Birmingham Google Poll

Fieldwork: 27th Nov - 5th Jan 2020
Interview method: Online Survey
Population represented: Birmingham Adults
Sample size: 609

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender to representative proportions for Birmingham

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

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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 £50? . . . 208
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 £100? . . . 209
200 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? . . . 210
201 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? . . . 211
202 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £1.25 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 212
203 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £2.50 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 213
204 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £5 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 214
205 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £10 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 215

206 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £20 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 216
207 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £50 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 217
208 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £100 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 218
209 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £200 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 219
210 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £500 for a month and not being tracked, or continuing to be tracked when using these services. Would you: . . . 220
211 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £1.25? . . . 221
212 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £2.50? . . . 222
213 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £5? . . . 223
214 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £10? . . . 224
215 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £20? . . . 225
216 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £50? . . . 226
217 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £100? . . . 227
218 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £200? . . . 228
219 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £500? . . . 229
220 Overall, do you have a favourable or unfavourable impression of Google as a company? . . . 230
221 And do you have a favourable or unfavourable impression of how Google has responded to Covid-19? . . . 231
222 Do you agree or disagree with the following statements?: Overall, the tech industry is a force for good in the UK . . . 232
223 Do you agree or disagree with the following statements?: Recent innovations by the tech industry have improved my quality of life . . . 233
224 Do you agree or disagree with the following statements?: Recently, progress in new technology has slowed down . . . 234
225 Do you agree or disagree with the following statements?: Online platforms spread more disinformation and fake news than the traditional media . . . 235
226 Do you agree or disagree with the following statements?: On balance, the Internet has reduced my day to day privacy . . . 236

227 Do you agree or disagree with the following statements?: There is not enough choice in online search engines 237

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Personal car	62%	61%	63%	52%	60%	59%	65%	72%	68%	80%	54%	74%	44%	63%	63%	65%
Dishwasher	34%	35%	34%	32%	39%	28%	40%	37%	32%	53%	31%	32%	22%	35%	34%	36%
Tumble dryer	46%	44%	48%	42%	46%	39%	57%	56%	40%	49%	44%	45%	45%	47%	47%	48%
TV	92%	89%	95%	85%	92%	89%	91%	96%	99%	96%	90%	92%	90%	93%	92%	93%
Laptop computer	74%	77%	72%	74%	72%	77%	77%	73%	74%	84%	72%	72%	69%	76%	77%	77%
Tablet computer	58%	55%	60%	47%	61%	59%	57%	60%	61%	66%	58%	61%	46%	59%	60%	61%
Fitness tracker (eg Fitbit)	25%	25%	25%	28%	35%	20%	23%	28%	13%	37%	24%	23%	14%	26%	26%	26%
Smart watch (eg Apple Watch, Galaxy Watch)	22%	23%	21%	37%	34%	15%	25%	9%	5%	29%	19%	22%	19%	23%	23%	24%
Games console (eg Sony Playstation, Microsoft XBox, Nintendo Switch)	49%	50%	47%	60%	70%	60%	52%	30%	12%	53%	43%	55%	48%	50%	52%	51%
Smart speaker (eg. Amazon Echo, Google Home, Apple Homepod)	37%	35%	39%	42%	46%	31%	41%	34%	25%	44%	37%	37%	29%	38%	38%	39%
Streaming box or stick (eg Apple TV, Google Chromecast, Fire TV, Roku)	32%	32%	32%	42%	37%	41%	23%	33%	14%	32%	31%	38%	29%	33%	34%	35%
Smart lights (eg Philips Hue, Ikea Trådfri etc)	12%	15%	8%	20%	18%	10%	9%	8%	3%	14%	11%	16%	7%	12%	12%	12%
Smart Thermostat (e.g. Google Nest, Hive etc.)	9%	11%	8%	14%	16%	11%	4%	3%	6%	13%	10%	14%	3%	10%	10%	11%
None of the above	1%	2%	1%	1%	2%	4%	1%	0%	0%	0%	1%	1%	4%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very early adopter	11%	15%	8%	26%	20%	8%	7%	2%	1%	12%	13%	11%	10%	12%	12%	12%
Somewhat early adopter	24%	27%	21%	33%	40%	16%	23%	13%	9%	32%	17%	29%	17%	25%	25%	25%
Neither an early or late adopter	30%	29%	30%	18%	18%	46%	31%	38%	32%	28%	32%	29%	30%	29%	29%	31%
Somewhat late adopter	22%	18%	26%	14%	15%	14%	26%	28%	39%	21%	22%	22%	24%	23%	22%	22%
Very late adopter	10%	6%	13%	3%	3%	9%	11%	19%	19%	4%	15%	8%	12%	9%	9%	8%
Don't know	4%	5%	2%	5%	5%	7%	2%	0%	0%	2%	2%	2%	8%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	66%	63%	69%	72%	76%	71%	74%	56%	42%	70%	63%	66%	64%	71%	70%	70%
In the last week	20%	21%	18%	14%	12%	18%	13%	25%	39%	20%	23%	19%	18%	21%	19%	21%
In the last month	3%	4%	3%	3%	3%	2%	4%	5%	4%	3%	0%	6%	5%	4%	3%	3%
In the last year	3%	3%	3%	4%	3%	1%	2%	2%	6%	1%	3%	5%	3%	3%	3%	2%
More than a year ago	1%	2%	1%	1%	2%	0%	0%	1%	3%	1%	2%	1%	1%	1%	1%	1%
Never	3%	3%	4%	3%	2%	1%	3%	10%	3%	3%	4%	1%	5%	0%	2%	2%
Don't know	3%	4%	2%	3%	2%	6%	3%	0%	4%	2%	3%	2%	4%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	54%	60%	48%	69%	60%	51%	56%	46%	36%	56%	56%	54%	50%	56%	57%	56%
In the last week	15%	12%	17%	14%	13%	19%	19%	14%	9%	15%	15%	17%	13%	15%	15%	16%
In the last month	7%	9%	5%	5%	7%	9%	10%	3%	6%	8%	6%	7%	6%	7%	7%	7%
In the last year	6%	5%	7%	5%	6%	3%	4%	9%	9%	4%	7%	3%	8%	5%	6%	6%
More than a year ago	4%	3%	5%	2%	4%	6%	1%	5%	6%	3%	3%	7%	4%	4%	4%	4%
Never	10%	7%	12%	3%	6%	5%	4%	17%	24%	12%	7%	8%	11%	9%	9%	9%
Don't know	5%	4%	7%	2%	3%	7%	5%	6%	10%	2%	6%	4%	8%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	48%	55%	42%	74%	66%	56%	40%	32%	14%	47%	41%	55%	53%	50%	54%	51%
In the last week	23%	19%	27%	14%	24%	25%	30%	18%	27%	26%	26%	23%	19%	24%	26%	25%
In the last month	11%	10%	12%	5%	5%	10%	12%	21%	19%	12%	14%	11%	8%	12%	13%	11%
In the last year	5%	4%	6%	0%	0%	2%	8%	9%	13%	4%	9%	3%	3%	5%	5%	4%
More than a year ago	2%	2%	3%	3%	1%	2%	1%	5%	4%	2%	2%	2%	4%	2%	3%	2%
Never	7%	6%	8%	0%	3%	0%	7%	15%	19%	7%	5%	4%	9%	5%	0%	5%
Don't know	3%	4%	2%	3%	1%	5%	3%	1%	4%	1%	3%	2%	4%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	18%	20%	16%	32%	25%	14%	19%	7%	8%	20%	19%	17%	16%	19%	19%	20%
In the last week	29%	33%	25%	28%	40%	32%	29%	27%	14%	33%	27%	26%	29%	30%	31%	32%
In the last month	24%	21%	27%	21%	18%	23%	28%	26%	29%	23%	27%	24%	21%	24%	24%	27%
In the last year	14%	11%	16%	11%	5%	15%	12%	18%	25%	13%	12%	18%	13%	14%	13%	16%
More than a year ago	5%	4%	5%	2%	5%	6%	4%	8%	5%	5%	4%	6%	6%	4%	5%	6%
Never	7%	6%	8%	4%	4%	4%	3%	12%	18%	2%	8%	7%	11%	6%	6%	0%
Don't know	3%	5%	2%	3%	3%	6%	4%	3%	1%	3%	4%	2%	4%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	47%	50%	43%	65%	60%	42%	43%	33%	31%	50%	41%	49%	49%	49%	50%	50%
In the last week	16%	17%	15%	15%	19%	18%	18%	19%	9%	12%	23%	19%	13%	17%	16%	17%
In the last month	7%	7%	8%	7%	4%	8%	7%	5%	13%	5%	8%	10%	5%	8%	8%	7%
In the last year	5%	4%	6%	4%	3%	8%	5%	5%	5%	6%	4%	4%	4%	5%	5%	5%
More than a year ago	4%	4%	5%	3%	3%	4%	3%	9%	6%	6%	6%	2%	5%	4%	5%	4%
Never	17%	14%	20%	3%	11%	15%	19%	24%	32%	18%	16%	14%	19%	16%	15%	15%
Don't know	4%	5%	3%	4%	1%	5%	6%	5%	3%	3%	3%	2%	5%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	7%	9%	5%	18%	10%	2%	7%	2%	0%	8%	6%	10%	3%	7%	7%	7%
In the last week	12%	14%	10%	26%	20%	10%	8%	4%	2%	19%	15%	11%	6%	13%	14%	14%
In the last month	11%	14%	9%	17%	17%	16%	10%	2%	1%	13%	9%	16%	8%	12%	12%	12%
In the last year	6%	6%	6%	9%	8%	7%	10%	2%	1%	6%	4%	8%	8%	7%	7%	7%
More than a year ago	7%	8%	6%	8%	4%	11%	9%	7%	3%	3%	6%	7%	11%	7%	7%	7%
Never	47%	40%	55%	18%	31%	44%	46%	72%	82%	43%	51%	43%	51%	46%	45%	45%
Don't know	9%	9%	9%	4%	11%	10%	11%	9%	10%	7%	10%	5%	14%	8%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	13%	16%	11%	23%	21%	11%	11%	5%	4%	13%	10%	14%	15%	14%	14%	14%
In the last month	8%	8%	8%	12%	8%	8%	6%	6%	5%	6%	13%	9%	4%	8%	8%	9%
In the last year	4%	6%	2%	5%	5%	5%	3%	6%	0%	3%	5%	6%	3%	4%	5%	5%
More than a year ago	3%	5%	2%	2%	2%	2%	4%	4%	6%	4%	2%	3%	4%	4%	3%	3%
Never	49%	44%	52%	40%	36%	47%	56%	58%	61%	48%	51%	48%	47%	48%	47%	47%
Don't know	11%	11%	12%	9%	7%	14%	10%	12%	16%	12%	8%	7%	15%	10%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	6%	8%	3%	8%	12%	2%	6%	0%	1%	7%	7%	4%	4%	6%	6%	6%
In the last week	6%	8%	4%	11%	10%	8%	7%	1%	0%	8%	6%	6%	5%	7%	7%	7%
In the last month	6%	6%	6%	9%	8%	8%	7%	1%	1%	9%	5%	8%	3%	6%	6%	6%
In the last year	4%	5%	4%	5%	4%	4%	8%	4%	0%	4%	2%	10%	2%	4%	4%	5%
More than a year ago	2%	2%	1%	4%	2%	1%	1%	1%	0%	2%	2%	2%	1%	2%	2%	2%
Never	71%	64%	77%	57%	58%	66%	67%	85%	97%	67%	73%	66%	76%	71%	70%	71%
Don't know	6%	7%	5%	6%	5%	12%	6%	8%	0%	3%	6%	5%	9%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	5%	6%	5%	9%	8%	6%	6%	1%	0%	4%	6%	6%	7%	5%	6%	6%
In the last week	9%	12%	7%	14%	15%	11%	4%	4%	2%	10%	7%	13%	8%	10%	10%	10%
In the last month	10%	13%	8%	8%	17%	13%	14%	4%	3%	12%	6%	12%	12%	11%	11%	11%
In the last year	5%	7%	4%	11%	6%	6%	4%	3%	1%	3%	4%	8%	7%	6%	6%	5%
More than a year ago	5%	5%	4%	11%	2%	2%	5%	6%	2%	5%	4%	4%	4%	5%	5%	5%
Never	59%	50%	67%	41%	45%	54%	57%	74%	90%	61%	67%	53%	55%	60%	58%	59%
Don't know	6%	8%	5%	6%	6%	8%	9%	7%	1%	5%	6%	4%	8%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
In the last day	10%	12%	8%	13%	20%	10%	8%	5%	0%	10%	10%	11%	9%	10%	11%	11%
In the last week	9%	10%	7%	15%	11%	11%	9%	3%	1%	12%	7%	9%	7%	9%	10%	9%
In the last year	5%	5%	4%	10%	4%	4%	6%	1%	2%	4%	2%	7%	6%	5%	5%	5%
More than a year ago	4%	6%	3%	5%	4%	6%	8%	2%	1%	4%	4%	7%	3%	5%	5%	5%
Don't know	10%	10%	11%	5%	8%	13%	10%	13%	12%	6%	12%	6%	14%	8%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(13.A) You said that you used Google search in the last day, approximately how many times did you use it?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	411	165	246	90	104	71	67	47	32	108	100	85	113	411	398	391
Weighted	401	186	215	72	99	73	71	43	44	107	98	82	108	401	388	380
Once	8%	7%	9%	4%	10%	9%	5%	13%	9%	5%	9%	7%	10%	8%	8%	8%
6-10 times	23%	30%	17%	23%	30%	11%	26%	22%	21%	30%	20%	19%	21%	23%	22%	23%
11-15 times	6%	7%	6%	9%	8%	6%	6%	3%	0%	5%	9%	6%	6%	6%	6%	6%
16-20 times	2%	4%	1%	5%	2%	3%	2%	0%	0%	3%	3%	1%	2%	2%	2%	2%
20+ times	5%	7%	3%	10%	3%	6%	5%	0%	3%	2%	6%	9%	3%	5%	5%	4%
Don't know	2%	2%	1%	1%	2%	0%	0%	0%	6%	1%	3%	1%	1%	2%	1%	1%

