know	3%	5%	5%	4%	2%	3%	2%	5%	3%	3%	3%	4%	3%	3%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a housework or DIY task

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	4%	4%	4%	3%	3%	4%	4%	5%	3%	3%	4%	5%	5%	2%	3%	4%	4%	4%	4%
In the last week	11%	12%	11%	14%	11%	10%	10%	14%	10%	10%	9%	10%	10%	12%	11%	11%	11%	13%	12%
In the last month	20%	20%	19%	22%	21%	20%	17%	19%	24%	19%	17%	18%	21%	21%	21%	21%	18%	16%	21%
In the last year	21%	22%	20%	24%	23%	19%	17%	20%	19%	22%	21%	22%	20%	21%	21%	22%	21%	22%	23%
More than a year ago	10%	9%	10%	9%	10%	10%	10%	10%	11%	12%	13%	10%	7%	7%	10%	9%	7%	12%	7%
Never	30%	30%	31%	24%	29%	33%	38%	27%	29%	29%	31%	33%	33%	32%	32%	29%	35%	29%	32%
Don't know	4%	3%	5%	5%	4%	3%	5%	4%	4%	5%	6%	3%	3%	5%	1%	5%	5%	3%	1%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a housework or DIY task

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	4%	7%	7%	5%	2%	2%	1%	6%	3%	4%	3%	2%	4%	4%	4%	4%
In the last week	11%	16%	19%	9%	10%	7%	6%	16%	9%	11%	9%	8%	19%	11%	12%	12%
In the last month	20%	24%	23%	23%	18%	17%	15%	22%	19%	23%	19%	17%	16%	20%	21%	21%
In the last year	21%	16%	19%	25%	25%	22%	18%	19%	21%	21%	22%	22%	23%	21%	22%	22%
More than a year ago	10%	8%	9%	11%	11%	9%	10%	11%	9%	9%	11%	10%	9%	10%	10%	10%
Never	30%	23%	19%	21%	31%	40%	47%	23%	34%	26%	32%	37%	26%	30%	28%	28%
Don't know	4%	7%	4%	5%	3%	4%	3%	4%	4%	5%	4%	4%	3%	4%	4%	4%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Look for a job

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	5%	5%	6%	5%	5%	5%	6%	12%	6%	5%	4%	4%	6%	5%	3%	3%	2%	3%	4%
In the last week	8%	8%	8%	9%	7%	9%	9%	13%	7%	5%	6%	9%	11%	7%	7%	11%	7%	6%	5%
In the last month	10%	10%	10%	8%	11%	11%	10%	11%	10%	11%	9%	9%	11%	8%	8%	11%	10%	11%	7%
In the last year	12%	11%	13%	12%	16%	11%	10%	14%	12%	14%	9%	12%	13%	13%	7%	12%	13%	12%	18%
More than a year ago	23%	22%	23%	22%	24%	24%	21%	22%	22%	22%	24%	24%	21%	22%	27%	21%	25%	29%	24%
Never	38%	40%	36%	40%	35%	37%	40%	26%	40%	40%	42%	40%	34%	42%	47%	39%	41%	35%	39%
Don't know	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	6%	3%	3%	4%	2%	4%	2%	4%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Look for a job

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	5%	14%	9%	6%	3%	3%	0%	10%	4%	6%	4%	3%	4%	5%	6%	6%
In the last week	8%	19%	13%	9%	6%	4%	1%	11%	8%	8%	6%	6%	11%	8%	9%	9%
In the last month	10%	20%	16%	13%	8%	4%	0%	12%	10%	13%	9%	6%	8%	10%	10%	10%
In the last year	12%	23%	17%	16%	14%	7%	1%	16%	11%	12%	12%	9%	14%	12%	13%	13%
More than a year ago	23%	12%	29%	33%	26%	23%	14%	21%	23%	26%	21%	23%	26%	23%	24%	24%
Never	38%	9%	12%	19%	40%	55%	81%	25%	41%	32%	44%	50%	34%	38%	35%	36%
Don't know	3%	4%	5%	3%	2%	4%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Learn a new skill

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	3%	4%	3%	3%	3%	4%	4%	8%	3%	2%	3%	2%	3%	3%	3%	3%	2%	2%	3%
In the last week	8%	10%	7%	10%	8%	8%	7%	11%	9%	8%	10%	8%	9%	6%	9%	8%	7%	6%	3%
In the last month	13%	14%	13%	15%	14%	12%	12%	17%	13%	10%	11%	12%	17%	14%	10%	12%	11%	18%	10%
In the last year	16%	16%	16%	18%	18%	16%	14%	19%	16%	17%	16%	14%	17%	15%	19%	16%	14%	14%	23%
More than a year ago	13%	13%	13%	12%	14%	15%	12%	10%	11%	14%	13%	16%	11%	13%	10%	16%	16%	14%	11%
Never	40%	39%	41%	37%	37%	40%	46%	28%	41%	43%	42%	44%	37%	42%	44%	41%	43%	43%	45%
Don't know	6%	5%	6%	5%	6%	5%	6%	7%	6%	6%	5%	5%	6%	7%	5%	4%	8%	3%	6%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Learn a new skill

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	3%	7%	6%	5%	1%	1%	1%	8%	2%	4%	3%	1%	2%	3%	4%	4%
In the last week	8%	20%	16%	8%	4%	3%	2%	14%	8%	9%	5%	6%	9%	8%	9%	9%
In the last month	13%	24%	20%	16%	11%	8%	4%	18%	11%	14%	14%	10%	14%	13%	14%	14%
In the last year	16%	20%	19%	20%	19%	11%	11%	16%	18%	16%	14%	16%	18%	16%	17%	17%
More than a year ago	13%	9%	12%	17%	15%	14%	11%	13%	11%	15%	15%	13%	12%	13%	13%	13%
Never	40%	13%	21%	27%	46%	57%	68%	25%	44%	37%	45%	48%	41%	40%	37%	38%
Don't know	6%	7%	7%	8%	5%	5%	4%	6%	6%	5%	5%	7%	4%	6%	6%	6%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Select “Don’t Know” if you are paying attention

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last week	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than a year ago	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(24.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Select “Don’t Know” if you are paying attention

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last week	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than a year ago	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on your CV

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%	1%	1%	2%	1%	0%	2%
In the last week	4%	5%	3%	5%	3%	4%	3%	8%	3%	4%	2%	3%	4%	4%	5%	4%	3%	2%	0%
In the last month	7%	7%	7%	7%	8%	7%	7%	11%	6%	8%	6%	7%	6%	8%	5%	8%	5%	4%	4%
In the last year	10%	11%	9%	11%	13%	10%	8%	14%	11%	10%	9%	7%	12%	7%	10%	9%	9%	12%	14%
More than a year ago	19%	18%	19%	20%	21%	18%	16%	17%	19%	17%	15%	22%	17%	16%	17%	18%	22%	23%	25%
Never	54%	52%	56%	52%	49%	55%	59%	40%	56%	55%	59%	57%	55%	57%	59%	54%	56%	57%	55%
Don't know	4%	4%	5%	4%	4%	4%	5%	6%	3%	4%	7%	3%	3%	6%	3%	5%	5%	2%	1%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on your CV

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	2%	5%	4%	1%	0%	0%	0%	4%	1%	2%	2%	1%	0%	2%	2%	2%
In the last week	4%	11%	9%	3%	2%	0%	0%	8%	4%	4%	2%	1%	4%	4%	4%	4%
In the last month	7%	19%	10%	9%	5%	2%	1%	12%	6%	9%	6%	4%	6%	7%	8%	7%
In the last year	10%	21%	18%	13%	9%	3%	0%	17%	9%	12%	8%	6%	9%	10%	11%	11%
More than a year ago	19%	14%	23%	29%	24%	15%	7%	18%	20%	19%	17%	17%	17%	19%	19%	19%
Never	54%	24%	30%	40%	57%	74%	89%	36%	56%	51%	60%	69%	58%	54%	52%	52%
Don't know	4%	6%	5%	5%	3%	5%	2%	5%	4%	4%	5%	3%	6%	4%	4%	4%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a medical issue

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	6%	5%	7%	7%	6%	6%	6%	9%	6%	4%	5%	6%	7%	5%	6%	5%	7%	6%	6%
In the last week	18%	16%	20%	20%	17%	17%	17%	17%	21%	16%	16%	20%	17%	20%	19%	16%	18%	16%	14%
In the last month	24%	22%	26%	24%	25%	21%	25%	26%	23%	24%	24%	26%	24%	19%	21%	27%	21%	29%	23%
In the last year	23%	23%	22%	24%	26%	24%	17%	23%	24%	27%	23%	15%	18%	27%	23%	21%	26%	19%	25%
More than a year ago	9%	10%	7%	7%	8%	10%	9%	8%	8%	9%	7%	15%	9%	9%	8%	8%	7%	9%	7%
Never	17%	21%	14%	14%	15%	19%	23%	14%	16%	15%	19%	15%	21%	16%	21%	19%	17%	19%	24%
Don't know	4%	4%	4%	4%	4%	2%	4%	4%	3%	4%	6%	3%	3%	4%	1%	4%	4%	2%	3%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a medical issue

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	6%	11%	8%	7%	5%	4%	3%	8%	6%	6%	5%	5%	7%	6%	7%	6%
In the last week	18%	21%	22%	17%	14%	15%	16%	21%	16%	19%	17%	16%	18%	18%	18%	18%
In the last month	24%	26%	25%	25%	26%	23%	19%	24%	24%	26%	23%	22%	28%	24%	25%	25%
In the last year	23%	16%	22%	24%	25%	21%	26%	21%	23%	23%	22%	26%	21%	23%	23%	23%
More than a year ago	9%	6%	7%	9%	11%	9%	9%	7%	10%	8%	8%	10%	6%	9%	9%	9%
Never	17%	14%	11%	13%	16%	24%	24%	15%	17%	15%	21%	18%	17%	17%	16%	16%
Don't know	4%	6%	4%	5%	2%	2%	2%	4%	4%	3%	4%	3%	3%	4%	3%	3%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a gym or local fitness activities

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	2%	2%	2%	2%	2%	3%	2%	5%	2%	1%	2%	2%	1%	3%	1%	1%	1%	1%	2%
In the last week	4%	5%	3%	6%	5%	4%	3%	8%	5%	2%	5%	3%	4%	4%	4%	5%	3%	1%	1%
In the last month	7%	7%	7%	8%	7%	6%	6%	9%	7%	7%	3%	7%	8%	4%	8%	5%	9%	6%	5%
In the last year	12%	12%	12%	13%	14%	11%	9%	19%	11%	13%	8%	10%	12%	11%	10%	12%	7%	11%	8%
More than a year ago	14%	13%	16%	16%	15%	15%	11%	13%	16%	15%	12%	14%	16%	13%	13%	14%	14%	13%	18%
Never	57%	57%	56%	50%	54%	58%	65%	41%	55%	58%	64%	60%	55%	60%	63%	55%	62%	64%	65%
Don't know	4%	4%	5%	5%	4%	4%	5%	5%	4%	4%	6%	4%	5%	6%	1%	6%	3%	4%	2%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a gym or local fitness activities

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	2%	5%	4%	2%	1%	1%	0%	4%	2%	2%	2%	1%	1%	2%	2%	2%
In the last week	4%	9%	11%	3%	2%	1%	1%	10%	3%	5%	3%	2%	1%	4%	5%	4%
In the last month	7%	13%	11%	10%	4%	2%	1%	11%	7%	7%	4%	3%	8%	7%	7%	7%
In the last year	12%	21%	20%	14%	9%	4%	4%	18%	12%	11%	9%	7%	11%	12%	12%	12%
More than a year ago	14%	14%	16%	20%	17%	10%	7%	14%	14%	15%	12%	16%	16%	14%	15%	15%
Never	57%	32%	32%	45%	63%	79%	83%	39%	58%	56%	64%	68%	60%	57%	55%	55%
Don't know	4%	6%	5%	6%	4%	3%	3%	4%	5%	4%	5%	3%	4%	4%	4%	4%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on childcare

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3808	1857	1938	981	1105	796	902	532	517	291	340	294	324	311	159	388	341	201	110
Weighted	3810	1873	1923	1028	989	838	930	535	512	296	347	271	346	300	153	426	310	197	117
In the last day	2%	2%	2%	2%	2%	2%	2%	3%	1%	0%	2%	2%	2%	2%	3%	3%	1%	0%	3%
In the last week	3%	4%	2%	5%	2%	3%	3%	7%	3%	2%	2%	4%	3%	1%	3%	4%	1%	2%	1%
In the last month	4%	4%	4%	5%	3%	4%	4%	6%	5%	3%	4%	2%	4%	4%	3%	3%	2%	4%	3%
In the last year	5%	6%	5%	6%	5%	5%	5%	7%	6%	4%	3%	6%	8%	5%	3%	6%	5%	6%	2%
More than a year ago	7%	6%	9%	7%	8%	7%	7%	4%	8%	8%	8%	8%	5%	9%	7%	9%	9%	10%	8%
Never	74%	75%	74%	72%	76%	75%	75%	68%	73%	79%	77%	75%	74%	75%	76%	72%	78%	74%	83%
Don't know	4%	4%	4%	5%	4%	3%	4%	5%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	0%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(28.B) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on childcare

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3808	474	669	655	668	546	796	734	1128	505	743	479	217	3808	3535	3569
Weighted	3810	530	658	654	660	529	778	741	1120	512	740	476	218	3810	3540	3571
In the last day	2%	4%	5%	2%	1%	1%	0%	4%	2%	2%	1%	1%	2%	2%	2%	2%
In the last week	3%	7%	8%	4%	1%	0%	0%	7%	2%	4%	2%	1%	2%	3%	3%	3%
In the last month	4%	6%	10%	6%	1%	1%	0%	6%	4%	4%	3%	1%	3%	4%	4%	4%
In the last year	5%	6%	10%	8%	4%	2%	2%	8%	4%	6%	4%	5%	4%	5%	5%	6%
More than a year ago	7%	3%	7%	13%	10%	7%	4%	5%	7%	10%	8%	6%	8%	7%	8%	8%
Never	74%	69%	55%	62%	80%	87%	91%	65%	76%	71%	77%	82%	77%	74%	73%	74%
Don't know	4%	5%	4%	6%	3%	3%	3%	5%	4%	3%	4%	4%	3%	4%	4%	4%

*Note:*

BASE: Google Search Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn something

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	9%	11%	7%	9%	10%	7%	9%	17%	6%	7%	8%	7%	7%	10%	9%	10%	7%	9%	5%
In the last week	19%	22%	15%	20%	18%	19%	17%	23%	18%	16%	15%	22%	23%	20%	17%	16%	16%	16%	21%
In the last month	22%	23%	22%	22%	23%	25%	20%	21%	24%	24%	24%	22%	20%	22%	26%	22%	20%	25%	18%
In the last year	18%	15%	21%	17%	18%	20%	19%	14%	21%	24%	18%	17%	20%	15%	18%	18%	22%	17%	20%
More than a year ago	7%	7%	8%	7%	7%	6%	8%	7%	5%	7%	8%	4%	9%	8%	3%	8%	11%	8%	6%
Never	21%	19%	23%	21%	20%	20%	23%	14%	24%	21%	21%	25%	17%	20%	24%	24%	19%	23%	25%
Don't know	4%	3%	4%	3%	5%	3%	4%	3%	3%	2%	6%	3%	4%	5%	2%	3%	5%	4%	5%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn something

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	9%	18%	13%	9%	6%	5%	3%	15%	7%	10%	7%	5%	8%	9%	9%	9%
In the last week	19%	28%	24%	19%	14%	12%	13%	25%	18%	18%	15%	16%	19%	19%	19%	19%
In the last month	22%	22%	25%	24%	20%	22%	20%	21%	22%	23%	25%	20%	23%	22%	22%	23%
In the last year	18%	16%	14%	20%	20%	25%	17%	15%	19%	19%	19%	21%	17%	19%	18%	19%
More than a year ago	7%	3%	7%	7%	10%	5%	9%	6%	7%	8%	8%	6%	8%	7%	7%	7%
Never	21%	8%	13%	17%	25%	27%	34%	15%	23%	18%	22%	28%	22%	20%	21%	20%
Don't know	4%	6%	4%	4%	3%	3%	3%	3%	4%	4%	4%	4%	3%	4%	4%	4%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a TV show

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	13%	14%	12%	10%	12%	15%	15%	20%	10%	9%	13%	12%	17%	11%	10%	12%	11%	10%	9%
In the last week	14%	15%	12%	16%	14%	14%	11%	20%	12%	12%	12%	14%	16%	11%	10%	13%	11%	8%	17%
In the last month	12%	13%	10%	11%	13%	13%	11%	15%	10%	9%	9%	12%	12%	12%	11%	13%	11%	15%	11%
In the last year	10%	10%	10%	11%	11%	10%	9%	8%	10%	12%	10%	13%	8%	11%	14%	11%	9%	14%	10%
More than a year ago	7%	7%	7%	7%	8%	6%	8%	7%	8%	9%	6%	8%	7%	7%	5%	7%	8%	7%	6%
Never	42%	39%	44%	43%	39%	39%	44%	29%	47%	48%	47%	39%	37%	44%	47%	39%	46%	43%	43%
Don't know	3%	2%	4%	3%	3%	3%	3%	3%	2%	2%	4%	2%	4%	3%	3%	4%	3%	3%	4%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a TV show

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	13%	24%	20%	14%	9%	7%	3%	21%	10%	16%	11%	7%	10%	13%	13%	13%
In the last week	14%	21%	24%	13%	11%	7%	5%	18%	12%	15%	12%	10%	12%	14%	14%	14%
In the last month	12%	19%	13%	13%	11%	11%	6%	14%	12%	12%	9%	11%	11%	12%	12%	12%
In the last year	10%	11%	9%	14%	10%	10%	7%	10%	10%	11%	11%	11%	10%	10%	10%	11%
More than a year ago	7%	4%	7%	8%	10%	8%	6%	9%	7%	7%	5%	8%	9%	7%	7%	7%
Never	42%	16%	23%	35%	47%	54%	71%	26%	46%	36%	47%	51%	45%	41%	42%	40%
Don't know	3%	4%	3%	4%	2%	3%	2%	3%	3%	3%	4%	2%	2%	3%	3%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with DIY tasks

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	4%	4%	3%	4%	4%	4%	4%	7%	2%	3%	2%	4%	3%	3%	3%	4%	3%	5%	3%
In the last week	12%	13%	11%	14%	11%	11%	11%	14%	11%	13%	9%	11%	11%	12%	19%	13%	10%	10%	12%
In the last month	21%	23%	20%	21%	22%	23%	19%	22%	22%	18%	22%	20%	24%	23%	17%	19%	22%	27%	16%
In the last year	24%	24%	25%	25%	24%	26%	23%	24%	22%	27%	23%	23%	24%	26%	28%	26%	25%	24%	25%
More than a year ago	10%	9%	10%	10%	10%	9%	9%	9%	12%	12%	12%	9%	9%	7%	6%	10%	9%	9%	11%
Never	26%	24%	28%	22%	26%	24%	32%	22%	29%	24%	27%	31%	27%	25%	26%	25%	27%	22%	29%
Don't know	3%	2%	3%	3%	3%	2%	3%	3%	2%	3%	4%	2%	3%	2%	1%	2%	4%	3%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with DIY tasks

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	4%	9%	5%	3%	3%	1%	1%	7%	3%	4%	3%	2%	4%	4%	4%	4%
In the last week	12%	17%	19%	12%	8%	10%	7%	14%	10%	13%	11%	10%	17%	12%	12%	12%
In the last month	21%	20%	25%	23%	20%	23%	18%	24%	21%	21%	19%	22%	23%	22%	21%	22%
In the last year	24%	20%	20%	28%	28%	27%	23%	24%	24%	26%	24%	27%	21%	25%	24%	25%
More than a year ago	10%	8%	9%	10%	12%	9%	10%	8%	10%	10%	11%	9%	11%	10%	10%	10%
Never	26%	22%	18%	21%	28%	30%	38%	21%	30%	23%	29%	28%	22%	25%	26%	24%
Don't know	3%	5%	4%	3%	1%	1%	1%	2%	4%	2%	2%	3%	3%	3%	3%	2%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with cooking

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	5%	5%	5%	6%	4%	6%	5%	10%	4%	4%	5%	3%	6%	4%	5%	5%	4%	3%	5%
In the last week	13%	14%	13%	15%	13%	14%	12%	18%	14%	13%	11%	10%	14%	16%	11%	14%	9%	14%	9%
In the last month	19%	18%	20%	18%	21%	20%	17%	22%	17%	16%	15%	24%	18%	17%	25%	20%	21%	18%	16%
In the last year	15%	14%	17%	16%	16%	15%	15%	16%	16%	16%	15%	13%	15%	14%	15%	16%	15%	17%	19%
More than a year ago	6%	6%	7%	6%	7%	6%	6%	4%	5%	10%	8%	6%	6%	8%	7%	5%	6%	10%	7%
Never	38%	41%	36%	37%	37%	37%	42%	27%	43%	38%	42%	43%	39%	40%	36%	37%	43%	38%	43%
Don't know	2%	2%	2%	3%	2%	2%	3%	3%	2%	3%	3%	2%	2%	2%	1%	3%	3%	1%	2%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(32.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with cooking

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	5%	11%	10%	5%	2%	2%	2%	9%	3%	6%	5%	2%	4%	5%	5%	5%
In the last week	13%	18%	21%	16%	11%	8%	6%	19%	13%	12%	11%	10%	13%	14%	13%	14%
In the last month	19%	22%	22%	21%	17%	16%	15%	20%	19%	21%	16%	18%	19%	19%	19%	19%
In the last year	15%	16%	16%	16%	16%	16%	12%	17%	14%	16%	17%	14%	15%	16%	15%	16%
More than a year ago	6%	9%	5%	7%	7%	5%	6%	5%	6%	8%	7%	6%	8%	6%	6%	7%
Never	38%	20%	23%	32%	45%	51%	58%	27%	42%	35%	41%	48%	37%	38%	38%	37%
Don't know	2%	4%	3%	3%	1%	2%	1%	2%	3%	2%	2%	2%	4%	2%	2%	2%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with make-up

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	3%	2%	3%	3%	2%	3%	3%	6%	1%	3%	3%	3%	3%	3%	1%	4%	1%	0%	4%
In the last week	5%	5%	6%	7%	4%	4%	6%	7%	5%	4%	3%	6%	6%	5%	7%	4%	4%	8%	6%
In the last month	6%	3%	9%	6%	8%	7%	5%	9%	6%	6%	5%	4%	8%	6%	5%	7%	8%	4%	6%
In the last year	8%	3%	14%	8%	9%	8%	8%	10%	10%	8%	8%	6%	9%	6%	6%	9%	6%	7%	8%
More than a year ago	5%	2%	9%	5%	6%	6%	4%	7%	6%	5%	3%	5%	5%	6%	4%	5%	7%	6%	6%
Never	70%	83%	56%	69%	68%	71%	71%	59%	71%	73%	75%	76%	67%	71%	75%	69%	72%	72%	68%
Don't know	2%	2%	2%	2%	2%	1%	3%	3%	2%	1%	3%	1%	2%	4%	1%	1%	1%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with make-up

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	3%	8%	7%	2%	1%	0%	0%	6%	2%	2%	4%	1%	1%	3%	3%	3%
In the last week	5%	11%	11%	6%	2%	2%	0%	9%	5%	6%	4%	1%	5%	5%	5%	5%
In the last month	6%	13%	11%	7%	4%	2%	1%	10%	6%	7%	5%	4%	7%	7%	6%	7%
In the last year	8%	15%	13%	11%	6%	3%	2%	11%	7%	10%	8%	6%	8%	8%	8%	8%
More than a year ago	5%	6%	7%	8%	4%	3%	3%	5%	6%	6%	4%	4%	8%	5%	5%	6%
Never	70%	44%	48%	63%	82%	90%	92%	56%	73%	67%	74%	81%	68%	70%	70%	69%
Don't know	2%	4%	3%	3%	1%	1%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Find commentary on the news or political events

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	8%	10%	5%	8%	8%	9%	6%	12%	5%	5%	7%	7%	9%	5%	10%	8%	9%	4%	12%
In the last week	15%	18%	12%	16%	13%	16%	15%	19%	14%	13%	14%	13%	15%	16%	17%	14%	14%	16%	13%
In the last month	14%	15%	13%	14%	15%	14%	12%	18%	15%	14%	9%	13%	15%	10%	8%	14%	12%	15%	17%
In the last year	8%	8%	8%	6%	9%	9%	8%	11%	8%	10%	7%	10%	7%	8%	6%	5%	6%	9%	8%
More than a year ago	5%	4%	6%	4%	5%	5%	5%	5%	5%	5%	7%	5%	5%	5%	7%	6%	4%	5%	0%
Never	47%	42%	52%	48%	46%	44%	49%	32%	49%	50%	51%	49%	46%	50%	50%	49%	52%	49%	45%
Don't know	4%	3%	4%	3%	4%	2%	4%	3%	3%	3%	4%	3%	3%	6%	3%	4%	3%	1%	5%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Find commentary on the news or political events

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	8%	10%	12%	8%	7%	5%	4%	12%	7%	6%	7%	4%	8%	8%	8%	8%
In the last week	15%	23%	20%	12%	13%	14%	10%	19%	14%	16%	14%	11%	14%	15%	15%	16%
In the last month	14%	20%	19%	16%	11%	9%	7%	19%	12%	15%	12%	11%	17%	14%	14%	14%
In the last year	8%	11%	8%	10%	9%	5%	6%	8%	9%	8%	7%	8%	7%	8%	8%	8%
More than a year ago	5%	4%	5%	7%	5%	5%	4%	5%	5%	4%	6%	6%	4%	5%	5%	5%
Never	47%	28%	32%	42%	52%	58%	67%	33%	49%	47%	52%	56%	47%	46%	47%	46%
Don't know	4%	4%	5%	5%	2%	4%	2%	3%	5%	3%	3%	4%	2%	3%	4%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Look for entertainment

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	16%	19%	14%	16%	15%	16%	18%	28%	11%	15%	14%	15%	18%	11%	16%	17%	18%	11%	11%
In the last week	21%	23%	19%	21%	24%	20%	20%	25%	19%	18%	21%	21%	20%	24%	19%	21%	20%	19%	25%
In the last month	16%	15%	17%	15%	18%	18%	12%	16%	18%	14%	18%	18%	17%	13%	14%	13%	15%	19%	11%
In the last year	11%	11%	11%	11%	10%	13%	11%	10%	11%	15%	10%	11%	10%	11%	11%	13%	8%	13%	16%
More than a year ago	6%	5%	7%	6%	5%	7%	6%	4%	7%	6%	5%	8%	4%	5%	8%	7%	6%	6%	6%
Never	27%	24%	30%	30%	24%	24%	29%	15%	31%	29%	28%	24%	27%	32%	30%	26%	30%	30%	28%
Don't know	3%	3%	4%	2%	4%	2%	3%	2%	3%	3%	4%	3%	3%	4%	3%	3%	4%	1%	4%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Look for entertainment

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	16%	40%	24%	17%	11%	7%	2%	27%	12%	18%	15%	10%	14%	16%	16%	16%
In the last week	21%	28%	31%	25%	18%	14%	10%	26%	21%	23%	20%	15%	19%	21%	21%	22%
In the last month	16%	13%	18%	19%	18%	15%	11%	16%	16%	17%	14%	15%	16%	16%	16%	16%
In the last year	11%	6%	9%	13%	12%	13%	13%	9%	12%	12%	12%	11%	11%	11%	11%	12%
More than a year ago	6%	3%	3%	5%	8%	8%	8%	4%	6%	4%	6%	9%	7%	6%	6%	6%
Never	27%	7%	12%	17%	31%	40%	53%	16%	29%	23%	31%	36%	32%	26%	27%	25%
Don't know	3%	3%	3%	4%	2%	4%	4%	3%	4%	3%	2%	4%	2%	3%	3%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn about fitness or health

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	4%	5%	4%	5%	5%	4%	3%	9%	3%	3%	5%	4%	4%	3%	4%	5%	4%	3%	4%
In the last week	10%	11%	9%	12%	9%	9%	10%	15%	9%	8%	9%	8%	12%	9%	9%	9%	8%	13%	9%
In the last month	15%	14%	16%	15%	15%	18%	10%	19%	13%	16%	9%	18%	16%	16%	14%	14%	12%	14%	9%
In the last year	16%	15%	17%	15%	17%	17%	15%	18%	14%	18%	15%	16%	18%	13%	11%	17%	17%	13%	17%
More than a year ago	8%	8%	7%	7%	8%	8%	8%	6%	9%	7%	7%	6%	6%	10%	8%	9%	8%	7%	12%
Never	44%	45%	43%	43%	42%	42%	49%	30%	49%	46%	51%	47%	40%	47%	50%	45%	47%	47%	45%
Don't know	3%	3%	3%	3%	3%	2%	4%	3%	3%	2%	4%	2%	4%	2%	3%	2%	4%	3%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(36.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn about fitness or health

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	4%	9%	8%	5%	2%	1%	1%	8%	3%	4%	4%	2%	4%	4%	4%	4%
In the last week	10%	16%	17%	12%	6%	4%	4%	15%	9%	12%	7%	6%	9%	10%	10%	10%
In the last month	15%	24%	18%	16%	13%	10%	8%	22%	12%	17%	12%	12%	13%	15%	15%	15%
In the last year	16%	22%	19%	20%	14%	11%	10%	16%	16%	17%	17%	13%	16%	16%	16%	17%
More than a year ago	8%	5%	9%	11%	9%	7%	5%	8%	8%	7%	7%	7%	11%	8%	8%	8%
Never	44%	20%	25%	32%	54%	64%	70%	28%	48%	40%	51%	57%	43%	44%	44%	43%
Don't know	3%	3%	4%	3%	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	3%	3%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a video game stream

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	7%	9%	4%	6%	6%	7%	8%	11%	4%	4%	7%	9%	7%	7%	3%	6%	6%	6%	8%
In the last week	10%	13%	6%	10%	8%	9%	10%	14%	8%	9%	7%	11%	14%	9%	11%	9%	7%	7%	7%
In the last month	8%	8%	7%	7%	8%	9%	6%	10%	8%	7%	7%	8%	9%	6%	9%	8%	6%	5%	5%
In the last year	6%	6%	6%	6%	6%	6%	7%	7%	7%	5%	5%	7%	6%	6%	7%	5%	5%	9%	5%
More than a year ago	4%	4%	4%	3%	4%	6%	4%	5%	3%	3%	4%	5%	4%	3%	4%	6%	4%	4%	7%
Never	63%	57%	69%	64%	65%	61%	62%	50%	68%	69%	68%	60%	58%	65%	64%	64%	69%	68%	66%
Don't know	2%	2%	3%	3%	3%	1%	3%	3%	2%	3%	2%	1%	3%	3%	3%	3%	3%	1%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a video game stream

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	7%	20%	12%	6%	2%	1%	0%	12%	4%	7%	6%	5%	4%	7%	7%	7%
In the last week	10%	20%	19%	10%	5%	3%	1%	15%	9%	10%	8%	4%	9%	10%	10%	10%
In the last month	8%	14%	12%	9%	6%	3%	2%	11%	6%	9%	7%	5%	7%	8%	8%	8%
In the last year	6%	10%	8%	8%	7%	2%	1%	7%	6%	7%	7%	4%	6%	6%	6%	6%
More than a year ago	4%	4%	6%	5%	5%	3%	2%	5%	5%	3%	4%	3%	5%	4%	4%	4%
Never	63%	29%	39%	58%	74%	86%	92%	47%	67%	61%	66%	76%	67%	63%	63%	62%
Don't know	2%	4%	3%	4%	1%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a music video

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3653	1797	1843	945	1080	760	847	526	493	282	324	281	306	286	151	371	341	185	107
Weighted	3656	1816	1827	992	966	801	876	529	490	287	331	259	325	277	146	408	309	181	114
In the last day	20%	24%	17%	18%	19%	21%	23%	28%	14%	17%	19%	19%	24%	15%	19%	19%	24%	25%	20%
In the last week	26%	27%	25%	27%	25%	29%	24%	27%	28%	20%	28%	24%	28%	30%	21%	25%	25%	23%	30%
In the last month	19%	18%	20%	18%	21%	19%	17%	21%	18%	26%	17%	19%	19%	19%	20%	16%	16%	17%	18%
In the last year	12%	11%	14%	12%	12%	12%	13%	10%	15%	15%	10%	12%	10%	12%	16%	14%	11%	14%	10%
More than a year ago	6%	5%	6%	6%	6%	6%	5%	4%	6%	7%	8%	7%	3%	5%	6%	7%	8%	6%	4%
Never	15%	14%	16%	18%	14%	12%	15%	9%	17%	15%	16%	18%	13%	16%	16%	19%	14%	14%	16%
Don't know	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	3%	1%	1%	2%	1%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a music video

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3653	476	673	656	647	504	697	729	1085	491	698	437	211	3535	3653	3454
Weighted	3656	530	661	656	639	488	682	736	1076	498	696	435	213	3540	3656	3458
In the last day	20%	37%	30%	23%	18%	12%	5%	31%	17%	19%	20%	13%	19%	21%	20%	20%
In the last week	26%	29%	28%	28%	27%	25%	19%	28%	27%	30%	23%	24%	24%	26%	26%	26%
In the last month	19%	16%	18%	19%	17%	23%	19%	17%	21%	20%	19%	17%	19%	19%	19%	19%
In the last year	12%	7%	10%	13%	15%	14%	14%	10%	13%	11%	12%	15%	15%	12%	12%	13%
More than a year ago	6%	4%	5%	6%	7%	6%	7%	4%	6%	6%	6%	10%	6%	6%	6%	6%
Never	15%	4%	6%	9%	15%	19%	35%	9%	16%	12%	19%	19%	16%	15%	15%	14%
Don't know	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%

*Note:*

BASE: YouTube Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find local businesses

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	4%	5%	4%	4%	4%	5%	4%	6%	3%	2%	5%	4%	4%	4%	3%	5%	4%	4%	3%
In the last week	15%	16%	14%	16%	14%	18%	12%	21%	15%	13%	14%	16%	16%	13%	12%	12%	13%	13%	15%
In the last month	22%	23%	22%	23%	25%	22%	18%	24%	22%	25%	20%	17%	20%	26%	24%	24%	21%	19%	24%
In the last year	22%	21%	22%	23%	20%	21%	22%	19%	23%	20%	24%	23%	20%	24%	20%	21%	22%	24%	22%
More than a year ago	9%	9%	9%	8%	8%	10%	10%	6%	9%	8%	9%	11%	10%	8%	10%	10%	10%	8%	7%
Never	24%	24%	25%	21%	25%	22%	30%	20%	25%	28%	25%	25%	26%	21%	26%	23%	26%	29%	25%
Don't know	4%	3%	4%	4%	4%	2%	4%	4%	3%	3%	4%	3%	5%	4%	5%	5%	3%	2%	3%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find local businesses

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	4%	7%	7%	4%	3%	3%	2%	6%	3%	5%	5%	4%	5%	4%	4%	4%
In the last week	15%	19%	22%	15%	14%	12%	9%	20%	15%	15%	12%	11%	17%	15%	16%	15%
In the last month	22%	28%	25%	29%	19%	21%	14%	26%	22%	23%	21%	19%	23%	22%	23%	22%
In the last year	22%	19%	18%	18%	25%	25%	24%	16%	23%	23%	23%	25%	21%	22%	22%	22%
More than a year ago	9%	4%	7%	9%	11%	9%	11%	8%	8%	9%	10%	8%	10%	9%	8%	9%
Never	24%	17%	16%	20%	25%	28%	37%	19%	26%	22%	27%	31%	22%	24%	24%	24%
Don't know	4%	6%	5%	5%	2%	2%	2%	4%	4%	3%	4%	2%	3%	4%	3%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find a nearby restaurant, bar or cafe

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	3%	4%	3%	4%	3%	4%	2%	6%	3%	2%	2%	3%	4%	3%	0%	4%	2%	3%	3%
In the last week	11%	12%	9%	13%	10%	11%	8%	18%	11%	9%	9%	5%	11%	8%	7%	8%	11%	16%	7%
In the last month	18%	18%	17%	19%	19%	17%	15%	24%	17%	16%	14%	15%	18%	20%	22%	17%	17%	9%	16%
In the last year	29%	28%	31%	31%	30%	28%	28%	25%	32%	28%	31%	30%	28%	29%	31%	30%	29%	30%	35%
More than a year ago	12%	12%	13%	9%	12%	15%	14%	9%	11%	14%	14%	16%	11%	12%	13%	12%	15%	14%	11%
Never	24%	25%	24%	20%	23%	24%	30%	15%	24%	28%	26%	28%	25%	25%	24%	27%	25%	25%	25%
Don't know	3%	3%	3%	3%	3%	2%	4%	3%	2%	4%	4%	3%	4%	2%	3%	3%	2%	3%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(40.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find a nearby restaurant, bar or cafe

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	3%	8%	6%	3%	1%	0%	0%	8%	2%	3%	3%	1%	2%	3%	3%	3%
In the last week	11%	18%	17%	13%	8%	5%	3%	18%	9%	10%	9%	7%	10%	11%	11%	11%
In the last month	18%	27%	23%	18%	17%	12%	10%	21%	18%	20%	16%	13%	14%	18%	18%	18%
In the last year	29%	25%	29%	31%	31%	31%	29%	27%	30%	30%	29%	29%	30%	30%	30%	29%
More than a year ago	12%	6%	8%	13%	16%	17%	14%	9%	12%	14%	13%	15%	14%	12%	12%	12%
Never	24%	11%	12%	18%	26%	32%	42%	13%	26%	21%	27%	33%	29%	23%	23%	24%
Don't know	3%	4%	4%	4%	1%	3%	2%	4%	3%	3%	3%	3%	2%	3%	3%	3%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Check the opening hours of a local business

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	7%	7%	7%	8%	6%	9%	6%	10%	7%	5%	6%	4%	7%	6%	7%	11%	5%	6%	4%
In the last week	23%	24%	22%	24%	24%	22%	20%	28%	24%	21%	22%	22%	22%	20%	24%	20%	23%	26%	18%
In the last month	21%	21%	22%	21%	22%	22%	21%	22%	21%	23%	22%	20%	19%	24%	19%	24%	21%	21%	19%
In the last year	15%	15%	14%	16%	15%	15%	14%	17%	13%	14%	14%	16%	17%	16%	13%	14%	12%	12%	18%
More than a year ago	5%	5%	5%	4%	5%	6%	6%	3%	6%	4%	4%	9%	7%	5%	7%	3%	5%	4%	5%
Never	26%	26%	27%	24%	25%	25%	30%	17%	27%	30%	28%	27%	27%	26%	26%	25%	32%	28%	31%
Don't know	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	4%	2%	2%	4%	4%	3%	2%	3%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Check the opening hours of a local business

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	7%	10%	10%	8%	6%	6%	3%	11%	6%	9%	7%	3%	3%	7%	7%	7%
In the last week	23%	29%	27%	25%	24%	18%	16%	29%	22%	21%	20%	22%	23%	23%	23%	23%
In the last month	21%	28%	22%	23%	20%	20%	17%	23%	21%	20%	21%	18%	25%	22%	21%	21%
In the last year	15%	14%	16%	13%	14%	15%	17%	13%	17%	16%	15%	12%	13%	15%	15%	15%
More than a year ago	5%	4%	4%	4%	6%	6%	7%	4%	4%	7%	5%	6%	5%	5%	5%	5%
Never	26%	12%	17%	23%	30%	33%	39%	16%	27%	25%	29%	35%	30%	25%	26%	26%
Don't know	3%	4%	4%	4%	1%	2%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Get directions while travelling

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	7%	8%	7%	8%	6%	9%	7%	11%	5%	6%	7%	9%	8%	3%	5%	7%	8%	7%	8%
In the last week	17%	18%	16%	20%	18%	16%	13%	24%	19%	15%	13%	14%	19%	16%	14%	17%	14%	16%	13%
In the last month	21%	21%	21%	20%	23%	22%	19%	24%	21%	22%	20%	22%	19%	21%	20%	23%	20%	18%	20%
In the last year	28%	27%	30%	28%	29%	29%	28%	24%	28%	31%	33%	23%	25%	34%	29%	29%	29%	30%	34%
More than a year ago	10%	9%	11%	9%	9%	10%	12%	7%	10%	11%	9%	11%	10%	9%	15%	9%	11%	13%	14%
Never	14%	15%	14%	13%	12%	13%	18%	8%	16%	14%	16%	18%	17%	15%	16%	13%	17%	15%	8%
Don't know	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	3%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Get directions while travelling

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	7%	13%	10%	10%	6%	4%	1%	12%	7%	6%	7%	3%	5%	7%	8%	7%
In the last week	17%	24%	24%	20%	16%	14%	6%	24%	15%	17%	15%	13%	16%	17%	18%	17%
In the last month	21%	26%	26%	25%	20%	18%	14%	21%	22%	24%	20%	18%	22%	21%	22%	21%
In the last year	28%	22%	24%	26%	31%	31%	35%	25%	30%	29%	28%	29%	29%	29%	28%	28%
More than a year ago	10%	5%	7%	9%	13%	12%	14%	7%	10%	10%	11%	13%	11%	10%	10%	10%
Never	14%	7%	7%	8%	13%	20%	28%	8%	15%	12%	16%	23%	15%	14%	13%	14%
Don't know	2%	3%	3%	3%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Look for something new to try

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	3%	4%	2%	4%	2%	4%	3%	6%	3%	3%	2%	4%	4%	3%	2%	3%	3%	3%	0%
In the last week	9%	11%	8%	12%	8%	7%	9%	15%	9%	7%	7%	10%	8%	10%	8%	10%	7%	6%	11%
In the last month	14%	14%	13%	13%	16%	16%	10%	18%	11%	10%	11%	13%	17%	15%	17%	14%	12%	10%	13%
In the last year	15%	15%	16%	15%	15%	16%	14%	17%	18%	14%	13%	14%	14%	15%	15%	13%	15%	17%	19%
More than a year ago	9%	9%	9%	7%	8%	10%	11%	8%	7%	8%	9%	11%	9%	8%	13%	9%	8%	15%	13%
Never	43%	42%	45%	42%	44%	41%	46%	30%	46%	49%	52%	43%	42%	43%	38%	44%	50%	46%	38%
Don't know	6%	5%	7%	6%	6%	5%	7%	5%	6%	8%	7%	6%	6%	7%	7%	7%	5%	4%	6%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Look for something new to try

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	3%	8%	6%	3%	2%	2%	0%	8%	2%	2%	3%	0%	4%	3%	3%	3%
In the last week	9%	17%	19%	12%	6%	4%	1%	16%	8%	10%	8%	7%	5%	10%	10%	9%
In the last month	14%	22%	19%	16%	13%	7%	5%	18%	14%	14%	12%	10%	12%	14%	14%	14%
In the last year	15%	17%	19%	17%	13%	16%	11%	15%	15%	17%	15%	12%	17%	15%	16%	15%
More than a year ago	9%	5%	8%	10%	12%	11%	8%	10%	7%	9%	10%	10%	11%	9%	9%	9%
Never	43%	24%	25%	35%	48%	53%	68%	28%	46%	43%	46%	54%	47%	43%	42%	43%
Don't know	6%	7%	5%	7%	5%	7%	6%	5%	7%	5%	6%	7%	4%	6%	6%	6%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Try a new route to travel to a familiar location

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	4%	4%	3%	4%	3%	4%	3%	7%	2%	4%	2%	4%	4%	2%	1%	5%	2%	3%	1%
In the last week	12%	14%	10%	14%	11%	13%	10%	18%	11%	8%	10%	13%	12%	10%	14%	9%	11%	10%	10%
In the last month	16%	17%	16%	18%	18%	15%	13%	20%	17%	15%	14%	14%	15%	20%	11%	14%	15%	14%	16%
In the last year	21%	21%	22%	21%	23%	22%	20%	21%	23%	23%	23%	23%	18%	22%	27%	24%	16%	17%	16%
More than a year ago	12%	12%	13%	11%	12%	12%	15%	11%	13%	12%	11%	14%	10%	10%	11%	13%	12%	16%	16%
Never	31%	29%	32%	28%	30%	32%	35%	19%	30%	33%	34%	29%	35%	32%	33%	30%	38%	39%	35%
Don't know	4%	4%	4%	4%	4%	3%	5%	4%	4%	5%	5%	3%	6%	4%	3%	5%	4%	2%	6%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(44.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Try a new route to travel to a familiar location

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	4%	9%	6%	3%	2%	1%	1%	6%	3%	3%	2%	2%	2%	4%	4%	4%
In the last week	12%	18%	19%	15%	9%	8%	4%	19%	10%	13%	8%	9%	9%	12%	12%	12%
In the last month	16%	23%	20%	18%	16%	11%	10%	18%	15%	18%	18%	11%	15%	16%	17%	16%
In the last year	21%	18%	18%	23%	23%	22%	23%	20%	22%	23%	22%	19%	23%	22%	21%	21%
More than a year ago	12%	7%	10%	11%	15%	15%	15%	10%	14%	10%	12%	14%	13%	12%	12%	12%
Never	31%	20%	22%	24%	33%	39%	45%	22%	31%	29%	34%	40%	34%	31%	30%	31%
Don't know	4%	5%	5%	5%	3%	5%	3%	4%	5%	4%	3%	4%	3%	4%	4%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Avoid traffic congestion or public transport delays

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	3674	1811	1850	962	1087	767	836	521	493	286	329	289	309	293	154	368	335	189	108
Weighted	3673	1826	1834	1008	972	807	864	523	488	292	335	266	330	283	149	404	304	185	115
In the last day	3%	4%	3%	5%	3%	4%	2%	6%	3%	3%	2%	4%	4%	3%	1%	3%	3%	2%	2%
In the last week	11%	12%	10%	13%	11%	12%	7%	17%	13%	8%	10%	11%	11%	8%	9%	10%	7%	7%	9%
In the last month	14%	15%	13%	15%	14%	14%	12%	20%	15%	14%	12%	13%	13%	12%	11%	13%	10%	13%	9%
In the last year	21%	22%	20%	24%	21%	21%	17%	19%	22%	21%	22%	22%	22%	21%	23%	22%	19%	18%	23%
More than a year ago	11%	10%	12%	9%	12%	10%	12%	9%	12%	10%	12%	11%	8%	9%	12%	15%	12%	13%	8%
Never	36%	34%	38%	30%	35%	35%	45%	24%	31%	39%	38%	36%	38%	43%	39%	33%	43%	43%	44%
Don't know	4%	4%	5%	4%	4%	5%	5%	4%	4%	5%	3%	4%	5%	4%	4%	4%	5%	3%	5%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Avoid traffic congestion or public transport delays

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	3674	465	651	644	634	513	767	714	1095	489	702	457	215	3569	3454	3674
Weighted	3673	518	640	643	626	496	750	720	1086	496	698	455	216	3571	3458	3673
In the last day	3%	6%	6%	4%	2%	2%	0%	7%	2%	4%	3%	1%	3%	3%	4%	3%
In the last week	11%	17%	19%	14%	9%	5%	2%	17%	11%	11%	9%	6%	6%	11%	11%	11%
In the last month	14%	20%	20%	18%	12%	9%	6%	18%	13%	15%	12%	10%	15%	14%	14%	14%
In the last year	21%	18%	19%	21%	24%	20%	23%	18%	21%	23%	22%	21%	25%	21%	21%	21%
More than a year ago	11%	8%	8%	11%	12%	14%	12%	9%	10%	13%	11%	13%	11%	11%	11%	11%
Never	36%	25%	24%	28%	37%	45%	54%	28%	38%	31%	39%	44%	35%	35%	35%	36%
Don't know	4%	5%	5%	5%	3%	6%	3%	4%	4%	4%	3%	5%	5%	4%	4%	4%

*Note:*

BASE: Google Maps Users

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Which of the following have you used Google search for since the start of the Covid-19 pandemic in March 2020, if any? Please select ALL that apply

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Find out information on Covid-19 symptoms	42%	37%	47%	40%	45%	42%	40%	45%	42%	37%	41%	41%	40%	43%	49%	43%	39%	40%	39%
Keep up to date with the latest government advice	51%	46%	56%	53%	54%	53%	45%	52%	54%	46%	52%	49%	46%	54%	55%	52%	52%	53%	43%
Find out if local shops or businesses are open	50%	47%	54%	54%	54%	48%	45%	55%	51%	48%	47%	46%	46%	48%	54%	54%	49%	52%	55%
Look for a job	18%	16%	19%	17%	19%	18%	19%	25%	20%	15%	17%	15%	20%	14%	10%	20%	15%	15%	14%
Find out how to access government benefits or financial support	15%	14%	16%	15%	14%	16%	15%	19%	16%	13%	12%	15%	9%	12%	15%	20%	15%	14%	15%
Find out if local restaurants / cafes etc were delivering	32%	29%	36%	37%	34%	33%	24%	38%	33%	30%	29%	29%	31%	32%	31%	33%	32%	31%	37%
Understand if welfare and other support schemes were available to me	13%	12%	14%	12%	12%	13%	15%	17%	13%	11%	12%	12%	10%	11%	11%	16%	12%	13%	9%
Helping with children's schooling / homework	12%	10%	14%	15%	11%	11%	10%	13%	13%	9%	10%	14%	11%	11%	8%	13%	12%	11%	12%
None of the above	21%	24%	18%	19%	19%	19%	27%	16%	21%	26%	24%	21%	23%	21%	19%	20%	23%	19%	22%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Which of the following have you used Google search for since the start of the Covid-19 pandemic in March 2020, if any? Please select ALL that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Find out information on Covid-19 symptoms	42%	54%	49%	51%	41%	34%	26%	45%	42%	42%	39%	38%	45%	43%	44%	44%
Keep up to date with the latest government advice	51%	57%	50%	58%	52%	46%	44%	51%	52%	51%	50%	48%	58%	52%	53%	53%
Find out if local shops or businesses are open	50%	55%	51%	56%	52%	48%	42%	51%	52%	49%	50%	47%	51%	52%	53%	53%
Look for a job	18%	43%	27%	21%	15%	8%	1%	26%	16%	18%	15%	13%	19%	19%	19%	19%
Find out how to access government benefits or financial support	15%	23%	19%	18%	12%	14%	6%	20%	13%	18%	12%	10%	21%	15%	16%	16%
Find out if local restaurants / cafes etc were delivering	32%	50%	39%	36%	29%	24%	20%	36%	32%	34%	33%	26%	29%	33%	34%	34%
Understand if welfare and other support schemes were available to me	13%	22%	18%	15%	10%	11%	5%	17%	12%	13%	12%	9%	17%	13%	14%	14%
Helping with children's schooling / homework	12%	10%	22%	24%	12%	2%	2%	14%	11%	11%	11%	10%	14%	12%	13%	12%
None of the above	21%	11%	13%	14%	21%	28%	35%	17%	22%	18%	22%	29%	18%	19%	18%	18%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) Which of the following have you used your phone for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Keep in touch with friends you can't meet in person	68%	63%	74%	71%	72%	67%	63%	75%	67%	68%	67%	69%	67%	63%	71%	69%	68%	66%	63%
Keep in touch with family you can't meet in person	70%	64%	76%	71%	73%	70%	65%	71%	69%	71%	68%	67%	67%	68%	73%	73%	71%	71%	69%
Download the NHS Covid-19 app	40%	39%	41%	46%	43%	36%	33%	39%	46%	40%	45%	42%	39%	36%	45%	35%	36%	37%	34%
Check in when visiting a pub or restaurant	28%	27%	29%	34%	32%	26%	19%	31%	30%	25%	28%	26%	29%	29%	26%	29%	25%	27%	17%
None of the above	13%	15%	11%	12%	10%	13%	18%	9%	13%	16%	15%	14%	13%	14%	11%	12%	16%	12%	14%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Which of the following have you used your phone for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Keep in touch with friends you can't meet in person	68%	71%	68%	73%	70%	64%	64%	69%	70%	68%	65%	68%	66%	70%	70%	70%
Keep in touch with family you can't meet in person	70%	69%	71%	74%	70%	68%	68%	68%	73%	69%	68%	69%	70%	71%	71%	72%
Download the NHS Covid-19 app	40%	42%	40%	39%	42%	34%	40%	40%	41%	36%	39%	43%	37%	41%	41%	42%
Check in when visiting a pub or restaurant	28%	34%	32%	32%	27%	22%	21%	30%	29%	27%	27%	25%	24%	29%	29%	30%
None of the above	13%	10%	10%	10%	13%	17%	19%	12%	11%	12%	16%	17%	16%	12%	12%	11%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Which of the following have you used YouTube for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Find out information on Covid-19 symptoms	11%	14%	8%	11%	11%	11%	10%	19%	9%	7%	8%	10%	12%	9%	11%	11%	8%	10%	10%
Keep up to date with the latest government advice	12%	14%	11%	12%	12%	12%	13%	20%	10%	10%	11%	15%	12%	12%	8%	13%	11%	9%	8%
Watch fitness videos	18%	15%	22%	21%	20%	17%	15%	29%	18%	18%	17%	16%	18%	14%	17%	18%	15%	16%	13%
Watch videos for entertainment on your own	45%	53%	38%	44%	46%	47%	44%	57%	40%	47%	40%	44%	44%	43%	39%	45%	47%	46%	47%
Help your children with schooling or homework	6%	5%	8%	6%	6%	8%	6%	6%	8%	7%	4%	8%	5%	6%	5%	8%	7%	6%	3%
Watch videos for entertainment with your family	21%	22%	21%	21%	22%	23%	19%	28%	19%	17%	20%	18%	22%	20%	17%	23%	23%	19%	18%
Watch news or current affairs videos	19%	23%	15%	20%	20%	19%	18%	31%	18%	17%	16%	16%	19%	14%	15%	19%	19%	12%	17%
None of the above	30%	27%	34%	31%	28%	28%	35%	18%	32%	32%	37%	30%	32%	36%	36%	30%	29%	33%	32%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(48.B) Which of the following have you used YouTube for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Find out information on Covid-19 symptoms	11%	22%	15%	12%	8%	5%	5%	18%	10%	11%	9%	5%	7%	11%	12%	11%
Keep up to date with the latest government advice	12%	24%	18%	12%	10%	7%	5%	19%	12%	12%	11%	6%	10%	13%	13%	13%
Watch fitness videos	18%	37%	26%	23%	10%	9%	8%	27%	16%	20%	15%	12%	17%	19%	20%	19%
Watch videos for entertainment on your own	45%	64%	50%	46%	47%	43%	30%	51%	46%	49%	43%	36%	40%	47%	49%	47%
Help your children with schooling or homework	6%	5%	13%	14%	5%	1%	0%	7%	6%	6%	7%	5%	9%	6%	7%	7%
Watch videos for entertainment with your family	21%	33%	32%	27%	18%	13%	7%	30%	19%	22%	19%	16%	17%	22%	23%	22%
Watch news or current affairs videos	19%	31%	28%	22%	16%	13%	8%	28%	20%	20%	15%	12%	14%	20%	21%	20%
None of the above	30%	12%	13%	18%	33%	43%	56%	20%	30%	25%	35%	43%	35%	29%	25%	27%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Which of the following have you used Google Maps for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Change your normal commute	8%	9%	7%	9%	8%	8%	6%	14%	8%	6%	5%	8%	8%	5%	6%	8%	6%	5%	7%
Look for a nearby location to exercise	10%	11%	9%	12%	10%	9%	8%	13%	9%	13%	9%	8%	11%	10%	8%	9%	7%	6%	12%
Find out if local shops or businesses are open	28%	28%	28%	30%	31%	27%	24%	37%	25%	22%	25%	25%	26%	25%	29%	30%	31%	28%	26%
Plan a walk or other outdoor leisure activity	23%	24%	22%	29%	24%	20%	18%	29%	25%	19%	23%	23%	18%	23%	18%	24%	23%	23%	17%
Check for changed opening hours for local businesses	24%	24%	24%	25%	26%	23%	21%	32%	24%	21%	20%	24%	19%	23%	22%	24%	26%	22%	22%
Look for new local businesses that have started starting operating during lockdown	10%	11%	9%	12%	9%	9%	9%	16%	10%	6%	6%	7%	10%	9%	11%	13%	9%	8%	5%
Look for a test centre	9%	10%	9%	10%	9%	9%	9%	10%	9%	7%	7%	8%	10%	8%	15%	12%	7%	6%	12%
None of the above	45%	43%	46%	40%	42%	46%	50%	31%	46%	50%	51%	46%	47%	48%	44%	44%	46%	47%	46%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Which of the following have you used Google Maps for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Change your normal commute	8%	16%	15%	9%	5%	4%	1%	15%	7%	8%	6%	3%	5%	8%	8%	8%
Look for a nearby location to exercise	10%	16%	17%	13%	6%	3%	4%	16%	7%	12%	9%	7%	8%	10%	10%	11%
Find out if local shops or businesses are open	28%	40%	32%	30%	28%	23%	18%	35%	29%	27%	25%	19%	30%	29%	30%	30%
Plan a walk or other outdoor leisure activity	23%	33%	30%	30%	18%	14%	15%	29%	22%	24%	22%	19%	17%	24%	24%	25%
Check for changed opening hours for local businesses	24%	35%	28%	28%	21%	18%	16%	31%	25%	22%	22%	17%	23%	25%	25%	26%
Look for new local businesses that have started starting operating during lockdown	10%	19%	15%	12%	6%	6%	3%	15%	9%	11%	7%	6%	9%	10%	11%	11%
Look for a test centre	9%	15%	13%	11%	10%	4%	4%	14%	9%	9%	9%	4%	7%	10%	10%	10%
None of the above	45%	25%	32%	35%	48%	60%	63%	32%	45%	41%	51%	58%	47%	43%	42%	41%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Which of the following have you used Google Meet (Google’s video chat service) for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply; If you have NOT used Google Meet for these please select ”None of the above”

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Keep in touch with friends	11%	12%	10%	14%	11%	12%	8%	16%	11%	9%	9%	13%	10%	10%	13%	12%	9%	8%	7%
Keep in touch with extended family	8%	8%	8%	8%	7%	8%	7%	12%	7%	4%	7%	8%	7%	6%	10%	9%	7%	3%	4%
Watch a film or TV programme with friends	5%	6%	4%	6%	5%	5%	4%	9%	3%	3%	5%	5%	7%	6%	4%	6%	3%	2%	4%
Take part in a virtual quiz	5%	5%	4%	7%	5%	4%	3%	6%	4%	3%	6%	6%	7%	4%	7%	5%	3%	4%	3%
Take part in online karaoke	1%	2%	1%	2%	1%	1%	2%	3%	2%	0%	1%	1%	1%	2%	0%	1%	1%	1%	2%
Take part in a virtual book club	2%	2%	1%	2%	1%	2%	1%	4%	1%	2%	2%	0%	2%	0%	2%	2%	1%	0%	2%
Take part in a virtual tasting session	2%	2%	1%	2%	2%	3%	1%	3%	1%	1%	1%	4%	2%	1%	2%	2%	1%	1%	1%
Take part in a virtual escape room	2%	2%	1%	2%	1%	2%	1%	3%	2%	1%	1%	1%	3%	0%	3%	3%	1%	0%	2%
None of the above	80%	78%	81%	77%	81%	78%	83%	71%	81%	85%	82%	79%	76%	82%	80%	79%	86%	86%	83%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Which of the following have you used Google Meet (Google’s video chat service) for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply; If you have NOT used Google Meet for these please select "None of the above"

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Keep in touch with friends	11%	16%	20%	15%	9%	6%	3%	17%	11%	12%	9%	6%	11%	11%	12%	12%
Keep in touch with extended family	8%	13%	14%	9%	6%	3%	2%	12%	7%	7%	6%	4%	8%	8%	8%	8%
Watch a film or TV programme with friends	5%	11%	11%	5%	3%	1%	0%	10%	3%	6%	4%	3%	5%	5%	5%	5%
Take part in a virtual quiz	5%	9%	11%	4%	2%	2%	1%	8%	4%	4%	4%	4%	3%	5%	5%	5%
Take part in online karaoke	1%	3%	3%	2%	1%	0%	0%	3%	1%	2%	1%	0%	1%	1%	1%	2%
Take part in a virtual book club	2%	3%	4%	2%	0%	0%	0%	4%	1%	1%	1%	1%	1%	2%	2%	2%
Take part in a virtual tasting session	2%	4%	5%	2%	0%	0%	0%	4%	1%	2%	1%	1%	2%	2%	2%	2%
Take part in a virtual escape room	2%	3%	5%	2%	0%	0%	0%	5%	1%	2%	1%	0%	1%	2%	2%	2%
None of the above	80%	63%	62%	76%	87%	93%	95%	67%	82%	78%	83%	89%	83%	80%	79%	79%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) During lockdown, have your children used Google Classroom at all?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	375	149	226	100	106	78	90	71	50	14	24	37	44	21	15	38	29	20	12
Weighted	377	152	225	103	94	83	96	72	49	15	24	34	47	20	15	42	26	20	13
Yes	82%	98%	71%	111%	77%	70%	69%	95%	104%	113%	94%	34%	45%	104%	62%	74%	75%	109%	135%
No	165%	181%	153%	167%	173%	181%	142%	94%	156%	237%	170%	144%	158%	250%	198%	165%	256%	201%	161%
Don't Know	27%	36%	21%	16%	24%	38%	33%	26%	24%	7%	28%	31%	25%	30%	14%	29%	35%	48%	17%

*Note:*

BASE: Those with children under 18

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) During lockdown, have your children used Google Classroom at all?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	375	59	191	110	11	3	1	96	95	62	71	32	19	359	364	360
Weighted	377	64	188	110	11	3	1	97	95	64	71	31	19	361	366	363
Yes	82%	42%	54%	108%	566%	33%	187%	97%	72%	80%	84%	69%	83%	84%	84%	84%
No	165%	71%	98%	203%	1328%	696%	442%	127%	194%	147%	156%	254%	158%	167%	163%	161%
Don't Know	27%	14%	14%	29%	212%	341%	181%	27%	24%	22%	27%	28%	53%	25%	25%	24%

*Note:*

BASE: Those with children under 18

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) In your experience, did you and your children find Google Classroom...: Easy to use

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	307	145	161	109	82	54	61	67	51	16	22	13	20	22	10	27	21	22	16
Weighted	311	150	161	114	73	58	66	68	51	17	23	12	21	21	9	31	19	22	17
True in my experience	75%	78%	73%	88%	66%	71%	69%	75%	79%	50%	87%	75%	81%	56%	80%	86%	74%	69%	76%
Not true in my experience	18%	16%	18%	7%	23%	24%	25%	22%	15%	38%	9%	10%	19%	34%	9%	8%	13%	13%	17%
Don't Know	7%	6%	8%	6%	11%	5%	6%	3%	6%	12%	4%	15%	0%	10%	10%	6%	14%	19%	7%

Note:

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(52.B) In your experience, did you and your children find Google Classroom...: Easy to use

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	307	24	104	117	59	1	2	93	67	50	59	21	16	301	304	300
Weighted	311	27	102	118	61	1	2	94	69	51	59	22	16	305	309	304
True in my experience	75%	60%	81%	77%	65%	100%	100%	78%	61%	76%	80%	86%	83%	76%	75%	75%
Not true in my experience	18%	35%	16%	15%	18%	0%	0%	20%	22%	20%	15%	0%	12%	17%	18%	18%
Don't Know	7%	5%	3%	8%	17%	0%	0%	2%	17%	4%	5%	14%	5%	7%	7%	7%

*Note:*

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) In your experience, did you and your children find Google Classroom...: Convenient

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	307	145	161	109	82	54	61	67	51	16	22	13	20	22	10	27	21	22	16
Weighted	311	150	161	114	73	58	66	68	51	17	23	12	21	21	9	31	19	22	17
True in my experience	82%	83%	82%	88%	77%	79%	81%	82%	83%	82%	91%	83%	75%	82%	91%	74%	91%	78%	87%
Not true in my experience	11%	10%	12%	4%	12%	17%	15%	15%	13%	13%	5%	10%	11%	8%	9%	15%	0%	9%	7%
Don't Know	7%	7%	7%	8%	11%	4%	3%	3%	4%	5%	4%	7%	14%	10%	0%	11%	9%	14%	7%

Note:

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) In your experience, did you and your children find Google Classroom...: Convenient

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	307	24	104	117	59	1	2	93	67	50	59	21	16	301	304	300
Weighted	311	27	102	118	61	1	2	94	69	51	59	22	16	305	309	304
True in my experience	82%	78%	80%	85%	82%	100%	100%	86%	78%	75%	84%	85%	94%	82%	83%	83%
Not true in my experience	11%	22%	13%	9%	7%	0%	0%	11%	10%	21%	8%	5%	0%	11%	11%	11%
Don't Know	7%	0%	7%	6%	12%	0%	0%	3%	12%	4%	8%	9%	6%	7%	6%	6%

*Note:*

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) In your experience, did you and your children find Google Classroom...: Complicated

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	307	145	161	109	82	54	61	67	51	16	22	13	20	22	10	27	21	22	16
Weighted	311	150	161	114	73	58	66	68	51	17	23	12	21	21	9	31	19	22	17
True in my experience	32%	35%	29%	33%	30%	33%	35%	47%	33%	35%	22%	41%	49%	41%	39%	17%	9%	17%	18%
Not true in my experience	57%	55%	60%	59%	55%	58%	56%	49%	59%	53%	64%	45%	46%	35%	61%	73%	73%	65%	68%
Don't Know	10%	9%	11%	8%	15%	9%	10%	3%	8%	12%	13%	14%	4%	24%	0%	10%	18%	19%	14%

Note:

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) In your experience, did you and your children find Google Classroom...: Complicated

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	307	24	104	117	59	1	2	93	67	50	59	21	16	301	304	300
Weighted	311	27	102	118	61	1	2	94	69	51	59	22	16	305	309	304
True in my experience	32%	55%	40%	24%	27%	0%	0%	47%	28%	41%	20%	9%	18%	33%	32%	33%
Not true in my experience	57%	41%	54%	62%	57%	100%	100%	48%	51%	49%	71%	81%	76%	57%	58%	58%
Don't Know	10%	4%	6%	13%	15%	0%	0%	4%	20%	10%	10%	9%	6%	10%	10%	10%

*Note:*

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) In your experience, did you and your children find Google Classroom...: Helped my child keep learning

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	307	145	161	109	82	54	61	67	51	16	22	13	20	22	10	27	21	22	16
Weighted	311	150	161	114	73	58	66	68	51	17	23	12	21	21	9	31	19	22	17
True in my experience	81%	87%	76%	84%	80%	78%	80%	86%	82%	80%	86%	85%	84%	67%	91%	72%	90%	69%	88%
Not true in my experience	9%	9%	10%	8%	6%	15%	11%	10%	8%	6%	5%	8%	5%	14%	9%	18%	5%	9%	12%
Don't Know	9%	4%	14%	8%	14%	7%	9%	4%	10%	13%	9%	7%	11%	19%	0%	10%	5%	23%	0%

Note:

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) In your experience, did you and your children find Google Classroom...: Helped my child keep learning

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	307	24	104	117	59	1	2	93	67	50	59	21	16	301	304	300
Weighted	311	27	102	118	61	1	2	94	69	51	59	22	16	305	309	304
True in my experience	81%	86%	77%	83%	85%	100%	100%	84%	76%	80%	82%	76%	100%	82%	82%	82%
Not true in my experience	9%	11%	17%	6%	3%	0%	0%	12%	7%	14%	8%	5%	0%	10%	9%	10%
Don't Know	9%	4%	6%	11%	12%	0%	0%	4%	17%	6%	10%	19%	0%	9%	9%	8%

*Note:*

BASE: Only people who responded; "Yes" to: During lockdown, have your children used Google Classroom at all?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Search

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	10%	11%	9%	11%	10%	11%	8%	14%	7%	8%	10%	11%	15%	8%	7%	10%	9%	10%	8%
Hourly	7%	8%	7%	9%	7%	7%	4%	9%	9%	9%	5%	11%	6%	6%	5%	7%	3%	5%	6%
Multiple times a day	20%	21%	20%	27%	20%	16%	16%	20%	20%	22%	22%	16%	17%	20%	17%	22%	22%	21%	21%
Daily	15%	15%	14%	16%	16%	14%	11%	18%	17%	12%	13%	14%	20%	10%	15%	15%	11%	13%	18%
Multiple times a week	10%	10%	10%	11%	11%	9%	8%	12%	11%	8%	9%	9%	11%	10%	5%	9%	8%	13%	9%
Weekly	5%	5%	6%	4%	7%	6%	3%	5%	4%	6%	6%	5%	4%	8%	11%	5%	6%	6%	6%
Multiple times a month	3%	3%	3%	3%	4%	4%	1%	3%	2%	7%	1%	8%	2%	1%	3%	2%	4%	7%	2%
Monthly	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	4%	1%	1%	2%	3%	3%	2%	2%	1%
Less Often but still on occasion	5%	4%	6%	3%	5%	5%	6%	4%	6%	6%	5%	3%	4%	1%	6%	4%	7%	3%	7%
Never	20%	20%	21%	12%	15%	23%	37%	13%	20%	21%	23%	21%	17%	28%	27%	21%	26%	17%	19%
Don't Know	2%	3%	2%	2%	2%	2%	3%	2%	3%	1%	2%	3%	3%	5%	1%	2%	2%	3%	3%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(56.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Search

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	10%	16%	14%	10%	5%	4%	7%	17%	8%	9%	8%	7%	8%	10%	10%	10%
Hourly	7%	12%	10%	7%	4%	2%	2%	8%	7%	9%	7%	3%	6%	7%	7%	8%
Multiple times a day	20%	23%	22%	22%	20%	11%	15%	22%	23%	22%	15%	15%	22%	21%	20%	21%
Daily	15%	16%	18%	16%	14%	9%	13%	15%	14%	13%	16%	16%	17%	15%	15%	15%
Multiple times a week	10%	10%	9%	11%	10%	8%	10%	9%	9%	9%	10%	12%	12%	10%	10%	10%
Weekly	5%	4%	4%	6%	7%	5%	3%	3%	8%	4%	7%	4%	3%	6%	6%	6%
Multiple times a month	3%	1%	3%	3%	5%	3%	2%	2%	3%	4%	3%	5%	2%	3%	3%	3%
Monthly	2%	1%	1%	3%	2%	3%	3%	2%	2%	2%	2%	3%	4%	2%	2%	2%
Less Often but still on occasion	5%	2%	4%	4%	6%	7%	5%	3%	5%	5%	5%	7%	4%	5%	4%	4%
Never	20%	8%	12%	16%	26%	44%	39%	15%	21%	20%	25%	24%	22%	20%	20%	19%
Don't Know	2%	6%	1%	3%	1%	2%	0%	4%	1%	2%	2%	4%	1%	2%	2%	2%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Gmail

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	7%	7%	6%	8%	6%	8%	6%	9%	6%	5%	6%	4%	9%	7%	6%	7%	6%	6%	7%
Hourly	5%	5%	4%	7%	4%	5%	3%	8%	4%	2%	2%	5%	6%	5%	3%	6%	3%	3%	3%
Multiple times a day	14%	15%	12%	17%	13%	13%	11%	18%	14%	17%	11%	14%	14%	8%	11%	13%	12%	16%	10%
Daily	11%	13%	10%	13%	9%	12%	12%	15%	9%	11%	12%	13%	12%	11%	11%	10%	8%	9%	16%
Multiple times a week	6%	6%	6%	7%	6%	7%	5%	8%	7%	5%	5%	5%	4%	6%	5%	9%	5%	5%	3%
Weekly	4%	4%	4%	4%	4%	5%	4%	5%	3%	6%	3%	4%	6%	2%	6%	3%	5%	4%	4%
Multiple times a month	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	1%	2%	3%	3%	4%	3%	4%	3%	0%
Monthly	2%	1%	3%	2%	2%	2%	2%	1%	2%	0%	2%	3%	1%	3%	1%	2%	3%	3%	7%
Less Often but still on occasion	5%	3%	6%	4%	5%	5%	5%	4%	6%	4%	7%	6%	3%	5%	4%	4%	4%	4%	6%
Never	41%	39%	44%	36%	44%	39%	47%	29%	44%	43%	49%	42%	38%	46%	49%	39%	50%	44%	37%
Don't Know	2%	2%	2%	2%	3%	2%	3%	1%	3%	2%	2%	1%	4%	4%	1%	3%	1%	3%	5%

Note:  
 BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
 Fieldwork: 27th Nov - 8th Dec 2020  
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Gmail