Note:

BASE: Those who have used Google Search in the last day

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(14.A) You said that you used Google maps in the last day, approximately how many times did you use it?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	114	54	60	40	32	13	17	6	6	31	32	22	28	114	112	114
Weighted	109	60	49	32	32	14	18	5	8	30	30	21	27	109	107	109
Once	38%	36%	41%	34%	42%	31%	41%	36%	47%	48%	37%	35%	33%	38%	38%	38%
Twice	35%	33%	37%	41%	29%	37%	29%	64%	19%	24%	38%	47%	30%	35%	35%	35%
Three times	20%	22%	17%	23%	19%	8%	24%	0%	34%	26%	10%	14%	30%	20%	19%	20%
Four times	3%	4%	2%	0%	4%	15%	0%	0%	0%	0%	8%	5%	0%	3%	3%	3%
5 times or more	3%	4%	3%	2%	3%	8%	6%	0%	0%	3%	8%	0%	3%	3%	3%	3%
Don't know	1%	2%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	4%	1%	1%	1%

Note:

BASE: Those who have used Google Maps in the last day

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Research a topic

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	25%	26%	23%	39%	27%	25%	26%	16%	13%	24%	27%	25%	23%	25%	26%	26%
In the last week	28%	26%	29%	25%	26%	36%	29%	24%	28%	34%	28%	26%	25%	28%	29%	29%
In the last month	20%	19%	21%	14%	19%	16%	15%	33%	28%	23%	20%	22%	16%	20%	20%	21%
In the last year	11%	10%	12%	7%	9%	16%	14%	10%	11%	10%	11%	12%	12%	11%	11%	11%
More than a year ago	3%	4%	3%	5%	5%	1%	2%	2%	4%	3%	2%	5%	5%	3%	3%	3%
Never	8%	9%	7%	6%	7%	2%	11%	12%	10%	3%	9%	8%	13%	8%	7%	7%
Don't know	4%	5%	4%	2%	8%	3%	2%	3%	5%	4%	3%	2%	7%	4%	4%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get help with a tech issue

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	7%	9%	5%	16%	8%	6%	6%	3%	1%	7%	9%	6%	5%	7%	7%	7%
In the last week	19%	22%	17%	21%	27%	20%	14%	16%	14%	21%	22%	14%	21%	19%	20%	20%
In the last month	22%	21%	23%	26%	12%	30%	29%	21%	18%	33%	16%	21%	18%	22%	22%	23%
In the last year	19%	15%	23%	17%	21%	14%	21%	21%	21%	18%	22%	21%	17%	19%	20%	20%
More than a year ago	10%	8%	11%	6%	11%	8%	9%	12%	11%	5%	12%	11%	11%	10%	10%	10%
Never	17%	18%	15%	11%	12%	13%	15%	21%	29%	11%	17%	20%	19%	17%	15%	15%
Don't know	6%	7%	6%	3%	9%	8%	5%	7%	6%	5%	3%	8%	9%	6%	6%	5%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Find a business

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	6%	7%	6%	10%	9%	5%	4%	4%	3%	8%	7%	5%	4%	6%	6%	6%
In the last week	19%	20%	17%	24%	18%	18%	27%	12%	11%	22%	21%	15%	17%	19%	19%	20%
In the last month	22%	24%	21%	30%	25%	21%	18%	24%	16%	26%	23%	22%	20%	22%	23%	23%
In the last year	16%	15%	16%	18%	12%	20%	19%	9%	18%	17%	15%	20%	14%	16%	16%	16%
More than a year ago	9%	7%	12%	4%	10%	11%	7%	16%	10%	8%	13%	10%	8%	9%	10%	10%
Never	21%	21%	22%	10%	18%	20%	25%	27%	32%	14%	18%	22%	30%	21%	20%	19%
Don't know	6%	6%	6%	3%	9%	6%	1%	8%	10%	6%	4%	6%	8%	6%	6%	5%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 a restaurant

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	4%	5%	4%	15%	4%	2%	4%	0%	0%	7%	6%	2%	3%	4%	5%	5%
In the last week	12%	15%	10%	24%	18%	13%	6%	6%	4%	17%	7%	17%	10%	12%	13%	13%
In the last month	18%	18%	19%	24%	22%	19%	18%	18%	7%	18%	20%	16%	19%	18%	18%	19%
In the last year	31%	28%	34%	26%	32%	34%	41%	30%	23%	33%	37%	27%	26%	31%	31%	32%
More than a year ago	12%	10%	14%	5%	11%	13%	8%	15%	19%	10%	13%	13%	11%	12%	12%	12%
Never	18%	20%	16%	4%	10%	14%	21%	27%	39%	10%	13%	23%	27%	18%	18%	16%
Don't know	4%	5%	3%	1%	4%	5%	2%	4%	8%	5%	4%	2%	4%	4%	4%	3%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Research a holiday

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	4%	7%	2%	7%	5%	1%	4%	7%	1%	3%	5%	5%	4%	4%	4%	4%
In the last week	8%	9%	7%	19%	9%	8%	5%	5%	2%	10%	7%	11%	5%	8%	8%	9%
In the last month	11%	13%	9%	20%	14%	9%	14%	3%	4%	18%	8%	12%	8%	11%	12%	12%
In the last year	31%	27%	35%	26%	32%	31%	31%	30%	36%	33%	36%	34%	20%	31%	31%	31%
More than a year ago	27%	22%	31%	16%	24%	29%	28%	35%	30%	22%	34%	21%	29%	27%	27%	27%
Never	15%	18%	11%	10%	11%	16%	18%	16%	20%	8%	6%	16%	29%	15%	14%	13%
Don't know	4%	4%	4%	2%	5%	6%	1%	4%	7%	6%	5%	1%	4%	4%	4%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Find travel times

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	6%	6%	6%	11%	10%	1%	9%	1%	1%	9%	7%	3%	5%	6%	6%	6%
In the last week	12%	13%	11%	20%	19%	8%	6%	6%	8%	12%	12%	12%	12%	12%	12%	12%
In the last month	20%	22%	17%	30%	17%	22%	25%	13%	10%	25%	17%	17%	19%	20%	20%	21%
In the last year	23%	23%	24%	17%	22%	24%	26%	34%	21%	23%	29%	24%	18%	23%	24%	24%
More than a year ago	14%	10%	18%	8%	13%	19%	14%	11%	19%	12%	16%	16%	12%	14%	14%	15%
Never	19%	19%	19%	10%	13%	18%	18%	30%	31%	14%	15%	21%	27%	19%	18%	17%
Don't know	6%	7%	4%	4%	7%	6%	2%	4%	9%	4%	5%	6%	7%	6%	6%	5%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Keep up to date with the news

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	37%	36%	38%	31%	39%	42%	51%	29%	27%	41%	38%	34%	35%	37%	37%	37%
In the last week	27%	28%	25%	29%	28%	29%	21%	29%	23%	22%	27%	27%	30%	27%	28%	28%
In the last month	12%	10%	14%	21%	12%	12%	8%	12%	7%	9%	11%	19%	11%	12%	13%	12%
In the last year	5%	4%	6%	8%	7%	3%	4%	6%	1%	3%	5%	5%	7%	5%	5%	5%
More than a year ago	4%	5%	3%	2%	6%	2%	5%	5%	4%	7%	3%	3%	3%	4%	4%	3%
Never	13%	14%	11%	7%	6%	9%	11%	15%	31%	16%	14%	8%	13%	13%	11%	12%
Don't know	3%	3%	3%	2%	3%	2%	1%	3%	6%	2%	3%	4%	1%	3%	3%	2%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Research a big purchase

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	9%	9%	9%	20%	13%	8%	7%	1%	3%	10%	11%	9%	8%	9%	9%	9%
In the last week	19%	22%	16%	22%	23%	21%	20%	15%	11%	22%	15%	20%	20%	19%	20%	20%
In the last month	22%	20%	23%	24%	20%	34%	21%	23%	10%	28%	17%	24%	19%	22%	23%	23%
In the last year	24%	22%	26%	13%	22%	19%	23%	33%	36%	22%	32%	19%	21%	24%	24%	24%
More than a year ago	9%	5%	13%	6%	10%	4%	11%	10%	15%	6%	15%	7%	9%	9%	9%	9%
Never	13%	17%	8%	12%	7%	9%	15%	12%	21%	8%	8%	17%	18%	13%	11%	11%
Don't know	4%	5%	4%	3%	5%	4%	2%	6%	4%	5%	3%	4%	5%	4%	4%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get help with a housework or DIY task