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	7%	10%	8%	7%	5%	3%	6%	10%	6%	7%	6%	5%	3%	7%	7%	7%
Hourly	5%	7%	9%	5%	2%	1%	3%	8%	5%	4%	3%	1%	3%	5%	5%	5%
Multiple times a day	14%	21%	18%	11%	10%	9%	9%	18%	14%	12%	11%	13%	10%	14%	14%	14%
Daily	11%	16%	15%	10%	10%	5%	6%	14%	10%	12%	10%	8%	12%	12%	12%	12%
Multiple times a week	6%	7%	7%	7%	5%	5%	2%	6%	4%	7%	8%	5%	9%	6%	6%	6%
Weekly	4%	5%	3%	5%	4%	3%	3%	4%	4%	5%	4%	7%	5%	4%	4%	4%
Multiple times a month	3%	3%	2%	2%	4%	2%	3%	2%	2%	5%	2%	2%	4%	3%	3%	3%
Monthly	2%	2%	1%	3%	2%	3%	1%	1%	2%	2%	3%	3%	3%	2%	2%	2%
Less Often but still on occasion	5%	3%	4%	4%	5%	7%	7%	5%	3%	6%	6%	8%	2%	5%	5%	5%
Never	41%	20%	31%	44%	52%	60%	60%	28%	48%	38%	46%	45%	49%	41%	41%	41%
Don't Know	2%	4%	2%	2%	2%	2%	0%	4%	2%	2%	1%	3%	1%	2%	2%	2%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Apps (Docs, Sheets etc)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	2%	3%	2%	3%	2%	2%	0%	4%	3%	2%	2%	3%	2%	2%	2%	2%	2%	1%	1%
Hourly	3%	4%	3%	5%	1%	4%	2%	6%	5%	4%	1%	3%	3%	1%	4%	2%	1%	2%	2%
Multiple times a day	6%	7%	5%	8%	6%	5%	4%	10%	5%	4%	8%	4%	6%	6%	5%	4%	3%	6%	6%
Daily	6%	8%	5%	9%	7%	5%	5%	8%	6%	6%	6%	5%	8%	5%	7%	8%	5%	3%	8%
Multiple times a week	7%	7%	7%	9%	7%	6%	6%	8%	6%	7%	5%	7%	8%	9%	6%	6%	9%	7%	9%
Weekly	5%	5%	4%	5%	5%	6%	3%	6%	5%	5%	3%	6%	6%	5%	5%	6%	3%	3%	3%
Multiple times a month	4%	3%	4%	3%	5%	3%	3%	4%	3%	4%	5%	3%	2%	6%	5%	6%	2%	2%	4%
Monthly	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%	2%	4%	5%	2%	2%	4%	5%	4%	1%
Less Often but still on occasion	8%	7%	10%	9%	8%	8%	8%	9%	7%	9%	8%	9%	10%	3%	4%	7%	9%	9%	14%
Never	51%	50%	53%	43%	52%	52%	61%	37%	52%	53%	56%	50%	49%	56%	59%	52%	60%	61%	48%
Don't Know	3%	4%	3%	2%	4%	4%	4%	4%	5%	4%	3%	6%	2%	5%	1%	3%	1%	2%	3%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Apps (Docs, Sheets etc)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	2%	4%	4%	2%	1%	0%	0%	5%	1%	2%	1%	1%	1%	2%	2%	2%
Hourly	3%	7%	7%	2%	0%	0%	0%	6%	2%	4%	3%	2%	2%	3%	4%	4%
Multiple times a day	6%	12%	8%	5%	3%	2%	4%	8%	7%	7%	3%	2%	5%	6%	6%	6%
Daily	6%	10%	10%	6%	4%	1%	1%	9%	5%	8%	6%	4%	5%	7%	7%	7%
Multiple times a week	7%	10%	9%	7%	7%	3%	0%	8%	7%	9%	6%	5%	7%	7%	7%	7%
Weekly	5%	10%	6%	4%	3%	2%	2%	5%	5%	3%	3%	5%	7%	5%	5%	5%
Multiple times a month	4%	4%	4%	5%	3%	1%	4%	4%	5%	2%	5%	1%	2%	4%	4%	4%
Monthly	3%	4%	3%	3%	3%	3%	0%	3%	3%	4%	3%	4%	4%	3%	3%	3%
Less Often but still on occasion	8%	7%	7%	12%	9%	7%	6%	9%	9%	8%	8%	8%	10%	8%	9%	8%
Never	51%	25%	38%	51%	65%	77%	81%	38%	54%	48%	58%	65%	57%	51%	50%	50%
Don't Know	3%	7%	3%	4%	2%	3%	1%	5%	3%	3%	3%	3%	1%	3%	3%	3%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Maps

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	2%	3%	2%	3%	2%	2%	1%	4%	2%	1%	2%	3%	4%	2%	0%	1%	1%	1%	1%
Hourly	2%	3%	1%	3%	1%	3%	1%	3%	1%	3%	1%	4%	1%	1%	2%	2%	1%	1%	5%
Multiple times a day	5%	6%	3%	6%	4%	4%	5%	9%	5%	5%	4%	4%	4%	5%	4%	2%	4%	3%	3%
Daily	8%	10%	6%	10%	8%	8%	4%	12%	8%	5%	4%	7%	12%	6%	10%	8%	5%	7%	1%
Multiple times a week	9%	10%	7%	10%	9%	8%	7%	9%	8%	7%	11%	9%	9%	6%	7%	9%	8%	8%	7%
Weekly	8%	10%	7%	9%	8%	9%	9%	7%	9%	8%	9%	10%	9%	6%	6%	11%	8%	8%	7%
Multiple times a month	7%	7%	7%	8%	7%	8%	5%	7%	6%	6%	8%	8%	7%	5%	11%	8%	6%	6%	11%
Monthly	7%	7%	7%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%	5%	5%	8%	8%	9%	6%
Less Often but still on occasion	14%	12%	15%	13%	13%	16%	11%	13%	15%	15%	12%	11%	12%	14%	12%	13%	13%	20%	15%
Never	36%	31%	41%	29%	38%	33%	47%	24%	38%	42%	41%	34%	33%	44%	43%	33%	44%	36%	40%
Don't Know	3%	3%	3%	2%	3%	2%	4%	3%	2%	2%	2%	3%	4%	4%	0%	5%	2%	1%	3%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Maps

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	2%	3%	5%	2%	1%	0%	1%	4%	2%	2%	2%	1%	1%	2%	2%	2%
Hourly	2%	5%	4%	1%	0%	1%	0%	4%	2%	2%	1%	1%	3%	2%	2%	2%
Multiple times a day	5%	7%	7%	4%	3%	3%	1%	6%	5%	6%	4%	2%	1%	5%	5%	5%
Daily	8%	11%	10%	8%	6%	3%	2%	12%	6%	9%	6%	5%	3%	8%	8%	8%
Multiple times a week	9%	12%	11%	9%	7%	4%	1%	11%	6%	7%	10%	7%	11%	9%	9%	9%
Weekly	8%	10%	9%	7%	9%	8%	6%	9%	8%	11%	7%	6%	9%	9%	9%	9%
Multiple times a month	7%	6%	7%	7%	8%	6%	7%	6%	8%	7%	6%	6%	12%	7%	7%	8%
Monthly	7%	6%	5%	8%	8%	7%	9%	5%	6%	7%	8%	9%	6%	7%	7%	7%
Less Often but still on occasion	14%	8%	11%	15%	18%	13%	21%	10%	15%	13%	13%	19%	13%	14%	14%	14%
Never	36%	25%	29%	36%	40%	55%	52%	27%	39%	34%	42%	42%	41%	36%	36%	34%
Don't Know	3%	7%	2%	3%	1%	1%	0%	5%	2%	2%	2%	3%	1%	2%	2%	2%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: YouTube

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	5%	6%	4%	5%	4%	7%	6%	11%	2%	2%	4%	7%	7%	2%	4%	5%	3%	3%	8%
Hourly	4%	5%	3%	5%	3%	5%	4%	7%	3%	4%	2%	5%	5%	6%	3%	5%	2%	1%	4%
Multiple times a day	9%	11%	8%	12%	9%	8%	8%	16%	9%	11%	8%	7%	10%	7%	6%	10%	7%	7%	3%
Daily	9%	11%	7%	10%	8%	8%	9%	11%	10%	5%	8%	11%	10%	9%	12%	9%	6%	7%	6%
Multiple times a week	7%	8%	7%	8%	7%	7%	4%	8%	9%	7%	7%	5%	5%	5%	5%	10%	6%	7%	2%
Weekly	5%	4%	6%	5%	6%	4%	6%	4%	5%	4%	7%	4%	6%	5%	8%	4%	5%	4%	10%
Multiple times a month	3%	3%	4%	4%	4%	3%	2%	3%	3%	6%	3%	5%	4%	5%	2%	4%	3%	1%	2%
Monthly	3%	2%	4%	4%	3%	3%	2%	1%	3%	3%	2%	5%	2%	3%	4%	2%	2%	6%	3%
Less Often but still on occasion	8%	6%	10%	9%	8%	9%	6%	6%	7%	10%	8%	4%	11%	7%	5%	7%	12%	9%	8%
Never	44%	41%	47%	36%	47%	44%	50%	31%	46%	48%	48%	44%	36%	48%	52%	42%	51%	53%	49%
Don't Know	2%	2%	2%	1%	2%	2%	3%	1%	2%	0%	2%	2%	4%	4%	0%	2%	1%	2%	4%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(60.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: YouTube

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	5%	11%	8%	5%	1%	1%	0%	10%	4%	5%	4%	4%	3%	5%	5%	5%
Hourly	4%	8%	8%	3%	1%	1%	0%	8%	3%	4%	3%	0%	3%	4%	4%	4%
Multiple times a day	9%	16%	15%	9%	4%	3%	0%	16%	8%	9%	7%	4%	9%	10%	10%	10%
Daily	9%	12%	11%	10%	7%	4%	6%	10%	7%	10%	9%	7%	11%	9%	9%	9%
Multiple times a week	7%	9%	8%	7%	7%	4%	8%	8%	8%	6%	4%	8%	8%	7%	7%	7%
Weekly	5%	7%	5%	4%	5%	5%	6%	4%	5%	9%	6%	4%	5%	5%	5%	5%
Multiple times a month	3%	4%	3%	4%	5%	1%	2%	3%	4%	4%	3%	3%	2%	4%	4%	4%
Monthly	3%	2%	2%	4%	3%	4%	3%	2%	3%	2%	3%	3%	8%	3%	3%	3%
Less Often but still on occasion	8%	6%	6%	11%	8%	7%	5%	6%	8%	7%	8%	12%	7%	8%	8%	8%
Never	44%	21%	32%	41%	58%	69%	69%	31%	47%	44%	52%	52%	43%	44%	42%	43%
Don't Know	2%	4%	2%	2%	1%	2%	0%	3%	2%	2%	2%	3%	1%	2%	1%	1%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Meet (Google's video chat service)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Multiple times an hour	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%
Hourly	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%
Multiple times a day	4%	5%	3%	6%	3%	4%	2%	8%	4%	4%	3%	2%	6%	3%	1%	2%	2%	1%	4%
Daily	4%	5%	3%	5%	4%	3%	4%	5%	4%	3%	2%	5%	5%	7%	6%	2%	2%	4%	2%
Multiple times a week	4%	4%	3%	5%	4%	2%	2%	5%	3%	4%	2%	5%	3%	3%	3%	6%	3%	3%	1%
Weekly	3%	4%	2%	3%	3%	3%	3%	3%	3%	2%	2%	5%	5%	3%	3%	3%	2%	3%	2%
Multiple times a month	2%	3%	2%	4%	1%	2%	1%	3%	2%	2%	3%	2%	3%	3%	1%	2%	1%	1%	1%
Monthly	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%	1%	1%	1%	1%	2%	4%	1%	1%	2%
Less Often but still on occasion	5%	4%	6%	5%	5%	6%	4%	7%	3%	6%	3%	5%	5%	4%	5%	5%	6%	3%	4%
Never	70%	67%	73%	64%	74%	69%	76%	58%	72%	72%	79%	68%	64%	69%	74%	67%	80%	80%	79%
Don't Know	3%	4%	3%	3%	3%	4%	4%	3%	3%	4%	2%	4%	4%	5%	2%	6%	1%	3%	2%

*Note:*  
 BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
 Fieldwork: 27th Nov - 8th Dec 2020  
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Meet (Google's video chat service)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Multiple times an hour	1%	2%	3%	1%	0%	0%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%
Hourly	2%	4%	3%	2%	0%	0%	0%	4%	1%	2%	1%	1%	1%	2%	2%	2%
Multiple times a day	4%	7%	7%	3%	2%	0%	0%	7%	3%	4%	2%	1%	1%	4%	4%	4%
Daily	4%	6%	7%	3%	2%	1%	0%	5%	3%	4%	4%	1%	7%	4%	4%	4%
Multiple times a week	4%	6%	6%	4%	2%	1%	0%	6%	3%	3%	2%	3%	2%	4%	4%	4%
Weekly	3%	6%	4%	3%	2%	1%	1%	4%	3%	5%	2%	2%	2%	3%	3%	3%
Multiple times a month	2%	3%	4%	2%	1%	0%	2%	3%	2%	3%	2%	1%	2%	2%	2%	2%
Monthly	2%	3%	3%	2%	1%	2%	0%	2%	1%	2%	2%	3%	3%	2%	2%	2%
Less Often but still on occasion	5%	4%	5%	7%	4%	3%	5%	6%	5%	3%	4%	5%	3%	5%	5%	5%
Never	70%	52%	56%	71%	83%	90%	91%	57%	74%	70%	77%	78%	77%	71%	70%	70%
Don't Know	3%	7%	4%	3%	2%	2%	0%	5%	3%	3%	2%	4%	2%	3%	2%	2%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Which of the following technologies do you use as part of your job or study on a workday, if any? Please select all that apply

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Microsoft Bing	6%	7%	4%	9%	4%	5%	4%	8%	5%	5%	6%	6%	7%	4%	5%	3%	3%	6%	6%
Microsoft Office (Word, Excel etc)	48%	47%	50%	66%	59%	34%	25%	56%	49%	49%	49%	49%	41%	40%	48%	41%	54%	48%	55%
Smartphone	46%	49%	42%	57%	43%	46%	32%	56%	46%	45%	45%	48%	42%	44%	40%	43%	40%	41%	45%
Laptop	48%	48%	49%	67%	54%	37%	27%	57%	52%	52%	45%	47%	45%	42%	41%	43%	47%	49%	46%
Desktop computer	34%	36%	31%	39%	39%	31%	21%	35%	31%	32%	34%	39%	36%	30%	31%	32%	35%	29%	39%
Internet browser	50%	50%	50%	65%	56%	42%	29%	53%	49%	46%	53%	54%	46%	43%	48%	47%	49%	58%	59%
Twitter	8%	10%	6%	14%	8%	7%	4%	14%	7%	7%	11%	6%	5%	8%	12%	8%	5%	6%	5%
Zoom	22%	20%	23%	32%	24%	15%	11%	32%	24%	19%	21%	21%	22%	17%	18%	19%	19%	13%	23%
Microsoft Teams	31%	31%	32%	45%	40%	16%	17%	38%	31%	32%	33%	32%	26%	22%	30%	25%	35%	35%	34%
Slack	3%	3%	3%	5%	3%	1%	2%	4%	3%	3%	2%	2%	5%	4%	0%	2%	1%	0%	4%
None of the above	16%	14%	18%	5%	8%	22%	38%	9%	18%	18%	18%	17%	15%	19%	20%	22%	16%	16%	12%
Don't Know	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	0%	1%	2%	4%	1%	3%	1%	2%	3%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Which of the following technologies do you use as part of your job or study on a workday, if any? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Microsoft Bing	6%	6%	7%	5%	6%	4%	8%	7%	5%	7%	4%	5%	7%	6%	6%	6%
Microsoft Office (Word, Excel etc)	48%	49%	51%	54%	53%	27%	45%	50%	51%	48%	46%	46%	44%	49%	50%	51%
Smartphone	46%	58%	52%	47%	40%	27%	44%	52%	45%	48%	41%	39%	46%	46%	47%	47%
Laptop	48%	57%	54%	55%	45%	23%	47%	54%	49%	47%	43%	46%	47%	49%	50%	50%
Desktop computer	34%	30%	37%	33%	35%	30%	36%	35%	34%	29%	35%	35%	28%	34%	34%	34%
Internet browser	50%	56%	56%	55%	49%	27%	47%	51%	52%	46%	50%	49%	50%	51%	51%	52%
Twitter	8%	15%	12%	10%	4%	1%	1%	11%	7%	8%	7%	7%	8%	9%	9%	9%
Zoom	22%	29%	27%	22%	19%	8%	22%	26%	22%	21%	19%	16%	20%	22%	22%	22%
Microsoft Teams	31%	31%	36%	39%	33%	11%	20%	37%	32%	28%	30%	26%	28%	32%	32%	33%
Slack	3%	4%	6%	2%	2%	0%	1%	4%	3%	3%	2%	2%	1%	3%	3%	3%
None of the above	16%	9%	9%	13%	17%	41%	23%	12%	15%	18%	22%	18%	16%	16%	15%	15%
Don't Know	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	1%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Which of the following technologies have you started using for the first time as a result of Covid-19 or the resulting lockdown, if any? Please select all that apply, and ONLY those you have used for the first time as a result of Covid-19

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Google Search	6%	6%	5%	6%	4%	7%	6%	8%	4%	4%	6%	5%	6%	5%	5%	6%	6%	6%	3%
Microsoft Bing	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	0%	0%
Gmail	6%	7%	5%	6%	4%	7%	7%	10%	4%	6%	7%	5%	8%	4%	2%	7%	4%	5%	6%
Google Apps (Docs, Sheets etc)	3%	3%	3%	4%	3%	2%	2%	5%	2%	3%	2%	3%	3%	3%	3%	3%	2%	2%	3%
Microsoft Office (Word, Excel etc)	3%	3%	3%	3%	2%	4%	3%	5%	2%	2%	4%	2%	3%	2%	1%	3%	3%	4%	3%
Smartphone (for data or apps)	5%	6%	5%	5%	4%	5%	6%	9%	5%	3%	6%	5%	4%	4%	4%	6%	4%	3%	3%
Laptop	6%	6%	5%	6%	5%	6%	6%	10%	4%	5%	5%	6%	8%	4%	3%	7%	4%	5%	5%
Desktop computer	3%	4%	2%	4%	2%	3%	3%	5%	3%	2%	4%	1%	4%	2%	3%	4%	2%	2%	1%
Google Maps	4%	5%	3%	4%	3%	4%	4%	7%	3%	3%	5%	2%	3%	3%	3%	4%	3%	4%	4%
Google Drive	3%	3%	2%	4%	2%	2%	2%	4%	2%	3%	3%	2%	3%	2%	1%	2%	2%	2%	2%
Dropbox	2%	3%	2%	3%	2%	2%	2%	5%	1%	2%	1%	2%	3%	2%	2%	2%	1%	3%	2%
YouTube	6%	7%	5%	6%	4%	7%	6%	12%	4%	4%	6%	7%	6%	3%	4%	7%	3%	4%	7%
Internet browser	4%	4%	3%	3%	3%	4%	5%	6%	2%	3%	4%	2%	5%	5%	2%	4%	2%	4%	2%
Twitter	3%	4%	2%	4%	2%	3%	2%	6%	2%	2%	3%	1%	3%	2%	2%	3%	1%	4%	3%
Zoom	34%	30%	37%	44%	38%	29%	23%	39%	40%	29%	36%	29%	28%	30%	32%	31%	32%	35%	39%
Microsoft Teams	17%	16%	18%	22%	23%	12%	9%	22%	16%	17%	18%	18%	15%	14%	14%	13%	21%	24%	16%
Slack	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	1%	3%	1%	1%	1%	2%	0%	2%
Google Meet (Google's video chat service)	4%	4%	5%	6%	5%	4%	2%	7%	4%	4%	5%	3%	5%	5%	4%	4%	4%	4%	2%
None of the above	46%	49%	45%	36%	42%	51%	58%	35%	46%	51%	46%	49%	49%	52%	51%	50%	48%	46%	42%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Which of the following technologies have you started using for the first time as a result of Covid-19 or the resulting lockdown, if any? Please select all that apply, and ONLY those you have used for the first time as a result of Covid-19

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Google Search	6%	7%	11%	5%	3%	5%	3%	9%	5%	5%	4%	5%	6%	6%	6%	6%
Microsoft Bing	2%	1%	4%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	2%
Gmail	6%	12%	11%	5%	2%	5%	2%	12%	4%	7%	5%	4%	6%	6%	6%	6%
Google Apps (Docs, Sheets etc)	3%	7%	5%	4%	1%	1%	0%	7%	2%	4%	2%	1%	2%	3%	3%	3%
Microsoft Office (Word, Excel etc)	3%	7%	6%	2%	2%	2%	1%	5%	3%	3%	2%	2%	2%	3%	3%	3%
Smartphone (for data or apps)	5%	8%	10%	5%	2%	4%	2%	10%	4%	5%	5%	2%	5%	5%	5%	5%
Laptop	6%	11%	11%	5%	3%	5%	2%	9%	5%	8%	5%	3%	3%	6%	6%	6%
Desktop computer	3%	6%	6%	3%	1%	1%	1%	5%	2%	4%	2%	2%	3%	3%	3%	3%
Google Maps	4%	6%	8%	3%	2%	3%	2%	7%	3%	4%	3%	3%	3%	4%	4%	4%
Google Drive	3%	5%	6%	3%	1%	1%	0%	6%	2%	3%	2%	1%	0%	3%	3%	3%
Dropbox	2%	4%	4%	2%	1%	1%	1%	4%	2%	3%	1%	1%	2%	2%	2%	2%
YouTube	6%	12%	12%	5%	3%	3%	3%	11%	5%	6%	4%	4%	7%	6%	6%	6%
Internet browser	4%	6%	8%	3%	2%	3%	2%	6%	3%	3%	3%	2%	3%	4%	4%	4%
Twitter	3%	6%	6%	3%	1%	1%	1%	5%	2%	3%	2%	1%	3%	3%	3%	3%
Zoom	34%	38%	35%	40%	32%	24%	32%	34%	34%	34%	34%	33%	35%	35%	35%	35%
Microsoft Teams	17%	26%	21%	25%	21%	7%	5%	20%	17%	18%	16%	13%	15%	18%	18%	18%
Slack	1%	2%	3%	1%	1%	0%	0%	3%	1%	0%	1%	0%	0%	1%	1%	1%
Google Meet (Google's video chat service)	4%	8%	9%	5%	3%	1%	1%	7%	4%	4%	3%	3%	4%	5%	5%	5%
None of the above	46%	30%	35%	39%	49%	63%	61%	39%	48%	47%	48%	53%	44%	46%	44%	44%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) How hard would your job/study be to continue to do currently without access to...: A search engine (eg Google, Yahoo or Bing)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	18%	16%	20%	24%	21%	14%	11%	20%	19%	17%	15%	16%	20%	13%	25%	19%	19%	17%	14%
Difficult, and would take me much longer to do many of my core tasks	21%	22%	21%	28%	22%	19%	14%	25%	21%	23%	25%	18%	20%	18%	15%	18%	22%	25%	25%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	21%	22%	19%	22%	24%	20%	14%	20%	21%	18%	19%	23%	24%	22%	17%	19%	22%	19%	21%
It wouldn't make much difference at all	33%	34%	32%	21%	25%	41%	51%	29%	32%	35%	35%	37%	27%	38%	35%	36%	33%	32%	33%
Don't Know	7%	7%	7%	4%	7%	6%	10%	6%	7%	7%	6%	6%	9%	9%	8%	7%	4%	6%	7%

*Note:*  
 BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
 Fieldwork: 27th Nov - 8th Dec 2020  
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(64.B) How hard would your job/study be to continue to do currently without access to...: A search engine (eg Google, Yahoo or Bing)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	18%	28%	20%	17%	16%	5%	23%	24%	15%	19%	17%	12%	21%	19%	19%	19%
Difficult, and would take me much longer to do many of my core tasks	21%	23%	23%	23%	22%	14%	11%	22%	23%	21%	21%	18%	23%	22%	22%	22%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	21%	19%	21%	23%	20%	19%	19%	19%	21%	23%	18%	23%	18%	21%	21%	21%
It wouldn't make much difference at all	33%	21%	28%	30%	36%	55%	45%	27%	35%	30%	37%	41%	30%	33%	32%	32%
Don't Know	7%	9%	7%	7%	6%	6%	2%	8%	6%	7%	6%	6%	7%	6%	6%	5%

*Note:*  
 BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
 Fieldwork: 27th Nov - 8th Dec 2020  
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) How hard would your job/study be to continue to do currently without access to...: Online office suite (eg Google Docs, Microsoft Office 365)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	22%	19%	24%	31%	27%	13%	11%	22%	19%	27%	26%	21%	24%	16%	23%	16%	23%	19%	28%
Difficult, and would take me much longer to do many of my core tasks	18%	19%	17%	22%	20%	15%	12%	22%	16%	19%	13%	21%	17%	19%	20%	15%	17%	22%	16%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	16%	18%	13%	18%	16%	18%	10%	20%	16%	9%	13%	13%	16%	12%	13%	20%	16%	15%	16%
It wouldn't make much difference at all	36%	36%	37%	24%	28%	44%	56%	30%	39%	36%	40%	36%	32%	42%	36%	39%	37%	38%	30%
Don't Know	9%	8%	9%	5%	9%	10%	11%	6%	11%	9%	8%	10%	11%	11%	7%	9%	7%	7%	10%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) How hard would your job/study be to continue to do currently without access to...: Online office suite (eg Google Docs, Microsoft Office 365)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	22%	22%	22%	24%	25%	10%	20%	22%	21%	25%	21%	15%	24%	22%	22%	22%
Difficult, and would take me much longer to do many of my core tasks	18%	22%	21%	19%	17%	9%	12%	21%	18%	16%	16%	15%	20%	18%	19%	19%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	16%	18%	19%	15%	14%	11%	14%	18%	15%	15%	16%	15%	12%	16%	16%	16%
It wouldn't make much difference at all	36%	27%	29%	33%	36%	61%	50%	28%	38%	35%	38%	49%	32%	36%	36%	35%
Don't Know	9%	10%	8%	9%	8%	10%	5%	10%	8%	10%	9%	6%	12%	8%	8%	8%

*Note:*  
 BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
 Fieldwork: 27th Nov - 8th Dec 2020  
 Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) How hard would your job/study be to continue to do currently without access to...: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	10%	9%	11%	15%	10%	6%	7%	13%	9%	10%	13%	6%	10%	6%	16%	8%	11%	7%	5%
Difficult, and would take me much longer to do many of my core tasks	17%	17%	18%	23%	19%	15%	11%	21%	16%	19%	15%	19%	17%	14%	16%	16%	14%	18%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	20%	15%	21%	19%	16%	12%	19%	19%	15%	14%	21%	21%	17%	10%	14%	18%	17%	14%
It wouldn't make much difference at all	45%	45%	46%	36%	40%	52%	59%	39%	43%	47%	49%	45%	39%	50%	46%	51%	48%	48%	46%
Don't Know	10%	9%	12%	6%	13%	10%	11%	8%	12%	10%	9%	9%	12%	12%	12%	11%	8%	10%	11%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) How hard would your job/study be to continue to do currently without access to...: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	10%	13%	11%	11%	10%	2%	7%	13%	8%	12%	7%	6%	12%	10%	10%	10%
Difficult, and would take me much longer to do many of my core tasks	17%	27%	21%	19%	13%	7%	6%	19%	18%	17%	18%	12%	15%	18%	18%	18%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	20%	22%	18%	17%	7%	12%	21%	16%	15%	18%	13%	17%	18%	18%	18%
It wouldn't make much difference at all	45%	30%	36%	42%	50%	74%	67%	35%	48%	46%	46%	60%	45%	45%	45%	45%
Don't Know	10%	10%	9%	11%	11%	10%	9%	12%	9%	10%	10%	9%	11%	9%	9%	9%

*Note:*

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) How hard would your job/study be to continue to do currently without access to...: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	12%	11%	12%	18%	13%	7%	6%	16%	10%	11%	11%	13%	13%	5%	12%	8%	14%	13%	12%
Difficult, and would take me much longer to do many of my core tasks	17%	18%	16%	25%	18%	12%	11%	19%	19%	16%	17%	16%	19%	21%	16%	17%	15%	15%	12%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	19%	19%	20%	25%	16%	12%	24%	19%	18%	16%	17%	22%	12%	14%	16%	19%	18%	27%
It wouldn't make much difference at all	44%	44%	44%	32%	36%	56%	59%	34%	44%	48%	49%	45%	38%	49%	48%	48%	47%	49%	42%
Don't Know	8%	7%	9%	5%	8%	9%	10%	7%	8%	7%	7%	10%	8%	13%	9%	10%	6%	6%	6%

Note:

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Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) How hard would your job/study be to continue to do currently without access to...: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	12%	17%	11%	12%	13%	3%	8%	14%	11%	13%	10%	9%	12%	12%	12%	12%
Difficult, and would take me much longer to do many of my core tasks	17%	22%	21%	21%	14%	5%	12%	19%	18%	18%	17%	13%	15%	18%	18%	18%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	21%	24%	21%	17%	10%	14%	22%	20%	16%	17%	15%	20%	19%	20%	19%
It wouldn't make much difference at all	44%	30%	36%	38%	49%	73%	65%	34%	46%	43%	49%	54%	47%	44%	44%	43%
Don't Know	8%	10%	8%	8%	8%	9%	1%	11%	6%	9%	8%	9%	6%	7%	7%	7%

Note:

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Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: A search engine (eg Google, Yahoo or Bing)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	16%	16%	17%	23%	19%	13%	8%	18%	16%	17%	14%	14%	22%	11%	22%	15%	16%	17%	15%
Difficult, and would take me much longer to do many of my core tasks	23%	23%	23%	30%	24%	20%	15%	28%	20%	21%	24%	23%	17%	20%	18%	24%	23%	27%	23%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	22%	18%	20%	25%	19%	15%	20%	24%	17%	19%	20%	23%	22%	17%	19%	22%	19%	13%
It wouldn't make much difference at all	33%	33%	34%	23%	24%	40%	53%	26%	32%	36%	36%	37%	30%	34%	35%	37%	35%	30%	41%
Don't Know	7%	7%	8%	4%	8%	8%	9%	7%	8%	8%	7%	7%	9%	13%	8%	4%	3%	6%	9%

Note:

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Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(68.B) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: A search engine (eg Google, Yahoo or Bing)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	16%	24%	18%	15%	15%	6%	24%	20%	15%	18%	16%	9%	19%	17%	17%	17%
Difficult, and would take me much longer to do many of my core tasks	23%	24%	25%	26%	22%	15%	22%	23%	25%	22%	19%	22%	26%	23%	24%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	21%	23%	20%	20%	17%	13%	19%	20%	23%	19%	21%	17%	20%	21%	21%
It wouldn't make much difference at all	33%	21%	26%	31%	37%	57%	38%	30%	34%	29%	37%	41%	31%	33%	33%	32%
Don't Know	7%	11%	8%	7%	5%	6%	3%	9%	6%	7%	8%	6%	7%	6%	6%	6%

*Note:*  
 BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?  
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(69.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Online office suite (eg Google Docs, Microsoft Office 365)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	17%	15%	18%	23%	22%	10%	8%	17%	15%	19%	20%	14%	19%	12%	20%	14%	19%	15%	18%
Difficult, and would take me much longer to do many of my core tasks	20%	21%	20%	27%	22%	16%	12%	26%	20%	19%	15%	24%	18%	21%	16%	16%	16%	25%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	20%	15%	17%	18%	19%	15%	19%	18%	13%	14%	14%	22%	16%	16%	21%	18%	19%	11%
It wouldn't make much difference at all	37%	37%	38%	27%	27%	47%	55%	29%	38%	41%	42%	40%	33%	40%	40%	42%	41%	34%	35%
Don't Know	8%	8%	9%	5%	10%	9%	9%	9%	9%	8%	9%	9%	8%	11%	8%	7%	6%	7%	11%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

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(69.B) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Online office suite (eg Google Docs, Microsoft Office 365)

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	17%	16%	15%	20%	21%	8%	20%	16%	17%	18%	18%	13%	19%	17%	17%	17%
Difficult, and would take me much longer to do many of my core tasks	20%	22%	24%	24%	18%	8%	14%	23%	21%	19%	17%	15%	21%	20%	21%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	25%	21%	13%	15%	12%	15%	21%	16%	18%	17%	16%	12%	18%	18%	18%
It wouldn't make much difference at all	37%	26%	31%	34%	39%	64%	47%	30%	38%	37%	40%	50%	39%	37%	37%	36%
Don't Know	8%	11%	8%	9%	7%	8%	3%	10%	8%	8%	8%	7%	9%	7%	7%	7%

*Note:*

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	9%	9%	10%	14%	9%	7%	5%	11%	11%	8%	10%	6%	10%	4%	8%	10%	10%	6%	9%
Difficult, and would take me much longer to do many of my core tasks	16%	17%	16%	21%	17%	15%	11%	23%	13%	17%	15%	19%	15%	15%	16%	14%	15%	18%	18%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	22%	17%	24%	22%	15%	14%	21%	21%	17%	18%	20%	26%	21%	23%	14%	19%	15%	16%
It wouldn't make much difference at all	46%	45%	47%	35%	41%	53%	60%	37%	45%	51%	48%	48%	40%	49%	43%	53%	49%	53%	45%
Don't Know	9%	8%	11%	6%	11%	10%	10%	8%	11%	7%	9%	7%	9%	12%	10%	9%	7%	9%	12%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Age							Area						Google Search User	YouTube User	Google Maps User
	Total	18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	9%	10%	10%	10%	10%	3%	6%	13%	8%	9%	7%	6%	12%	9%	9%	9%
Difficult, and would take me much longer to do many of my core tasks	16%	26%	16%	18%	14%	8%	9%	18%	17%	20%	15%	11%	15%	17%	17%	17%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	23%	25%	21%	16%	10%	11%	22%	21%	17%	20%	12%	16%	20%	20%	20%
It wouldn't make much difference at all	46%	31%	40%	41%	50%	70%	69%	36%	47%	47%	48%	61%	47%	46%	46%	45%
Don't Know	9%	10%	8%	10%	9%	8%	5%	10%	8%	8%	10%	9%	9%	8%	8%	8%

Note:

BASE: Only people who responded; "Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2551	1304	1242	654	858	581	454	400	333	197	211	180	207	192	102	243	249	150	87
Weighted	2572	1336	1231	691	770	614	494	405	335	202	216	167	221	188	98	272	227	148	93
Very hard or impossible to do	6%	7%	6%	9%	6%	5%	5%	7%	6%	5%	10%	6%	6%	2%	7%	4%	9%	3%	7%
Difficult, and would take me much longer to do many of my core tasks	14%	15%	13%	18%	15%	12%	8%	18%	12%	15%	14%	11%	18%	10%	13%	11%	12%	14%	9%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	20%	17%	25%	22%	13%	12%	25%	20%	14%	16%	15%	19%	17%	17%	19%	15%	20%	18%
It wouldn't make much difference at all	54%	51%	56%	43%	49%	62%	65%	41%	52%	59%	53%	60%	50%	61%	55%	58%	58%	59%	57%
Don't Know	8%	7%	8%	5%	9%	8%	10%	9%	10%	7%	7%	7%	7%	10%	8%	8%	5%	5%	9%

Note:

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Age							Area						Google Search User	YouTube User	Google Maps User
	Total	18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2551	399	558	586	576	347	85	604	742	364	448	260	131	2450	2414	2381
Weighted	2572	448	549	585	568	338	84	614	738	371	452	263	133	2471	2434	2398
Very hard or impossible to do	6%	10%	6%	6%	6%	2%	3%	9%	4%	8%	6%	3%	7%	6%	6%	6%
Difficult, and would take me much longer to do many of my core tasks	14%	16%	18%	15%	12%	6%	7%	16%	15%	12%	12%	9%	15%	14%	14%	14%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	20%	24%	20%	17%	8%	14%	22%	18%	20%	17%	16%	15%	19%	19%	19%
It wouldn't make much difference at all	54%	45%	44%	50%	57%	76%	74%	43%	56%	51%	57%	66%	57%	54%	53%	53%
Don't Know	8%	10%	7%	9%	7%	7%	2%	10%	6%	9%	8%	7%	7%	7%	7%	7%

*Note:*

BASE: Only people who responded;"Furloughed from full time employment, Furloughed from part time employment, Student, Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Overall, how productively do you think you currently are doing your job compared to the time before Covid-19?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2200	1156	1042	590	737	491	380	334	284	166	185	156	175	167	83	210	223	137	80
Weighted	2205	1169	1034	620	656	517	410	336	284	170	189	143	187	162	79	233	202	135	85
Significantly more productive	7%	7%	7%	8%	7%	7%	5%	9%	7%	2%	6%	9%	10%	6%	11%	7%	8%	8%	4%
Moderately more productive	16%	16%	16%	25%	16%	11%	9%	21%	15%	18%	12%	21%	18%	11%	15%	13%	16%	15%	15%
Around the same	56%	58%	53%	47%	57%	60%	62%	50%	56%	66%	59%	49%	46%	61%	61%	57%	58%	56%	55%
Slightly less productive	14%	13%	14%	13%	15%	13%	12%	15%	15%	12%	15%	14%	18%	9%	7%	15%	10%	13%	16%
Significantly less productive	4%	3%	4%	4%	2%	5%	4%	2%	5%	1%	5%	2%	5%	5%	5%	5%	4%	2%	1%
Not applicable	4%	3%	5%	2%	3%	5%	6%	2%	3%	1%	3%	5%	4%	8%	1%	4%	3%	6%	10%

Note:

BASE: Only people who responded; "Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(72.B) Overall, how productively do you think you currently are doing your job compared to the time before Covid-19?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2200	219	505	537	540	323	76	492	660	317	401	218	110	2118	2075	2054
Weighted	2205	250	498	536	532	314	75	498	654	319	402	219	111	2123	2080	2056
Significantly more productive	7%	7%	11%	6%	8%	4%	3%	9%	8%	7%	7%	3%	4%	7%	7%	7%
Moderately more productive	16%	23%	18%	19%	14%	8%	8%	21%	13%	19%	14%	15%	18%	16%	17%	17%
Around the same	56%	45%	50%	53%	60%	68%	64%	49%	57%	54%	60%	62%	57%	56%	55%	55%
Slightly less productive	14%	15%	16%	14%	12%	11%	13%	16%	14%	13%	12%	11%	14%	14%	14%	14%
Significantly less productive	4%	4%	3%	3%	3%	5%	10%	2%	5%	4%	3%	5%	4%	4%	4%	4%
Not applicable	4%	7%	2%	5%	3%	4%	3%	4%	3%	4%	4%	4%	3%	3%	3%	3%

*Note:*

BASE: Only people who responded; "Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) How, if at all, have your working hours changed since Covid-19?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2200	1156	1042	590	737	491	380	334	284	166	185	156	175	167	83	210	223	137	80
Weighted	2205	1169	1034	620	656	517	410	336	284	170	189	143	187	162	79	233	202	135	85
My working hours have increased since Covid-19	13%	13%	13%	19%	11%	11%	11%	19%	13%	8%	11%	16%	14%	10%	20%	11%	12%	9%	13%
Working longer hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have stayed the same	65%	65%	63%	61%	74%	61%	59%	56%	65%	77%	65%	60%	62%	68%	70%	60%	69%	69%	67%
Working shorter hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have decreased since Covid-19	20%	19%	21%	19%	12%	26%	26%	23%	21%	14%	23%	19%	20%	19%	9%	26%	17%	20%	13%
Don't Know	3%	3%	3%	2%	3%	2%	4%	2%	2%	1%	2%	4%	5%	3%	1%	3%	2%	2%	7%

Note:

BASE: Only people who responded; "Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) How, if at all, have your working hours changed since Covid-19?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	2200	219	505	537	540	323	76	492	660	317	401	218	110	2118	2075	2054
Weighted	2205	250	498	536	532	314	75	498	654	319	402	219	111	2123	2080	2056
My working hours have increased since Covid-19	13%	18%	15%	14%	13%	5%	7%	17%	12%	11%	11%	11%	21%	13%	13%	13%
Working longer hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have stayed the same	65%	48%	60%	66%	70%	73%	62%	57%	69%	63%	68%	68%	53%	65%	65%	64%
Working shorter hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have decreased since Covid-19	20%	27%	22%	17%	15%	22%	31%	22%	18%	23%	18%	20%	23%	20%	20%	20%
Don't Know	3%	8%	3%	3%	1%	0%	0%	4%	2%	3%	3%	0%	3%	2%	2%	2%

*Note:*

BASE: Only people who responded; "Working full time - working 30 hours per week or more, Working part time" to: Which of the following best describes your current working status?

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Which of the following search engines have you used in the past? Please select any which apply

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Google Search	88%	88%	89%	88%	91%	88%	85%	90%	89%	88%	90%	84%	88%	89%	87%	88%	88%	91%	93%
Microsoft Bing	35%	42%	27%	40%	34%	33%	31%	33%	35%	39%	35%	32%	33%	34%	33%	38%	37%	33%	32%
DuckDuckGo	8%	12%	4%	10%	7%	8%	7%	13%	8%	8%	5%	10%	7%	8%	5%	9%	5%	6%	4%
Yahoo!	40%	43%	36%	43%	40%	38%	37%	40%	42%	40%	36%	38%	35%	42%	39%	43%	41%	41%	38%
AltaVista	4%	6%	1%	6%	3%	3%	2%	6%	3%	5%	1%	2%	2%	3%	3%	3%	5%	5%	5%
Ask Jeeves / Ask.com	25%	27%	23%	27%	26%	24%	22%	19%	28%	32%	25%	26%	20%	27%	22%	26%	26%	24%	20%
Ecosia	3%	3%	3%	3%	4%	2%	3%	5%	2%	4%	5%	2%	4%	1%	1%	2%	4%	3%	1%
Baidu	1%	2%	0%	1%	1%	2%	1%	3%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%
Other (Please Specify)	3%	3%	2%	3%	2%	2%	3%	1%	5%	4%	2%	3%	3%	1%	2%	2%	1%	3%	2%
Don't Know	4%	4%	5%	4%	4%	4%	6%	3%	4%	5%	5%	7%	5%	4%	5%	4%	6%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Which of the following search engines have you used in the past? Please select any which apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Google Search	88%	86%	89%	91%	91%	88%	86%	87%	90%	89%	88%	87%	89%	91%	90%	90%
Microsoft Bing	35%	35%	32%	33%	38%	34%	36%	31%	36%	37%	35%	33%	38%	35%	36%	36%
DuckDuckGo	8%	12%	10%	9%	6%	6%	6%	10%	8%	10%	7%	6%	6%	8%	9%	9%
Yahoo!	40%	37%	36%	44%	40%	42%	40%	38%	40%	40%	39%	39%	46%	40%	41%	41%
AltaVista	4%	2%	4%	5%	4%	4%	3%	4%	5%	3%	2%	3%	3%	4%	4%	4%
Ask Jeeves / Ask.com	25%	14%	21%	21%	25%	29%	35%	16%	28%	22%	25%	30%	30%	26%	26%	26%
Ecosia	3%	9%	4%	3%	2%	1%	1%	5%	3%	2%	2%	2%	4%	3%	3%	3%
Baidu	1%	3%	3%	1%	0%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%
Other (Please Specify)	3%	2%	1%	2%	2%	3%	5%	1%	3%	3%	3%	3%	4%	2%	2%	2%
Don't Know	4%	6%	4%	4%	4%	3%	5%	6%	4%	4%	4%	5%	3%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) And which search engine do you use most commonly now?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Google Search	83%	81%	85%	82%	87%	83%	80%	84%	81%	80%	82%	82%	80%	85%	85%	84%	85%	87%	88%
Microsoft Bing	4%	6%	3%	5%	3%	5%	4%	4%	6%	5%	5%	3%	6%	4%	6%	4%	2%	5%	2%
DuckDuckGo	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%
Yahoo!	4%	4%	3%	3%	3%	4%	4%	3%	4%	4%	4%	4%	4%	4%	5%	4%	3%	2%	3%
Ask Jeeves / Ask.com	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Ecosia	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
Baidu	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Other (Please Specify)	3%	2%	3%	3%	2%	3%	3%	1%	5%	4%	3%	3%	2%	2%	1%	2%	3%	2%	0%
Don't Know	3%	4%	3%	3%	3%	2%	5%	3%	1%	4%	3%	4%	4%	3%	3%	3%	5%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) And which search engine do you use most commonly now?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Google Search	83%	80%	87%	88%	87%	81%	77%	82%	84%	82%	83%	82%	87%	85%	85%	85%
Microsoft Bing	4%	3%	3%	2%	4%	7%	7%	4%	4%	4%	6%	4%	3%	4%	4%	4%
DuckDuckGo	2%	3%	2%	2%	1%	2%	1%	2%	2%	3%	1%	1%	2%	2%	2%	2%
Yahoo!	4%	6%	2%	3%	2%	4%	5%	4%	4%	4%	3%	3%	2%	3%	3%	3%
Ask Jeeves / Ask.com	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Ecosia	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%
Baidu	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	3%	2%	0%	1%	2%	4%	5%	1%	3%	2%	3%	4%	1%	2%	2%	2%
Don't Know	3%	4%	4%	3%	3%	2%	4%	4%	3%	3%	3%	4%	4%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Based on your experience, how would you say Google Search compares to other search engines?: It gives more relevant results

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
True in my experience	71%	69%	72%	69%	74%	70%	70%	74%	68%	69%	69%	69%	70%	69%	68%	71%	70%	77%	74%
Not true in my experience	7%	9%	5%	8%	7%	8%	6%	9%	8%	8%	8%	7%	7%	7%	8%	4%	7%	6%	8%
Don't know	22%	22%	23%	23%	20%	22%	24%	18%	24%	24%	24%	23%	22%	24%	23%	24%	23%	17%	18%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(76.B) Based on your experience, how would you say Google Search compares to other search engines?: It gives more relevant results

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
True in my experience	71%	78%	79%	76%	73%	66%	56%	74%	71%	72%	67%	67%	72%	73%	73%	73%
Not true in my experience	7%	8%	8%	8%	5%	7%	7%	8%	7%	9%	7%	5%	5%	7%	7%	7%
Don't know	22%	14%	13%	15%	23%	27%	38%	17%	22%	19%	26%	28%	23%	20%	20%	20%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Based on your experience, how would you say Google Search compares to other search engines?: It returns results faster

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
True in my experience	67%	66%	68%	67%	68%	66%	68%	71%	65%	67%	65%	66%	66%	63%	67%	68%	68%	73%	75%
Not true in my experience	8%	9%	6%	8%	8%	8%	6%	9%	9%	8%	9%	7%	8%	9%	8%	6%	6%	5%	7%
Don't know	25%	25%	26%	25%	24%	26%	26%	20%	27%	25%	26%	27%	26%	28%	25%	26%	26%	22%	19%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Based on your experience, how would you say Google Search compares to other search engines?: It returns results faster

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
True in my experience	67%	74%	78%	72%	68%	63%	52%	71%	67%	68%	64%	63%	72%	69%	70%	69%
Not true in my experience	8%	11%	8%	8%	6%	7%	7%	9%	7%	8%	8%	6%	5%	8%	8%	8%
Don't know	25%	15%	14%	20%	26%	31%	41%	20%	25%	24%	27%	32%	23%	23%	23%	23%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Based on your experience, how would you say Google Search compares to other search engines?: It is easier to use

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
True in my experience	75%	73%	77%	74%	78%	74%	74%	78%	73%	73%	72%	73%	74%	71%	73%	78%	75%	79%	80%
Not true in my experience	7%	9%	5%	8%	6%	8%	7%	8%	8%	8%	8%	7%	8%	8%	7%	5%	5%	6%	6%
Don't know	18%	18%	18%	18%	16%	18%	19%	14%	19%	19%	20%	20%	18%	21%	20%	18%	19%	15%	14%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Based on your experience, how would you say Google Search compares to other search engines?: It is easier to use

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
True in my experience	75%	82%	81%	80%	77%	70%	62%	78%	75%	76%	73%	70%	79%	77%	77%	77%
Not true in my experience	7%	7%	7%	7%	6%	8%	8%	7%	8%	7%	7%	6%	4%	7%	7%	7%
Don't know	18%	12%	12%	13%	17%	22%	30%	14%	17%	17%	20%	24%	18%	16%	16%	16%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Based on your experience, how would you say Google Search compares to other search engines?: It protects my privacy better

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
True in my experience	38%	36%	39%	34%	36%	41%	41%	40%	33%	34%	37%	36%	44%	38%	37%	41%	34%	42%	35%
Not true in my experience	11%	15%	8%	13%	11%	11%	10%	16%	11%	13%	8%	10%	11%	10%	10%	10%	10%	8%	14%
Don't know	51%	49%	53%	54%	53%	48%	49%	43%	56%	54%	55%	54%	45%	51%	53%	49%	56%	50%	50%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Based on your experience, how would you say Google Search compares to other search engines?: It protects my privacy better

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
True in my experience	38%	53%	49%	42%	37%	30%	22%	46%	37%	41%	33%	29%	43%	39%	39%	39%
Not true in my experience	11%	15%	17%	12%	10%	10%	6%	16%	11%	12%	10%	6%	8%	11%	12%	11%
Don't know	51%	33%	35%	46%	53%	60%	72%	38%	52%	47%	56%	65%	49%	50%	49%	50%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Based on your experience, how would you say Google Search compares to other search engines?: It has no advantages over other search engines

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
True in my experience	30%	32%	28%	30%	29%	31%	30%	31%	29%	28%	33%	30%	29%	31%	30%	31%	25%	34%	24%
Not true in my experience	40%	40%	39%	42%	42%	39%	36%	43%	40%	42%	36%	35%	41%	37%	34%	37%	43%	39%	47%
Don't know	31%	28%	33%	28%	30%	30%	35%	26%	31%	30%	31%	35%	30%	32%	36%	33%	32%	27%	29%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(80.B) Based on your experience, how would you say Google Search compares to other search engines?: It has no advantages over other search engines

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
True in my experience	30%	35%	35%	30%	28%	28%	24%	34%	29%	30%	28%	28%	27%	30%	30%	30%
Not true in my experience	40%	44%	43%	45%	41%	34%	32%	40%	39%	39%	40%	37%	43%	41%	41%	41%
Don't know	31%	20%	22%	25%	31%	38%	44%	26%	32%	31%	32%	34%	29%	29%	29%	29%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) If you had to, how easy or difficult do you think you would find the following?: Finding a different search engine other than Google Search

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Very difficult	4%	3%	5%	4%	3%	4%	5%	6%	4%	2%	6%	4%	5%	4%	4%	4%	4%	2%	5%
Somewhat difficult	11%	9%	14%	12%	11%	11%	11%	13%	10%	10%	13%	11%	10%	12%	15%	10%	9%	13%	8%
Neither difficult or easy	24%	24%	23%	22%	24%	23%	25%	22%	24%	25%	25%	26%	21%	22%	21%	23%	26%	23%	27%
Somewhat easy	25%	26%	25%	26%	25%	28%	23%	21%	25%	26%	23%	25%	28%	24%	25%	30%	26%	28%	24%
Very easy	26%	32%	21%	28%	27%	24%	24%	29%	26%	27%	24%	26%	27%	29%	25%	22%	25%	26%	21%
Don't know	10%	7%	12%	8%	9%	10%	12%	9%	10%	11%	10%	8%	10%	9%	11%	10%	8%	9%	15%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) If you had to, how easy or difficult do you think you would find the following?: Finding a different search engine other than Google Search

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Very difficult	4%	7%	5%	3%	3%	3%	4%	5%	3%	5%	5%	4%	5%	4%	4%	4%
Somewhat difficult	11%	13%	12%	11%	10%	9%	11%	11%	12%	12%	9%	12%	14%	11%	11%	11%
Neither difficult or easy	24%	25%	23%	25%	23%	23%	24%	25%	23%	21%	28%	21%	21%	24%	23%	24%
Somewhat easy	25%	24%	27%	26%	27%	27%	23%	24%	26%	26%	27%	24%	24%	26%	26%	26%
Very easy	26%	26%	25%	26%	28%	27%	24%	27%	26%	27%	23%	27%	25%	26%	27%	27%
Don't know	10%	6%	7%	9%	10%	11%	13%	9%	10%	9%	9%	12%	10%	9%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your main internet browser

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Very difficult	5%	4%	7%	5%	5%	5%	7%	8%	6%	3%	6%	3%	6%	5%	4%	4%	5%	3%	7%
Somewhat difficult	12%	9%	15%	12%	12%	12%	13%	11%	12%	13%	14%	12%	12%	10%	18%	12%	12%	10%	11%
Neither difficult or easy	22%	22%	23%	20%	22%	23%	25%	20%	21%	25%	24%	22%	21%	24%	20%	23%	25%	23%	21%
Somewhat easy	24%	26%	22%	26%	25%	25%	19%	27%	24%	24%	17%	29%	23%	24%	22%	26%	19%	25%	26%
Very easy	24%	30%	18%	27%	25%	22%	21%	24%	25%	22%	25%	22%	24%	24%	23%	24%	25%	24%	18%
Don't know	12%	9%	16%	11%	12%	12%	15%	11%	12%	13%	13%	12%	13%	12%	14%	11%	12%	15%	18%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your main internet browser

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Very difficult	5%	7%	5%	4%	5%	6%	6%	6%	5%	4%	6%	5%	6%	5%	5%	5%
Somewhat difficult	12%	16%	10%	9%	11%	12%	15%	12%	11%	12%	12%	12%	18%	12%	12%	12%
Neither difficult or easy	22%	24%	23%	23%	24%	23%	19%	23%	21%	24%	26%	20%	19%	22%	22%	23%
Somewhat easy	24%	26%	27%	25%	24%	21%	20%	26%	24%	24%	23%	23%	24%	24%	25%	25%
Very easy	24%	21%	27%	26%	25%	23%	21%	24%	25%	25%	22%	23%	21%	24%	25%	24%
Don't know	12%	7%	8%	12%	12%	15%	19%	10%	14%	12%	12%	16%	12%	11%	11%	11%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your smartphone

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Very difficult	7%	5%	8%	6%	5%	7%	8%	7%	8%	4%	9%	5%	7%	7%	4%	5%	7%	6%	9%
Somewhat difficult	15%	12%	17%	13%	16%	16%	14%	15%	15%	16%	14%	13%	14%	14%	18%	15%	16%	12%	11%
Neither difficult or easy	22%	23%	20%	20%	22%	23%	21%	21%	20%	21%	22%	21%	22%	23%	21%	22%	20%	22%	25%
Somewhat easy	19%	21%	17%	20%	21%	19%	17%	19%	18%	18%	16%	21%	22%	18%	18%	24%	20%	19%	22%
Very easy	18%	22%	15%	22%	19%	17%	17%	22%	18%	20%	19%	20%	18%	17%	19%	16%	17%	18%	13%
Don't know	19%	17%	22%	19%	18%	17%	23%	16%	21%	20%	20%	19%	18%	22%	20%	18%	20%	23%	19%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your smartphone

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Very difficult	7%	7%	6%	4%	5%	7%	11%	5%	6%	7%	8%	7%	10%	6%	6%	6%
Somewhat difficult	15%	17%	13%	13%	13%	16%	16%	14%	13%	15%	16%	15%	18%	15%	15%	15%
Neither difficult or easy	22%	23%	24%	23%	23%	22%	16%	22%	22%	22%	23%	18%	22%	22%	22%	22%
Somewhat easy	19%	25%	25%	22%	19%	17%	11%	23%	20%	19%	18%	16%	14%	20%	20%	20%
Very easy	18%	19%	24%	23%	19%	15%	12%	22%	19%	19%	16%	17%	17%	19%	20%	19%
Don't know	19%	9%	9%	15%	20%	24%	35%	14%	20%	19%	19%	28%	19%	18%	17%	17%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) You said that you had used another search engine in the past, but now usually use Google Search. Why do you mainly use Google Search? Please select all that apply

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1945	1020	915	525	582	392	431	276	246	156	159	151	141	160	83	211	199	109	54
Weighted	1938	1022	906	549	519	411	444	277	242	159	161	140	150	155	80	232	179	107	57
Google Search gives more relevant results	47%	46%	48%	50%	52%	44%	43%	49%	45%	45%	43%	46%	52%	46%	45%	47%	51%	45%	53%
Google Search is easier to use	60%	59%	62%	58%	62%	60%	62%	65%	61%	59%	58%	56%	61%	59%	54%	62%	61%	65%	51%
Google Search has other features I prefer	27%	27%	26%	25%	28%	28%	26%	26%	26%	33%	28%	27%	28%	32%	23%	23%	24%	20%	25%
Google Search came as the default choice in my browser	31%	30%	32%	32%	27%	32%	32%	36%	32%	34%	28%	27%	30%	29%	36%	30%	29%	22%	41%
Google Search came as the default choice on my smartphone	27%	27%	28%	27%	24%	29%	31%	29%	22%	30%	33%	29%	24%	26%	31%	31%	26%	20%	28%
My old search engine stopped operating	3%	4%	3%	3%	3%	5%	3%	4%	3%	4%	3%	5%	1%	4%	1%	4%	5%	0%	6%
I am unaware of any alternatives	2%	2%	2%	2%	2%	3%	2%	4%	2%	4%	3%	2%	2%	2%	0%	2%	1%	2%	0%
Other (Please Specify)	3%	4%	3%	4%	2%	2%	3%	2%	5%	7%	4%	1%	4%	4%	1%	4%	1%	2%	2%
Don't know	3%	2%	4%	4%	3%	2%	4%	1%	2%	2%	3%	8%	2%	3%	5%	2%	3%	6%	4%

*Note:*

BASE: Those who used other services before but now mainly use Google Search

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(84.B) You said that you had used another search engine in the past, but now usually use Google Search. Why do you mainly use Google Search? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	1945	229	316	354	363	275	408	352	580	254	378	248	131	1907	1864	1872
Weighted	1938	256	308	353	357	265	399	355	573	256	374	247	131	1901	1859	1866
Google Search gives more relevant results	47%	54%	54%	52%	46%	39%	40%	51%	49%	47%	42%	49%	45%	48%	48%	48%
Google Search is easier to use	60%	69%	69%	59%	58%	58%	53%	64%	60%	62%	60%	56%	58%	61%	61%	61%
Google Search has other features I prefer	27%	37%	37%	27%	22%	24%	17%	29%	28%	30%	24%	19%	27%	27%	27%	27%
Google Search came as the default choice in my browser	31%	37%	30%	32%	27%	30%	31%	32%	31%	35%	31%	27%	31%	31%	31%	31%
Google Search came as the default choice on my smartphone	27%	36%	27%	30%	24%	27%	23%	30%	26%	34%	25%	21%	32%	27%	28%	28%
My old search engine stopped operating	3%	5%	5%	3%	2%	3%	4%	4%	3%	3%	3%	5%	2%	3%	3%	4%
I am unaware of any alternatives	2%	1%	2%	4%	1%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%
Other (Please Specify)	3%	2%	1%	3%	3%	3%	6%	2%	4%	3%	3%	3%	5%	3%	3%	3%
Don't know	3%	1%	2%	3%	4%	3%	4%	3%	3%	2%	3%	4%	3%	3%	3%	3%

*Note:*

BASE: Those who used other services before but now mainly use Google Search

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Which of the following internet browsers have you used in the past? Please select all that apply.

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Google Chrome	75%	78%	73%	77%	80%	74%	70%	81%	75%	74%	75%	75%	72%	72%	77%	78%	75%	75%	73%
Internet Explorer	70%	71%	69%	75%	73%	66%	64%	68%	72%	76%	71%	71%	65%	69%	66%	70%	71%	68%	70%
Microsoft Edge	38%	45%	30%	44%	40%	33%	33%	40%	36%	42%	38%	39%	35%	37%	34%	36%	37%	42%	35%
Safari	43%	39%	47%	50%	45%	40%	37%	47%	46%	42%	41%	49%	41%	37%	39%	42%	43%	45%	41%
Firefox	45%	49%	41%	49%	47%	44%	39%	53%	47%	48%	44%	42%	43%	40%	37%	45%	44%	45%	37%
Opera	11%	16%	7%	14%	11%	10%	10%	15%	13%	12%	9%	11%	12%	9%	6%	11%	13%	9%	8%
Other (Please Specify)	1%	1%	1%	2%	0%	0%	1%	1%	2%	2%	1%	1%	2%	1%	1%	0%	1%	2%	1%
Don't Know	3%	2%	4%	2%	3%	3%	5%	2%	2%	3%	2%	3%	4%	5%	4%	4%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) Which of the following internet browsers have you used in the past? Please select all that apply.

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Google Chrome	75%	83%	82%	81%	73%	69%	66%	77%	77%	75%	75%	70%	73%	77%	78%	78%
Internet Explorer	70%	63%	61%	74%	75%	70%	74%	63%	73%	67%	73%	70%	74%	71%	72%	72%
Microsoft Edge	38%	37%	34%	38%	38%	36%	41%	36%	40%	36%	38%	39%	34%	38%	39%	39%
Safari	43%	60%	45%	49%	43%	31%	34%	41%	45%	43%	43%	40%	50%	44%	45%	45%
Firefox	45%	43%	48%	49%	46%	44%	41%	47%	47%	45%	42%	43%	44%	46%	47%	47%
Opera	11%	12%	15%	14%	9%	10%	9%	14%	13%	11%	10%	8%	9%	12%	12%	12%
Other (Please Specify)	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%
Don't Know	3%	4%	2%	2%	3%	4%	3%	5%	3%	3%	2%	4%	1%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) And which of the following internet browsers do you use most commonly now?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Google Chrome	55%	56%	55%	56%	59%	54%	53%	58%	53%	57%	52%	51%	53%	59%	50%	58%	60%	53%	61%
Internet Explorer	7%	7%	8%	6%	7%	8%	8%	6%	8%	7%	8%	8%	9%	6%	11%	8%	5%	6%	7%
Microsoft Edge	10%	12%	8%	10%	9%	9%	11%	10%	12%	10%	12%	12%	8%	7%	11%	7%	9%	7%	8%
Safari	14%	12%	17%	16%	14%	15%	13%	14%	15%	12%	16%	17%	14%	14%	15%	15%	14%	16%	15%
Firefox	8%	9%	6%	7%	7%	10%	8%	7%	8%	9%	9%	6%	9%	9%	9%	7%	7%	11%	3%
Opera	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	2%	0%	0%	1%	1%	0%	2%
Other (Please Specify)	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%	0%	1%	2%	1%	2%	0%	0%	2%	2%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	3%	3%	4%	3%	3%	3%	5%	3%	2%	3%	2%	4%	4%	4%	3%	4%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) And which of the following internet browsers do you use most commonly now?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Google Chrome	55%	52%	66%	60%	56%	54%	46%	59%	57%	56%	53%	50%	54%	56%	57%	57%
Internet Explorer	7%	5%	5%	9%	7%	8%	9%	7%	7%	7%	8%	7%	10%	7%	7%	7%
Microsoft Edge	10%	6%	5%	7%	11%	13%	15%	7%	10%	10%	11%	13%	7%	9%	9%	9%
Safari	14%	23%	12%	15%	15%	10%	13%	14%	13%	15%	16%	15%	16%	15%	15%	15%
Firefox	8%	5%	8%	6%	7%	10%	11%	7%	7%	7%	8%	11%	9%	8%	8%	8%
Opera	1%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%
Other (Please Specify)	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	3%	5%	3%	2%	2%	3%	4%	4%	2%	3%	4%	4%	2%	3%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) You said that you have used other browsers in the past, but now mostly use Google Chrome. Why did you switch to using Google Chrome? Please select all that apply.

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1880	925	949	498	581	372	422	272	245	158	149	132	143	171	68	194	192	98	58
Weighted	1873	927	940	522	519	389	436	272	242	161	152	121	154	164	66	212	174	95	61
Google Chrome was faster to use	47%	49%	44%	45%	50%	46%	47%	52%	45%	46%	47%	50%	39%	45%	43%	48%	49%	44%	46%
Google Chrome was easier to use	52%	52%	52%	50%	54%	52%	51%	53%	47%	53%	50%	47%	48%	57%	48%	53%	56%	54%	49%
Google Chrome had other features I preferred	26%	30%	22%	30%	22%	26%	25%	31%	25%	31%	26%	24%	22%	24%	18%	24%	28%	20%	24%
Google Chrome came as the default choice on my computer	23%	21%	24%	26%	19%	21%	24%	24%	26%	15%	20%	20%	30%	21%	18%	22%	24%	21%	29%
Google Chrome came as the default choice on my smartphone	20%	23%	17%	20%	16%	23%	23%	23%	17%	20%	19%	16%	27%	21%	22%	20%	21%	14%	23%
My old browser stopped operating	6%	5%	7%	5%	6%	7%	7%	8%	7%	6%	6%	9%	3%	4%	1%	8%	5%	8%	7%
Other (Please Specify)	3%	4%	2%	4%	3%	4%	2%	3%	3%	9%	3%	1%	2%	3%	4%	2%	3%	4%	2%
Don't Know	5%	4%	6%	4%	5%	6%	6%	5%	5%	5%	3%	6%	4%	6%	14%	4%	2%	9%	5%

*Note:*

BASE: Those who used other services before but now mainly use Google Chrome

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) You said that you have used other browsers in the past, but now mostly use Google Chrome. Why did you switch to using Google Chrome? Please select all that apply.

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	1880	227	354	352	344	268	335	366	583	254	352	217	108	1839	1786	1782
Weighted	1873	250	348	348	339	259	329	367	577	257	348	215	109	1832	1780	1775
Google Chrome was faster to use	47%	60%	53%	50%	42%	42%	34%	54%	44%	49%	47%	38%	47%	47%	47%	47%
Google Chrome was easier to use	52%	65%	54%	53%	47%	50%	44%	57%	52%	50%	50%	47%	47%	52%	52%	52%
Google Chrome had other features I preferred	26%	36%	33%	24%	20%	20%	22%	32%	24%	27%	26%	19%	20%	26%	26%	26%
Google Chrome came as the default choice on my computer	23%	26%	22%	27%	21%	17%	22%	24%	21%	26%	21%	25%	19%	23%	23%	23%
Google Chrome came as the default choice on my smartphone	20%	23%	24%	19%	21%	16%	17%	23%	19%	21%	20%	18%	21%	20%	21%	21%
My old browser stopped operating	6%	3%	5%	7%	5%	10%	8%	7%	5%	6%	6%	8%	6%	6%	6%	6%
Other (Please Specify)	3%	1%	1%	3%	4%	2%	7%	2%	4%	3%	3%	4%	5%	3%	3%	3%
Don't Know	5%	3%	3%	5%	5%	9%	6%	4%	4%	7%	4%	7%	5%	5%	5%	4%

*Note:*

BASE: Those who used other services before but now mainly use Google Chrome

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Which of the following email services have you used in the past? Please select all that apply

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Gmail	70%	72%	68%	71%	72%	69%	68%	76%	72%	72%	68%	66%	68%	68%	68%	69%	65%	69%	73%
Microsoft Hotmail	46%	47%	46%	45%	51%	43%	45%	52%	48%	44%	45%	46%	43%	44%	38%	47%	45%	46%	55%
AOL	10%	11%	10%	12%	10%	10%	10%	11%	12%	8%	14%	9%	6%	9%	6%	11%	10%	12%	13%
Yahoo! Mail	31%	33%	30%	34%	32%	27%	33%	29%	34%	27%	32%	30%	31%	30%	35%	31%	34%	38%	35%
A service offered by my ISP	9%	12%	7%	13%	9%	8%	7%	7%	12%	14%	12%	9%	7%	10%	8%	7%	8%	11%	4%
Other (Please Specify)	6%	6%	6%	8%	5%	6%	5%	5%	7%	8%	8%	4%	4%	6%	7%	6%	5%	6%	4%
Don't Know	4%	4%	5%	3%	4%	4%	5%	3%	3%	4%	3%	6%	5%	6%	3%	6%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(88.B) Which of the following email services have you used in the past? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Gmail	70%	81%	75%	75%	68%	70%	57%	77%	68%	70%	68%	66%	69%	71%	72%	72%
Microsoft Hotmail	46%	44%	59%	56%	47%	39%	36%	47%	50%	46%	46%	41%	44%	47%	48%	48%
AOL	10%	5%	8%	8%	13%	11%	15%	7%	10%	10%	12%	11%	15%	11%	11%	10%
Yahoo! Mail	31%	21%	28%	39%	36%	34%	30%	31%	32%	31%	30%	32%	38%	32%	32%	32%
A service offered by my ISP	9%	3%	4%	8%	12%	13%	16%	6%	10%	10%	11%	12%	7%	10%	9%	10%
Other (Please Specify)	6%	4%	2%	5%	5%	7%	12%	3%	7%	5%	8%	7%	5%	6%	6%	6%
Don't Know	4%	6%	3%	3%	4%	4%	5%	5%	3%	4%	5%	5%	2%	3%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) And which of the following email services do you use most commonly now?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Gmail	39%	40%	38%	40%	38%	40%	38%	48%	36%	39%	38%	37%	41%	36%	39%	35%	36%	39%	41%
Microsoft Hotmail	27%	25%	29%	24%	30%	28%	28%	27%	29%	24%	28%	28%	25%	29%	26%	30%	25%	27%	32%
AOL	3%	3%	4%	4%	3%	4%	3%	3%	3%	4%	4%	6%	3%	3%	1%	4%	5%	3%	4%
Yahoo! Mail	15%	15%	14%	15%	15%	14%	16%	12%	16%	15%	14%	12%	16%	12%	19%	13%	20%	18%	15%
A service offered by my ISP	5%	6%	4%	7%	5%	4%	4%	3%	7%	5%	5%	7%	4%	6%	7%	5%	4%	4%	2%
Other (Please Specify)	6%	7%	6%	8%	6%	6%	6%	5%	6%	9%	8%	5%	6%	8%	6%	8%	6%	7%	3%
Don't Know	4%	3%	4%	3%	4%	4%	5%	3%	3%	4%	3%	6%	5%	6%	2%	5%	4%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) And which of the following email services do you use most commonly now?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Gmail	39%	61%	44%	40%	35%	33%	27%	50%	36%	37%	36%	35%	39%	40%	40%	40%
Microsoft Hotmail	27%	20%	38%	33%	25%	26%	21%	26%	30%	29%	27%	25%	21%	27%	27%	27%
AOL	3%	2%	2%	2%	5%	3%	6%	2%	3%	5%	4%	3%	8%	4%	3%	3%
Yahoo! Mail	15%	7%	8%	17%	18%	19%	18%	13%	16%	14%	14%	16%	17%	15%	15%	14%
A service offered by my ISP	5%	2%	2%	2%	7%	7%	10%	2%	5%	5%	7%	8%	3%	5%	5%	5%
Other (Please Specify)	6%	3%	2%	4%	6%	9%	14%	3%	6%	7%	8%	7%	9%	6%	6%	6%
Don't Know	4%	6%	4%	3%	4%	3%	4%	4%	3%	4%	4%	6%	2%	3%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) Why did you switch to using Gmail? Please select all that apply

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	829	403	415	236	238	160	192	150	113	65	69	61	65	58	31	75	74	40	28
Weighted	830	409	411	245	214	170	199	152	112	67	71	57	69	56	30	83	66	39	28
Gmail was faster to use	32%	35%	29%	31%	34%	31%	33%	38%	30%	40%	23%	27%	26%	28%	15%	45%	24%	36%	40%
Gmail was easier to use	53%	51%	54%	51%	57%	51%	51%	55%	51%	54%	60%	49%	52%	41%	41%	57%	53%	53%	51%
Gmail had more storage	20%	24%	16%	19%	23%	21%	17%	21%	13%	24%	19%	17%	16%	20%	11%	25%	20%	26%	37%
Gmail had other features I preferred	25%	26%	23%	31%	24%	23%	20%	27%	23%	34%	17%	9%	14%	29%	20%	35%	29%	30%	26%
Gmail came as the default choice on my computer	15%	16%	13%	18%	11%	17%	13%	19%	11%	16%	10%	11%	18%	15%	13%	19%	14%	10%	16%
Gmail came as the default choice on my smartphone	16%	16%	15%	13%	17%	16%	17%	16%	11%	16%	11%	21%	16%	14%	25%	19%	12%	18%	23%
My old email service stopped operating	11%	10%	12%	10%	10%	12%	14%	8%	11%	17%	12%	9%	8%	14%	17%	10%	19%	13%	10%
I have multiple email accounts with different providers	20%	20%	19%	21%	19%	17%	21%	15%	21%	18%	19%	18%	22%	15%	24%	21%	23%	25%	29%
Other (Please Specify)	4%	4%	4%	5%	5%	3%	4%	4%	4%	5%	3%	6%	7%	7%	6%	0%	4%	2%	3%
Don't Know	4%	3%	5%	4%	4%	4%	3%	5%	4%	0%	4%	5%	0%	6%	12%	3%	3%	5%	0%

Note:

BASE: Those who used other services before but now mainly use Gmail

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) Why did you switch to using Gmail? Please select all that apply