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	7%	7%	6%	17%	7%	9%	4%	2%	0%	6%	8%	8%	5%	7%	7%	7%
In the last week	14%	16%	12%	21%	20%	9%	13%	11%	4%	18%	16%	11%	11%	14%	14%	15%
In the last month	22%	20%	23%	25%	26%	24%	25%	19%	11%	25%	22%	25%	17%	22%	23%	23%
In the last year	19%	17%	21%	17%	16%	24%	19%	20%	21%	19%	22%	16%	19%	19%	20%	20%
More than a year ago	8%	5%	10%	5%	6%	5%	11%	5%	13%	6%	6%	8%	9%	8%	8%	8%
Never	26%	31%	21%	12%	18%	24%	28%	35%	40%	19%	23%	29%	33%	26%	24%	23%
Don't know	5%	5%	6%	3%	6%	5%	1%	7%	10%	7%	3%	2%	8%	5%	5%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Look for a job

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	6%	7%	5%	14%	11%	5%	2%	3%	0%	3%	8%	5%	9%	6%	7%	6%
In the last week	11%	13%	9%	20%	11%	11%	12%	9%	0%	10%	7%	13%	13%	11%	11%	11%
In the last month	13%	14%	12%	29%	18%	8%	11%	10%	0%	13%	10%	20%	10%	13%	14%	14%
In the last year	11%	10%	11%	21%	15%	13%	9%	3%	0%	14%	13%	8%	8%	11%	11%	12%
More than a year ago	23%	20%	26%	9%	26%	40%	28%	23%	11%	24%	30%	22%	18%	23%	24%	24%
Never	32%	30%	32%	7%	12%	16%	34%	46%	83%	30%	26%	29%	39%	32%	29%	29%
Don't know	5%	5%	5%	0%	6%	7%	4%	8%	5%	6%	5%	3%	4%	5%	5%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Learn a new skill

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	6%	8%	4%	15%	8%	4%	4%	3%	1%	5%	5%	6%	8%	6%	6%	6%
In the last week	12%	16%	8%	20%	23%	10%	5%	6%	2%	17%	9%	14%	10%	12%	13%	13%
In the last month	17%	15%	18%	25%	19%	21%	15%	14%	6%	16%	19%	17%	14%	17%	18%	17%
In the last year	16%	14%	17%	17%	18%	15%	18%	19%	8%	20%	18%	12%	12%	16%	16%	17%
More than a year ago	9%	7%	11%	7%	10%	11%	12%	11%	4%	8%	10%	9%	10%	9%	9%	10%
Never	32%	32%	32%	13%	15%	27%	39%	42%	62%	29%	32%	33%	35%	32%	30%	30%
Don't know	8%	8%	9%	3%	6%	12%	8%	5%	17%	5%	7%	9%	11%	8%	8%	7%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Select ”Don’t Know” if you are paying attention

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
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 - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get advice on your CV

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	3%	4%	2%	9%	5%	1%	2%	0%	0%	2%	5%	3%	2%	3%	3%	3%
In the last week	6%	6%	5%	17%	10%	1%	2%	0%	0%	6%	3%	10%	5%	6%	6%	6%
In the last month	8%	9%	8%	17%	12%	8%	6%	4%	0%	10%	6%	9%	9%	8%	9%	9%
In the last year	14%	15%	13%	17%	20%	17%	17%	9%	0%	16%	17%	12%	10%	14%	14%	15%
More than a year ago	18%	14%	21%	17%	19%	29%	19%	17%	4%	18%	22%	14%	18%	18%	19%	18%
Never	46%	44%	49%	21%	29%	34%	52%	63%	89%	45%	44%	45%	49%	46%	44%	44%
Don't know	5%	8%	3%	1%	5%	10%	2%	7%	7%	3%	3%	7%	7%	5%	5%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Research a medical issue

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	9%	9%	9%	12%	11%	14%	8%	4%	3%	10%	10%	8%	7%	9%	10%	10%
In the last week	19%	14%	24%	27%	21%	20%	25%	11%	10%	15%	21%	25%	18%	19%	19%	20%
In the last month	26%	24%	28%	25%	23%	28%	31%	26%	27%	30%	28%	21%	25%	26%	27%	27%
In the last year	18%	18%	18%	15%	21%	16%	19%	22%	16%	15%	20%	22%	18%	18%	19%	18%
More than a year ago	8%	8%	8%	7%	7%	6%	5%	18%	7%	11%	6%	6%	8%	8%	8%	8%
Never	15%	21%	10%	11%	10%	9%	11%	19%	33%	15%	12%	16%	17%	15%	14%	14%
Don't know	4%	5%	3%	2%	8%	6%	2%	0%	4%	4%	3%	2%	7%	4%	4%	3%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(29.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	4%	6%	3%	12%	7%	0%	4%	1%	1%	3%	6%	6%	3%	4%	5%	5%
In the last week	5%	7%	3%	10%	11%	2%	2%	1%	2%	7%	3%	7%	4%	5%	5%	5%
In the last month	9%	6%	11%	22%	8%	13%	5%	1%	2%	12%	9%	8%	6%	9%	9%	9%
In the last year	14%	14%	15%	20%	21%	18%	12%	9%	1%	14%	14%	21%	10%	14%	15%	15%
More than a year ago	15%	13%	16%	12%	18%	21%	19%	9%	8%	15%	22%	7%	15%	15%	15%	16%
Never	49%	47%	50%	23%	30%	41%	58%	71%	81%	43%	44%	48%	57%	49%	47%	47%
Don't know	4%	6%	3%	1%	6%	6%	1%	7%	5%	5%	2%	3%	6%	4%	4%	3%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(30.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	569	242	326	114	130	91	85	78	71	143	143	120	157	569	539	528
Weighted	568	275	292	94	124	94	90	69	97	145	143	121	153	568	534	523
In the last day	4%	6%	3%	10%	7%	3%	2%	0%	0%	6%	5%	5%	2%	4%	4%	4%
In the last week	5%	7%	2%	9%	9%	6%	1%	1%	0%	8%	2%	5%	4%	5%	5%	5%
In the last month	5%	3%	7%	10%	5%	6%	5%	1%	0%	4%	5%	5%	5%	5%	5%	5%
In the last year	6%	6%	7%	3%	16%	8%	5%	2%	2%	8%	5%	10%	4%	6%	7%	7%
More than a year ago	6%	4%	9%	3%	9%	7%	9%	7%	3%	5%	9%	4%	6%	6%	7%	7%
Never	68%	70%	67%	63%	45%	62%	75%	85%	90%	64%	69%	66%	73%	68%	67%	68%
Don't know	5%	4%	6%	2%	9%	6%	2%	5%	5%	5%	5%	4%	7%	5%	5%	4%

Note:

BASE: Google Search Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Learn something

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	13%	15%	11%	28%	13%	15%	7%	5%	3%	10%	16%	14%	11%	13%	13%	13%
In the last week	24%	25%	23%	30%	33%	23%	28%	16%	7%	25%	20%	22%	28%	24%	24%	25%
In the last month	22%	21%	23%	19%	25%	16%	20%	30%	26%	24%	22%	29%	14%	23%	22%	23%
In the last year	18%	18%	19%	13%	13%	24%	21%	18%	23%	20%	14%	19%	19%	19%	18%	18%
More than a year ago	5%	5%	5%	3%	3%	3%	7%	6%	8%	4%	8%	3%	4%	5%	5%	5%
Never	13%	12%	15%	4%	6%	14%	12%	26%	27%	11%	15%	9%	18%	13%	13%	12%
Don't know	4%	4%	5%	3%	7%	5%	5%	0%	5%	5%	5%	3%	5%	4%	4%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Watch a TV show

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	16%	17%	14%	28%	20%	17%	14%	3%	3%	15%	14%	23%	13%	16%	16%	16%
In the last week	17%	20%	15%	27%	25%	14%	13%	13%	7%	20%	16%	20%	15%	18%	17%	18%
In the last month	13%	14%	11%	14%	15%	17%	12%	10%	3%	11%	13%	11%	15%	13%	13%	13%
In the last year	10%	9%	12%	10%	10%	7%	13%	14%	10%	8%	13%	8%	12%	11%	10%	11%
More than a year ago	8%	7%	9%	6%	6%	11%	10%	6%	7%	7%	8%	9%	8%	7%	8%	8%
Never	32%	28%	35%	13%	18%	28%	33%	54%	62%	35%	36%	22%	31%	31%	32%	29%
Don't know	5%	5%	5%	3%	6%	5%	5%	1%	7%	5%	1%	7%	7%	4%	5%	5%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 DIY tasks

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	5%	7%	4%	12%	6%	4%	6%	1%	0%	4%	9%	4%	4%	5%	5%	5%
In the last week	14%	17%	12%	22%	19%	14%	7%	16%	5%	19%	11%	19%	10%	15%	14%	15%
In the last month	24%	20%	27%	21%	27%	26%	31%	18%	16%	27%	22%	25%	21%	24%	24%	25%
In the last year	23%	23%	24%	15%	20%	32%	27%	23%	24%	25%	21%	22%	25%	24%	23%	24%
More than a year ago	9%	7%	11%	8%	8%	7%	6%	12%	14%	9%	11%	6%	10%	9%	9%	9%
Never	21%	23%	19%	16%	14%	15%	18%	27%	40%	14%	21%	22%	25%	20%	21%	19%
Don't know	4%	3%	4%	6%	4%	2%	5%	2%	2%	3%	5%	2%	5%	3%	4%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get help with cooking

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	9%	9%	8%	19%	13%	7%	5%	1%	2%	9%	8%	11%	7%	9%	9%	9%
In the last week	17%	16%	18%	18%	25%	22%	18%	10%	5%	20%	16%	16%	19%	17%	17%	18%
In the last month	21%	21%	20%	24%	25%	30%	16%	11%	13%	25%	21%	22%	17%	21%	21%	21%
In the last year	14%	9%	19%	14%	16%	13%	16%	18%	8%	13%	15%	12%	16%	14%	14%	14%
More than a year ago	7%	6%	8%	10%	5%	6%	7%	6%	9%	3%	11%	10%	4%	7%	7%	7%
Never	30%	35%	25%	14%	13%	20%	34%	54%	62%	26%	28%	29%	33%	30%	30%	28%
Don't know	2%	3%	2%	1%	4%	2%	4%	1%	2%	4%	1%	1%	4%	2%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get help with make-up

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	5%	5%	5%	12%	7%	2%	4%	0%	0%	3%	4%	7%	5%	5%	5%	5%
In the last week	9%	8%	11%	16%	13%	11%	5%	5%	0%	11%	9%	9%	8%	9%	9%	10%
In the last month	9%	4%	15%	18%	14%	10%	8%	1%	0%	12%	9%	10%	7%	9%	9%	10%
In the last year	9%	4%	14%	13%	15%	7%	7%	4%	4%	5%	12%	10%	10%	9%	9%	9%
More than a year ago	4%	1%	8%	4%	7%	6%	4%	2%	0%	4%	6%	3%	4%	4%	4%	5%
Never	61%	75%	48%	37%	39%	59%	70%	87%	96%	61%	58%	59%	63%	61%	61%	60%
Don't know	3%	4%	1%	1%	5%	4%	2%	0%	0%	4%	1%	2%	4%	2%	3%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Find commentary on the news or political events