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	829	138	166	162	135	99	129	192	248	98	154	88	48	817	801	802
Weighted	830	151	163	162	134	95	125	192	249	98	155	87	49	819	804	804
Gmail was faster to use	32%	42%	40%	33%	27%	23%	21%	41%	30%	30%	25%	28%	36%	32%	33%	32%
Gmail was easier to use	53%	67%	57%	49%	56%	40%	41%	50%	55%	53%	51%	55%	54%	53%	53%	53%
Gmail had more storage	20%	26%	28%	20%	18%	14%	10%	23%	22%	15%	20%	13%	23%	20%	20%	20%
Gmail had other features I preferred	25%	29%	30%	27%	19%	19%	21%	28%	26%	20%	24%	23%	23%	25%	25%	25%
Gmail came as the default choice on my computer	15%	24%	16%	11%	13%	11%	12%	18%	14%	16%	17%	7%	11%	15%	15%	15%
Gmail came as the default choice on my smartphone	16%	18%	22%	15%	13%	17%	8%	19%	16%	18%	16%	9%	15%	16%	16%	16%
My old email service stopped operating	11%	7%	5%	11%	8%	23%	21%	9%	9%	9%	17%	15%	14%	12%	10%	11%
I have multiple email accounts with different providers	20%	17%	15%	21%	25%	21%	21%	15%	22%	19%	19%	19%	28%	19%	20%	19%
Other (Please Specify)	4%	3%	2%	4%	4%	4%	9%	5%	4%	3%	5%	4%	4%	4%	4%	4%
Don't Know	4%	3%	4%	4%	4%	4%	2%	4%	3%	4%	6%	1%	4%	4%	4%	4%

Note:

BASE: Those who used other services before but now mainly use Gmail

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Suppose you could only keep access to two of the following during four weeks of lockdown. Which two would you most want to keep? Please select up to two

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	4005	1954	2037	1024	1156	833	967	555	544	314	353	306	337	331	168	400	373	207	117
Weighted	4005	1970	2021	1074	1034	876	996	558	539	320	359	282	359	320	162	440	339	203	124
Your smartphone	62%	56%	68%	61%	67%	59%	61%	68%	61%	64%	58%	58%	64%	57%	61%	60%	63%	65%	65%
Online search engines	17%	19%	15%	19%	17%	16%	15%	20%	18%	17%	14%	16%	15%	16%	19%	20%	14%	13%	12%
YouTube	15%	18%	11%	12%	14%	18%	16%	25%	11%	12%	13%	16%	18%	13%	9%	14%	13%	7%	15%
Your car	26%	28%	23%	29%	24%	28%	23%	19%	27%	24%	29%	24%	26%	29%	25%	24%	29%	34%	22%
A dishwasher	3%	3%	4%	4%	3%	5%	2%	5%	3%	4%	5%	3%	2%	2%	4%	3%	3%	4%	1%
A television	54%	52%	56%	53%	54%	52%	57%	45%	57%	54%	59%	63%	53%	58%	54%	52%	54%	56%	59%
Coffee	15%	15%	16%	14%	16%	16%	16%	13%	17%	18%	15%	13%	12%	16%	17%	15%	18%	16%	19%
Don't Know	2%	3%	2%	2%	2%	1%	3%	1%	1%	2%	2%	2%	3%	3%	3%	4%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) Suppose you could only keep access to two of the following during four weeks of lockdown. Which two would you most want to keep? Please select up to two

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	4005	500	695	681	690	581	858	776	1179	530	785	501	232	3808	3653	3674
Weighted	4005	559	683	681	681	562	839	784	1169	536	782	498	233	3810	3656	3673
Your smartphone	62%	71%	71%	76%	66%	51%	41%	68%	62%	63%	60%	55%	59%	63%	64%	64%
Online search engines	17%	19%	15%	16%	17%	16%	18%	20%	16%	18%	15%	15%	15%	17%	17%	17%
YouTube	15%	36%	26%	14%	8%	6%	3%	25%	12%	16%	12%	8%	12%	15%	16%	15%
Your car	26%	16%	20%	21%	25%	33%	36%	17%	26%	25%	26%	35%	34%	26%	25%	26%
A dishwasher	3%	4%	4%	2%	2%	3%	4%	3%	3%	2%	5%	4%	4%	3%	3%	3%
A television	54%	26%	40%	49%	59%	69%	76%	39%	58%	54%	59%	63%	53%	54%	53%	54%
Coffee	15%	12%	14%	14%	18%	18%	16%	16%	16%	14%	15%	15%	17%	15%	15%	15%
Don't Know	2%	5%	2%	2%	2%	1%	1%	3%	2%	3%	1%	2%	2%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	890	440	448	209	283	183	206	99	114	72	92	59	74	73	45	90	85	60	27
Weighted	888	442	444	217	254	191	216	99	113	73	92	55	80	69	44	98	77	58	29
In normal times, I would give up access to Google Search and get paid £1.25	28%	30%	25%	28%	32%	22%	28%	28%	30%	27%	28%	30%	28%	25%	35%	34%	22%	23%	21%
I would keep access to Google Search	60%	58%	61%	61%	57%	66%	55%	59%	57%	62%	57%	58%	64%	63%	51%	50%	66%	66%	67%
Don't know	13%	12%	14%	12%	11%	12%	17%	13%	13%	11%	15%	12%	8%	12%	14%	16%	13%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(92.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	890	117	141	158	161	132	181	176	260	128	164	96	66	845	822	816
Weighted	888	131	137	158	157	129	176	178	257	128	163	96	67	844	820	815
In normal times, I would give up access to Google Search and get paid £1.25	28%	25%	35%	25%	24%	27%	32%	26%	29%	26%	27%	35%	25%	29%	28%	28%
I would keep access to Google Search	60%	63%	53%	63%	64%	62%	54%	57%	59%	62%	62%	54%	64%	60%	61%	61%
Don't know	13%	12%	13%	13%	12%	11%	14%	17%	12%	12%	11%	11%	11%	11%	11%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	883	439	440	247	240	174	214	128	119	68	84	65	76	76	40	90	73	44	20
Weighted	888	447	437	259	215	185	221	127	119	71	86	61	82	74	38	100	67	43	20
In normal times, I would give up access to Google Search and get paid £2.50	34%	38%	30%	38%	33%	33%	32%	35%	34%	42%	30%	29%	37%	35%	42%	26%	32%	34%	51%
I would keep access to Google Search	55%	52%	59%	53%	58%	57%	52%	53%	57%	53%	62%	62%	45%	51%	51%	57%	59%	52%	49%
Don't know	11%	10%	12%	9%	9%	10%	16%	12%	9%	5%	8%	9%	18%	14%	7%	17%	9%	13%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	883	107	142	168	132	123	211	169	266	118	159	114	56	835	801	810
Weighted	888	123	142	169	130	119	206	169	266	121	160	114	57	840	807	813
In normal times, I would give up access to Google Search and get paid £2.50	34%	23%	33%	41%	37%	32%	35%	31%	35%	38%	34%	38%	23%	34%	34%	34%
I would keep access to Google Search	55%	64%	58%	50%	53%	55%	53%	57%	52%	53%	56%	54%	65%	56%	56%	57%
Don't know	11%	13%	9%	10%	10%	13%	12%	12%	13%	8%	10%	8%	11%	10%	10%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	932	453	476	252	278	177	223	145	135	70	70	71	67	77	36	95	87	55	24
Weighted	933	457	472	263	248	190	230	147	135	71	72	65	72	76	35	104	78	53	25
In normal times, I would give up access to Google Search and get paid £5	38%	41%	34%	40%	38%	33%	38%	36%	43%	55%	47%	33%	38%	33%	33%	29%	32%	36%	42%
I would keep access to Google Search	53%	51%	56%	52%	55%	57%	50%	55%	48%	39%	46%	59%	58%	54%	54%	55%	60%	60%	54%
Don't know	9%	8%	10%	8%	7%	10%	12%	9%	9%	6%	7%	7%	4%	12%	13%	16%	8%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	932	126	157	147	170	130	202	190	279	110	190	123	39	895	857	862
Weighted	933	141	153	146	168	125	198	193	278	112	187	121	40	895	857	860
In normal times, I would give up access to Google Search and get paid £5	38%	35%	41%	38%	35%	40%	38%	38%	38%	37%	38%	36%	41%	38%	38%	38%
I would keep access to Google Search	53%	55%	53%	56%	58%	47%	51%	53%	53%	54%	57%	47%	59%	54%	55%	55%
Don't know	9%	11%	6%	6%	8%	13%	11%	9%	9%	8%	6%	17%	0%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	424	464	208	256	193	228	127	125	75	74	60	70	86	39	80	88	43	24
Weighted	889	424	462	218	231	201	233	125	123	78	75	56	74	83	38	87	80	43	25
In normal times, I would give up access to Google Search and get paid £10	43%	46%	41%	44%	38%	44%	46%	38%	46%	45%	44%	48%	41%	33%	40%	37%	56%	51%	54%
I would keep access to Google Search	45%	44%	45%	44%	50%	46%	38%	47%	44%	40%	51%	46%	44%	49%	48%	50%	35%	34%	37%
Don't know	12%	11%	14%	12%	11%	9%	16%	15%	10%	15%	5%	6%	14%	18%	12%	14%	8%	15%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	891	125	162	143	133	131	197	168	267	115	178	115	48	848	810	804
Weighted	889	138	159	142	130	127	192	170	262	114	179	116	49	846	808	803
In normal times, I would give up access to Google Search and get paid £10	43%	38%	41%	49%	49%	36%	45%	44%	43%	44%	40%	45%	46%	44%	43%	43%
I would keep access to Google Search	45%	47%	50%	42%	41%	49%	39%	43%	46%	43%	46%	44%	47%	45%	46%	46%
Don't know	12%	15%	9%	8%	10%	14%	16%	13%	11%	13%	14%	11%	7%	11%	11%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	941	466	471	229	271	201	233	136	140	75	71	85	81	67	42	80	88	48	28
Weighted	938	469	465	241	241	210	240	139	137	76	72	78	87	65	40	88	80	47	30
In normal times, I would give up access to Google Search and get paid £20	54%	55%	53%	56%	56%	49%	56%	53%	57%	63%	45%	49%	58%	55%	42%	49%	60%	65%	53%
I would keep access to Google Search	35%	33%	37%	35%	34%	39%	32%	37%	33%	28%	48%	39%	36%	33%	37%	33%	30%	24%	33%
Don't know	11%	12%	10%	10%	10%	12%	13%	10%	10%	8%	7%	13%	6%	12%	21%	18%	10%	11%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(96.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	941	120	172	158	166	131	194	185	279	126	184	117	50	896	860	882
Weighted	938	133	169	157	164	124	191	187	278	127	180	116	50	895	860	881
In normal times, I would give up access to Google Search and get paid £20	54%	46%	57%	57%	59%	54%	51%	51%	56%	51%	54%	58%	58%	55%	54%	55%
I would keep access to Google Search	35%	46%	34%	33%	31%	32%	34%	35%	36%	37%	34%	30%	35%	35%	35%	35%
Don't know	11%	8%	9%	10%	10%	14%	15%	14%	8%	12%	12%	12%	8%	10%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	830	401	424	226	227	188	184	117	116	54	77	86	68	66	30	89	69	33	25
Weighted	831	404	422	240	202	195	189	117	116	55	78	79	71	64	29	98	63	33	26
In normal times, I would give up access to Google Search and get paid £50	61%	63%	58%	61%	66%	57%	59%	49%	60%	80%	67%	53%	59%	57%	57%	62%	71%	73%	49%
I would keep access to Google Search	27%	27%	27%	29%	23%	28%	26%	31%	29%	12%	27%	34%	29%	27%	24%	24%	22%	21%	27%
Don't know	12%	10%	14%	10%	11%	15%	15%	19%	10%	8%	6%	12%	12%	16%	19%	14%	7%	6%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	830	95	145	151	140	115	184	159	246	108	160	110	46	783	755	761
Weighted	831	106	142	152	141	111	180	162	245	110	159	110	45	783	757	761
In normal times, I would give up access to Google Search and get paid £50	61%	53%	55%	62%	66%	62%	65%	51%	63%	63%	62%	65%	63%	62%	62%	62%
I would keep access to Google Search	27%	36%	34%	27%	23%	22%	22%	31%	26%	28%	26%	23%	22%	27%	27%	27%
Don't know	12%	11%	11%	11%	12%	16%	13%	17%	11%	9%	12%	12%	15%	11%	11%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	895	424	469	234	264	179	213	124	128	72	89	56	65	73	33	86	87	52	30
Weighted	891	425	464	243	236	188	218	125	126	72	91	51	69	70	32	94	78	50	32
In normal times, I would give up access to Google Search and get paid £100	68%	69%	67%	72%	70%	64%	63%	63%	67%	74%	67%	65%	59%	71%	64%	73%	73%	71%	71%
I would keep access to Google Search	22%	24%	21%	19%	21%	25%	24%	29%	25%	20%	20%	30%	23%	16%	24%	14%	25%	19%	20%
Don't know	10%	7%	12%	8%	8%	11%	13%	8%	9%	6%	13%	6%	19%	13%	12%	13%	2%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	895	99	157	146	165	140	188	165	238	130	187	111	64	856	813	810
Weighted	891	109	155	144	164	136	183	167	233	131	188	109	64	853	811	807
In normal times, I would give up access to Google Search and get paid £100	68%	65%	62%	64%	70%	76%	69%	64%	68%	65%	66%	77%	74%	69%	68%	69%
I would keep access to Google Search	22%	25%	28%	26%	20%	18%	18%	29%	21%	20%	24%	17%	18%	22%	22%	23%
Don't know	10%	10%	10%	10%	10%	6%	13%	7%	11%	15%	10%	6%	8%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	836	414	418	226	234	168	203	117	118	72	66	62	78	62	35	98	71	33	24
Weighted	841	421	416	239	210	178	208	120	117	74	68	57	82	60	34	108	64	33	25
In normal times, I would give up access to Google Search and get paid £200	71%	74%	69%	71%	75%	70%	68%	65%	75%	67%	75%	76%	68%	77%	77%	65%	68%	89%	75%
I would keep access to Google Search	19%	19%	20%	20%	18%	20%	21%	21%	17%	20%	22%	19%	25%	11%	23%	24%	17%	9%	13%
Don't know	9%	8%	11%	9%	7%	10%	12%	14%	8%	13%	3%	5%	7%	12%	0%	11%	15%	3%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	836	100	153	129	153	112	189	165	256	102	165	107	40	791	756	772
Weighted	841	114	152	131	151	110	184	168	255	106	162	108	40	796	763	777
In normal times, I would give up access to Google Search and get paid £200	71%	67%	69%	71%	69%	77%	74%	65%	74%	70%	74%	70%	77%	73%	72%	71%
I would keep access to Google Search	19%	24%	23%	19%	20%	15%	16%	23%	20%	21%	17%	15%	14%	19%	20%	20%
Don't know	9%	9%	8%	10%	11%	7%	10%	12%	6%	9%	9%	14%	9%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	932	461	470	224	273	203	229	124	100	70	90	68	94	82	36	92	98	46	32
Weighted	930	463	466	234	243	215	236	123	98	71	91	62	100	79	35	101	89	46	35
In normal times, I would give up access to Google Search and get paid £500	76%	77%	74%	74%	78%	79%	72%	65%	83%	77%	78%	75%	78%	76%	72%	80%	76%	65%	81%
I would keep access to Google Search	16%	17%	15%	20%	17%	12%	15%	25%	13%	14%	15%	16%	13%	14%	17%	15%	16%	21%	9%
Don't know	8%	6%	11%	6%	6%	9%	13%	10%	4%	9%	7%	9%	9%	10%	11%	5%	8%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(100.B) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	932	111	168	169	160	147	177	182	267	122	190	116	55	887	845	851
Weighted	930	124	164	169	158	142	172	182	264	123	192	114	55	886	842	849
In normal times, I would give up access to Google Search and get paid £500	76%	77%	69%	76%	78%	75%	79%	71%	78%	76%	81%	77%	61%	77%	77%	77%
I would keep access to Google Search	16%	14%	24%	15%	14%	15%	13%	23%	14%	18%	9%	13%	28%	16%	16%	16%
Don't know	8%	8%	7%	9%	8%	10%	9%	7%	8%	7%	10%	11%	11%	7%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	842	419	421	213	229	177	215	118	105	69	70	71	69	67	32	67	97	50	27
Weighted	838	420	416	218	204	186	222	117	103	69	72	66	74	64	31	75	89	50	28
During a lockdown, I would give up access to Google Search and get paid £1.25	23%	25%	20%	25%	20%	24%	22%	22%	26%	35%	27%	15%	21%	22%	15%	22%	22%	22%	7%
I would keep access to Google Search	70%	67%	73%	70%	74%	68%	68%	70%	68%	62%	68%	79%	68%	70%	73%	67%	69%	76%	86%
Don't know	7%	8%	7%	5%	6%	8%	10%	7%	6%	3%	5%	6%	10%	7%	12%	12%	9%	2%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	842	85	145	148	152	118	194	164	256	101	160	109	52	812	766	773
Weighted	838	95	142	149	150	113	189	166	252	101	159	106	53	809	763	769
During a lockdown, I would give up access to Google Search and get paid £1.25	23%	25%	24%	23%	22%	22%	21%	22%	20%	24%	26%	24%	24%	22%	22%	23%
I would keep access to Google Search	70%	64%	69%	72%	70%	71%	73%	68%	74%	69%	68%	70%	72%	71%	71%	72%
Don't know	7%	11%	7%	5%	9%	6%	6%	10%	6%	8%	7%	6%	4%	6%	7%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	959	477	480	241	274	200	241	151	130	75	94	75	71	66	44	93	80	54	26
Weighted	959	478	479	253	246	211	246	151	128	77	95	69	77	64	44	100	72	52	29
During a lockdown, I would give up access to Google Search and get paid £2.50	26%	28%	24%	30%	23%	19%	30%	27%	31%	26%	21%	21%	26%	27%	33%	24%	30%	16%	19%
I would keep access to Google Search	65%	64%	67%	63%	68%	74%	58%	66%	59%	66%	69%	69%	68%	65%	50%	67%	61%	72%	74%
Don't know	9%	9%	9%	7%	9%	7%	11%	6%	10%	8%	10%	10%	6%	8%	17%	9%	9%	11%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	959	115	160	174	161	146	203	196	273	129	193	126	42	901	872	872
Weighted	959	130	156	174	158	142	199	199	272	129	193	125	42	902	872	871
During a lockdown, I would give up access to Google Search and get paid £2.50	26%	25%	27%	25%	25%	25%	27%	23%	28%	26%	27%	24%	19%	26%	26%	25%
I would keep access to Google Search	65%	66%	66%	65%	67%	67%	62%	65%	64%	70%	64%	64%	76%	67%	66%	67%
Don't know	9%	8%	8%	9%	8%	8%	11%	13%	8%	4%	9%	11%	4%	7%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	893	431	459	224	252	196	214	113	123	67	84	70	66	72	39	103	86	46	24
Weighted	891	433	455	232	225	206	219	112	120	67	86	64	70	70	38	114	79	46	24
During a lockdown, I would give up access to Google Search and get paid £5	33%	36%	31%	36%	33%	26%	37%	30%	38%	46%	28%	21%	38%	33%	33%	30%	39%	28%	33%
I would keep access to Google Search	57%	55%	58%	60%	59%	62%	48%	57%	54%	48%	62%	72%	54%	53%	54%	56%	54%	69%	55%
Don't know	10%	9%	11%	4%	8%	12%	15%	13%	8%	7%	10%	7%	9%	13%	13%	14%	7%	2%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	893	115	158	147	158	138	177	180	248	117	182	104	61	846	831	828
Weighted	891	126	156	147	156	134	172	180	248	116	181	104	61	844	830	825
During a lockdown, I would give up access to Google Search and get paid £5	33%	29%	32%	36%	39%	31%	30%	33%	34%	29%	35%	31%	35%	33%	33%	32%
I would keep access to Google Search	57%	62%	55%	52%	53%	59%	62%	54%	56%	60%	58%	61%	53%	58%	58%	59%
Don't know	10%	9%	13%	12%	8%	10%	8%	13%	9%	11%	7%	7%	12%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Gender		Social Grade				Region												
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	889	458	428	232	253	186	207	132	121	73	68	70	84	65	37	98	81	38	22
Weighted	892	463	425	246	226	196	213	133	121	75	69	64	90	63	35	107	73	38	24
During a lockdown, I would give up access to Google Search and get paid £10	43%	49%	36%	43%	45%	40%	41%	46%	34%	55%	51%	45%	35%	51%	51%	33%	47%	37%	36%
I would keep access to Google Search	47%	41%	53%	45%	48%	51%	43%	42%	51%	35%	42%	46%	53%	40%	38%	56%	47%	55%	50%
Don't know	11%	10%	11%	11%	7%	9%	15%	12%	15%	10%	8%	9%	12%	9%	12%	10%	6%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(104.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Age							Area						Google Search User	YouTube User	Google Maps User
	Total	18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	889	116	157	151	145	117	203	173	295	112	155	109	44	845	802	820
Weighted	892	131	155	151	142	114	198	174	297	114	152	109	45	848	806	823
During a lockdown, I would give up access to Google Search and get paid £10	43%	43%	38%	48%	41%	44%	43%	42%	46%	37%	45%	45%	32%	43%	42%	42%
I would keep access to Google Search	47%	46%	53%	44%	48%	42%	45%	45%	43%	53%	44%	49%	61%	47%	48%	48%
Don't know	11%	11%	8%	8%	11%	14%	12%	13%	11%	10%	12%	6%	7%	10%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	839	409	425	221	228	168	219	112	128	54	70	59	82	81	39	82	64	45	23
Weighted	841	414	422	232	204	175	227	114	126	55	71	55	87	79	37	89	59	44	25
During a lockdown, I would give up access to Google Search and get paid £20	47%	51%	44%	51%	49%	41%	48%	39%	56%	60%	54%	52%	48%	47%	37%	32%	49%	52%	43%
I would keep access to Google Search	42%	39%	45%	40%	40%	50%	40%	49%	38%	31%	37%	42%	36%	41%	48%	53%	43%	34%	52%
Don't know	11%	10%	11%	9%	11%	10%	13%	12%	6%	9%	9%	7%	15%	11%	15%	14%	9%	14%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	839	107	160	140	142	120	170	240	110	159	116	44	800	760	765	
Weighted	841	117	160	139	143	116	173	239	111	158	116	44	802	762	767	
During a lockdown, I would give up access to Google Search and get paid £20	47%	38%	53%	49%	51%	39%	44%	49%	46%	49%	53%	35%	48%	48%	47%	
I would keep access to Google Search	42%	50%	38%	41%	39%	49%	42%	41%	44%	44%	39%	47%	42%	42%	43%	
Don't know	11%	12%	9%	10%	10%	12%	14%	11%	10%	7%	8%	18%	10%	10%	10%	