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	10%	14%	7%	12%	14%	9%	12%	7%	5%	8%	12%	16%	7%	11%	10%	10%
In the last week	17%	18%	15%	17%	26%	14%	17%	16%	5%	22%	10%	13%	21%	17%	17%	17%
In the last month	16%	15%	17%	26%	13%	15%	20%	12%	13%	17%	17%	19%	13%	16%	16%	16%
In the last year	11%	10%	12%	14%	13%	10%	5%	6%	14%	7%	12%	14%	12%	11%	11%	11%
More than a year ago	4%	4%	5%	4%	4%	5%	2%	6%	5%	5%	5%	4%	4%	4%	4%	4%
Never	38%	35%	40%	26%	24%	42%	43%	52%	50%	37%	39%	30%	41%	37%	38%	37%
Don’t know	4%	3%	5%	1%	5%	5%	1%	2%	9%	4%	5%	3%	4%	4%	4%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Look for entertainment

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	22%	27%	18%	53%	26%	18%	18%	6%	0%	21%	22%	25%	23%	22%	22%	22%
In the last week	22%	22%	22%	20%	29%	24%	18%	21%	15%	24%	22%	22%	20%	22%	22%	22%
In the last month	19%	17%	20%	15%	20%	25%	21%	20%	9%	19%	16%	20%	19%	18%	19%	19%
In the last year	10%	10%	10%	4%	11%	10%	11%	14%	10%	9%	9%	11%	10%	10%	10%	10%
More than a year ago	3%	3%	3%	1%	4%	4%	4%	1%	5%	1%	5%	3%	4%	3%	3%	3%
Never	21%	20%	22%	4%	8%	15%	23%	33%	59%	21%	24%	17%	21%	21%	21%	20%
Don't know	3%	2%	4%	2%	3%	3%	5%	5%	2%	4%	2%	3%	3%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Learn about fitness or health

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	5%	6%	3%	11%	7%	2%	2%	2%	0%	4%	7%	4%	2%	4%	5%	5%
In the last week	14%	17%	10%	20%	19%	11%	13%	9%	4%	16%	13%	18%	10%	14%	14%	14%
In the last month	19%	13%	24%	31%	22%	21%	17%	13%	4%	23%	16%	18%	18%	19%	19%	19%
In the last year	19%	15%	22%	18%	21%	19%	22%	10%	19%	12%	24%	23%	17%	19%	19%	19%
More than a year ago	6%	4%	8%	3%	4%	11%	10%	4%	5%	4%	8%	9%	5%	6%	6%	6%
Never	33%	37%	29%	16%	20%	28%	33%	59%	62%	34%	30%	25%	41%	33%	33%	33%
Don’t know	5%	6%	4%	2%	7%	8%	2%	3%	7%	6%	2%	4%	7%	5%	5%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(39.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	10%	17%	4%	27%	13%	8%	7%	0%	2%	11%	11%	14%	7%	10%	10%	10%
In the last week	15%	20%	11%	24%	23%	17%	15%	1%	2%	16%	9%	20%	15%	15%	15%	16%
In the last month	9%	9%	8%	13%	13%	11%	5%	5%	0%	9%	9%	10%	8%	8%	9%	9%
In the last year	7%	7%	7%	8%	11%	6%	7%	6%	2%	5%	6%	6%	11%	7%	7%	7%
More than a year ago	3%	3%	3%	4%	3%	8%	2%	0%	0%	2%	2%	3%	4%	3%	3%	3%
Never	53%	41%	64%	21%	33%	46%	60%	88%	95%	53%	60%	43%	52%	53%	53%	52%
Don't know	3%	3%	3%	3%	4%	5%	4%	0%	0%	4%	3%	3%	3%	3%	3%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(40.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	557	236	319	117	132	93	82	74	59	140	144	116	151	539	557	521
Weighted	551	267	282	97	126	96	87	65	81	139	142	117	146	534	551	511
In the last day	27%	32%	23%	51%	33%	31%	18%	17%	5%	29%	26%	26%	29%	28%	27%	29%
In the last week	24%	24%	25%	25%	25%	30%	32%	20%	12%	24%	20%	25%	29%	25%	24%	24%
In the last month	21%	22%	19%	11%	26%	23%	22%	18%	22%	22%	27%	21%	14%	20%	21%	21%
In the last year	10%	10%	10%	7%	8%	5%	11%	12%	20%	8%	13%	8%	9%	10%	10%	9%
More than a year ago	3%	2%	5%	1%	2%	3%	4%	8%	4%	1%	2%	6%	5%	3%	3%	4%
Never	13%	10%	16%	5%	5%	6%	12%	23%	36%	14%	11%	13%	13%	13%	13%	12%
Don't know	1%	1%	2%	0%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Find local businesses

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	6%	7%	6%	18%	7%	5%	2%	1%	2%	4%	6%	9%	7%	7%	6%	6%
In the last week	16%	19%	13%	19%	24%	14%	16%	13%	6%	21%	13%	15%	16%	16%	17%	16%
In the last month	22%	25%	19%	21%	29%	19%	22%	15%	20%	24%	22%	22%	19%	22%	22%	22%
In the last year	23%	21%	24%	19%	16%	26%	26%	32%	21%	21%	26%	23%	20%	23%	23%	23%
More than a year ago	9%	6%	12%	3%	9%	13%	8%	7%	14%	11%	12%	6%	8%	9%	9%	9%
Never	20%	20%	19%	17%	11%	15%	24%	27%	31%	13%	18%	21%	25%	18%	18%	20%
Don’t know	5%	3%	7%	3%	5%	8%	2%	4%	7%	7%	3%	4%	5%	5%	4%	5%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Find a nearby restaurant, bar or cafe

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	6%	9%	4%	17%	10%	2%	5%	0%	0%	7%	5%	7%	6%	7%	6%	6%
In the last week	12%	14%	11%	23%	20%	10%	7%	6%	2%	16%	12%	13%	9%	12%	13%	12%
In the last month	19%	19%	20%	29%	23%	22%	19%	6%	12%	18%	19%	20%	20%	20%	20%	19%
In the last year	24%	25%	24%	18%	23%	28%	24%	32%	22%	28%	30%	22%	17%	24%	25%	24%
More than a year ago	11%	10%	12%	2%	7%	22%	17%	15%	8%	10%	12%	9%	14%	11%	11%	11%
Never	23%	22%	25%	9%	13%	12%	26%	41%	50%	16%	20%	25%	32%	23%	21%	23%
Don’t know	3%	2%	4%	2%	5%	4%	2%	1%	5%	5%	2%	3%	3%	3%	3%	3%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Check the opening hours of a local business

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	9%	8%	11%	19%	11%	5%	4%	9%	5%	10%	8%	10%	9%	9%	9%	9%
In the last week	23%	24%	22%	32%	31%	23%	26%	14%	4%	27%	21%	18%	25%	23%	24%	23%
In the last month	23%	26%	21%	19%	24%	29%	25%	19%	23%	20%	26%	25%	21%	24%	24%	23%
In the last year	15%	16%	13%	17%	11%	12%	18%	19%	13%	7%	22%	17%	13%	14%	14%	15%
More than a year ago	6%	5%	7%	4%	5%	6%	7%	6%	9%	5%	8%	8%	4%	6%	6%	6%
Never	20%	20%	21%	7%	14%	18%	18%	33%	40%	23%	15%	19%	23%	20%	19%	20%
Don’t know	4%	2%	5%	2%	4%	7%	2%	0%	5%	6%	1%	3%	5%	4%	3%	4%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Get directions while travelling

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	11%	13%	9%	24%	17%	2%	13%	1%	2%	11%	11%	10%	11%	11%	11%	11%
In the last week	20%	22%	17%	30%	26%	24%	11%	17%	6%	23%	19%	20%	17%	20%	21%	20%
In the last month	23%	20%	27%	21%	26%	30%	32%	17%	11%	23%	24%	24%	21%	24%	24%	23%
In the last year	21%	22%	20%	14%	12%	25%	18%	30%	31%	19%	22%	24%	18%	21%	21%	21%
More than a year ago	9%	8%	10%	4%	10%	10%	4%	16%	13%	9%	6%	5%	16%	9%	9%	9%
Never	15%	13%	15%	6%	7%	7%	19%	19%	36%	12%	17%	15%	15%	14%	12%	15%
Don’t know	2%	2%	1%	1%	3%	1%	4%	0%	0%	2%	2%	1%	2%	2%	2%	2%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Look for something new to try

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	6%	8%	4%	15%	9%	1%	7%	1%	0%	8%	7%	5%	5%	6%	6%	6%
In the last week	10%	11%	10%	20%	15%	6%	10%	6%	2%	12%	9%	14%	8%	11%	11%	10%
In the last month	17%	19%	15%	24%	21%	23%	12%	13%	5%	17%	15%	24%	14%	17%	18%	17%
In the last year	15%	17%	12%	19%	18%	18%	6%	17%	9%	14%	15%	14%	16%	15%	15%	15%
More than a year ago	8%	6%	10%	4%	10%	8%	11%	10%	5%	6%	11%	7%	8%	8%	8%	8%
Never	37%	33%	40%	15%	21%	36%	45%	48%	67%	35%	39%	27%	41%	36%	35%	37%
Don’t know	7%	5%	9%	3%	6%	8%	9%	5%	12%	9%	3%	8%	8%	7%	7%	7%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(46.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	8%	9%	7%	17%	10%	2%	10%	2%	2%	6%	10%	8%	6%	8%	8%	8%
In the last week	14%	16%	12%	24%	23%	8%	12%	9%	1%	17%	10%	17%	12%	14%	15%	14%
In the last month	17%	21%	15%	18%	17%	33%	14%	12%	9%	19%	16%	19%	18%	18%	19%	17%
In the last year	19%	18%	20%	18%	16%	15%	25%	26%	17%	15%	25%	20%	16%	19%	19%	19%
More than a year ago	10%	8%	11%	5%	10%	10%	9%	10%	15%	12%	9%	8%	10%	10%	10%	10%
Never	27%	26%	28%	17%	17%	26%	26%	38%	49%	23%	28%	24%	33%	26%	26%	27%
Don’t know	5%	3%	7%	2%	8%	6%	4%	3%	7%	9%	2%	4%	4%	5%	5%	5%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(47.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	549	233	314	113	128	88	84	74	62	143	141	114	146	528	521	549
Weighted	544	264	277	93	121	91	89	65	84	144	138	114	142	523	511	544
In the last day	5%	7%	4%	14%	5%	4%	7%	0%	0%	6%	7%	3%	4%	6%	5%	5%
In the last week	14%	19%	9%	23%	27%	10%	10%	5%	1%	16%	11%	19%	12%	14%	14%	14%
In the last month	16%	18%	15%	16%	18%	30%	13%	13%	4%	20%	13%	20%	12%	16%	17%	16%
In the last year	18%	15%	21%	14%	17%	13%	24%	27%	16%	17%	24%	14%	17%	19%	18%	18%
More than a year ago	9%	9%	10%	10%	6%	9%	11%	14%	6%	8%	11%	8%	9%	9%	9%	9%
Never	32%	29%	35%	19%	21%	29%	34%	36%	62%	26%	33%	31%	38%	31%	31%	32%
Don’t know	5%	3%	7%	3%	6%	6%	1%	5%	10%	7%	2%	5%	7%	5%	5%	5%

Note:

Question ”Google Maps” is one of the following answers (”In the last day”,”In the last week”,”In the last month”,”In the last year”,”More than a year ago”)

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(48.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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Find out information on Covid-19 symptoms	47%	38%	56%	61%	51%	51%	50%	43%	27%	48%	55%	46%	41%	50%	51%	50%
Keep up to date with the latest government advice	51%	44%	58%	63%	54%	50%	52%	50%	39%	54%	58%	48%	45%	53%	55%	54%
Find out if local shops or businesses are open	48%	39%	56%	49%	50%	45%	50%	48%	41%	48%	52%	50%	42%	50%	49%	50%
Look for a job	21%	21%	22%	45%	29%	16%	23%	12%	0%	17%	24%	26%	20%	22%	23%	23%
Find out how to access government benefits or financial support	18%	16%	20%	21%	24%	16%	19%	24%	6%	17%	15%	18%	22%	19%	19%	19%
Find out if local restaurants / cafes etc were delivering	35%	30%	39%	48%	45%	37%	31%	21%	20%	47%	33%	33%	26%	36%	37%	37%
Understand if welfare and other support schemes were available to me	19%	15%	23%	23%	25%	19%	18%	21%	7%	16%	18%	20%	22%	20%	20%	21%
Helping with children's schooling / homework	13%	8%	17%	13%	19%	24%	11%	2%	1%	17%	8%	16%	11%	13%	14%	13%
None of the above	21%	26%	16%	8%	11%	20%	15%	32%	40%	17%	20%	17%	25%	17%	16%	17%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(49.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Keep in touch with friends you can't meet in person	68%	59%	77%	70%	67%	73%	58%	72%	69%	69%	72%	71%	62%	70%	71%	71%
Keep in touch with family you can't meet in person	70%	62%	78%	71%	72%	72%	61%	75%	70%	71%	69%	77%	66%	73%	73%	72%
Download the NHS Covid-19 app	35%	36%	34%	43%	38%	32%	30%	45%	25%	47%	39%	32%	24%	37%	37%	38%
Check in when visiting a pub or restaurant	29%	27%	31%	39%	36%	27%	24%	20%	22%	37%	31%	28%	20%	30%	29%	32%
None of the above	14%	17%	10%	4%	12%	13%	23%	17%	15%	11%	12%	7%	22%	11%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(50.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Find out information on Covid-19 symptoms	17%	18%	16%	31%	17%	14%	20%	10%	8%	16%	17%	18%	17%	18%	18%	17%
Keep up to date with the latest government advice	18%	19%	16%	30%	21%	11%	15%	16%	11%	16%	15%	19%	20%	18%	19%	19%
Watch fitness videos	21%	16%	27%	39%	28%	18%	21%	11%	6%	26%	28%	20%	13%	22%	23%	22%
Watch videos for entertainment on your own	46%	49%	42%	62%	50%	46%	43%	42%	29%	40%	44%	45%	52%	47%	49%	47%
Help your children with schooling or homework	7%	6%	9%	6%	13%	12%	6%	1%	3%	8%	5%	9%	7%	8%	8%	8%
Watch videos for entertainment with your family	26%	26%	27%	46%	37%	29%	18%	16%	7%	29%	24%	33%	22%	27%	29%	28%
Watch news or current affairs videos	21%	25%	18%	33%	20%	20%	21%	16%	14%	19%	20%	23%	23%	22%	23%	22%
None of the above	27%	26%	29%	4%	11%	21%	34%	44%	58%	32%	30%	19%	27%	25%	21%	25%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(51.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Change your normal commute	11%	13%	9%	20%	16%	6%	11%	7%	1%	12%	7%	14%	10%	11%	12%	12%
Look for a nearby location to exercise	13%	14%	11%	21%	20%	14%	8%	9%	0%	15%	11%	15%	10%	13%	14%	13%
Find out if local shops or businesses are open	32%	30%	34%	44%	35%	33%	33%	26%	20%	31%	35%	32%	30%	33%	34%	35%
Plan a walk or other outdoor leisure activity	22%	19%	24%	33%	29%	17%	23%	20%	7%	24%	26%	22%	15%	23%	24%	24%
Check for changed opening hours for local businesses	25%	24%	26%	34%	30%	17%	28%	25%	14%	27%	30%	22%	22%	25%	26%	27%
Look for new local businesses that have started starting operating during lockdown	12%	11%	13%	20%	18%	8%	11%	9%	3%	14%	10%	11%	13%	13%	13%	13%
Look for a test centre	13%	12%	14%	25%	18%	17%	8%	4%	1%	14%	15%	14%	9%	14%	14%	14%
None of the above	40%	39%	42%	22%	26%	40%	36%	48%	73%	37%	41%	35%	46%	39%	37%	36%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(52.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Keep in touch with friends	14%	14%	14%	18%	16%	17%	18%	9%	3%	16%	15%	17%	9%	15%	15%	15%
Keep in touch with extended family	11%	11%	11%	13%	17%	11%	10%	7%	3%	12%	10%	11%	10%	11%	12%	11%
Watch a film or TV programme with friends	8%	7%	8%	15%	13%	10%	4%	1%	0%	8%	6%	9%	9%	8%	8%	8%
Take part in a virtual quiz	6%	5%	7%	12%	12%	2%	4%	2%	1%	5%	9%	6%	5%	6%	7%	6%
Take part in online karaoke	3%	2%	3%	6%	5%	2%	1%	0%	0%	4%	3%	5%	0%	3%	3%	3%
Take part in a virtual book club	2%	2%	1%	4%	3%	0%	3%	0%	0%	3%	2%	2%	0%	2%	2%	2%
Take part in a virtual tasting session	4%	5%	3%	11%	7%	1%	4%	0%	0%	3%	5%	6%	2%	4%	4%	4%
Take part in a virtual escape room	4%	5%	2%	10%	8%	0%	2%	0%	0%	4%	1%	9%	2%	4%	4%	4%
None of the above	72%	70%	74%	53%	57%	70%	72%	90%	96%	69%	71%	64%	80%	71%	70%	70%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	188	79	109	21	60	67	32	8	0	54	34	47	53	179	180	175
Weighted	183	89	94	16	56	69	34	7	0	54	33	48	49	174	175	171
Yes	26%	29%	23%	13%	37%	23%	28%	0%	NaN%	35%	26%	23%	20%	28%	27%	27%
No	59%	53%	65%	77%	58%	59%	56%	35%	NaN%	56%	53%	65%	61%	59%	59%	59%
Don't Know	15%	18%	12%	11%	5%	18%	16%	65%	NaN%	9%	21%	12%	20%	13%	13%	14%

Note:

BASE: Those with children

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	48	23	25	3	21	15	9	0	0	19	8	11	10	48	48	46
Weighted	48	26	22	2	21	16	10	0	0	19	8	11	10	48	48	46
True in my experience	71%	78%	64%	67%	66%	69%	89%	NaN%	NaN%	80%	66%	51%	83%	71%	71%	70%
Not true in my experience	24%	18%	32%	33%	28%	25%	11%	NaN%	NaN%	20%	23%	38%	17%	24%	24%	25%
Don't Know	4%	4%	4%	0%	6%	6%	0%	NaN%	NaN%	0%	11%	10%	0%	4%	4%	5%

Note:

BASE: Those whose children used Google Classroom

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	48	23	25	3	21	15	9	0	0	19	8	11	10	48	48	46
Weighted	48	26	22	2	21	16	10	0	0	19	8	11	10	48	48	46
True in my experience	71%	69%	72%	67%	66%	73%	78%	NaN%	NaN%	73%	66%	60%	83%	71%	71%	72%
Not true in my experience	19%	18%	20%	33%	24%	13%	11%	NaN%	NaN%	15%	0%	40%	17%	19%	19%	19%
Don't Know	11%	13%	8%	0%	9%	13%	11%	NaN%	NaN%	12%	34%	0%	0%	11%	11%	9%

Note:

BASE: Those whose children used Google Classroo

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	48	23	25	3	21	15	9	0	0	19	8	11	10	48	48	46
Weighted	48	26	22	2	21	16	10	0	0	19	8	11	10	48	48	46
True in my experience	45%	39%	51%	67%	57%	33%	33%	NaN%	NaN%	55%	27%	38%	47%	45%	45%	45%
Not true in my experience	46%	48%	45%	33%	38%	54%	56%	NaN%	NaN%	39%	48%	52%	53%	46%	46%	48%
Don't Know	9%	13%	4%	0%	6%	13%	11%	NaN%	NaN%	6%	25%	10%	0%	9%	9%	7%

Note:

BASE: Those whose children used Google Classroom

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	48	23	25	3	21	15	9	0	0	19	8	11	10	48	48	46
Weighted	48	26	22	2	21	16	10	0	0	19	8	11	10	48	48	46
True in my experience	79%	78%	80%	67%	80%	81%	78%	NaN%	NaN%	80%	89%	60%	89%	79%	79%	80%
Not true in my experience	15%	17%	12%	33%	11%	13%	22%	NaN%	NaN%	9%	0%	40%	11%	15%	15%	13%
Don't Know	6%	4%	8%	0%	9%	6%	0%	NaN%	NaN%	10%	11%	0%	0%	6%	6%	6%

Note:

BASE: Those whose children used Google Classroom

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 Search

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	17%	20%	14%	27%	17%	18%	9%	5%	23%	12%	16%	22%	22%	18%	18%	17%
Hourly	10%	13%	8%	17%	15%	6%	5%	0%	0%	10%	13%	15%	1%	11%	11%	11%
Multiple times a day	21%	17%	27%	20%	24%	15%	36%	9%	0%	30%	20%	16%	18%	22%	22%	23%
Daily	17%	17%	18%	13%	21%	21%	10%	24%	0%	17%	16%	19%	18%	18%	18%	18%
Multiple times a week	6%	5%	8%	7%	3%	8%	7%	13%	0%	6%	5%	8%	8%	7%	7%	7%
Weekly	4%	4%	3%	3%	3%	6%	3%	0%	23%	4%	3%	2%	8%	3%	3%	4%
Multiple times a month	3%	3%	3%	0%	2%	2%	3%	15%	0%	6%	3%	0%	2%	3%	3%	3%
Monthly	2%	1%	2%	1%	1%	1%	3%	2%	0%	1%	3%	2%	0%	2%	2%	2%
Less Often but still on occasion	3%	3%	4%	1%	5%	2%	3%	6%	0%	6%	4%	1%	2%	3%	3%	3%
Never	12%	12%	11%	4%	8%	16%	12%	24%	55%	5%	14%	12%	18%	11%	12%	10%
Don't Know	4%	5%	2%	6%	1%	4%	7%	2%	0%	4%	5%	2%	5%	2%	2%	2%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Gmail