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	945	438	503	263	256	182	240	119	133	74	85	68	82	94	24	102	86	53	25
Weighted	950	446	500	281	228	191	247	122	132	76	87	63	86	91	23	113	78	53	26
During a lockdown, I would give up access to Google Search and get paid £50	59%	62%	55%	58%	60%	61%	56%	48%	65%	54%	69%	62%	55%	64%	50%	54%	60%	60%	63%
I would keep access to Google Search	30%	28%	31%	30%	28%	30%	29%	41%	25%	37%	18%	31%	27%	24%	41%	30%	26%	35%	29%
Don't know	12%	9%	14%	12%	11%	9%	14%	12%	10%	8%	13%	6%	18%	13%	9%	16%	14%	5%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	945	121	181	156	159	135	193	184	255	139	193	122	51	908	869	870
Weighted	950	137	177	159	157	130	190	187	254	143	193	122	51	913	875	875
During a lockdown, I would give up access to Google Search and get paid £50	59%	53%	51%	61%	65%	61%	62%	54%	60%	58%	56%	65%	66%	59%	60%	60%
I would keep access to Google Search	30%	34%	36%	24%	28%	27%	28%	33%	28%	32%	31%	25%	18%	30%	30%	30%
Don't know	12%	12%	14%	15%	7%	12%	11%	12%	11%	10%	13%	10%	16%	11%	11%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Gender		Social Grade				Region												
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	930	439	488	230	281	199	215	117	133	67	91	64	84	78	43	89	94	40	30
Weighted	930	442	485	242	251	211	221	118	131	68	93	59	89	74	42	99	86	39	32
During a lockdown, I would give up access to Google Search and get paid £100	67%	67%	67%	67%	67%	66%	67%	65%	71%	71%	62%	65%	66%	69%	66%	67%	66%	63%	73%
I would keep access to Google Search	23%	24%	23%	26%	22%	25%	20%	26%	18%	19%	25%	23%	26%	19%	22%	26%	28%	32%	24%
Don't know	10%	9%	10%	7%	10%	9%	12%	9%	11%	9%	14%	12%	9%	12%	12%	7%	6%	6%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	930	130	154	155	167	128	196	161	290	126	177	120	56	883	846	860
Weighted	930	142	151	154	166	125	192	162	287	130	177	119	56	884	847	858
During a lockdown, I would give up access to Google Search and get paid £100	67%	61%	60%	63%	69%	77%	72%	62%	68%	63%	67%	74%	67%	68%	67%	67%
I would keep access to Google Search	23%	30%	32%	24%	21%	15%	20%	25%	21%	31%	24%	17%	28%	24%	24%	24%
Don't know	10%	10%	8%	13%	10%	8%	9%	13%	11%	6%	9%	9%	5%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	843	419	419	205	270	179	183	121	116	75	68	68	58	68	40	71	89	40	29
Weighted	838	419	414	214	241	188	189	122	116	77	71	62	61	66	38	78	81	38	30
During a lockdown, I would give up access to Google Search and get paid £200	71%	70%	71%	73%	75%	69%	64%	66%	70%	73%	74%	75%	53%	84%	67%	69%	72%	71%	80%
I would keep access to Google Search	19%	20%	17%	18%	16%	21%	21%	22%	18%	15%	7%	22%	35%	10%	21%	21%	16%	20%	13%
Don't know	11%	10%	12%	10%	9%	10%	15%	11%	12%	12%	19%	3%	12%	6%	12%	10%	12%	10%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(108.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	843	88	134	159	148	115	199	161	250	111	160	107	53	792	760	764
Weighted	838	100	132	157	146	110	194	163	244	112	159	106	53	787	757	760
During a lockdown, I would give up access to Google Search and get paid £200	71%	61%	62%	74%	77%	74%	72%	66%	71%	75%	69%	74%	70%	72%	72%	72%
I would keep access to Google Search	19%	25%	24%	16%	13%	17%	18%	22%	20%	18%	16%	15%	16%	18%	19%	19%
Don't know	11%	14%	14%	10%	10%	9%	11%	12%	8%	7%	15%	11%	14%	9%	10%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	884	425	458	219	276	186	200	127	106	74	83	67	78	71	38	95	69	48	28
Weighted	885	430	454	230	248	196	208	126	107	75	83	61	84	68	36	106	61	45	30
During a lockdown, I would give up access to Google Search and get paid £500	76%	75%	76%	76%	73%	76%	78%	77%	80%	79%	71%	77%	76%	71%	69%	71%	76%	80%	82%
I would keep access to Google Search	16%	17%	15%	19%	17%	18%	12%	15%	16%	15%	14%	14%	15%	19%	26%	20%	10%	20%	14%
Don't know	8%	7%	9%	6%	10%	6%	10%	8%	4%	6%	15%	9%	8%	10%	5%	9%	13%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.B) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	884	123	148	132	148	145	188	163	251	115	191	103	61	843	807	810
Weighted	885	138	146	131	145	141	184	166	247	117	193	102	61	844	808	810
During a lockdown, I would give up access to Google Search and get paid £500	76%	73%	66%	72%	82%	81%	79%	74%	77%	74%	79%	76%	69%	76%	76%	77%
I would keep access to Google Search	16%	19%	25%	21%	12%	12%	11%	21%	15%	20%	13%	15%	16%	16%	17%	16%
Don't know	8%	8%	8%	8%	6%	8%	10%	6%	8%	5%	8%	10%	15%	7%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	906	429	474	220	280	197	206	119	128	81	86	68	75	76	38	89	71	43	32
Weighted	905	431	470	228	253	208	213	121	125	82	88	64	79	72	37	97	65	41	34
In normal times, I would give up access to YouTube and get paid £1.25	36%	35%	36%	45%	28%	32%	38%	26%	38%	48%	44%	31%	42%	36%	36%	26%	32%	35%	40%
I would keep access to YouTube	55%	57%	53%	45%	62%	60%	52%	62%	53%	48%	46%	61%	44%	58%	53%	59%	61%	63%	50%
Don't know	10%	8%	11%	10%	10%	8%	11%	12%	9%	4%	10%	7%	14%	6%	11%	16%	7%	2%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	906	115	163	158	140	125	205	161	269	117	181	116	60	854	829	840
Weighted	905	126	160	159	137	122	200	165	267	117	179	117	59	853	829	839
In normal times, I would give up access to YouTube and get paid £1.25	36%	19%	28%	28%	40%	41%	52%	31%	37%	32%	35%	45%	34%	35%	32%	35%
I would keep access to YouTube	55%	71%	62%	62%	51%	47%	40%	60%	51%	64%	55%	48%	54%	56%	58%	57%
Don't know	10%	10%	10%	10%	9%	12%	8%	10%	12%	4%	10%	7%	12%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	859	417	439	227	247	171	208	125	107	69	77	67	83	63	44	72	85	46	21
Weighted	858	418	437	239	219	182	212	128	106	70	76	63	89	59	43	80	78	44	22
In normal times, I would give up access to YouTube and get paid £2.50	40%	37%	43%	41%	45%	34%	39%	35%	37%	50%	46%	32%	37%	44%	52%	34%	41%	42%	56%
I would keep access to YouTube	50%	54%	46%	52%	46%	55%	49%	58%	55%	43%	40%	60%	52%	44%	39%	52%	51%	50%	34%
Don't know	10%	9%	10%	8%	9%	11%	12%	7%	8%	7%	14%	8%	11%	11%	10%	15%	8%	8%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	859	107	145	147	149	126	185	164	271	104	158	113	48	806	780	791
Weighted	858	121	143	147	146	121	180	167	268	105	156	112	48	806	781	791
In normal times, I would give up access to YouTube and get paid £2.50	40%	20%	33%	39%	49%	49%	48%	30%	40%	36%	46%	50%	50%	40%	38%	40%
I would keep access to YouTube	50%	71%	57%	51%	37%	46%	44%	58%	52%	58%	45%	38%	44%	51%	53%	51%
Don't know	10%	9%	10%	11%	14%	6%	8%	12%	9%	7%	10%	12%	5%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	916	451	463	245	257	201	208	130	126	66	82	82	74	79	43	88	71	43	32
Weighted	919	455	462	260	230	209	216	131	125	68	85	76	80	77	41	97	63	42	33
In normal times, I would give up access to YouTube and get paid £5	46%	41%	51%	52%	44%	43%	45%	34%	54%	43%	48%	48%	46%	54%	48%	35%	48%	61%	47%
I would keep access to YouTube	44%	51%	38%	39%	46%	48%	46%	58%	39%	44%	39%	43%	44%	38%	41%	51%	45%	32%	41%
Don't know	10%	8%	11%	10%	10%	9%	10%	8%	7%	13%	12%	9%	10%	8%	11%	14%	7%	7%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(112.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	916	117	148	165	151	133	202	192	269	109	176	108	62	877	838	834
Weighted	919	132	147	166	150	129	195	195	268	112	175	106	64	881	843	836
In normal times, I would give up access to YouTube and get paid £5	46%	24%	39%	38%	47%	64%	60%	34%	53%	48%	46%	48%	45%	46%	44%	45%
I would keep access to YouTube	44%	66%	51%	53%	44%	30%	27%	56%	39%	44%	44%	38%	43%	45%	47%	46%
Don't know	10%	10%	10%	9%	8%	6%	13%	10%	8%	7%	10%	14%	12%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	859	409	446	223	245	182	204	119	122	64	76	51	64	70	35	104	86	42	26
Weighted	865	419	442	238	220	192	209	119	121	66	80	46	69	67	34	116	79	41	27
In normal times, I would give up access to YouTube and get paid £10	55%	55%	55%	55%	57%	51%	57%	41%	58%	57%	70%	60%	47%	51%	54%	50%	59%	66%	63%
I would keep access to YouTube	36%	36%	35%	37%	36%	39%	29%	54%	32%	27%	24%	30%	44%	35%	40%	40%	29%	19%	30%
Don't know	10%	9%	11%	8%	7%	10%	14%	5%	10%	15%	6%	10%	9%	15%	6%	10%	12%	15%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	859	118	130	153	145	132	181	157	252	104	177	124	44	815	777	782
Weighted	865	134	127	154	144	128	177	160	249	107	179	124	45	820	783	786
In normal times, I would give up access to YouTube and get paid £10	55%	29%	40%	52%	63%	63%	74%	43%	60%	49%	59%	59%	55%	55%	53%	55%
I would keep access to YouTube	36%	63%	49%	38%	28%	23%	18%	45%	33%	42%	32%	30%	36%	36%	39%	37%
Don't know	10%	8%	11%	10%	8%	14%	7%	13%	7%	9%	10%	12%	8%	9%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	896	435	458	234	265	189	202	121	114	65	75	84	78	68	31	88	94	50	28
Weighted	890	436	452	241	236	198	209	119	113	67	77	78	83	65	29	95	86	49	30
In normal times, I would give up access to YouTube and get paid £20	61%	57%	65%	65%	61%	62%	54%	52%	65%	69%	56%	55%	53%	70%	71%	60%	70%	68%	52%
I would keep access to YouTube	29%	33%	25%	25%	31%	30%	31%	36%	27%	23%	29%	34%	37%	20%	20%	29%	23%	30%	37%
Don't know	10%	10%	10%	10%	8%	7%	14%	13%	8%	8%	15%	11%	10%	10%	9%	11%	7%	2%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	896	105	164	145	147	129	206	172	285	122	179	94	44	855	821	828
Weighted	890	115	160	145	145	124	201	171	281	122	179	92	45	849	815	821
In normal times, I would give up access to YouTube and get paid £20	61%	36%	48%	55%	69%	75%	76%	49%	64%	60%	65%	71%	56%	62%	60%	62%
I would keep access to YouTube	29%	53%	41%	30%	22%	19%	17%	37%	28%	30%	26%	21%	34%	29%	31%	30%
Don't know	10%	11%	11%	14%	10%	6%	7%	13%	9%	10%	9%	8%	10%	9%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	890	449	439	248	256	157	222	112	120	75	89	57	75	82	29	90	88	53	20
Weighted	894	455	436	261	230	166	230	113	121	78	91	52	80	80	28	98	80	53	21
In normal times, I would give up access to YouTube and get paid £50	72%	69%	75%	72%	75%	69%	69%	62%	74%	69%	73%	72%	73%	75%	67%	71%	79%	74%	70%
I would keep access to YouTube	21%	24%	18%	23%	15%	25%	21%	30%	22%	29%	17%	18%	20%	13%	24%	21%	16%	17%	24%
Don't know	8%	7%	8%	5%	10%	7%	10%	9%	5%	3%	10%	11%	7%	12%	9%	8%	5%	10%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	890	111	154	145	174	111	195	178	242	128	167	119	56	858	821	824
Weighted	894	127	152	145	171	107	192	182	240	130	167	120	56	863	824	828
In normal times, I would give up access to YouTube and get paid £50	72%	52%	55%	63%	85%	80%	88%	66%	74%	65%	76%	77%	71%	72%	71%	72%
I would keep access to YouTube	21%	44%	35%	24%	9%	14%	7%	27%	20%	25%	17%	16%	18%	22%	22%	22%
Don't know	8%	5%	10%	12%	7%	6%	5%	7%	6%	10%	7%	8%	11%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	857	426	429	219	235	174	222	114	120	67	75	64	68	77	32	83	75	53	29
Weighted	852	425	425	226	211	183	226	114	119	67	75	57	71	75	31	90	69	52	31
In normal times, I would give up access to YouTube and get paid £100	75%	74%	75%	75%	73%	77%	74%	60%	82%	79%	77%	76%	71%	81%	78%	78%	69%	77%	72%
I would keep access to YouTube	16%	18%	14%	19%	14%	16%	14%	29%	14%	9%	9%	14%	17%	10%	10%	11%	22%	19%	20%
Don't know	9%	8%	11%	6%	12%	7%	12%	11%	5%	12%	14%	9%	12%	8%	13%	10%	9%	4%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(116.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	857	104	134	133	165	127	194	162	246	122	163	115	49	814	775	774
Weighted	852	114	132	132	163	122	189	162	243	124	163	112	47	810	772	771
In normal times, I would give up access to YouTube and get paid £100	75%	61%	63%	64%	81%	86%	86%	63%	77%	72%	76%	85%	78%	76%	75%	76%
I would keep access to YouTube	16%	28%	26%	25%	10%	8%	6%	23%	15%	20%	15%	7%	10%	16%	17%	16%
Don't know	9%	12%	11%	11%	9%	6%	8%	14%	8%	8%	8%	8%	12%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	911	441	469	216	264	187	240	123	124	78	76	64	82	79	36	100	83	42	24
Weighted	911	443	467	227	236	195	249	123	122	79	77	59	87	77	35	110	74	42	26
In normal times, I would give up access to YouTube and get paid £200	78%	74%	83%	82%	78%	80%	73%	69%	88%	88%	79%	79%	73%	80%	78%	78%	80%	68%	75%
I would keep access to YouTube	15%	19%	11%	15%	15%	13%	17%	24%	11%	9%	13%	16%	19%	13%	19%	13%	8%	24%	17%
Don't know	6%	7%	6%	3%	7%	6%	9%	7%	2%	3%	7%	5%	8%	7%	3%	9%	12%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	911	107	168	158	157	147	174	172	253	130	193	108	55	861	817	838
Weighted	911	117	164	158	155	144	172	171	253	132	191	108	56	861	818	837
In normal times, I would give up access to YouTube and get paid £200	78%	65%	63%	76%	84%	88%	91%	66%	80%	78%	78%	92%	85%	80%	79%	79%
I would keep access to YouTube	15%	26%	28%	18%	10%	5%	5%	25%	13%	15%	14%	6%	13%	15%	16%	16%
Don't know	6%	9%	8%	6%	6%	6%	4%	8%	6%	8%	8%	2%	2%	5%	5%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	923	458	457	216	270	208	222	147	134	63	70	75	75	68	48	86	93	42	22
Weighted	923	464	451	228	241	219	229	148	133	65	70	68	80	67	47	95	84	42	24
In normal times, I would give up access to YouTube and get paid £500	80%	78%	82%	84%	85%	77%	74%	70%	85%	86%	84%	86%	74%	78%	74%	78%	86%	84%	82%
I would keep access to YouTube	13%	15%	12%	10%	11%	17%	16%	19%	13%	12%	10%	13%	19%	14%	13%	11%	10%	9%	13%
Don't know	7%	7%	6%	6%	4%	6%	11%	12%	3%	2%	5%	1%	7%	8%	13%	12%	3%	8%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.B) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	923	116	184	158	152	132	181	194	271	124	176	112	46	883	848	844
Weighted	923	132	182	155	150	127	177	196	270	123	175	112	47	883	847	843
In normal times, I would give up access to YouTube and get paid £500	80%	61%	74%	76%	85%	92%	89%	65%	83%	83%	80%	90%	85%	81%	80%	81%
I would keep access to YouTube	13%	27%	18%	18%	5%	7%	6%	26%	10%	12%	14%	5%	6%	14%	14%	14%
Don't know	7%	11%	8%	6%	10%	1%	5%	9%	7%	5%	6%	5%	9%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	890	424	463	217	264	183	224	128	120	67	77	69	75	70	37	88	87	55	17
Weighted	886	427	456	227	235	191	231	127	119	68	78	62	79	67	36	97	79	55	18
During a lockdown, I would give up access to YouTube and get paid £1.25	34%	35%	34%	37%	36%	33%	30%	33%	38%	30%	26%	32%	35%	42%	53%	28%	36%	45%	0%
I would keep access to YouTube	56%	55%	57%	55%	53%	61%	58%	60%	57%	60%	59%	61%	51%	49%	31%	59%	57%	51%	88%
Don't know	9%	10%	9%	8%	11%	6%	11%	7%	5%	10%	14%	7%	14%	9%	16%	14%	7%	4%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	890	106	159	155	147	133	190	172	275	104	171	113	55	842	804	820
Weighted	886	117	157	154	145	129	183	173	271	105	170	112	55	837	799	814
During a lockdown, I would give up access to YouTube and get paid £1.25	34%	26%	23%	24%	36%	46%	48%	30%	33%	30%	33%	45%	39%	35%	31%	33%
I would keep access to YouTube	56%	64%	67%	63%	57%	47%	43%	58%	56%	62%	61%	47%	46%	57%	61%	59%
Don't know	9%	10%	9%	13%	7%	7%	10%	12%	10%	8%	6%	8%	15%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	894	429	460	236	253	194	207	127	135	70	87	70	70	68	37	86	73	42	29
Weighted	897	432	460	248	228	204	213	130	132	71	89	66	74	66	35	94	67	40	31
During a lockdown, I would give up access to YouTube and get paid £2.50	33%	31%	36%	38%	32%	28%	34%	32%	37%	26%	32%	32%	32%	44%	47%	27%	30%	36%	34%
I would keep access to YouTube	57%	62%	53%	54%	59%	63%	55%	61%	55%	65%	54%	60%	57%	50%	44%	54%	66%	55%	63%
Don't know	9%	7%	11%	8%	9%	9%	11%	7%	8%	9%	15%	8%	11%	6%	9%	19%	4%	10%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(120.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	894	115	155	139	163	119	203	178	246	138	163	107	62	848	821	823
Weighted	897	128	155	138	161	115	199	183	244	139	162	107	62	852	826	825
During a lockdown, I would give up access to YouTube and get paid £2.50	33%	15%	27%	27%	37%	39%	49%	27%	34%	33%	34%	41%	35%	33%	30%	32%
I would keep access to YouTube	57%	80%	65%	62%	53%	51%	41%	66%	58%	56%	53%	49%	59%	58%	61%	59%
Don't know	9%	5%	9%	12%	11%	9%	10%	7%	8%	11%	13%	10%	6%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	874	435	437	212	257	177	223	135	119	72	76	59	78	67	39	88	78	38	25
Weighted	879	442	435	223	230	186	234	139	119	72	77	55	83	65	38	97	71	36	27
During a lockdown, I would give up access to YouTube and get paid £5	45%	40%	50%	53%	43%	43%	41%	38%	49%	42%	59%	36%	43%	43%	49%	43%	42%	54%	55%
I would keep access to YouTube	47%	51%	43%	42%	48%	50%	47%	50%	47%	50%	33%	56%	49%	50%	46%	45%	51%	39%	37%
Don't know	8%	9%	8%	5%	9%	7%	12%	11%	4%	8%	8%	8%	8%	7%	5%	12%	7%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	874	112	147	144	150	137	184	178	265	111	176	101	43	834	796	800
Weighted	879	127	145	144	148	133	182	181	265	114	175	102	43	839	802	803
During a lockdown, I would give up access to YouTube and get paid £5	45%	24%	32%	36%	52%	58%	62%	38%	49%	33%	46%	59%	43%	45%	42%	44%
I would keep access to YouTube	47%	63%	57%	57%	42%	36%	32%	49%	44%	60%	46%	33%	52%	47%	50%	49%
Don't know	8%	13%	11%	6%	6%	7%	7%	12%	7%	7%	8%	8%	5%	7%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	883	440	441	232	239	173	234	106	122	67	75	70	89	68	26	89	90	55	26
Weighted	882	443	437	243	212	182	240	105	120	69	74	64	96	66	25	98	82	55	28
During a lockdown, I would give up access to YouTube and get paid £10	54%	53%	55%	56%	56%	47%	57%	49%	56%	53%	61%	50%	48%	56%	53%	55%	56%	66%	50%
I would keep access to YouTube	37%	39%	35%	37%	36%	41%	35%	43%	36%	37%	32%	39%	43%	32%	35%	36%	36%	28%	43%
Don't know	9%	8%	9%	7%	8%	12%	8%	8%	8%	9%	7%	10%	8%	12%	12%	9%	8%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	883	110	136	152	157	133	195	161	242	118	176	119	65	844	800	809
Weighted	882	122	133	152	156	129	190	163	242	118	175	116	65	843	799	808
During a lockdown, I would give up access to YouTube and get paid £10	54%	35%	33%	51%	61%	64%	73%	42%	53%	52%	61%	64%	59%	55%	53%	54%
I would keep access to YouTube	37%	55%	60%	38%	31%	27%	20%	49%	38%	41%	32%	27%	30%	37%	39%	39%
Don't know	9%	10%	7%	11%	8%	9%	7%	9%	9%	7%	7%	8%	11%	8%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	824	375	446	220	218	161	219	113	121	63	76	64	70	69	42	81	71	33	21
Weighted	824	376	445	230	196	168	225	114	121	63	78	58	74	67	41	88	65	32	23
During a lockdown, I would give up access to YouTube and get paid £20	59%	56%	62%	63%	59%	56%	58%	46%	59%	62%	72%	64%	59%	67%	54%	51%	63%	74%	47%
I would keep access to YouTube	31%	35%	28%	31%	29%	38%	30%	45%	30%	30%	23%	27%	30%	25%	38%	35%	26%	22%	34%
Don't know	9%	9%	10%	7%	12%	6%	12%	9%	10%	8%	5%	9%	10%	8%	8%	13%	10%	4%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	824	112	142	140	126	113	191	142	265	112	162	98	44	773	743	738
Weighted	824	123	140	139	125	110	187	146	262	112	163	96	45	774	744	738
During a lockdown, I would give up access to YouTube and get paid £20	59%	33%	43%	57%	71%	73%	74%	43%	62%	57%	64%	71%	59%	60%	57%	60%
I would keep access to YouTube	31%	52%	44%	34%	23%	19%	19%	45%	28%	32%	30%	22%	30%	32%	34%	33%
Don't know	9%	14%	13%	10%	6%	8%	7%	12%	10%	11%	6%	7%	11%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	947	448	496	230	280	209	223	124	119	71	84	78	76	99	38	88	82	54	34
Weighted	945	451	492	240	249	221	230	124	118	72	85	73	81	96	37	96	75	53	36
During a lockdown, I would give up access to YouTube and get paid £50	69%	68%	70%	72%	72%	65%	66%	58%	78%	66%	76%	70%	62%	71%	65%	64%	68%	75%	82%
I would keep access to YouTube	24%	23%	25%	23%	23%	27%	23%	34%	15%	30%	18%	29%	28%	19%	20%	28%	25%	18%	14%
Don't know	7%	9%	6%	5%	6%	7%	11%	8%	7%	4%	6%	1%	10%	10%	15%	8%	7%	8%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(124.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	947	118	162	165	175	137	190	201	257	125	188	121	55	898	865	866
Weighted	945	128	158	165	173	133	187	202	254	126	188	120	55	896	864	864
During a lockdown, I would give up access to YouTube and get paid £50	69%	49%	58%	64%	77%	78%	81%	56%	72%	71%	72%	78%	64%	70%	68%	69%
I would keep access to YouTube	24%	39%	33%	26%	17%	17%	16%	35%	22%	23%	19%	16%	31%	24%	25%	25%
Don't know	7%	12%	9%	9%	6%	5%	3%	8%	6%	6%	9%	6%	6%	6%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	893	471	418	235	273	193	183	138	124	57	78	61	56	62	42	104	100	43	28
Weighted	893	475	414	248	245	203	189	138	123	60	79	56	60	59	40	115	90	43	29
During a lockdown, I would give up access to YouTube and get paid £100	73%	72%	74%	70%	77%	74%	72%	61%	81%	78%	70%	78%	74%	72%	73%	69%	78%	80%	71%
I would keep access to YouTube	20%	21%	18%	23%	17%	21%	19%	30%	15%	17%	21%	12%	21%	21%	20%	21%	16%	17%	17%
Don't know	7%	7%	7%	7%	6%	6%	10%	9%	4%	5%	9%	10%	5%	7%	7%	10%	6%	3%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	893	101	152	171	154	119	196	160	275	130	164	117	47	851	826	833
Weighted	893	117	148	171	150	114	193	160	271	133	163	118	47	852	827	834
During a lockdown, I would give up access to YouTube and get paid £100	73%	57%	62%	71%	77%	85%	84%	60%	79%	71%	74%	78%	73%	74%	73%	74%
I would keep access to YouTube	20%	33%	30%	22%	15%	10%	11%	30%	16%	18%	20%	16%	21%	20%	21%	20%
Don't know	7%	10%	8%	7%	8%	5%	5%	10%	5%	10%	6%	6%	6%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Gender		Social Grade				Region											
		Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	926	471	451	254	265	188	212	124	121	82	81	68	85	81	39	100	82	42	21
Weighted	927	478	446	267	238	198	218	125	118	84	83	63	91	78	37	110	75	41	22
During a lockdown, I would give up access to YouTube and get paid £200	78%	77%	79%	81%	81%	73%	75%	68%	82%	86%	82%	75%	75%	74%	85%	74%	83%	86%	79%
I would keep access to YouTube	15%	17%	13%	14%	12%	20%	15%	23%	14%	12%	6%	15%	17%	18%	15%	17%	10%	12%	10%
Don't know	7%	6%	8%	5%	6%	6%	11%	9%	4%	3%	11%	10%	8%	7%	0%	8%	7%	2%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	926	123	167	141	154	134	207	185	262	121	190	120	47	881	842	855
Weighted	927	139	164	141	153	129	202	187	261	122	189	120	48	883	844	855
During a lockdown, I would give up access to YouTube and get paid £200	78%	63%	70%	72%	84%	87%	88%	65%	82%	81%	77%	87%	85%	79%	78%	80%
I would keep access to YouTube	15%	28%	20%	19%	12%	5%	8%	25%	14%	13%	16%	6%	8%	15%	16%	15%
Don't know	7%	9%	10%	9%	4%	8%	4%	10%	5%	6%	8%	7%	7%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	893	422	469	212	270	195	209	115	114	79	72	73	75	78	36	76	90	52	33
Weighted	890	423	465	222	242	205	214	114	113	81	74	66	79	76	35	84	81	51	34
During a lockdown, I would give up access to YouTube and get paid £500	82%	80%	85%	84%	82%	81%	83%	76%	91%	85%	88%	83%	77%	85%	69%	76%	87%	81%	78%
I would keep access to YouTube	12%	16%	8%	12%	12%	12%	9%	15%	8%	8%	5%	10%	14%	10%	15%	15%	8%	17%	22%
Don't know	6%	5%	8%	5%	6%	7%	8%	9%	1%	8%	7%	7%	9%	5%	16%	9%	6%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.B) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	893	103	170	155	154	137	174	175	271	108	180	113	46	859	816	818
Weighted	890	115	166	158	151	133	167	174	269	110	179	112	47	857	815	817
During a lockdown, I would give up access to YouTube and get paid £500	82%	71%	78%	81%	81%	91%	89%	76%	79%	87%	88%	88%	71%	83%	82%	83%
I would keep access to YouTube	12%	24%	15%	12%	10%	6%	4%	15%	12%	9%	8%	7%	23%	11%	12%	12%
Don't know	6%	5%	8%	7%	8%	3%	6%	9%	8%	4%	4%	4%	6%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	930	436	490	227	262	214	223	134	115	82	86	71	96	84	35	87	74	42	24
Weighted	928	435	489	238	234	222	230	133	113	84	89	64	101	82	34	95	66	42	26
In normal times, I would give up access to Google Maps and get paid £1.25	36%	33%	38%	34%	34%	31%	43%	25%	35%	35%	38%	44%	35%	42%	45%	35%	30%	44%	38%
I would keep access to Google Maps	55%	58%	52%	60%	58%	57%	45%	64%	58%	54%	53%	48%	54%	51%	43%	51%	59%	51%	54%
Don't know	10%	9%	10%	6%	8%	12%	12%	10%	7%	11%	9%	8%	12%	7%	13%	14%	11%	5%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(128.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	930	112	163	147	161	159	188	175	287	119	167	125	56	889	854	853
Weighted	928	123	161	147	159	154	184	175	283	120	166	126	57	887	852	851
In normal times, I would give up access to Google Maps and get paid £1.25	36%	35%	30%	32%	35%	40%	40%	30%	32%	41%	39%	38%	42%	35%	34%	34%
I would keep access to Google Maps	55%	51%	59%	61%	52%	53%	52%	57%	59%	50%	51%	54%	49%	56%	57%	58%
Don't know	10%	13%	11%	7%	13%	8%	8%	13%	9%	9%	10%	7%	9%	9%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	886	447	436	239	253	173	218	115	125	74	96	66	73	67	27	91	79	46	27
Weighted	889	450	436	253	227	180	226	115	124	76	97	61	77	65	26	101	72	45	29
In normal times, I would give up access to Google Maps and get paid £2.50	40%	40%	40%	41%	39%	31%	46%	40%	40%	39%	31%	38%	44%	46%	33%	41%	40%	49%	36%
I would keep access to Google Maps	52%	51%	52%	52%	53%	60%	43%	55%	51%	53%	58%	53%	48%	42%	63%	49%	55%	47%	41%
Don't know	8%	9%	8%	7%	8%	9%	11%	5%	9%	8%	11%	9%	8%	12%	4%	9%	4%	4%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	886	100	151	153	162	126	194	183	259	114	164	105	61	853	806	821
Weighted	889	113	150	151	160	122	191	185	259	114	163	105	62	857	810	824
In normal times, I would give up access to Google Maps and get paid £2.50	40%	36%	25%	44%	44%	41%	47%	35%	43%	37%	41%	43%	41%	40%	38%	38%
I would keep access to Google Maps	52%	53%	68%	45%	50%	53%	43%	59%	50%	51%	51%	46%	45%	52%	53%	54%
Don't know	8%	11%	7%	10%	7%	7%	9%	6%	7%	12%	8%	11%	14%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	863	415	442	202	260	174	221	127	127	65	78	68	76	60	31	94	77	40	20
Weighted	860	417	437	209	234	185	226	128	126	65	79	62	82	58	30	101	70	39	21
In normal times, I would give up access to Google Maps and get paid £5	51%	50%	52%	51%	52%	51%	49%	47%	56%	53%	56%	45%	55%	52%	49%	45%	44%	64%	46%
I would keep access to Google Maps	42%	44%	40%	44%	40%	43%	41%	47%	39%	30%	41%	48%	42%	43%	46%	43%	45%	30%	49%
Don't know	7%	6%	8%	5%	8%	6%	10%	6%	5%	16%	3%	8%	3%	5%	6%	12%	11%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	863	110	163	141	140	112	197	163	261	112	183	107	37	816	774	795
Weighted	860	123	160	140	138	108	189	166	260	112	181	105	35	813	772	792
In normal times, I would give up access to Google Maps and get paid £5	51%	38%	43%	50%	55%	57%	60%	43%	54%	48%	56%	48%	57%	52%	50%	50%
I would keep access to Google Maps	42%	52%	50%	42%	39%	35%	34%	47%	41%	45%	38%	41%	41%	42%	44%	45%
Don't know	7%	9%	7%	8%	6%	8%	6%	10%	5%	7%	6%	11%	3%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	929	461	465	254	260	193	214	140	123	69	76	64	81	80	48	81	96	37	34