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	12%	13%	12%	20%	12%	13%	7%	2%	0%	6%	12%	19%	15%	13%	13%	13%
Hourly	9%	14%	5%	11%	10%	8%	10%	7%	0%	9%	6%	13%	12%	9%	9%	10%
Multiple times a day	15%	17%	13%	25%	18%	11%	7%	5%	0%	17%	10%	21%	12%	16%	16%	16%
Daily	10%	10%	9%	13%	14%	3%	9%	7%	0%	13%	6%	6%	15%	10%	10%	10%
Multiple times a week	5%	4%	6%	4%	8%	1%	5%	7%	0%	6%	5%	7%	1%	5%	5%	5%
Weekly	4%	3%	4%	2%	4%	5%	2%	7%	0%	1%	6%	2%	7%	3%	4%	4%
Multiple times a month	3%	2%	3%	4%	2%	0%	5%	7%	0%	2%	3%	3%	4%	3%	3%	3%
Monthly	1%	2%	1%	1%	1%	1%	2%	0%	23%	2%	2%	1%	0%	2%	2%	2%
Less Often but still on occasion	4%	2%	7%	6%	3%	8%	0%	6%	0%	6%	2%	4%	6%	5%	5%	4%
Never	33%	28%	38%	11%	24%	45%	48%	50%	77%	34%	43%	21%	25%	32%	32%	32%
Don't Know	4%	5%	2%	2%	5%	4%	5%	2%	0%	3%	6%	2%	4%	3%	2%	2%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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: Google Apps (Docs, Sheets etc)

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	6%	6%	5%	11%	7%	0%	5%	2%	0%	4%	8%	5%	4%	6%	6%	6%
Hourly	8%	10%	5%	11%	13%	4%	3%	0%	0%	10%	5%	9%	6%	8%	8%	8%
Multiple times a day	7%	7%	7%	18%	6%	5%	2%	0%	0%	6%	7%	9%	7%	8%	8%	8%
Daily	7%	7%	7%	8%	11%	7%	2%	3%	0%	8%	5%	8%	8%	7%	7%	7%
Multiple times a week	9%	9%	10%	11%	11%	7%	10%	5%	0%	12%	5%	13%	8%	10%	10%	10%
Weekly	7%	9%	5%	9%	6%	4%	12%	2%	0%	5%	7%	10%	8%	7%	7%	7%
Multiple times a month	3%	2%	3%	0%	4%	4%	2%	3%	0%	5%	2%	2%	1%	3%	3%	3%
Monthly	4%	4%	4%	4%	4%	3%	2%	10%	0%	4%	3%	4%	4%	4%	4%	4%
Less Often but still on occasion	8%	8%	9%	11%	8%	8%	5%	9%	0%	11%	5%	8%	12%	8%	9%	8%
Never	37%	33%	41%	12%	26%	52%	50%	63%	100%	31%	47%	32%	34%	36%	36%	36%
Don't Know	5%	5%	5%	5%	5%	5%	7%	2%	0%	6%	5%	1%	8%	4%	4%	3%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 Maps

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	4%	7%	2%	8%	8%	0%	2%	0%	0%	4%	4%	5%	4%	5%	5%	5%
Hourly	2%	2%	2%	4%	3%	2%	0%	0%	0%	2%	1%	3%	2%	2%	2%	2%
Multiple times a day	7%	9%	5%	12%	8%	3%	3%	7%	0%	7%	5%	11%	3%	7%	7%	7%
Daily	11%	12%	11%	15%	15%	9%	9%	5%	0%	8%	10%	13%	17%	11%	11%	12%
Multiple times a week	11%	13%	9%	15%	8%	9%	19%	9%	0%	15%	12%	13%	1%	12%	12%	12%
Weekly	11%	13%	9%	9%	18%	10%	7%	3%	0%	13%	9%	7%	15%	11%	11%	12%
Multiple times a month	5%	4%	6%	3%	4%	7%	2%	9%	0%	7%	5%	2%	3%	5%	5%	5%
Monthly	5%	4%	6%	5%	6%	3%	2%	4%	23%	3%	7%	1%	8%	5%	5%	5%
Less Often but still on occasion	12%	9%	15%	8%	7%	16%	10%	27%	23%	16%	5%	16%	9%	12%	12%	12%
Never	28%	22%	34%	16%	21%	37%	39%	34%	55%	21%	35%	26%	29%	27%	27%	27%
Don't Know	5%	6%	3%	5%	3%	6%	7%	2%	0%	4%	5%	3%	8%	3%	3%	2%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(62.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	13%	20%	5%	22%	19%	8%	3%	0%	0%	9%	11%	19%	12%	13%	13%	13%
Hourly	10%	13%	7%	19%	12%	4%	7%	2%	0%	12%	6%	14%	11%	11%	10%	10%
Multiple times a day	13%	12%	14%	17%	14%	14%	7%	15%	0%	18%	10%	15%	10%	14%	14%	14%
Daily	11%	13%	8%	14%	10%	12%	10%	3%	0%	9%	7%	13%	17%	11%	11%	11%
Multiple times a week	6%	4%	7%	7%	5%	4%	9%	2%	0%	4%	8%	5%	6%	6%	6%	6%
Weekly	5%	3%	6%	5%	7%	2%	3%	0%	23%	6%	2%	4%	7%	5%	5%	5%
Multiple times a month	2%	1%	3%	0%	2%	1%	3%	5%	0%	3%	1%	3%	0%	2%	2%	2%
Monthly	1%	1%	2%	3%	1%	0%	0%	5%	0%	0%	3%	1%	1%	1%	1%	1%
Less Often but still on occasion	7%	6%	8%	3%	8%	11%	7%	7%	0%	11%	4%	5%	8%	7%	7%	7%
Never	28%	21%	36%	5%	20%	39%	43%	58%	77%	25%	40%	18%	27%	28%	28%	28%
Don't Know	4%	5%	4%	5%	2%	6%	7%	2%	0%	4%	6%	4%	3%	2%	2%	2%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(63.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Multiple times an hour	3%	5%	2%	7%	4%	1%	3%	0%	0%	3%	4%	4%	3%	4%	4%	3%
Hourly	4%	5%	2%	7%	4%	3%	2%	0%	0%	3%	1%	6%	5%	4%	4%	4%
Multiple times a day	8%	11%	5%	8%	17%	4%	3%	0%	0%	11%	6%	11%	4%	9%	9%	9%
Daily	4%	5%	3%	8%	5%	3%	2%	0%	0%	5%	4%	1%	7%	4%	4%	4%
Multiple times a week	5%	5%	4%	5%	7%	2%	7%	0%	0%	6%	6%	2%	2%	5%	5%	5%
Weekly	4%	4%	5%	4%	5%	8%	2%	0%	0%	5%	4%	3%	6%	4%	4%	4%
Multiple times a month	3%	3%	3%	2%	4%	3%	3%	4%	0%	4%	2%	4%	1%	3%	3%	3%
Monthly	2%	2%	2%	3%	0%	3%	3%	2%	0%	2%	1%	4%	2%	2%	2%	2%
Less Often but still on occasion	5%	5%	5%	4%	5%	2%	3%	15%	0%	6%	1%	9%	4%	5%	5%	5%
Never	57%	50%	65%	46%	45%	68%	65%	77%	100%	50%	66%	55%	57%	58%	58%	57%
Don't Know	5%	6%	4%	7%	5%	3%	5%	2%	0%	4%	6%	1%	8%	3%	3%	3%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(64.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Microsoft Bing	11%	16%	5%	16%	14%	11%	3%	2%	0%	14%	5%	15%	9%	11%	11%	11%
Microsoft Office (Word, Excel etc)	44%	38%	51%	49%	38%	46%	46%	46%	45%	60%	50%	33%	24%	46%	46%	47%
Smartphone	51%	49%	53%	66%	50%	49%	40%	36%	77%	61%	40%	59%	41%	53%	53%	53%
Laptop	55%	53%	57%	67%	55%	53%	50%	38%	73%	69%	56%	47%	42%	57%	57%	57%
Desktop computer	38%	44%	32%	39%	39%	34%	38%	48%	23%	40%	39%	45%	25%	40%	40%	40%
Internet browser	51%	45%	58%	57%	55%	52%	41%	40%	27%	64%	50%	48%	34%	53%	53%	53%
Twitter	12%	16%	7%	14%	18%	6%	9%	6%	0%	17%	9%	12%	7%	12%	12%	12%
Zoom	27%	26%	29%	32%	27%	23%	29%	20%	50%	36%	34%	12%	22%	29%	28%	28%
Microsoft Teams	36%	38%	35%	42%	36%	37%	35%	29%	23%	48%	40%	28%	21%	38%	38%	39%
Slack	4%	5%	3%	4%	9%	0%	3%	0%	0%	6%	4%	3%	1%	4%	4%	4%
None of the above	11%	11%	11%	3%	11%	14%	15%	16%	0%	3%	9%	9%	30%	9%	9%	9%
Don't Know	1%	2%	0%	1%	1%	3%	2%	0%	0%	1%	4%	0%	0%	1%	1%	1%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(65.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Google Search	8%	10%	7%	9%	17%	8%	8%	2%	3%	8%	8%	12%	6%	8%	9%	9%
Microsoft Bing	3%	4%	2%	6%	4%	3%	3%	3%	0%	5%	2%	2%	2%	3%	3%	3%
Gmail	9%	12%	7%	21%	15%	7%	4%	4%	2%	9%	7%	15%	9%	10%	10%	10%
Google Apps (Docs, Sheets etc)	4%	6%	3%	11%	5%	4%	3%	0%	0%	7%	2%	4%	4%	4%	4%	5%
Microsoft Office (Word, Excel etc)	5%	6%	4%	11%	6%	5%	2%	4%	0%	6%	5%	6%	3%	5%	5%	5%
Smartphone (for data or apps)	8%	9%	7%	16%	9%	5%	8%	6%	1%	8%	8%	8%	7%	8%	8%	8%
Laptop	9%	12%	7%	22%	14%	8%	7%	2%	1%	8%	8%	12%	9%	9%	10%	9%
Desktop computer	5%	8%	2%	11%	8%	6%	1%	2%	2%	8%	5%	4%	3%	5%	5%	5%
Google Maps	5%	6%	3%	7%	8%	4%	4%	2%	2%	6%	5%	4%	5%	5%	5%	5%
Google Drive	3%	5%	2%	9%	5%	5%	1%	0%	0%	6%	3%	5%	1%	3%	4%	3%
Dropbox	3%	4%	3%	7%	4%	2%	5%	1%	0%	4%	2%	4%	3%	3%	4%	4%
YouTube	10%	12%	9%	19%	16%	5%	10%	2%	6%	10%	8%	14%	9%	10%	11%	10%
Internet browser	7%	8%	6%	11%	10%	6%	4%	6%	3%	6%	6%	12%	4%	7%	7%	7%
Twitter	5%	6%	4%	11%	6%	3%	7%	0%	0%	7%	1%	6%	4%	5%	5%	5%
Zoom	31%	26%	36%	37%	26%	35%	35%	28%	26%	44%	35%	22%	23%	33%	33%	32%
Microsoft Teams	17%	17%	17%	29%	17%	23%	16%	13%	1%	20%	24%	17%	8%	17%	18%	18%
Slack	2%	4%	1%	2%	7%	2%	1%	0%	0%	6%	1%	1%	1%	2%	2%	2%
Google Meet (Google's video chat service)	6%	7%	6%	10%	5%	8%	11%	4%	1%	10%	7%	7%	3%	7%	7%	7%
None of the above	42%	43%	41%	14%	32%	43%	47%	55%	69%	31%	40%	41%	56%	41%	39%	40%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(66.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	21%	18%	24%	32%	24%	14%	14%	9%	45%	25%	23%	17%	16%	21%	22%	22%
Difficult, and would take me much longer to do many of my core tasks	24%	26%	22%	23%	26%	23%	19%	32%	0%	29%	28%	22%	10%	25%	24%	26%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	25%	25%	25%	21%	20%	30%	29%	33%	27%	25%	21%	32%	23%	26%	26%	26%
It wouldn't make much difference at all	22%	22%	21%	14%	23%	24%	27%	20%	27%	14%	21%	21%	35%	21%	22%	21%
Don't Know	8%	10%	7%	9%	8%	9%	10%	6%	0%	6%	7%	8%	15%	6%	6%	6%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(67.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	24%	19%	30%	24%	25%	22%	22%	25%	50%	28%	28%	18%	17%	25%	25%	25%
Difficult, and would take me much longer to do many of my core tasks	25%	24%	26%	36%	27%	19%	17%	21%	23%	31%	29%	20%	15%	26%	26%	27%
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%	15%	18%	18%	17%	26%	19%	0%	19%	18%	24%	14%	19%	19%	20%
It wouldn't make much difference at all	22%	23%	21%	14%	19%	33%	22%	27%	27%	14%	18%	25%	39%	22%	23%	22%
Don't Know	10%	10%	9%	9%	11%	10%	12%	7%	0%	8%	7%	12%	15%	8%	8%	7%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(68.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	14%	14%	15%	17%	18%	9%	14%	13%	0%	18%	19%	8%	9%	14%	15%	15%
Difficult, and would take me much longer to do many of my core tasks	20%	21%	19%	32%	20%	21%	9%	14%	0%	18%	24%	19%	20%	21%	20%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	23%	26%	20%	24%	25%	22%	26%	15%	23%	31%	21%	22%	14%	24%	24%	25%
It wouldn't make much difference at all	29%	26%	33%	19%	25%	34%	38%	46%	23%	21%	25%	37%	43%	29%	30%	30%
Don't Know	13%	12%	13%	9%	12%	15%	14%	13%	55%	12%	12%	13%	13%	12%	11%	10%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(69.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	17%	16%	19%	20%	19%	14%	15%	18%	0%	19%	18%	18%	11%	18%	17%	18%
Difficult, and would take me much longer to do many of my core tasks	20%	19%	20%	20%	25%	22%	7%	17%	50%	30%	18%	13%	15%	20%	20%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	26%	27%	25%	30%	23%	24%	31%	24%	0%	21%	32%	32%	16%	27%	27%	27%
It wouldn't make much difference at all	29%	30%	29%	22%	24%	35%	36%	36%	50%	23%	26%	33%	39%	29%	30%	30%
Don't Know	8%	9%	7%	8%	9%	6%	10%	5%	0%	6%	6%	4%	18%	6%	5%	5%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(70.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	21%	18%	24%	29%	24%	17%	9%	18%	50%	29%	23%	16%	11%	21%	22%	21%
Difficult, and would take me much longer to do many of my core tasks	23%	23%	22%	24%	22%	23%	24%	21%	0%	26%	25%	23%	13%	24%	23%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	23%	24%	23%	24%	23%	21%	26%	27%	0%	21%	25%	27%	21%	24%	24%	24%
It wouldn't make much difference at all	25%	25%	26%	14%	24%	29%	34%	29%	50%	19%	19%	27%	45%	25%	25%	25%
Don't Know	8%	10%	5%	9%	7%	10%	7%	4%	0%	6%	9%	7%	10%	6%	6%	5%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(71.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	19%	15%	25%	26%	17%	16%	12%	25%	50%	22%	26%	13%	12%	19%	19%	20%
Difficult, and would take me much longer to do many of my core tasks	23%	24%	21%	26%	28%	18%	22%	13%	0%	30%	23%	18%	15%	23%	23%	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%	20%	21%	25%	16%	16%	28%	19%	23%	18%	20%	24%	21%	21%	21%	22%
It wouldn't make much difference at all	29%	30%	28%	15%	29%	41%	29%	36%	27%	21%	22%	40%	39%	29%	29%	29%
Don't Know	9%	11%	6%	8%	10%	9%	9%	7%	0%	8%	10%	5%	13%	7%	7%	6%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(72.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	11%	9%	12%	15%	15%	6%	3%	13%	0%	8%	16%	8%	9%	11%	11%	11%
Difficult, and would take me much longer to do many of my core tasks	18%	20%	16%	22%	24%	11%	16%	11%	0%	20%	18%	19%	13%	19%	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	26%	26%	27%	27%	26%	30%	24%	18%	23%	34%	22%	26%	18%	26%	26%	27%
It wouldn't make much difference at all	36%	35%	38%	26%	26%	45%	45%	51%	77%	30%	30%	43%	47%	37%	36%	37%
Don't Know	9%	10%	8%	9%	10%	9%	12%	7%	0%	7%	14%	4%	13%	8%	8%	6%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(73.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	389	172	216	103	112	72	58	40	4	114	118	89	67	366	368	362
Weighted	371	192	177	86	107	76	61	35	5	110	110	86	62	348	349	344
Very hard or impossible to do	10%	10%	10%	11%	14%	6%	7%	11%	0%	13%	6%	10%	11%	10%	9%	10%
Difficult, and would take me much longer to do many of my core tasks	16%	19%	13%	18%	24%	11%	10%	11%	0%	24%	15%	10%	12%	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	20%	22%	18%	24%	20%	18%	27%	7%	0%	17%	25%	23%	16%	20%	21%	21%
It wouldn't make much difference at all	46%	39%	54%	40%	34%	57%	47%	62%	100%	40%	46%	50%	48%	47%	47%	47%
Don't Know	8%	10%	5%	7%	8%	7%	9%	9%	0%	6%	7%	7%	13%	6%	6%	5%

Note:

BASE: Those whose are working or studying

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	322	148	173	62	100	67	54	36	3	104	92	75	51	305	305	303
Weighted	311	166	144	53	95	71	57	32	4	102	87	75	47	295	295	293
Significantly more productive	10%	11%	9%	16%	13%	5%	6%	6%	38%	10%	15%	8%	4%	9%	10%	9%
Moderately more productive	20%	21%	20%	28%	21%	18%	20%	10%	0%	23%	21%	20%	12%	21%	21%	21%
Around the same	45%	43%	46%	35%	38%	50%	52%	52%	62%	43%	41%	46%	53%	45%	45%	45%
Slightly less productive	18%	19%	15%	13%	17%	19%	17%	27%	0%	17%	18%	21%	14%	18%	18%	18%
Significantly less productive	3%	0%	7%	3%	7%	1%	0%	2%	0%	3%	2%	2%	7%	3%	3%	3%
Not applicable	5%	6%	3%	5%	4%	7%	6%	2%	0%	4%	4%	3%	10%	4%	4%	3%

Note:

BASE: Those who are working or furloughed from full or partime employment or are a student.

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Google Search	83%	81%	85%	88%	81%	84%	83%	88%	77%	86%	84%	91%	75%	85%	85%	85%
Microsoft Bing	32%	39%	26%	37%	35%	31%	28%	33%	31%	38%	30%	35%	28%	34%	35%	35%
DuckDuckGo	8%	12%	4%	11%	10%	7%	6%	10%	3%	8%	6%	8%	9%	8%	8%	8%
Yahoo!	39%	40%	38%	37%	39%	37%	44%	43%	36%	42%	40%	38%	36%	41%	41%	41%
AltaVista	4%	7%	2%	3%	4%	6%	3%	6%	4%	9%	3%	3%	3%	5%	5%	5%
Ask Jeeves / Ask.com	22%	22%	21%	16%	23%	18%	22%	29%	23%	32%	21%	14%	19%	23%	23%	23%
Ecosia	3%	3%	4%	4%	5%	5%	2%	3%	0%	5%	4%	4%	1%	3%	4%	4%
Baidu	1%	1%	1%	1%	3%	2%	0%	0%	0%	3%	0%	2%	0%	1%	1%	1%
Other (Please Specify)	2%	2%	2%	1%	1%	1%	2%	3%	4%	2%	2%	1%	2%	2%	2%	2%
Don't Know	7%	6%	8%	1%	7%	10%	6%	7%	10%	3%	7%	1%	14%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Google Search	80%	75%	84%	78%	80%	83%	84%	80%	72%	74%	82%	86%	78%	82%	83%	82%
Microsoft Bing	4%	5%	3%	7%	2%	3%	2%	4%	6%	6%	4%	1%	4%	4%	4%	4%
DuckDuckGo	2%	3%	1%	2%	4%	1%	1%	3%	3%	4%	2%	1%	2%	2%	2%	2%
Yahoo!	5%	7%	3%	4%	5%	3%	8%	4%	8%	5%	5%	7%	4%	5%	5%	6%
Ask Jeeves / Ask.com	2%	2%	1%	2%	3%	1%	0%	0%	3%	3%	2%	1%	1%	2%	1%	2%
Ecosia	1%	1%	0%	3%	2%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%
Baidu	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	2%	1%	2%	1%	2%	0%	0%	4%	4%	2%	1%	1%	1%	2%	2%	1%
Don't Know	4%	5%	4%	2%	3%	8%	4%	4%	4%	3%	3%	1%	10%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
True in my experience	71%	69%	73%	81%	76%	76%	79%	66%	49%	69%	74%	71%	71%	74%	74%	74%
Not true in my experience	7%	7%	6%	7%	10%	5%	4%	5%	6%	7%	6%	12%	3%	6%	7%	7%
Don't know	22%	24%	21%	12%	14%	19%	17%	30%	45%	24%	20%	18%	25%	19%	19%	19%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
True in my experience	70%	69%	70%	81%	75%	68%	77%	63%	51%	68%	69%	72%	71%	73%	73%	73%
Not true in my experience	8%	10%	6%	7%	10%	7%	8%	7%	6%	9%	9%	8%	4%	7%	8%	8%
Don't know	23%	21%	25%	12%	15%	25%	15%	29%	43%	23%	23%	20%	25%	21%	19%	20%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
True in my experience	75%	72%	79%	86%	80%	78%	78%	72%	58%	74%	75%	76%	76%	78%	79%	78%
Not true in my experience	8%	11%	4%	7%	9%	6%	6%	9%	9%	10%	7%	7%	6%	8%	7%	8%
Don't know	17%	17%	17%	7%	12%	16%	16%	19%	33%	15%	18%	16%	17%	14%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
True in my experience	46%	47%	47%	62%	57%	43%	53%	34%	24%	41%	44%	50%	53%	48%	48%	48%
Not true in my experience	11%	16%	7%	15%	16%	14%	6%	10%	4%	13%	10%	13%	8%	11%	12%	12%
Don't know	43%	38%	47%	22%	27%	43%	42%	56%	72%	47%	46%	37%	40%	41%	40%	41%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
True in my experience	34%	38%	30%	42%	42%	31%	34%	29%	20%	31%	28%	42%	34%	35%	35%	34%
Not true in my experience	37%	36%	38%	47%	34%	42%	37%	38%	26%	38%	40%	37%	35%	38%	38%	39%
Don't know	29%	26%	32%	12%	24%	27%	29%	33%	54%	31%	32%	21%	32%	27%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(83.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very difficult	6%	4%	7%	12%	5%	5%	3%	5%	4%	3%	6%	6%	7%	5%	6%	6%
Somewhat difficult	13%	10%	15%	17%	17%	6%	13%	9%	13%	17%	11%	13%	12%	13%	12%	13%
Neither difficult or easy	23%	26%	21%	20%	22%	29%	29%	24%	17%	29%	19%	25%	21%	23%	24%	23%
Somewhat easy	25%	25%	25%	21%	25%	19%	26%	29%	28%	21%	27%	28%	24%	26%	25%	25%
Very easy	23%	25%	22%	26%	23%	30%	18%	22%	22%	23%	23%	23%	25%	25%	25%	25%
Don't know	10%	10%	10%	4%	8%	12%	11%	11%	16%	8%	13%	6%	12%	8%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(84.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very difficult	6%	5%	7%	9%	3%	4%	7%	6%	7%	4%	7%	5%	7%	6%	5%	6%
Somewhat difficult	13%	8%	18%	18%	14%	8%	14%	14%	11%	16%	13%	10%	14%	14%	14%	14%
Neither difficult or easy	21%	23%	20%	22%	24%	23%	22%	19%	16%	25%	18%	23%	20%	22%	22%	22%
Somewhat easy	23%	25%	21%	20%	26%	20%	24%	20%	24%	23%	26%	25%	17%	23%	23%	23%
Very easy	24%	28%	20%	22%	22%	29%	21%	24%	25%	22%	21%	26%	25%	25%	25%	25%
Don't know	13%	12%	14%	7%	11%	16%	12%	18%	17%	10%	14%	12%	16%	11%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(85.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very difficult	6%	5%	8%	8%	5%	3%	9%	6%	8%	5%	7%	8%	7%	7%	6%	6%
Somewhat difficult	15%	12%	19%	22%	16%	8%	14%	18%	15%	18%	13%	15%	16%	16%	16%	16%
Neither difficult or easy	23%	26%	21%	26%	24%	24%	24%	21%	19%	27%	22%	20%	23%	23%	24%	24%
Somewhat easy	21%	21%	20%	22%	24%	24%	25%	18%	11%	19%	24%	26%	16%	22%	22%	22%
Very easy	16%	20%	13%	16%	20%	20%	14%	16%	11%	13%	12%	20%	20%	17%	18%	18%
Don't know	18%	16%	18%	6%	11%	20%	13%	21%	36%	17%	23%	12%	17%	15%	15%	14%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(86.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	276	119	157	56	61	45	47	40	27	69	76	55	74	271	271	266
Weighted	272	135	137	46	58	46	50	37	36	71	72	55	72	267	266	260
Google Search gives more relevant results	48%	48%	49%	52%	51%	58%	51%	42%	30%	52%	50%	43%	47%	49%	48%	48%
Google Search is easier to use	63%	56%	70%	66%	67%	59%	74%	41%	64%	65%	68%	64%	56%	64%	64%	64%
Google Search has other features I prefer	32%	34%	29%	40%	37%	38%	32%	15%	22%	39%	35%	26%	27%	32%	32%	32%
Google Search came as the default choice in my browser	30%	29%	30%	52%	26%	23%	25%	27%	25%	31%	25%	40%	26%	30%	30%	30%
Google Search came as the default choice on my smartphone	31%	30%	32%	28%	39%	30%	34%	30%	19%	31%	27%	30%	34%	30%	30%	31%
My old search engine stopped operating	4%	6%	2%	0%	9%	7%	0%	0%	7%	7%	2%	6%	2%	4%	4%	4%
I am unaware of any alternatives	3%	4%	2%	2%	3%	3%	2%	0%	8%	4%	3%	2%	3%	3%	2%	2%
Other (Please Specify)	4%	5%	3%	4%	1%	0%	2%	11%	8%	8%	1%	0%	5%	4%	4%	4%
Don't know	3%	3%	3%	3%	3%	0%	0%	7%	7%	3%	4%	1%	3%	3%	3%	3%

Note:

BASE: Those who previously used a different search engine.

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Google Chrome	74%	77%	71%	83%	78%	72%	81%	77%	55%	78%	77%	77%	67%	75%	76%	76%
Internet Explorer	66%	63%	69%	76%	56%	66%	66%	71%	65%	72%	73%	62%	57%	67%	68%	69%
Microsoft Edge	37%	42%	32%	49%	30%	36%	32%	45%	34%	43%	38%	37%	30%	38%	39%	39%
Safari	46%	40%	51%	67%	48%	43%	43%	39%	32%	55%	44%	50%	35%	47%	48%	49%
Firefox	45%	52%	39%	46%	45%	44%	42%	52%	42%	53%	48%	41%	38%	46%	47%	48%
Opera	15%	21%	10%	20%	23%	11%	13%	19%	5%	20%	12%	12%	16%	15%	17%	16%
Other (Please Specify)	1%	2%	0%	0%	0%	1%	3%	1%	0%	1%	0%	0%	2%	1%	1%	1%
Don't Know	4%	2%	5%	0%	2%	9%	0%	4%	6%	3%	4%	2%	5%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Google Chrome	58%	63%	54%	51%	65%	63%	69%	53%	47%	58%	62%	56%	59%	59%	60%	59%
Internet Explorer	8%	6%	10%	10%	8%	6%	8%	8%	8%	5%	9%	10%	7%	8%	8%	8%
Microsoft Edge	7%	8%	6%	8%	2%	4%	6%	11%	13%	8%	7%	9%	5%	7%	7%	7%
Safari	13%	7%	19%	23%	13%	9%	11%	14%	11%	17%	11%	13%	12%	14%	14%	14%
Firefox	6%	8%	4%	3%	5%	5%	6%	6%	8%	7%	2%	7%	7%	6%	5%	6%
Opera	2%	3%	0%	5%	2%	3%	0%	0%	0%	2%	1%	1%	3%	2%	2%	2%
Other (Please Specify)	1%	2%	1%	0%	2%	0%	1%	3%	3%	1%	2%	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	5%	4%	6%	0%	3%	9%	0%	3%	11%	3%	5%	4%	7%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(89.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	302	141	159	55	71	52	51	40	33	77	84	56	83	289	288	278
Weighted	304	160	142	48	68	54	54	36	44	79	85	54	84	291	288	277
Google Chrome was faster to use	43%	47%	39%	59%	46%	40%	45%	34%	29%	43%	42%	46%	41%	43%	44%	44%
Google Chrome was easier to use	54%	54%	54%	54%	56%	46%	61%	51%	54%	51%	56%	63%	50%	55%	55%	57%
Google Chrome had other features I preferred	28%	33%	23%	29%	24%	27%	28%	28%	37%	28%	27%	34%	27%	29%	28%	29%
Google Chrome came as the default choice on my computer	23%	20%	28%	30%	24%	26%	23%	24%	10%	24%	20%	20%	29%	23%	24%	24%
Google Chrome came as the default choice on my smartphone	23%	22%	25%	20%	29%	21%	31%	17%	16%	28%	19%	25%	23%	23%	23%	24%
My old browser stopped operating	5%	4%	5%	2%	7%	2%	4%	7%	9%	8%	8%	5%	0%	5%	4%	5%
Other (Please Specify)	3%	3%	3%	1%	2%	2%	4%	2%	6%	2%	4%	0%	3%	3%	3%	3%
Don't Know	5%	4%	6%	4%	5%	5%	4%	7%	6%	4%	5%	5%	6%	4%	5%	3%

Note:

BASE: Those who use Google Chrome but have previously used a different browser.

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Gmail	66%	66%	65%	81%	77%	63%	68%	58%	43%	62%	67%	69%	65%	68%	69%	69%
Microsoft Hotmail	47%	43%	51%	46%	49%	48%	48%	48%	41%	48%	49%	44%	47%	48%	48%	49%
AOL	7%	8%	6%	5%	2%	5%	12%	11%	8%	7%	7%	11%	5%	7%	7%	7%
Yahoo! Mail	30%	30%	30%	21%	28%	37%	39%	28%	28%	32%	32%	27%	28%	31%	31%	31%
A service offered by my ISP	8%	12%	5%	5%	2%	9%	9%	17%	13%	11%	3%	12%	6%	9%	9%	9%
Other (Please Specify)	6%	6%	6%	2%	3%	3%	3%	13%	16%	10%	5%	3%	6%	7%	6%	6%
Don't Know	5%	6%	5%	5%	4%	10%	2%	9%	4%	4%	5%	4%	8%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Gmail	42%	45%	40%	68%	47%	39%	42%	28%	26%	43%	41%	47%	42%	43%	44%	44%
Microsoft Hotmail	25%	19%	31%	22%	27%	33%	27%	25%	18%	24%	28%	23%	27%	25%	26%	26%
AOL	1%	2%	1%	1%	0%	0%	3%	5%	1%	1%	1%	2%	1%	2%	1%	2%
Yahoo! Mail	15%	15%	14%	3%	16%	15%	20%	12%	21%	12%	18%	16%	13%	15%	15%	14%
A service offered by my ISP	5%	7%	3%	4%	2%	2%	4%	10%	11%	10%	1%	5%	3%	5%	6%	6%
Other (Please Specify)	5%	6%	5%	1%	2%	2%	2%	12%	17%	8%	6%	1%	5%	6%	5%	5%
Don't Know	5%	6%	5%	2%	7%	9%	1%	8%	6%	3%	5%	5%	8%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

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

(93.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Your smartphone	65%	57%	72%	73%	67%	70%	67%	61%	49%	63%	67%	65%	63%	67%	67%	68%
Online search engines	16%	15%	17%	14%	17%	10%	15%	24%	18%	18%	16%	16%	15%	17%	16%	16%
YouTube	19%	24%	14%	45%	26%	14%	12%	7%	4%	18%	16%	20%	21%	19%	20%	19%
Your car	22%	25%	19%	20%	17%	22%	20%	27%	28%	25%	17%	29%	19%	22%	23%	22%
A dishwasher	4%	5%	4%	2%	4%	1%	4%	6%	8%	7%	3%	6%	2%	4%	3%	4%
A television	50%	46%	53%	23%	34%	49%	58%	61%	78%	43%	60%	41%	53%	49%	47%	49%
Coffee	14%	13%	15%	10%	16%	14%	18%	13%	13%	16%	12%	15%	14%	14%	15%	14%
Don't Know	3%	5%	2%	2%	5%	9%	1%	0%	1%	2%	4%	2%	5%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	57	79	23	38	23	15	23	15	26	34	36	40	129	126	129
Weighted	136	65	70	19	36	24	16	20	21	27	33	36	38	128	123	126
In normal times, I would give up access to Google Search and get paid £1.25	35%	44%	27%	24%	40%	39%	34%	35%	31%	50%	29%	30%	35%	34%	35%	36%
I would keep access to Google Search	58%	49%	66%	76%	52%	57%	60%	58%	56%	47%	62%	60%	60%	59%	58%	57%
Don't know	7%	7%	7%	0%	9%	4%	7%	7%	13%	3%	9%	10%	5%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	61	77	28	37	27	16	19	12	39	32	27	40	131	129	121
Weighted	138	69	68	23	35	28	17	18	17	40	31	27	39	131	128	119
In normal times, I would give up access to Google Search and get paid £2.50	33%	41%	25%	28%	21%	41%	44%	40%	33%	44%	31%	37%	21%	33%	33%	35%
I would keep access to Google Search	50%	42%	56%	63%	55%	38%	50%	39%	51%	51%	57%	43%	48%	50%	49%	47%
Don't know	17%	16%	19%	9%	25%	21%	6%	21%	16%	5%	11%	20%	31%	17%	18%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	54	73	28	17	19	23	22	18	30	32	25	38	116	114	114
Weighted	128	61	67	23	16	20	24	20	25	30	32	24	39	116	114	114
In normal times, I would give up access to Google