Weighted	934	470	461	269	233	204	222	143	123	70	79	59	86	77	48	91	87	35	35
In normal times, I would give up access to Google Maps and get paid £10	57%	60%	54%	63%	50%	60%	53%	55%	57%	69%	58%	46%	59%	62%	54%	55%	62%	47%	54%
I would keep access to Google Maps	34%	32%	36%	32%	39%	36%	31%	35%	38%	23%	32%	40%	34%	29%	32%	35%	33%	48%	37%
Don't know	9%	8%	9%	5%	11%	4%	16%	10%	5%	7%	10%	14%	8%	9%	15%	10%	6%	6%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	929	136	135	158	158	144	198	200	285	108	159	126	51	877	849	860
Weighted	934	156	132	158	157	139	193	204	285	112	157	126	50	882	854	865
In normal times, I would give up access to Google Maps and get paid £10	57%	43%	50%	51%	61%	67%	68%	48%	62%	54%	60%	59%	58%	58%	57%	57%
I would keep access to Google Maps	34%	46%	43%	39%	32%	22%	24%	39%	31%	35%	34%	33%	37%	34%	35%	36%
Don't know	9%	11%	7%	10%	6%	11%	8%	13%	7%	11%	7%	8%	6%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(132.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	881	428	449	225	261	180	209	125	109	68	66	66	82	88	41	95	72	44	25
Weighted	876	426	446	233	232	188	217	124	106	70	68	61	86	86	39	103	65	42	27
In normal times, I would give up access to Google Maps and get paid £20	68%	67%	69%	70%	68%	62%	69%	60%	76%	66%	67%	60%	67%	64%	66%	70%	73%	79%	73%
I would keep access to Google Maps	23%	24%	22%	21%	23%	32%	19%	30%	19%	27%	24%	31%	23%	23%	14%	22%	19%	13%	20%
Don't know	9%	9%	9%	9%	8%	7%	12%	10%	5%	8%	9%	9%	10%	13%	20%	8%	8%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(132.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	881	99	155	160	149	128	190	177	242	132	176	104	50	837	809	796
Weighted	876	108	151	159	147	125	187	177	238	131	175	104	51	831	805	792
In normal times, I would give up access to Google Maps and get paid £20	68%	55%	63%	65%	72%	68%	78%	59%	71%	65%	72%	69%	72%	69%	67%	68%
I would keep access to Google Maps	23%	34%	27%	24%	20%	26%	14%	27%	22%	23%	21%	24%	20%	24%	24%	25%
Don't know	9%	11%	10%	11%	8%	6%	8%	13%	7%	12%	7%	8%	8%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	871	412	457	215	258	175	220	119	121	73	84	65	55	70	40	90	93	41	20
Weighted	870	418	451	228	231	184	225	120	121	76	84	60	57	68	38	100	84	41	21
In normal times, I would give up access to Google Maps and get paid £50	71%	69%	73%	76%	68%	68%	72%	62%	74%	65%	75%	74%	76%	80%	67%	71%	70%	75%	75%
I would keep access to Google Maps	21%	24%	18%	19%	24%	21%	19%	28%	22%	30%	16%	19%	14%	10%	28%	19%	22%	18%	19%
Don't know	8%	7%	8%	5%	8%	11%	8%	10%	4%	5%	8%	8%	10%	10%	5%	10%	8%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	871	102	162	148	146	130	183	161	260	122	165	120	42	830	801	802
Weighted	870	114	160	151	141	126	179	165	254	124	165	119	43	830	802	800
In normal times, I would give up access to Google Maps and get paid £50	71%	62%	66%	68%	72%	74%	82%	59%	74%	73%	76%	76%	67%	72%	71%	71%
I would keep access to Google Maps	21%	29%	24%	26%	21%	16%	13%	29%	20%	22%	18%	14%	24%	21%	22%	22%
Don't know	8%	9%	10%	6%	8%	10%	5%	12%	6%	5%	6%	10%	9%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	904	439	464	216	250	194	236	116	135	58	80	48	67	78	38	90	110	54	30
Weighted	902	441	460	224	223	205	241	116	132	59	80	44	75	73	37	100	100	53	33
In normal times, I would give up access to Google Maps and get paid £100	79%	78%	81%	84%	80%	78%	76%	76%	80%	72%	83%	79%	72%	78%	82%	81%	83%	82%	90%
I would keep access to Google Maps	14%	16%	13%	12%	15%	17%	13%	21%	13%	23%	11%	11%	17%	13%	13%	11%	12%	14%	6%
Don't know	6%	6%	7%	4%	5%	5%	10%	2%	7%	5%	6%	10%	11%	8%	5%	7%	5%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	904	103	154	150	152	132	213	163	273	117	170	119	61	856	815	818
Weighted	902	116	151	148	151	128	208	165	271	117	170	118	60	855	813	816
In normal times, I would give up access to Google Maps and get paid £100	79%	66%	66%	80%	92%	83%	86%	73%	81%	80%	81%	81%	81%	80%	80%	79%
I would keep access to Google Maps	14%	24%	24%	12%	7%	12%	9%	20%	12%	15%	14%	11%	15%	15%	14%	15%
Don't know	6%	10%	10%	8%	1%	5%	5%	6%	7%	5%	5%	8%	5%	5%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	855	402	449	224	255	184	187	109	126	63	79	75	71	71	36	77	67	54	27
Weighted	855	407	444	235	228	195	193	110	125	64	80	69	77	69	34	85	61	52	28
In normal times, I would give up access to Google Maps and get paid £200	82%	82%	82%	83%	78%	83%	84%	74%	80%	84%	81%	84%	84%	80%	81%	81%	90%	95%	81%
I would keep access to Google Maps	12%	13%	12%	14%	15%	13%	8%	20%	15%	10%	13%	11%	10%	12%	14%	10%	10%	3%	11%
Don't know	6%	4%	7%	3%	8%	4%	8%	5%	5%	7%	6%	5%	7%	7%	5%	9%	0%	2%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	855	113	143	154	153	117	175	156	229	125	193	93	58	820	777	785
Weighted	855	123	141	155	151	112	173	156	227	127	193	92	60	820	777	785
In normal times, I would give up access to Google Maps and get paid £200	82%	79%	74%	77%	86%	90%	87%	74%	81%	83%	84%	90%	87%	83%	82%	83%
I would keep access to Google Maps	12%	17%	19%	14%	10%	7%	8%	19%	14%	11%	10%	8%	10%	12%	13%	12%
Don't know	6%	4%	7%	9%	3%	4%	5%	7%	5%	6%	7%	2%	3%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(136.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	898	475	422	246	260	179	206	125	114	76	61	89	73	64	40	95	78	56	27
Weighted	901	481	419	258	234	188	213	128	114	76	61	83	78	63	38	104	72	56	28
In normal times, I would give up access to Google Maps and get paid £500	84%	83%	84%	86%	84%	83%	81%	78%	84%	87%	87%	84%	92%	83%	88%	76%	88%	79%	85%
I would keep access to Google Maps	9%	10%	8%	8%	10%	10%	10%	11%	13%	9%	4%	8%	4%	14%	7%	10%	5%	15%	11%
Don't know	7%	6%	8%	6%	7%	6%	9%	11%	3%	4%	9%	8%	4%	3%	5%	14%	7%	6%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(136.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	898	125	164	151	159	114	185	174	262	111	193	110	48	845	821	825
Weighted	901	141	160	152	158	110	180	176	262	113	193	108	48	850	826	827
In normal times, I would give up access to Google Maps and get paid £500	84%	75%	76%	84%	88%	89%	88%	79%	84%	88%	83%	88%	82%	84%	85%	84%
I would keep access to Google Maps	9%	13%	14%	11%	7%	4%	7%	11%	9%	7%	10%	9%	13%	10%	10%	10%
Don't know	7%	12%	9%	5%	5%	7%	5%	10%	7%	6%	8%	3%	5%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	897	435	458	243	237	184	227	124	118	74	86	65	75	68	42	97	75	46	27
Weighted	908	448	456	260	212	196	234	127	118	76	88	59	80	67	41	108	69	46	29
During a lockdown, I would give up access to Google Maps and get paid £1.25	39%	39%	39%	44%	34%	38%	39%	41%	40%	42%	34%	46%	37%	37%	31%	38%	41%	43%	32%
I would keep access to Google Maps	52%	53%	51%	51%	55%	52%	51%	49%	52%	50%	54%	46%	50%	53%	64%	50%	55%	53%	56%
Don't know	9%	8%	10%	5%	11%	10%	10%	10%	7%	8%	12%	7%	13%	10%	5%	12%	4%	4%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	897	124	169	133	155	127	189	189	245	120	186	108	49	857	821	831
Weighted	908	143	166	134	155	124	186	193	247	124	185	108	51	868	832	840
During a lockdown, I would give up access to Google Maps and get paid £1.25	39%	36%	37%	43%	41%	42%	37%	37%	34%	43%	49%	35%	35%	39%	38%	38%
I would keep access to Google Maps	52%	50%	58%	45%	52%	49%	55%	54%	58%	46%	42%	58%	53%	53%	54%	54%
Don't know	9%	15%	5%	12%	7%	10%	8%	10%	9%	11%	9%	6%	11%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	882	453	427	236	269	165	206	113	117	71	79	80	71	71	45	80	86	41	28
Weighted	878	455	421	247	239	174	212	116	115	72	80	74	76	68	43	86	79	40	29
During a lockdown, I would give up access to Google Maps and get paid £2.50	46%	44%	48%	47%	44%	43%	48%	40%	48%	55%	50%	33%	52%	52%	58%	42%	39%	52%	36%
I would keep access to Google Maps	45%	47%	42%	44%	47%	47%	43%	49%	47%	39%	40%	60%	42%	37%	31%	45%	48%	48%	51%
Don't know	9%	9%	10%	9%	9%	10%	8%	11%	6%	7%	10%	8%	6%	11%	10%	13%	13%	0%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	882	108	150	137	146	143	198	161	259	124	172	111	54	832	801	807
Weighted	878	123	146	137	142	138	192	166	256	124	170	108	53	829	800	803
During a lockdown, I would give up access to Google Maps and get paid £2.50	46%	44%	37%	44%	44%	52%	52%	46%	48%	37%	47%	51%	42%	47%	45%	45%
I would keep access to Google Maps	45%	44%	53%	43%	47%	42%	42%	43%	43%	54%	43%	43%	53%	46%	47%	48%
Don't know	9%	11%	11%	13%	9%	7%	6%	11%	9%	8%	10%	7%	5%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	888	430	454	220	263	191	209	126	116	59	75	67	73	84	40	89	89	44	26
Weighted	886	432	450	232	234	200	215	125	115	59	77	61	78	82	38	100	79	44	27
During a lockdown, I would give up access to Google Maps and get paid £5	54%	52%	56%	61%	46%	54%	56%	47%	54%	49%	56%	54%	66%	62%	43%	53%	55%	58%	51%
I would keep access to Google Maps	40%	43%	36%	32%	49%	40%	38%	44%	40%	44%	40%	40%	28%	31%	52%	44%	36%	38%	41%
Don't know	6%	5%	8%	6%	5%	6%	7%	9%	6%	7%	4%	6%	5%	7%	5%	3%	8%	4%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	888	121	149	152	144	133	189	173	247	138	168	112	49	838	817	826
Weighted	886	134	147	150	141	128	185	172	244	140	169	113	48	837	818	825
During a lockdown, I would give up access to Google Maps and get paid £5	54%	43%	46%	51%	58%	55%	67%	45%	58%	53%	54%	63%	55%	54%	53%	53%
I would keep access to Google Maps	40%	50%	48%	41%	36%	39%	28%	47%	36%	43%	40%	31%	41%	41%	42%	42%
Don't know	6%	7%	6%	8%	6%	6%	5%	8%	7%	5%	6%	6%	4%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(140.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	880	444	432	214	274	195	191	141	118	65	67	65	84	62	37	87	78	48	28
Weighted	879	445	430	226	244	206	197	139	118	67	68	60	91	60	35	96	70	47	29
During a lockdown, I would give up access to Google Maps and get paid £10	63%	63%	63%	65%	63%	58%	66%	60%	63%	60%	66%	53%	62%	63%	81%	57%	68%	76%	57%
I would keep access to Google Maps	30%	31%	29%	30%	31%	33%	25%	32%	31%	27%	27%	41%	32%	27%	17%	32%	29%	20%	36%
Don't know	7%	6%	8%	5%	7%	9%	9%	8%	7%	12%	7%	6%	6%	10%	2%	11%	3%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(140.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	880	98	159	154	167	122	180	197	287	95	150	105	46	837	795	807
Weighted	879	110	156	157	164	117	176	197	284	97	150	104	47	837	795	806
During a lockdown, I would give up access to Google Maps and get paid £10	63%	59%	48%	57%	68%	69%	74%	54%	66%	65%	64%	67%	62%	63%	62%	62%
I would keep access to Google Maps	30%	34%	39%	36%	27%	27%	19%	37%	28%	29%	31%	24%	27%	31%	31%	32%
Don't know	7%	6%	13%	7%	5%	4%	7%	10%	6%	7%	5%	9%	10%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	917	437	479	223	267	191	231	119	141	77	73	79	67	68	36	100	89	50	18
Weighted	908	433	474	230	240	198	235	117	138	78	73	73	71	66	34	110	82	47	19
During a lockdown, I would give up access to Google Maps and get paid £20	68%	66%	71%	69%	71%	68%	67%	61%	72%	69%	72%	65%	67%	69%	81%	67%	68%	75%	60%
I would keep access to Google Maps	24%	25%	23%	25%	24%	24%	22%	32%	23%	26%	15%	23%	28%	24%	14%	22%	23%	23%	27%
Don't know	8%	9%	7%	6%	5%	8%	12%	7%	6%	4%	13%	12%	6%	7%	5%	11%	8%	2%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	917	100	147	181	141	151	197	161	279	114	174	131	57	881	844	846
Weighted	908	109	145	178	138	147	191	159	274	116	172	130	56	872	836	838
During a lockdown, I would give up access to Google Maps and get paid £20	68%	58%	51%	65%	74%	74%	82%	59%	71%	66%	74%	72%	62%	69%	68%	68%
I would keep access to Google Maps	24%	31%	41%	25%	20%	19%	11%	29%	23%	22%	22%	21%	33%	24%	25%	25%
Don't know	8%	11%	8%	10%	6%	6%	7%	12%	7%	11%	5%	7%	5%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	899	432	465	232	264	192	208	126	133	65	73	65	78	88	37	77	89	46	22
Weighted	895	435	458	243	237	201	211	127	132	66	75	61	82	84	36	84	80	45	23
During a lockdown, I would give up access to Google Maps and get paid £50	76%	74%	77%	77%	76%	76%	73%	67%	87%	73%	71%	76%	80%	80%	63%	71%	79%	70%	91%
I would keep access to Google Maps	17%	18%	15%	18%	15%	19%	15%	21%	10%	21%	22%	14%	14%	12%	25%	13%	16%	28%	9%
Don't know	8%	7%	8%	5%	10%	4%	12%	12%	4%	6%	7%	10%	6%	7%	12%	16%	5%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	899	119	143	160	155	126	196	176	244	121	176	128	53	851	833	829
Weighted	895	130	141	158	152	122	191	177	242	120	176	126	53	848	830	826
During a lockdown, I would give up access to Google Maps and get paid £50	76%	66%	69%	75%	77%	81%	84%	64%	80%	75%	77%	82%	78%	77%	76%	76%
I would keep access to Google Maps	17%	25%	22%	18%	15%	14%	10%	25%	14%	15%	17%	10%	18%	17%	17%	17%
Don't know	8%	9%	9%	8%	8%	6%	7%	12%	6%	10%	6%	8%	4%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	873	428	442	225	244	179	217	117	123	65	79	56	81	73	37	98	63	52	29
Weighted	878	433	442	236	218	189	226	118	121	67	79	53	86	72	35	107	58	51	31
During a lockdown, I would give up access to Google Maps and get paid £100	80%	79%	81%	80%	79%	80%	81%	72%	87%	83%	78%	84%	79%	79%	79%	76%	88%	84%	75%
I would keep access to Google Maps	13%	14%	11%	13%	13%	15%	9%	22%	11%	9%	11%	12%	9%	14%	13%	13%	12%	8%	11%
Don't know	7%	6%	8%	7%	7%	5%	9%	6%	3%	7%	10%	4%	12%	7%	8%	12%	0%	8%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	873	103	165	150	156	116	183	154	286	113	180	98	42	842	785	786
Weighted	878	116	162	152	153	112	182	156	286	115	180	99	42	847	791	790
During a lockdown, I would give up access to Google Maps and get paid £100	80%	72%	71%	81%	80%	85%	91%	74%	80%	84%	80%	85%	81%	81%	80%	80%
I would keep access to Google Maps	13%	17%	20%	13%	14%	9%	4%	18%	13%	10%	14%	7%	7%	13%	13%	14%
Don't know	7%	11%	9%	6%	7%	6%	5%	8%	7%	6%	6%	8%	12%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(144.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	912	432	477	230	269	185	222	125	122	82	87	73	71	68	32	84	86	55	27
Weighted	912	437	472	240	242	195	230	125	121	83	90	67	75	66	31	92	79	54	29
During a lockdown, I would give up access to Google Maps and get paid £200	83%	81%	84%	85%	81%	87%	78%	79%	84%	82%	87%	84%	77%	86%	75%	88%	88%	69%	88%
I would keep access to Google Maps	10%	12%	9%	12%	11%	6%	12%	17%	10%	12%	7%	6%	14%	7%	10%	5%	7%	22%	9%
Don't know	7%	7%	7%	4%	8%	7%	10%	4%	6%	6%	7%	11%	9%	7%	15%	7%	5%	9%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(144.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	912	118	162	153	155	127	197	185	258	112	178	116	63	863	823	831
Weighted	912	131	159	153	155	123	191	189	256	111	177	114	65	861	822	829
During a lockdown, I would give up access to Google Maps and get paid £200	83%	73%	73%	78%	90%	92%	90%	75%	84%	82%	85%	89%	84%	84%	83%	83%
I would keep access to Google Maps	10%	17%	15%	15%	6%	5%	6%	15%	10%	11%	8%	7%	9%	10%	11%	11%
Don't know	7%	11%	12%	7%	5%	4%	4%	11%	6%	7%	6%	4%	7%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	883	431	447	225	239	184	230	119	107	70	87	62	81	80	30	88	98	32	29
Weighted	884	434	445	234	213	194	238	120	106	71	89	57	87	76	30	97	89	32	32
During a lockdown, I would give up access to Google Maps and get paid £500	84%	82%	86%	87%	80%	86%	83%	79%	88%	85%	87%	87%	84%	83%	83%	84%	82%	80%	86%
I would keep access to Google Maps	9%	11%	7%	9%	10%	9%	7%	16%	6%	11%	5%	9%	4%	6%	3%	11%	7%	20%	7%
Don't know	7%	7%	7%	4%	10%	5%	10%	4%	7%	4%	8%	5%	12%	11%	14%	5%	11%	0%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.B) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	883	109	146	142	175	117	194	170	253	123	186	100	51	836	801	806
Weighted	884	122	143	142	174	114	189	172	249	125	185	100	52	837	802	807
During a lockdown, I would give up access to Google Maps and get paid £500	84%	78%	75%	78%	89%	90%	91%	76%	87%	82%	85%	86%	93%	85%	85%	85%
I would keep access to Google Maps	9%	14%	17%	10%	7%	3%	3%	14%	8%	9%	7%	5%	2%	9%	9%	9%
Don't know	7%	7%	9%	12%	4%	7%	6%	10%	5%	9%	7%	8%	5%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	882	430	450	207	248	191	230	116	118	83	81	68	87	59	27	88	87	48	20
Weighted	881	430	449	216	223	200	236	116	117	83	83	64	94	56	27	95	79	47	21
In normal times, I would give up access to Google Docs and get paid £1.25	54%	54%	54%	49%	54%	58%	54%	49%	59%	58%	53%	54%	52%	65%	50%	51%	48%	57%	50%
I would keep access to Google Docs	35%	37%	34%	38%	38%	32%	33%	41%	33%	27%	36%	41%	38%	22%	38%	33%	42%	37%	29%
Don't know	11%	9%	13%	14%	8%	10%	12%	10%	8%	15%	11%	5%	10%	12%	12%	16%	10%	6%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	882	116	146	143	154	117	206	186	248	108	166	114	59	832	804	812
Weighted	881	129	144	143	151	114	200	187	249	108	163	113	59	833	804	811
In normal times, I would give up access to Google Docs and get paid £1.25	54%	45%	42%	52%	58%	65%	60%	48%	56%	52%	51%	63%	59%	54%	54%	54%
I would keep access to Google Docs	35%	42%	46%	39%	33%	23%	29%	39%	35%	39%	38%	26%	31%	36%	37%	37%
Don't know	11%	13%	13%	9%	9%	12%	11%	13%	9%	9%	11%	12%	10%	9%	10%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	889	444	442	246	262	171	207	122	131	77	71	71	80	76	35	76	70	45	35
Weighted	889	448	438	260	235	178	214	122	128	79	73	65	83	74	34	84	64	44	37
In normal times, I would give up access to Google Docs and get paid £2.50	58%	55%	61%	60%	56%	55%	61%	53%	57%	61%	60%	55%	53%	67%	70%	55%	64%	60%	49%
I would keep access to Google Docs	33%	36%	31%	34%	35%	38%	28%	35%	34%	29%	28%	34%	37%	28%	21%	41%	26%	40%	42%
Don't know	9%	9%	8%	6%	10%	7%	12%	12%	8%	10%	12%	11%	10%	5%	9%	4%	10%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	889	125	153	136	165	132	178	159	278	127	175	93	57	848	807	810
Weighted	889	137	152	136	164	127	175	162	273	128	176	91	59	848	807	811
In normal times, I would give up access to Google Docs and get paid £2.50	58%	46%	47%	54%	60%	72%	68%	54%	59%	51%	65%	59%	59%	58%	58%	58%
I would keep access to Google Docs	33%	44%	45%	35%	33%	20%	24%	36%	34%	37%	28%	31%	35%	34%	35%	35%
Don't know	9%	10%	8%	10%	7%	8%	8%	11%	7%	11%	8%	10%	6%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(148.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	905	430	472	233	276	185	205	143	122	65	76	64	77	80	36	86	75	56	25
Weighted	905	436	466	246	249	193	211	143	121	67	74	58	82	78	34	95	70	57	26
In normal times, I would give up access to Google Docs and get paid £5	66%	65%	67%	69%	61%	69%	67%	60%	64%	77%	70%	73%	65%	64%	67%	63%	72%	69%	57%
I would keep access to Google Docs	24%	26%	23%	24%	28%	23%	23%	30%	31%	16%	21%	18%	20%	27%	23%	26%	18%	26%	26%
Don't know	9%	9%	10%	8%	11%	9%	10%	10%	5%	8%	9%	9%	15%	10%	10%	12%	9%	5%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(148.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	905	126	142	161	159	127	190	175	290	121	163	105	51	854	823	827
Weighted	905	140	139	161	156	122	187	176	289	123	163	105	51	854	823	826
In normal times, I would give up access to Google Docs and get paid £5	66%	58%	55%	60%	73%	83%	70%	57%	70%	68%	70%	65%	63%	67%	66%	66%
I would keep access to Google Docs	24%	37%	29%	27%	22%	12%	18%	32%	21%	22%	22%	24%	27%	25%	25%	25%
Don't know	9%	5%	16%	13%	5%	5%	12%	11%	9%	10%	8%	11%	10%	8%	9%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	972	474	495	253	267	220	225	142	123	65	89	71	79	89	36	110	90	47	31
Weighted	978	482	493	265	240	234	232	142	124	67	91	66	85	87	34	120	82	46	33
In normal times, I would give up access to Google Docs and get paid £10	70%	68%	72%	71%	66%	71%	71%	64%	69%	69%	75%	79%	77%	69%	76%	64%	68%	68%	80%
I would keep access to Google Docs	21%	23%	19%	21%	24%	24%	16%	29%	25%	20%	17%	17%	15%	20%	10%	24%	22%	15%	17%
Don't know	9%	9%	9%	8%	10%	6%	12%	7%	6%	11%	8%	4%	8%	11%	14%	12%	9%	18%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	972	111	167	186	150	140	218	210	277	116	187	129	52	915	882	877
Weighted	978	126	166	188	149	136	214	212	276	120	187	129	54	921	889	881
In normal times, I would give up access to Google Docs and get paid £10	70%	63%	55%	66%	78%	78%	79%	62%	72%	66%	77%	70%	75%	70%	70%	70%
I would keep access to Google Docs	21%	28%	33%	27%	16%	11%	13%	29%	19%	26%	15%	21%	12%	21%	22%	23%
Don't know	9%	9%	12%	7%	7%	12%	8%	10%	9%	8%	8%	9%	13%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	855	421	430	212	239	194	206	118	117	75	66	53	71	76	36	80	76	56	31
Weighted	856	426	426	221	214	205	213	119	116	77	66	49	75	74	34	89	68	56	33
In normal times, I would give up access to Google Docs and get paid £20	75%	74%	76%	81%	72%	71%	74%	66%	77%	70%	80%	73%	75%	75%	83%	76%	80%	78%	71%
I would keep access to Google Docs	16%	17%	15%	14%	18%	19%	12%	28%	19%	22%	3%	18%	12%	13%	8%	8%	15%	15%	16%
Don't know	10%	10%	9%	5%	10%	10%	14%	7%	4%	8%	17%	9%	13%	12%	8%	15%	5%	7%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	855	105	156	141	140	146	167	171	240	108	170	112	54	814	770	784
Weighted	856	120	154	139	139	141	163	171	238	109	171	113	54	816	772	786
In normal times, I would give up access to Google Docs and get paid £20	75%	66%	66%	72%	81%	82%	80%	64%	77%	82%	78%	73%	76%	76%	75%	76%
I would keep access to Google Docs	16%	24%	23%	20%	12%	7%	10%	27%	14%	9%	15%	13%	13%	16%	17%	16%
Don't know	10%	10%	12%	8%	7%	11%	10%	9%	9%	9%	8%	14%	10%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	883	422	459	205	255	197	219	103	117	61	81	70	75	85	32	105	89	41	24
Weighted	882	423	457	216	226	207	226	106	116	61	83	64	79	81	31	116	81	40	25
In normal times, I would give up access to Google Docs and get paid £50	79%	77%	81%	80%	84%	75%	77%	71%	85%	80%	82%	80%	72%	78%	66%	80%	82%	92%	79%
I would keep access to Google Docs	12%	15%	10%	16%	11%	14%	8%	15%	11%	9%	10%	13%	15%	14%	24%	11%	13%	3%	13%
Don't know	9%	8%	9%	4%	5%	10%	14%	14%	3%	10%	8%	7%	13%	8%	10%	9%	6%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	883	109	161	149	138	141	185	156	245	131	195	112	43	843	813	815
Weighted	882	121	158	149	136	137	181	159	242	132	192	112	43	842	812	813
In normal times, I would give up access to Google Docs and get paid £50	79%	69%	74%	79%	83%	85%	83%	69%	80%	82%	82%	81%	85%	80%	79%	80%
I would keep access to Google Docs	12%	21%	17%	13%	9%	6%	9%	19%	11%	10%	11%	13%	8%	12%	13%	13%
Don't know	9%	10%	9%	8%	8%	9%	8%	12%	10%	7%	7%	6%	7%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(152.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	853	431	419	207	268	176	195	117	116	68	81	70	65	62	40	76	86	49	23
Weighted	850	435	412	215	239	187	202	117	116	69	82	63	70	61	38	83	78	47	24
In normal times, I would give up access to Google Docs and get paid £100	81%	80%	82%	82%	82%	78%	81%	75%	85%	81%	81%	78%	83%	85%	75%	82%	85%	86%	60%
I would keep access to Google Docs	12%	14%	10%	14%	11%	15%	10%	19%	12%	12%	11%	9%	9%	8%	18%	8%	8%	9%	36%
Don't know	7%	5%	9%	4%	7%	7%	9%	6%	3%	6%	8%	13%	8%	8%	7%	10%	7%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(152.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	853	104	154	134	157	114	190	155	254	110	164	108	62	805	782	789
Weighted	850	119	148	134	154	110	185	157	251	111	162	107	61	803	781	786
In normal times, I would give up access to Google Docs and get paid £100	81%	69%	73%	84%	83%	89%	87%	75%	82%	79%	81%	88%	85%	82%	82%	82%
I would keep access to Google Docs	12%	23%	18%	11%	10%	5%	7%	15%	12%	14%	11%	8%	14%	12%	12%	13%
Don't know	7%	9%	8%	5%	7%	5%	7%	10%	7%	7%	9%	5%	2%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	917	438	474	265	263	153	234	127	130	76	87	70	68	58	52	91	96	40	22
Weighted	916	441	470	278	235	161	241	129	128	77	88	66	74	55	50	100	87	38	23
In normal times, I would give up access to Google Docs and get paid £200	82%	82%	82%	86%	78%	79%	85%	73%	91%	89%	85%	81%	86%	78%	79%	81%	80%	82%	78%
I would keep access to Google Docs	11%	12%	10%	10%	14%	12%	8%	16%	5%	11%	8%	10%	11%	17%	11%	9%	13%	11%	13%
Don't know	7%	6%	7%	4%	8%	9%	7%	11%	5%	0%	7%	9%	3%	5%	10%	10%	6%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	917	110	165	154	153	129	206	182	271	118	174	126	45	882	835	859
Weighted	916	122	163	153	152	127	200	184	270	121	173	123	43	881	835	857
In normal times, I would give up access to Google Docs and get paid £200	82%	66%	77%	78%	87%	92%	90%	68%	87%	87%	86%	85%	83%	83%	83%	83%
I would keep access to Google Docs	11%	23%	17%	18%	5%	1%	4%	19%	9%	9%	9%	7%	12%	11%	11%	11%
Don't know	7%	10%	7%	4%	7%	7%	6%	12%	5%	4%	5%	8%	5%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	861	425	433	220	241	179	213	122	121	58	74	75	72	77	42	88	77	32	23
Weighted	859	425	431	232	213	188	218	122	119	59	76	69	76	74	42	98	70	32	25
In normal times, I would give up access to Google Docs and get paid £500	84%	85%	82%	83%	84%	83%	84%	82%	80%	90%	85%	78%	86%	87%	85%	80%	84%	94%	83%
I would keep access to Google Docs	9%	10%	9%	11%	8%	12%	8%	12%	16%	5%	6%	10%	5%	5%	10%	10%	10%	6%	13%
Don't know	7%	5%	9%	6%	7%	6%	9%	6%	4%	5%	8%	12%	9%	8%	5%	11%	6%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.B) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	861	94	146	158	164	116	183	158	255	121	176	110	41	830	790	782
Weighted	859	105	143	159	161	112	179	159	250	121	176	110	42	828	789	781
In normal times, I would give up access to Google Docs and get paid £500	84%	78%	73%	79%	87%	90%	91%	76%	86%	87%	83%	85%	86%	84%	83%	85%
I would keep access to Google Docs	9%	12%	19%	10%	8%	3%	5%	14%	8%	7%	10%	7%	7%	10%	10%	10%
Don't know	7%	10%	7%	11%	5%	7%	3%	10%	6%	5%	7%	7%	7%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	883	449	433	235	234	193	217	118	119	66	72	64	84	79	28	91	86	51	25
Weighted	885	452	432	246	209	203	223	121	119	67	72	58	89	77	27	100	78	50	27
During a lockdown, I would give up access to Google Docs and get paid £1.25	54%	56%	53%	58%	53%	53%	54%	48%	59%	48%	57%	67%	50%	56%	54%	53%	55%	63%	45%
I would keep access to Google Docs	34%	35%	33%	33%	35%	39%	32%	43%	33%	34%	30%	27%	37%	28%	32%	35%	38%	23%	46%
Don't know	11%	9%	14%	9%	11%	8%	14%	8%	8%	18%	13%	6%	13%	16%	14%	12%	7%	14%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	883	103	160	150	157	129	184	262	101	167	119	50	836	809	807	
Weighted	885	116	158	152	156	125	186	260	103	166	119	50	839	812	810	
During a lockdown, I would give up access to Google Docs and get paid £1.25	54%	46%	51%	50%	62%	57%	48%	54%	60%	56%	62%	53%	55%	55%	54%	
I would keep access to Google Docs	34%	41%	37%	39%	32%	27%	42%	35%	32%	32%	26%	39%	35%	35%	36%	
Don't know	11%	13%	12%	11%	6%	16%	10%	12%	9%	13%	12%	8%	10%	10%	10%	

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	906	427	475	223	271	183	223	147	116	74	90	67	65	70	45	70	89	50	23
Weighted	898	426	468	232	241	190	229	148	115	75	91	61	69	67	43	77	79	48	25
During a lockdown, I would give up access to Google Docs and get paid £2.50	60%	60%	61%	63%	57%	56%	64%	49%	62%	71%	56%	61%	63%	62%	64%	60%	62%	72%	61%
I would keep access to Google Docs	31%	31%	30%	30%	35%	34%	24%	39%	31%	27%	36%	32%	28%	27%	18%	31%	29%	26%	18%
Don't know	9%	9%	9%	7%	8%	10%	12%	13%	7%	1%	8%	7%	9%	12%	18%	9%	9%	2%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(156.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	906	116	166	150	168	121	185	171	280	108	168	126	52	861	821	837
Weighted	898	124	165	149	164	116	180	170	275	109	167	125	50	854	815	831
During a lockdown, I would give up access to Google Docs and get paid £2.50	60%	49%	50%	58%	67%	70%	67%	52%	64%	55%	67%	62%	56%	61%	60%	60%
I would keep access to Google Docs	31%	42%	41%	33%	25%	21%	23%	34%	29%	36%	25%	30%	39%	31%	32%	32%
Don't know	9%	9%	9%	9%	8%	9%	10%	14%	7%	9%	8%	9%	6%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	929	468	458	231	281	178	233	149	112	67	96	74	68	60	43	95	85	50	30
Weighted	927	473	451	243	251	189	239	148	110	67	97	68	73	59	41	105	77	49	31
During a lockdown, I would give up access to Google Docs and get paid £5	64%	61%	68%	64%	59%	72%	64%	58%	64%	66%	68%	59%	68%	73%	70%	58%	68%	68%	65%
I would keep access to Google Docs	26%	30%	22%	29%	34%	18%	21%	33%	30%	24%	19%	35%	22%	20%	21%	26%	24%	23%	22%
Don't know	10%	9%	10%	7%	7%	10%	14%	9%	6%	9%	13%	5%	10%	6%	9%	16%	8%	9%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(157.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	929	109	151	168	168	147	186	182	266	133	186	109	53	878	846	852
Weighted	927	123	145	168	167	143	181	183	263	134	186	109	52	877	845	849
During a lockdown, I would give up access to Google Docs and get paid £5	64%	59%	53%	58%	69%	73%	71%	52%	66%	70%	68%	67%	68%	65%	65%	65%
I would keep access to Google Docs	26%	31%	38%	32%	22%	14%	21%	37%	25%	23%	22%	22%	22%	26%	27%	27%
Don't know	10%	11%	9%	10%	8%	13%	8%	12%	9%	8%	9%	10%	10%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	885	413	469	236	268	167	211	102	132	70	75	57	80	77	36	91	72	59	34
Weighted	890	422	466	249	243	177	218	104	131	71	77	54	84	75	34	99	67	58	36
During a lockdown, I would give up access to Google Docs and get paid £10	70%	68%	71%	71%	69%	67%	72%	55%	74%	70%	69%	73%	75%	69%	54%	75%	70%	76%	71%
I would keep access to Google Docs	22%	25%	19%	22%	23%	24%	17%	33%	23%	20%	17%	19%	19%	17%	37%	18%	21%	21%	18%
Don't know	9%	8%	10%	7%	8%	9%	11%	12%	4%	10%	14%	7%	6%	14%	8%	7%	9%	4%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(158.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	885	127	163	153	145	120	177	163	251	139	175	107	49	841	811	820
Weighted	890	143	161	152	143	118	174	165	249	142	175	107	51	847	816	825
During a lockdown, I would give up access to Google Docs and get paid £10	70%	55%	60%	73%	72%	77%	81%	59%	71%	70%	75%	75%	68%	71%	69%	70%
I would keep access to Google Docs	22%	32%	32%	19%	20%	15%	12%	29%	21%	24%	17%	19%	18%	22%	23%	22%
Don't know	9%	13%	9%	8%	8%	7%	7%	11%	8%	7%	8%	6%	13%	7%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	839	392	445	233	236	171	192	116	111	63	61	71	81	72	31	91	76	47	19
Weighted	836	391	443	243	209	178	199	114	111	64	62	66	87	70	29	99	69	46	20
During a lockdown, I would give up access to Google Docs and get paid £20	73%	71%	74%	73%	73%	75%	70%	72%	71%	82%	73%	71%	76%	77%	58%	75%	68%	73%	59%
I would keep access to Google Docs	18%	22%	15%	21%	17%	16%	18%	19%	26%	12%	20%	18%	12%	14%	29%	15%	20%	18%	30%
Don't know	9%	7%	10%	6%	9%	9%	12%	9%	3%	6%	6%	11%	11%	9%	13%	10%	12%	9%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(159.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	839	103	129	139	127	140	201	162	252	109	160	103	52	805	771	778
Weighted	836	113	127	139	124	136	198	163	250	110	160	100	53	802	768	773
During a lockdown, I would give up access to Google Docs and get paid £20	73%	69%	59%	70%	74%	83%	78%	67%	76%	72%	75%	75%	67%	74%	73%	74%
I would keep access to Google Docs	18%	24%	32%	17%	20%	9%	13%	24%	16%	20%	16%	15%	24%	19%	19%	19%
Don't know	9%	6%	9%	13%	6%	7%	9%	9%	8%	8%	9%	10%	9%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(160.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	897	434	458	235	253	180	221	133	130	75	81	72	74	67	35	77	90	38	25
Weighted	896	437	454	247	226	188	227	135	127	77	83	66	79	65	34	84	83	37	27
During a lockdown, I would give up access to Google Docs and get paid £50	81%	83%	78%	84%	81%	75%	81%	79%	84%	84%	84%	80%	76%	83%	75%	83%	79%	85%	68%
I would keep access to Google Docs	12%	10%	13%	11%	14%	16%	8%	15%	12%	7%	10%	14%	14%	8%	11%	8%	14%	8%	28%
Don't know	7%	7%	8%	5%	6%	8%	11%	6%	4%	9%	6%	6%	10%	9%	14%	10%	7%	8%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(160.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	897	110	168	137	161	125	196	192	272	108	160	110	55	855	826	812
Weighted	896	124	166	137	159	118	193	195	269	109	158	110	56	855	827	812
During a lockdown, I would give up access to Google Docs and get paid £50	81%	69%	71%	79%	85%	90%	89%	74%	79%	82%	88%	81%	86%	81%	80%	81%
I would keep access to Google Docs	12%	19%	20%	16%	8%	3%	6%	15%	14%	12%	5%	12%	8%	12%	13%	13%
Don't know	7%	12%	9%	6%	6%	7%	5%	10%	6%	6%	7%	7%	7%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	876	428	446	212	253	196	212	114	127	64	76	65	75	76	37	95	88	34	25
Weighted	879	434	443	224	227	206	219	115	127	66	77	61	80	74	36	105	79	33	26
During a lockdown, I would give up access to Google Docs and get paid £100	81%	80%	82%	83%	79%	81%	81%	72%	89%	80%	82%	78%	79%	82%	86%	74%	85%	86%	91%
I would keep access to Google Docs	12%	14%	10%	12%	15%	13%	9%	17%	7%	11%	9%	17%	15%	10%	8%	14%	10%	11%	9%
Don't know	7%	6%	8%	6%	6%	6%	11%	11%	4%	9%	9%	5%	6%	7%	6%	13%	5%	3%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(161.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	876	126	155	136	156	117	186	175	228	117	187	116	53	829	788	801
Weighted	879	140	151	137	154	114	183	177	227	118	186	116	54	831	792	803
During a lockdown, I would give up access to Google Docs and get paid £100	81%	72%	74%	75%	87%	94%	84%	68%	85%	85%	82%	83%	86%	82%	81%	82%
I would keep access to Google Docs	12%	21%	17%	19%	6%	2%	7%	23%	10%	7%	8%	11%	8%	12%	13%	13%
Don't know	7%	7%	9%	6%	7%	4%	9%	9%	4%	7%	10%	6%	6%	6%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	921	467	452	217	281	206	208	115	122	80	78	74	77	86	38	96	78	50	27
Weighted	919	470	447	226	251	220	213	115	120	81	80	68	83	82	37	105	70	49	29
During a lockdown, I would give up access to Google Docs and get paid £200	82%	82%	81%	82%	81%	81%	82%	75%	87%	92%	87%	83%	73%	84%	84%	78%	79%	79%	81%
I would keep access to Google Docs	9%	9%	9%	11%	9%	10%	5%	14%	5%	4%	6%	6%	15%	7%	5%	9%	10%	20%	8%
Don't know	9%	9%	9%	6%	9%	9%	13%	11%	8%	4%	6%	11%	12%	9%	11%	12%	11%	2%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(162.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	921	102	164	162	155	128	210	160	284	124	182	116	55	877	845	850
Weighted	919	117	162	162	153	122	203	162	281	125	180	115	55	876	844	848
During a lockdown, I would give up access to Google Docs and get paid £200	82%	73%	67%	82%	87%	91%	90%	71%	82%	82%	86%	85%	91%	83%	83%	83%
I would keep access to Google Docs	9%	17%	18%	11%	5%	1%	3%	14%	9%	7%	8%	8%	6%	9%	9%	9%
Don't know	9%	9%	16%	7%	7%	8%	8%	15%	9%	11%	5%	7%	3%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	881	437	438	226	242	192	217	116	126	69	77	68	70	75	43	94	82	35	26
Weighted	885	440	440	237	218	201	225	117	124	72	79	62	75	72	42	105	75	34	28
During a lockdown, I would give up access to Google Docs and get paid £500	84%	82%	86%	84%	81%	90%	83%	76%	84%	91%	90%	88%	83%	81%	84%	84%	88%	89%	78%
I would keep access to Google Docs	7%	8%	6%	10%	8%	4%	6%	16%	8%	4%	1%	2%	6%	9%	6%	7%	6%	6%	11%
Don't know	8%	9%	8%	6%	11%	6%	11%	7%	8%	5%	9%	10%	11%	11%	10%	10%	6%	5%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(163.B) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	881	104	134	167	143	135	198	163	263	121	185	103	45	841	789	798
Weighted	885	118	132	167	142	132	194	166	264	123	185	101	46	844	792	801
During a lockdown, I would give up access to Google Docs and get paid £500	84%	76%	78%	79%	88%	90%	91%	75%	86%	84%	90%	84%	85%	86%	85%	85%
I would keep access to Google Docs	7%	13%	12%	11%	4%	2%	3%	15%	6%	9%	4%	4%	7%	7%	7%	7%
Don't know	8%	11%	10%	10%	8%	9%	5%	10%	8%	7%	6%	12%	8%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(164.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	913	432	478	224	267	178	241	109	115	85	84	70	84	74	42	84	91	51	24
Weighted	910	434	473	234	239	187	247	108	114	87	84	64	89	72	40	93	82	52	25
In normal times, I would give up access to my smartphone and get paid £1.25	18%	20%	17%	18%	20%	17%	19%	13%	22%	16%	19%	25%	14%	14%	25%	16%	21%	20%	30%
I would keep access to my smartphone	74%	74%	74%	76%	74%	75%	72%	76%	76%	78%	73%	67%	76%	79%	70%	72%	75%	76%	63%
Don't know	7%	6%	8%	6%	6%	8%	9%	10%	2%	6%	9%	8%	10%	7%	4%	12%	4%	4%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(164.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	913	117	174	158	147	127	190	179	256	123	189	121	45	865	845	833
Weighted	910	129	172	158	144	122	185	179	250	125	189	121	46	862	844	829
In normal times, I would give up access to my smartphone and get paid £1.25	18%	13%	19%	19%	18%	19%	21%	16%	19%	21%	17%	16%	28%	19%	18%	18%
I would keep access to my smartphone	74%	79%	74%	72%	75%	75%	72%	74%	75%	75%	75%	74%	66%	76%	75%	76%
Don't know	7%	8%	7%	9%	7%	5%	7%	10%	6%	3%	8%	10%	7%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	903	405	497	237	266	176	213	124	134	72	82	60	79	73	39	83	87	44	26
Weighted	902	409	493	251	236	183	220	125	134	72	83	58	84	69	37	92	79	43	28
In normal times, I would give up access to my smartphone and get paid £2.50	20%	22%	18%	16%	16%	22%	27%	18%	20%	19%	20%	26%	20%	24%	26%	16%	16%	23%	8%
I would keep access to my smartphone	72%	70%	73%	79%	76%	68%	62%	67%	77%	71%	74%	71%	69%	74%	63%	68%	77%	70%	85%
Don't know	8%	8%	9%	6%	8%	10%	11%	14%	3%	10%	6%	3%	11%	3%	11%	16%	7%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(165.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	903	110	139	161	154	130	209	176	253	127	192	98	56	851	813	815
Weighted	902	122	136	160	153	126	205	177	251	129	189	99	56	851	813	814
In normal times, I would give up access to my smartphone and get paid £2.50	20%	19%	15%	16%	18%	23%	25%	19%	20%	20%	23%	18%	12%	19%	18%	18%
I would keep access to my smartphone	72%	76%	74%	74%	73%	69%	67%	71%	71%	73%	71%	77%	74%	74%	74%	75%
Don't know	8%	5%	11%	10%	8%	8%	8%	10%	10%	7%	6%	5%	14%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	914	445	467	245	253	196	216	116	139	66	66	68	74	78	49	85	85	55	33
Weighted	914	450	463	256	226	205	222	116	139	68	66	63	78	76	48	94	78	54	35
In normal times, I would give up access to my smartphone and get paid £5	22%	26%	18%	23%	20%	24%	21%	17%	24%	21%	25%	15%	23%	26%	18%	22%	23%	29%	16%
I would keep access to my smartphone	71%	68%	74%	73%	72%	71%	68%	75%	71%	72%	71%	79%	67%	60%	75%	73%	69%	65%	78%
Don't know	7%	6%	8%	4%	8%	5%	11%	8%	5%	7%	4%	6%	9%	14%	8%	5%	8%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(166.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	914	106	171	156	153	131	197	183	266	120	175	120	49	867	831	834
Weighted	914	121	168	155	152	127	191	184	265	121	176	118	49	868	832	834
In normal times, I would give up access to my smartphone and get paid £5	22%	16%	23%	25%	22%	20%	24%	21%	21%	22%	27%	19%	17%	22%	21%	20%
I would keep access to my smartphone	71%	72%	70%	66%	74%	74%	71%	69%	73%	73%	66%	72%	76%	72%	72%	74%
Don't know	7%	12%	7%	9%	4%	5%	6%	10%	5%	4%	7%	8%	6%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	864	432	427	216	263	169	212	126	109	78	69	74	68	71	37	93	76	39	24
Weighted	865	436	424	227	236	180	218	126	109	81	72	68	72	68	36	103	69	38	25
In normal times, I would give up access to my smartphone and get paid £10	24%	26%	23%	26%	21%	22%	29%	21%	29%	17%	32%	22%	21%	22%	32%	27%	26%	30%	16%
I would keep access to my smartphone	68%	67%	70%	70%	72%	72%	60%	72%	64%	75%	60%	69%	72%	75%	59%	65%	67%	64%	79%
Don't know	7%	7%	7%	4%	7%	6%	11%	7%	7%	8%	8%	9%	7%	3%	8%	8%	8%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(167.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	864	108	151	165	142	106	192	169	254	118	157	117	49	823	784	801
Weighted	865	121	148	166	139	102	189	171	253	120	156	118	49	824	786	801
In normal times, I would give up access to my smartphone and get paid £10	24%	19%	28%	21%	24%	25%	28%	22%	22%	24%	32%	23%	23%	24%	23%	24%
I would keep access to my smartphone	68%	71%	65%	71%	69%	67%	67%	70%	72%	69%	57%	73%	70%	70%	70%	70%
Don't know	7%	10%	7%	8%	7%	8%	5%	8%	6%	7%	11%	4%	7%	6%	7%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(168.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	892	419	471	233	258	187	208	118	130	58	86	76	69	81	36	88	86	38	26
Weighted	893	424	467	248	230	197	213	120	128	58	88	71	74	78	35	98	78	37	28
In normal times, I would give up access to my smartphone and get paid £20	26%	29%	24%	24%	25%	28%	29%	22%	28%	31%	30%	18%	22%	24%	25%	37%	22%	24%	35%
I would keep access to my smartphone	64%	63%	65%	67%	70%	62%	56%	66%	68%	58%	66%	73%	69%	59%	55%	51%	66%	73%	65%
Don't know	10%	8%	11%	9%	5%	10%	15%	12%	5%	10%	4%	9%	8%	17%	20%	12%	13%	3%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(168.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	892	129	136	155	158	127	187	164	270	121	171	123	42	843	807	808
Weighted	893	141	133	156	157	123	183	165	272	120	169	123	44	845	809	809
In normal times, I would give up access to my smartphone and get paid £20	26%	24%	20%	26%	24%	36%	29%	25%	24%	29%	31%	24%	20%	27%	25%	25%
I would keep access to my smartphone	64%	62%	71%	65%	70%	53%	63%	64%	66%	63%	60%	64%	74%	65%	66%	67%
Don't know	10%	14%	8%	9%	6%	11%	9%	10%	10%	8%	9%	11%	6%	8%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	853	411	438	227	259	172	189	132	122	68	62	77	71	60	31	95	70	42	23
Weighted	855	416	435	238	234	181	196	134	120	69	63	70	77	58	31	103	63	42	25
In normal times, I would give up access to my smartphone and get paid £50	37%	42%	33%	36%	34%	38%	42%	37%	38%	33%	49%	30%	31%	37%	38%	40%	40%	43%	31%
I would keep access to my smartphone	56%	52%	60%	56%	61%	54%	53%	53%	55%	60%	45%	61%	63%	59%	53%	56%	58%	49%	69%
Don't know	7%	7%	7%	8%	6%	8%	5%	9%	8%	8%	6%	9%	7%	4%	9%	4%	3%	9%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(169.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	853	107	149	133	145	133	186	160	260	107	169	107	50	821	791	799
Weighted	855	122	146	133	143	129	183	162	258	109	169	107	51	824	794	800
In normal times, I would give up access to my smartphone and get paid £50	37%	35%	35%	32%	41%	34%	43%	40%	36%	33%	43%	34%	31%	37%	37%	36%
I would keep access to my smartphone	56%	56%	57%	61%	56%	60%	51%	51%	56%	65%	51%	59%	63%	57%	56%	58%
Don't know	7%	9%	9%	7%	4%	6%	6%	9%	8%	2%	6%	7%	6%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	923	464	452	222	264	208	222	142	110	67	98	69	80	79	35	89	75	46	33
Weighted	920	461	452	230	236	219	228	141	107	68	100	64	85	77	33	98	69	45	35
In normal times, I would give up access to my smartphone and get paid £100	45%	50%	39%	45%	45%	45%	44%	44%	41%	37%	48%	39%	41%	48%	47%	40%	51%	62%	51%
I would keep access to my smartphone	47%	44%	50%	48%	47%	49%	45%	49%	55%	54%	46%	51%	47%	43%	46%	48%	44%	33%	35%
Don't know	8%	6%	10%	7%	8%	6%	11%	6%	4%	9%	6%	10%	12%	9%	7%	12%	6%	5%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(170.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	923	105	166	147	157	141	207	183	276	120	182	115	47	877	837	858
Weighted	920	115	163	148	156	136	201	184	272	121	183	113	47	875	836	856
In normal times, I would give up access to my smartphone and get paid £100	45%	42%	40%	43%	44%	50%	49%	44%	44%	43%	51%	36%	53%	45%	44%	45%
I would keep access to my smartphone	47%	51%	51%	49%	48%	42%	44%	48%	49%	43%	45%	54%	36%	48%	48%	48%
Don't know	8%	8%	10%	8%	8%	8%	7%	8%	7%	14%	4%	10%	11%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(171.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	887	441	443	224	241	189	227	125	103	73	87	61	79	68	35	83	90	54	29
Weighted	892	450	440	235	215	201	235	128	102	75	90	55	85	67	34	92	81	53	30
In normal times, I would give up access to my smartphone and get paid £200	48%	52%	43%	49%	41%	46%	53%	42%	49%	49%	45%	45%	50%	51%	62%	48%	45%	54%	38%
I would keep access to my smartphone	45%	40%	50%	46%	53%	48%	35%	50%	43%	46%	46%	48%	44%	43%	38%	42%	47%	40%	47%
Don't know	7%	8%	7%	5%	6%	6%	12%	8%	8%	4%	9%	6%	6%	6%	0%	10%	8%	6%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(171.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	887	115	138	151	171	134	178	166	264	115	172	107	62	845	808	808
Weighted	892	133	136	150	170	129	174	171	263	118	171	106	63	851	812	814
In normal times, I would give up access to my smartphone and get paid £200	48%	33%	46%	48%	52%	53%	52%	43%	50%	49%	44%	55%	46%	48%	47%	46%
I would keep access to my smartphone	45%	58%	44%	44%	44%	41%	41%	48%	46%	45%	47%	37%	46%	45%	47%	47%
Don't know	7%	9%	10%	8%	4%	7%	7%	10%	4%	6%	10%	8%	8%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(172.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	882	466	415	220	255	191	213	125	133	61	72	64	70	78	32	100	86	45	16
Weighted	878	467	410	228	228	199	220	124	132	62	73	59	75	76	31	108	79	42	17
In normal times, I would give up access to my smartphone and get paid £500	62%	67%	55%	61%	64%	57%	64%	54%	62%	73%	63%	56%	67%	59%	53%	60%	68%	57%	81%
I would keep access to my smartphone	31%	24%	38%	33%	30%	33%	28%	39%	35%	16%	25%	39%	26%	29%	37%	31%	23%	37%	19%
Don't know	8%	8%	7%	7%	6%	10%	8%	7%	4%	10%	12%	5%	8%	12%	10%	9%	9%	7%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(172.B) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	882	103	173	143	153	133	177	172	259	109	177	101	64	838	804	813
Weighted	878	114	170	143	149	130	172	176	254	111	176	98	63	833	800	807
In normal times, I would give up access to my smartphone and get paid £500	62%	47%	62%	62%	65%	62%	67%	57%	62%	62%	63%	62%	67%	62%	61%	62%
I would keep access to my smartphone	31%	37%	29%	34%	30%	31%	26%	33%	33%	27%	29%	32%	22%	31%	31%	32%
Don't know	8%	16%	9%	3%	5%	8%	7%	9%	5%	11%	8%	6%	11%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(173.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	874	450	421	202	263	190	214	101	128	71	88	68	69	64	38	98	90	37	22
Weighted	876	456	417	212	238	199	221	102	128	72	90	64	74	61	36	110	81	36	22
During a lockdown, I would give up access to my smartphone and get paid £1.25	17%	19%	15%	17%	13%	19%	19%	17%	15%	14%	17%	13%	15%	20%	27%	20%	16%	16%	15%
I would keep access to my smartphone	76%	74%	78%	75%	80%	77%	70%	76%	75%	78%	73%	81%	75%	72%	67%	77%	80%	78%	77%
Don't know	7%	7%	8%	7%	7%	4%	11%	8%	9%	8%	10%	6%	9%	8%	5%	3%	4%	6%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(173.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	874	112	168	146	132	138	178	164	248	122	170	100	70	809	802	798
Weighted	876	129	166	147	129	133	173	168	245	124	170	99	70	812	805	800
During a lockdown, I would give up access to my smartphone and get paid £1.25	17%	15%	18%	16%	17%	17%	17%	18%	16%	18%	22%	10%	14%	16%	15%	15%
I would keep access to my smartphone	76%	73%	76%	78%	76%	77%	74%	74%	79%	74%	73%	81%	72%	78%	78%	79%
Don't know	7%	12%	5%	5%	6%	7%	9%	9%	5%	8%	5%	8%	15%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(174.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	909	434	470	229	269	189	216	119	125	64	62	77	79	69	41	99	100	47	27
Weighted	909	438	466	240	242	198	224	121	122	66	63	70	83	67	41	110	91	46	28
During a lockdown, I would give up access to my smartphone and get paid £2.50	17%	18%	16%	14%	16%	18%	19%	13%	21%	16%	15%	15%	19%	20%	14%	14%	15%	22%	19%
I would keep access to my smartphone	76%	75%	76%	81%	78%	75%	68%	81%	73%	75%	80%	76%	75%	67%	73%	78%	76%	72%	81%
Don't know	8%	7%	8%	6%	6%	7%	13%	7%	7%	9%	5%	9%	6%	13%	13%	8%	9%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(174.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	909	119	142	150	166	149	183	187	262	121	177	111	51	872	821	839
Weighted	909	134	141	149	162	144	179	190	260	122	177	110	50	871	823	840
During a lockdown, I would give up access to my smartphone and get paid £2.50	17%	14%	17%	13%	15%	22%	19%	15%	14%	16%	20%	22%	17%	17%	15%	16%
I would keep access to my smartphone	76%	79%	73%	81%	81%	65%	74%	77%	78%	73%	75%	69%	78%	77%	78%	77%
Don't know	8%	7%	11%	7%	4%	12%	7%	8%	8%	11%	5%	9%	5%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(175.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	892	426	465	250	254	180	203	122	125	59	91	68	77	70	38	90	79	49	24
Weighted	890	426	463	260	226	189	209	121	124	60	92	62	82	69	36	99	71	49	25
During a lockdown, I would give up access to my smartphone and get paid £5	19%	22%	17%	17%	17%	17%	27%	16%	16%	17%	23%	17%	17%	24%	24%	22%	22%	23%	13%
I would keep access to my smartphone	75%	73%	76%	79%	79%	77%	63%	74%	80%	75%	71%	74%	76%	69%	73%	74%	77%	71%	87%
Don't know	6%	5%	7%	5%	4%	6%	10%	10%	5%	9%	7%	9%	7%	7%	3%	4%	2%	6%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(175.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	892	113	147	152	144	121	215	159	286	106	184	113	43	842	801	827
Weighted	890	124	144	152	141	118	211	160	282	108	182	112	44	842	800	826
During a lockdown, I would give up access to my smartphone and get paid £5	19%	16%	20%	13%	21%	24%	21%	20%	16%	17%	24%	22%	15%	19%	19%	18%
I would keep access to my smartphone	75%	77%	71%	83%	74%	72%	71%	73%	77%	78%	72%	70%	80%	76%	76%	77%
Don't know	6%	6%	9%	4%	5%	3%	8%	7%	7%	5%	4%	8%	5%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(176.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	944	447	494	266	263	189	222	134	123	78	75	74	72	86	33	85	106	49	29
Weighted	940	447	490	277	232	199	229	134	123	78	76	67	75	83	31	95	97	48	32
During a lockdown, I would give up access to my smartphone and get paid £10	20%	22%	18%	17%	16%	21%	25%	13%	18%	25%	31%	21%	20%	17%	18%	13%	24%	31%	10%
I would keep access to my smartphone	73%	71%	76%	77%	78%	72%	65%	78%	79%	68%	61%	74%	73%	78%	78%	74%	67%	65%	82%
Don't know	7%	7%	7%	5%	7%	6%	10%	9%	3%	7%	8%	5%	7%	5%	3%	12%	9%	4%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(176.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	944	114	157	168	176	127	202	184	282	114	186	120	58	906	857	868
Weighted	940	125	154	169	174	123	196	183	279	116	184	120	59	902	855	863
During a lockdown, I would give up access to my smartphone and get paid £10	20%	13%	12%	18%	24%	22%	27%	19%	19%	22%	23%	20%	11%	20%	18%	19%
I would keep access to my smartphone	73%	79%	76%	74%	73%	69%	70%	71%	76%	71%	70%	73%	82%	74%	75%	75%
Don't know	7%	9%	11%	8%	3%	9%	3%	10%	5%	7%	7%	7%	7%	6%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(177.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	875	424	447	208	251	188	223	118	108	69	70	73	89	68	36	84	84	50	26
Weighted	875	426	445	219	224	197	230	117	107	70	72	67	97	66	35	91	77	49	28
During a lockdown, I would give up access to my smartphone and get paid £20	24%	29%	20%	30%	19%	25%	23%	25%	26%	28%	23%	28%	27%	19%	21%	19%	32%	20%	12%
I would keep access to my smartphone	69%	66%	71%	64%	75%	69%	67%	69%	66%	71%	72%	68%	61%	75%	73%	67%	62%	80%	81%
Don't know	7%	5%	9%	6%	7%	6%	10%	6%	8%	2%	5%	4%	12%	6%	6%	14%	7%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(177.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	875	103	159	157	158	136	162	169	254	132	156	116	47	835	805	805
Weighted	875	114	155	156	157	133	160	171	252	134	156	115	47	835	803	804
During a lockdown, I would give up access to my smartphone and get paid £20	24%	21%	21%	22%	19%	29%	33%	23%	24%	22%	28%	26%	23%	24%	23%	23%
I would keep access to my smartphone	69%	70%	72%	71%	74%	65%	60%	70%	72%	73%	63%	64%	69%	70%	70%	71%
Don't know	7%	9%	7%	7%	7%	6%	6%	7%	5%	6%	9%	10%	8%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(178.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	821	388	430	205	240	175	194	107	113	71	71	71	76	64	39	76	69	40	24
Weighted	819	391	425	215	214	184	198	107	111	72	72	65	81	62	37	83	62	40	26
During a lockdown, I would give up access to my smartphone and get paid £50	33%	39%	28%	36%	30%	28%	38%	25%	35%	23%	43%	42%	33%	30%	38%	31%	36%	33%	34%
I would keep access to my smartphone	60%	54%	65%	58%	63%	67%	51%	66%	61%	67%	53%	51%	58%	66%	56%	57%	57%	55%	61%
Don't know	7%	8%	7%	6%	7%	5%	11%	8%	4%	10%	4%	7%	9%	4%	5%	12%	7%	12%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(178.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	821	100	148	136	142	107	188	152	242	115	165	112	34	786	752	744
Weighted	819	111	145	137	140	103	183	153	239	115	165	112	34	784	752	742
During a lockdown, I would give up access to my smartphone and get paid £50	33%	21%	26%	27%	33%	41%	45%	26%	36%	37%	33%	34%	27%	33%	31%	32%
I would keep access to my smartphone	60%	73%	63%	62%	60%	57%	48%	64%	58%	57%	57%	61%	64%	60%	62%	61%
Don't know	7%	5%	10%	11%	7%	3%	7%	10%	6%	6%	10%	4%	8%	7%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(179.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	900	447	451	237	245	202	207	138	123	78	76	75	63	68	39	87	74	54	25
Weighted	907	456	449	250	220	213	214	143	121	79	77	70	68	67	38	98	68	52	27
During a lockdown, I would give up access to my smartphone and get paid £100	39%	45%	33%	38%	39%	36%	42%	36%	34%	29%	37%	40%	49%	46%	42%	43%	40%	43%	44%
I would keep access to my smartphone	53%	48%	58%	56%	52%	55%	48%	50%	61%	59%	57%	51%	42%	47%	47%	53%	51%	53%	47%
Don't know	8%	8%	9%	6%	9%	9%	10%	13%	5%	12%	5%	9%	9%	6%	10%	4%	9%	4%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(179.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	900	122	150	159	143	122	204	192	247	106	174	128	52	866	820	828
Weighted	907	140	149	157	143	118	201	194	250	109	174	127	53	872	827	834
During a lockdown, I would give up access to my smartphone and get paid £100	39%	35%	29%	39%	41%	38%	49%	35%	44%	30%	42%	38%	42%	40%	39%	39%
I would keep access to my smartphone	53%	54%	59%	53%	54%	54%	45%	52%	49%	61%	49%	58%	52%	53%	54%	54%
Don't know	8%	11%	12%	8%	5%	8%	6%	13%	6%	9%	8%	4%	6%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(180.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	929	449	477	235	278	184	226	145	145	72	96	46	73	74	42	89	85	39	23
Weighted	929	453	473	246	248	195	234	146	143	75	98	43	78	70	41	95	76	39	25
During a lockdown, I would give up access to my smartphone and get paid £200	48%	52%	45%	45%	47%	50%	51%	43%	52%	45%	49%	41%	50%	53%	41%	43%	61%	47%	61%
I would keep access to my smartphone	45%	41%	49%	47%	49%	43%	41%	49%	44%	49%	43%	50%	46%	41%	52%	46%	37%	53%	31%
Don't know	7%	7%	6%	7%	5%	6%	8%	9%	4%	6%	8%	9%	5%	6%	7%	11%	3%	0%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(180.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	929	120	146	163	161	135	204	178	276	120	185	105	65	882	849	855
Weighted	929	133	144	162	159	131	199	181	274	121	182	105	66	883	850	854
During a lockdown, I would give up access to my smartphone and get paid £200	48%	36%	44%	45%	51%	53%	58%	41%	50%	46%	51%	56%	47%	49%	48%	48%
I would keep access to my smartphone	45%	54%	50%	49%	44%	41%	37%	50%	45%	45%	44%	39%	46%	46%	46%	46%
Don't know	7%	9%	6%	7%	6%	6%	5%	10%	5%	9%	4%	5%	7%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(181.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	894	457	433	216	263	176	236	126	105	66	77	67	76	99	30	92	73	49	34
Weighted	890	458	429	228	236	183	241	126	104	67	78	62	80	95	29	100	67	48	35
During a lockdown, I would give up access to my smartphone and get paid £500	57%	61%	53%	56%	58%	53%	60%	56%	50%	54%	59%	53%	58%	67%	53%	68%	52%	45%	60%
I would keep access to my smartphone	36%	32%	40%	38%	34%	42%	31%	36%	47%	38%	34%	41%	35%	24%	41%	25%	42%	47%	28%
Don't know	7%	6%	8%	6%	7%	5%	10%	8%	3%	7%	7%	6%	7%	9%	7%	8%	6%	8%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(181.B) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	894	97	173	131	172	127	194	174	261	131	180	104	44	846	820	812
Weighted	890	108	169	132	170	123	188	172	258	132	180	104	44	844	818	809
During a lockdown, I would give up access to my smartphone and get paid £500	57%	51%	50%	56%	61%	60%	63%	53%	60%	51%	61%	56%	57%	57%	58%	58%
I would keep access to my smartphone	36%	38%	42%	34%	33%	37%	32%	37%	35%	43%	32%	38%	30%	37%	36%	36%
Don't know	7%	11%	8%	10%	6%	3%	6%	10%	5%	6%	8%	6%	14%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(182.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	914	446	461	221	261	212	214	123	134	65	73	71	68	84	47	84	83	52	30
Weighted	911	449	455	229	231	222	223	123	133	65	75	67	72	81	45	92	75	51	32
In normal times, I would give up access to Gmail and get paid £1.25	35%	36%	34%	33%	36%	33%	36%	22%	40%	28%	38%	40%	34%	39%	44%	34%	37%	32%	31%
I would keep access to Gmail	58%	58%	58%	61%	57%	61%	55%	69%	57%	69%	57%	55%	59%	48%	50%	60%	54%	59%	55%
Don't know	7%	6%	8%	6%	7%	5%	9%	10%	3%	3%	4%	4%	7%	13%	6%	6%	9%	10%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(182.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	914	117	150	167	165	138	177	166	289	97	184	119	59	867	824	845
Weighted	911	129	149	166	162	134	171	168	288	96	181	118	59	865	822	841
In normal times, I would give up access to Gmail and get paid £1.25	35%	20%	33%	29%	39%	39%	44%	23%	39%	43%	36%	33%	33%	34%	33%	33%
I would keep access to Gmail	58%	73%	58%	61%	58%	54%	50%	70%	55%	52%	58%	58%	56%	60%	61%	61%
Don't know	7%	7%	9%	10%	3%	6%	7%	7%	6%	6%	6%	10%	11%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(183.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	879	447	429	238	243	203	188	113	109	83	83	59	79	69	35	90	78	57	24
Weighted	885	456	426	251	217	214	195	114	108	85	86	54	84	67	34	99	72	55	26
In normal times, I would give up access to Gmail and get paid £2.50	39%	41%	38%	38%	40%	41%	36%	36%	38%	41%	50%	38%	38%	34%	35%	31%	50%	40%	38%
I would keep access to Gmail	54%	54%	53%	55%	52%	55%	53%	56%	60%	50%	44%	60%	52%	57%	57%	58%	42%	53%	59%
Don't know	7%	5%	9%	7%	7%	4%	11%	8%	2%	9%	6%	2%	10%	9%	8%	11%	8%	7%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(183.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	879	118	141	156	161	127	176	166	249	135	172	105	51	828	794	794
Weighted	885	134	140	156	159	123	173	169	250	136	172	104	53	834	799	800
In normal times, I would give up access to Gmail and get paid £2.50	39%	21%	40%	36%	43%	45%	47%	31%	39%	38%	45%	42%	43%	39%	39%	39%
I would keep access to Gmail	54%	69%	55%	57%	49%	51%	45%	61%	54%	56%	47%	53%	50%	55%	55%	55%
Don't know	7%	10%	5%	7%	8%	4%	9%	8%	7%	6%	8%	5%	7%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(184.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	907	443	459	230	285	166	221	123	130	72	75	66	84	75	42	82	83	47	28
Weighted	911	450	456	244	256	177	230	124	130	75	76	61	90	74	40	92	76	46	29
In normal times, I would give up access to Gmail and get paid £5	42%	45%	40%	40%	41%	39%	49%	31%	50%	35%	51%	43%	30%	54%	49%	47%	44%	38%	35%
I would keep access to Gmail	49%	47%	50%	53%	53%	51%	39%	58%	47%	57%	34%	52%	58%	36%	41%	40%	47%	60%	57%
Don't know	9%	8%	10%	7%	7%	11%	12%	11%	3%	8%	15%	5%	11%	10%	9%	13%	9%	2%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(184.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	907	130	165	167	138	122	185	182	274	120	179	96	56	859	827	831
Weighted	911	148	160	168	136	118	182	184	273	122	178	96	57	864	831	835
In normal times, I would give up access to Gmail and get paid £5	42%	40%	36%	40%	44%	50%	45%	37%	41%	43%	48%	40%	46%	42%	42%	42%
I would keep access to Gmail	49%	49%	52%	52%	49%	43%	47%	52%	51%	46%	43%	52%	48%	50%	50%	50%
Don't know	9%	11%	12%	9%	7%	7%	9%	11%	8%	11%	9%	8%	5%	7%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(185.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	853	396	454	219	249	163	219	110	109	64	96	64	64	70	35	87	82	49	23
Weighted	851	396	452	229	223	172	225	111	107	64	99	60	68	68	34	95	73	48	24
In normal times, I would give up access to Gmail and get paid £10	50%	49%	51%	52%	49%	48%	49%	51%	43%	51%	49%	41%	55%	54%	58%	48%	52%	57%	50%
I would keep access to Gmail	44%	44%	43%	42%	45%	46%	43%	40%	52%	43%	43%	55%	40%	40%	37%	44%	45%	39%	37%
Don't know	7%	7%	6%	6%	6%	6%	8%	9%	5%	6%	9%	3%	5%	6%	6%	8%	4%	4%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(185.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	853	114	144	145	141	126	183	167	255	122	153	116	39	813	793	790
Weighted	851	126	143	145	139	122	177	169	251	123	152	115	41	813	794	790
In normal times, I would give up access to Gmail and get paid £10	50%	38%	39%	47%	58%	59%	56%	49%	52%	46%	52%	49%	47%	50%	49%	50%
I would keep access to Gmail	44%	52%	52%	46%	40%	35%	38%	44%	42%	49%	40%	45%	42%	44%	45%	45%
Don't know	7%	10%	8%	7%	3%	7%	5%	7%	6%	5%	8%	6%	11%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(186.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	866	444	420	215	250	189	208	125	112	77	72	71	66	78	37	82	79	44	23
Weighted	865	447	416	227	223	197	214	126	110	79	74	64	71	75	35	89	72	44	25
In normal times, I would give up access to Gmail and get paid £20	55%	56%	54%	58%	55%	55%	53%	45%	66%	53%	54%	62%	50%	60%	60%	53%	54%	56%	50%
I would keep access to Gmail	37%	35%	38%	35%	36%	36%	39%	47%	28%	41%	39%	29%	47%	28%	35%	33%	37%	34%	37%
Don't know	8%	9%	8%	7%	8%	9%	9%	8%	6%	5%	7%	10%	3%	12%	5%	14%	9%	10%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(186.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	866	102	147	133	156	136	192	160	256	127	156	113	54	822	792	801
Weighted	865	114	144	134	154	132	188	163	249	130	156	112	55	821	792	800
In normal times, I would give up access to Gmail and get paid £20	55%	45%	45%	46%	61%	63%	64%	38%	59%	55%	63%	55%	63%	56%	54%	55%
I would keep access to Gmail	37%	46%	45%	40%	31%	30%	31%	52%	33%	37%	27%	35%	35%	37%	38%	37%
Don't know	8%	9%	9%	14%	8%	7%	5%	9%	8%	8%	9%	11%	2%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(187.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	913	427	484	230	271	182	224	131	123	76	77	75	79	74	34	93	89	35	27
Weighted	907	427	478	239	242	191	229	131	122	76	79	68	83	70	32	102	82	34	28
In normal times, I would give up access to Gmail and get paid £50	64%	65%	64%	68%	62%	59%	66%	50%	74%	55%	62%	73%	58%	64%	86%	66%	71%	65%	64%
I would keep access to Gmail	29%	29%	29%	28%	30%	37%	25%	40%	21%	41%	29%	24%	34%	29%	14%	29%	24%	30%	22%
Don't know	7%	6%	7%	4%	8%	4%	9%	11%	6%	4%	10%	3%	8%	6%	0%	5%	5%	5%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(187.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	913	97	164	162	164	117	209	192	259	118	185	116	42	866	832	837
Weighted	907	106	160	161	161	113	205	192	256	119	182	115	41	860	827	831
In normal times, I would give up access to Gmail and get paid £50	64%	51%	56%	61%	71%	69%	71%	54%	65%	70%	70%	69%	48%	65%	64%	64%
I would keep access to Gmail	29%	42%	38%	31%	24%	27%	21%	36%	28%	27%	25%	25%	44%	29%	30%	30%
Don't know	7%	7%	7%	9%	5%	3%	8%	10%	7%	3%	5%	6%	8%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(188.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	892	454	436	247	253	177	209	146	113	63	83	77	75	75	27	89	86	33	25
Weighted	892	458	433	257	228	186	215	146	111	65	84	71	80	73	26	98	79	33	26
In normal times, I would give up access to Gmail and get paid £100	68%	71%	64%	67%	66%	69%	69%	66%	65%	61%	74%	58%	68%	76%	65%	66%	72%	70%	81%
I would keep access to Gmail	25%	23%	27%	27%	27%	25%	20%	26%	30%	29%	21%	32%	23%	20%	21%	23%	22%	30%	19%
Don't know	7%	6%	9%	5%	7%	6%	11%	8%	5%	10%	5%	9%	9%	4%	14%	12%	6%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(188.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	892	109	155	148	164	117	199	193	264	105	175	104	51	855	803	815
Weighted	892	123	152	147	163	112	195	197	261	106	175	104	51	853	805	813
In normal times, I would give up access to Gmail and get paid £100	68%	53%	68%	65%	71%	78%	71%	56%	77%	70%	64%	66%	78%	69%	69%	69%
I would keep access to Gmail	25%	35%	26%	29%	20%	18%	23%	34%	18%	22%	28%	29%	17%	25%	25%	26%
Don't know	7%	12%	6%	7%	9%	4%	6%	10%	5%	9%	8%	5%	6%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(189.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	903	443	458	214	251	195	240	128	129	70	70	67	63	73	34	101	87	50	31
Weighted	905	448	455	225	224	206	246	130	127	71	72	62	68	70	34	110	79	50	33
In normal times, I would give up access to Gmail and get paid £200	72%	74%	71%	70%	73%	78%	70%	70%	67%	72%	76%	74%	73%	75%	59%	76%	72%	82%	77%
I would keep access to Gmail	20%	19%	21%	21%	21%	14%	22%	22%	27%	23%	17%	15%	18%	15%	27%	16%	19%	12%	23%
Don't know	8%	8%	8%	9%	6%	8%	9%	9%	6%	4%	8%	11%	9%	10%	15%	8%	8%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(189.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	903	108	166	150	132	149	198	165	256	125	176	121	59	860	833	823
Weighted	905	123	163	150	132	144	192	165	255	125	178	121	61	863	835	824
In normal times, I would give up access to Gmail and get paid £200	72%	75%	67%	72%	74%	72%	76%	62%	75%	75%	76%	77%	66%	73%	73%	73%
I would keep access to Gmail	20%	18%	25%	20%	18%	19%	17%	26%	18%	15%	20%	18%	23%	20%	20%	20%
Don't know	8%	7%	8%	8%	8%	9%	7%	12%	7%	10%	4%	5%	11%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(190.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	897	422	473	234	256	179	218	111	136	58	84	62	96	64	45	92	79	47	23
Weighted	899	426	471	247	229	189	225	111	136	61	85	57	101	62	43	101	71	46	25
In normal times, I would give up access to Gmail and get paid £500	76%	76%	76%	81%	71%	77%	75%	77%	73%	87%	83%	77%	67%	76%	63%	75%	78%	80%	86%
I would keep access to Gmail	18%	18%	17%	15%	21%	17%	18%	15%	21%	12%	13%	18%	22%	15%	25%	17%	20%	15%	14%
Don't know	6%	6%	7%	4%	8%	7%	7%	8%	5%	1%	4%	5%	10%	9%	12%	9%	2%	6%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(190.B) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	897	112	158	134	159	130	204	161	256	111	190	119	60	860	815	826
Weighted	899	126	157	135	156	126	200	162	256	115	189	117	61	862	818	828
In normal times, I would give up access to Gmail and get paid £500	76%	69%	66%	76%	80%	79%	83%	70%	74%	76%	80%	83%	76%	76%	76%	77%
I would keep access to Gmail	18%	23%	25%	19%	14%	15%	12%	19%	19%	20%	16%	11%	19%	18%	18%	18%
Don't know	6%	9%	8%	5%	6%	6%	4%	11%	7%	4%	4%	6%	5%	6%	6%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(191.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	942	470	468	249	273	195	221	148	117	59	80	71	80	72	43	103	86	53	30
Weighted	940	473	462	260	244	206	225	148	116	61	80	66	86	71	41	112	77	51	31
During a lockdown, I would give up access to Gmail and get paid £1.25	37%	37%	37%	39%	29%	36%	44%	27%	42%	30%	42%	39%	40%	33%	33%	47%	34%	31%	36%
I would keep access to Gmail	56%	57%	56%	57%	61%	62%	46%	62%	55%	64%	51%	59%	55%	56%	55%	46%	60%	61%	58%
Don't know	7%	6%	7%	5%	11%	2%	10%	11%	2%	6%	6%	3%	5%	12%	11%	7%	6%	8%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(191.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	942	125	164	151	175	122	205	185	287	119	178	117	56	896	869	867
Weighted	940	139	159	151	174	117	199	184	283	120	180	117	56	894	868	864
During a lockdown, I would give up access to Gmail and get paid £1.25	37%	27%	33%	38%	34%	50%	40%	31%	33%	37%	44%	42%	40%	36%	37%	36%
I would keep access to Gmail	56%	65%	61%	54%	58%	45%	54%	61%	60%	58%	50%	52%	53%	58%	57%	59%
Don't know	7%	8%	6%	8%	8%	6%	5%	8%	8%	5%	6%	7%	7%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(192.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	893	453	435	229	257	204	198	131	133	65	89	61	61	66	33	87	91	50	26
Weighted	896	459	432	242	229	215	205	131	134	65	91	57	64	64	32	97	84	50	28
During a lockdown, I would give up access to Gmail and get paid £2.50	38%	37%	39%	45%	36%	35%	34%	32%	41%	43%	41%	37%	32%	37%	34%	45%	43%	33%	25%
I would keep access to Gmail	55%	56%	52%	49%	57%	58%	56%	58%	55%	52%	49%	60%	53%	55%	61%	44%	53%	63%	71%
Don't know	7%	7%	8%	7%	7%	7%	9%	11%	4%	5%	10%	3%	15%	8%	6%	11%	4%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(192.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Total	Age						Area				Google Search User	YouTube User	Google Maps User		
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	893	120	160	139	153	133	188	171	253	127	188	111	43	849	811	824
Weighted	896	135	158	139	151	130	184	172	252	129	189	111	43	853	815	827
During a lockdown, I would give up access to Gmail and get paid £2.50	38%	27%	39%	32%	40%	40%	45%	28%	39%	37%	40%	45%	45%	38%	36%	38%
I would keep access to Gmail	55%	65%	52%	57%	56%	53%	48%	59%	55%	52%	56%	48%	53%	55%	56%	55%
Don't know	7%	8%	8%	11%	4%	7%	7%	13%	6%	11%	4%	6%	2%	7%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(193.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	882	421	459	222	265	178	212	125	102	86	67	70	68	75	39	78	100	49	23
Weighted	880	424	454	232	234	188	220	125	100	88	69	64	74	71	38	87	90	49	24
During a lockdown, I would give up access to Gmail and get paid £5	43%	42%	44%	46%	41%	43%	41%	32%	42%	44%	59%	43%	37%	42%	54%	41%	44%	53%	40%
I would keep access to Gmail	50%	52%	48%	48%	54%	50%	48%	59%	53%	49%	37%	50%	52%	49%	39%	53%	47%	45%	51%
Don't know	7%	6%	8%	6%	5%	7%	11%	9%	5%	7%	3%	7%	11%	9%	8%	7%	9%	2%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(193.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	882	110	149	161	152	130	180	185	261	121	162	99	53	835	797	806
Weighted	880	123	145	160	149	126	176	187	259	121	160	99	52	832	794	802
During a lockdown, I would give up access to Gmail and get paid £5	43%	29%	32%	44%	49%	51%	49%	35%	45%	44%	45%	50%	40%	43%	43%	42%
I would keep access to Gmail	50%	57%	58%	47%	46%	47%	45%	55%	49%	47%	49%	44%	55%	51%	51%	51%
Don't know	7%	14%	10%	8%	5%	2%	6%	10%	5%	10%	6%	6%	6%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(194.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	917	443	471	245	263	187	216	113	125	77	85	78	95	81	35	84	75	43	26
Weighted	916	445	468	256	236	197	221	112	123	79	86	72	101	79	34	91	68	43	28
During a lockdown, I would give up access to Gmail and get paid £10	47%	49%	46%	56%	50%	40%	40%	41%	51%	50%	51%	47%	37%	56%	48%	47%	46%	53%	51%
I would keep access to Gmail	44%	44%	43%	41%	41%	47%	47%	45%	44%	43%	42%	50%	52%	34%	43%	40%	45%	42%	38%
Don't know	9%	7%	11%	3%	8%	13%	13%	14%	5%	6%	7%	2%	11%	10%	8%	14%	8%	5%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(194.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	917	102	167	158	159	121	210	162	254	133	184	121	63	872	826	831
Weighted	916	115	164	159	157	116	205	162	254	134	181	120	63	871	826	829
During a lockdown, I would give up access to Gmail and get paid £10	47%	33%	37%	42%	59%	49%	58%	32%	54%	49%	53%	44%	49%	48%	47%	47%
I would keep access to Gmail	44%	53%	52%	48%	37%	38%	37%	56%	37%	43%	40%	50%	40%	44%	45%	45%
Don't know	9%	13%	12%	10%	4%	13%	4%	12%	9%	8%	7%	6%	11%	8%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(195.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	840	396	442	207	265	161	200	122	120	58	76	71	73	61	31	83	79	42	24
Weighted	836	398	436	216	237	170	205	122	118	58	78	66	78	58	29	91	70	41	25
During a lockdown, I would give up access to Gmail and get paid £20	53%	55%	51%	59%	51%	52%	50%	54%	50%	50%	45%	54%	42%	57%	74%	55%	55%	54%	67%
I would keep access to Gmail	40%	39%	40%	36%	40%	43%	40%	38%	45%	45%	45%	34%	45%	40%	23%	36%	39%	38%	29%
Don't know	8%	6%	9%	5%	10%	5%	10%	8%	5%	5%	10%	12%	13%	4%	4%	9%	6%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(195.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	840	112	146	148	136	112	186	162	243	119	157	108	51	799	768	771
Weighted	836	124	141	147	133	108	182	162	237	121	158	107	52	796	765	768
During a lockdown, I would give up access to Gmail and get paid £20	53%	44%	47%	49%	60%	60%	58%	43%	59%	45%	61%	55%	45%	54%	53%	53%
I would keep access to Gmail	40%	51%	42%	44%	37%	32%	32%	47%	35%	49%	34%	35%	45%	40%	41%	41%
Don't know	8%	6%	11%	7%	4%	8%	10%	10%	7%	7%	5%	10%	10%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(196.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	893	433	457	222	253	175	241	135	116	74	80	52	68	87	43	88	89	42	19
Weighted	893	435	454	234	227	184	246	137	114	75	81	48	73	85	42	97	80	42	20
During a lockdown, I would give up access to Gmail and get paid £50	60%	59%	61%	58%	60%	58%	61%	50%	61%	58%	57%	62%	61%	68%	61%	55%	68%	68%	64%
I would keep access to Gmail	33%	35%	31%	38%	31%	35%	30%	40%	31%	39%	33%	32%	34%	23%	32%	35%	30%	30%	26%
Don't know	7%	6%	8%	4%	9%	7%	9%	10%	8%	3%	10%	6%	5%	9%	7%	10%	3%	2%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(196.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	893	114	159	162	156	124	178	277	108	182	109	39	856	812	824	
Weighted	893	126	156	161	154	120	182	273	110	180	108	39	856	814	824	
During a lockdown, I would give up access to Gmail and get paid £50	60%	51%	52%	58%	67%	59%	68%	48%	65%	61%	66%	58%	56%	60%	59%	59%
I would keep access to Gmail	33%	44%	40%	30%	30%	32%	25%	44%	29%	28%	27%	38%	39%	34%	34%	34%
Don't know	7%	5%	8%	12%	3%	8%	7%	8%	7%	11%	7%	5%	5%	7%	7%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(197.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	901	450	451	231	271	187	205	117	129	86	75	82	77	66	37	95	68	43	26
Weighted	902	454	448	246	243	194	213	118	130	88	77	75	81	63	35	104	62	41	28
During a lockdown, I would give up access to Gmail and get paid £100	70%	69%	71%	70%	74%	63%	70%	69%	69%	64%	73%	78%	58%	71%	77%	73%	70%	74%	69%
I would keep access to Gmail	23%	25%	22%	24%	21%	27%	22%	23%	27%	26%	20%	16%	28%	20%	21%	22%	27%	21%	28%
Don't know	7%	6%	7%	6%	5%	9%	8%	8%	4%	10%	7%	6%	15%	9%	2%	5%	3%	5%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(197.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	901	110	154	142	150	143	202	178	269	114	168	116	56	851	827	824
Weighted	902	125	153	143	147	138	197	181	268	114	167	115	56	853	828	826
During a lockdown, I would give up access to Gmail and get paid £100	70%	64%	57%	73%	72%	74%	76%	57%	74%	76%	72%	73%	64%	70%	70%	70%
I would keep access to Gmail	23%	27%	31%	23%	20%	21%	20%	32%	22%	20%	20%	20%	31%	24%	24%	24%
Don't know	7%	9%	12%	4%	8%	4%	4%	11%	5%	4%	8%	7%	5%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(198.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	853	403	446	209	238	186	215	105	137	60	73	56	75	68	35	89	74	53	28
Weighted	854	406	444	218	214	195	222	106	135	61	74	51	79	65	34	98	68	52	30
During a lockdown, I would give up access to Gmail and get paid £200	69%	70%	68%	75%	61%	71%	69%	67%	72%	65%	64%	64%	67%	78%	61%	74%	76%	63%	63%
I would keep access to Gmail	23%	21%	24%	20%	29%	21%	21%	25%	24%	27%	24%	20%	24%	13%	20%	19%	18%	33%	26%
Don't know	8%	9%	8%	5%	10%	9%	10%	8%	4%	8%	11%	16%	9%	9%	20%	7%	6%	3%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(198.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	853	100	133	151	149	150	170	155	252	116	169	106	53	809	776	782
Weighted	854	112	133	152	146	146	166	156	251	117	166	106	55	810	778	783
During a lockdown, I would give up access to Gmail and get paid £200	69%	62%	69%	68%	65%	74%	73%	64%	70%	63%	72%	72%	77%	70%	70%	70%
I would keep access to Gmail	23%	28%	23%	25%	27%	17%	18%	25%	22%	29%	22%	20%	13%	23%	22%	23%
Don't know	8%	10%	8%	7%	8%	9%	9%	11%	8%	8%	6%	7%	10%	7%	8%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(199.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Gender			Social Grade				Region											
	Total	Male	Female	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	903	453	445	234	241	193	226	114	116	63	81	71	77	86	40	93	91	39	32
Weighted	907	457	445	244	216	203	235	116	114	65	83	65	82	84	39	103	83	37	34
During a lockdown, I would give up access to Gmail and get paid £500	76%	76%	77%	77%	77%	78%	74%	65%	81%	73%	78%	80%	75%	78%	75%	75%	81%	82%	82%
I would keep access to Gmail	17%	17%	16%	15%	19%	19%	15%	25%	16%	24%	15%	13%	19%	16%	17%	12%	12%	15%	12%
Don't know	7%	8%	6%	9%	5%	3%	11%	10%	3%	3%	8%	7%	6%	6%	8%	14%	7%	2%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(199.B) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Total	Age						Area						Google Search User	YouTube User	Google Maps User
		18-24	25-34	35-44	45-54	55-64	65+	Urban/City Centre	Suburbs	Large Town	Small Town	Village	Rural Area	Yes	Yes	Yes
Unweighted	903	107	158	150	157	127	204	183	262	103	182	122	50	863	827	833
Weighted	907	121	156	150	157	123	200	187	260	105	181	121	51	866	830	835
During a lockdown, I would give up access to Gmail and get paid £500	76%	59%	78%	67%	88%	86%	77%	67%	80%	83%	78%	77%	70%	77%	76%	77%
I would keep access to Gmail	17%	28%	16%	25%	9%	12%	14%	23%	13%	13%	16%	18%	18%	17%	17%	17%
Don't know	7%	13%	6%	7%	3%	2%	9%	10%	7%	4%	6%	5%	12%	6%	6%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 8th Dec 2020

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions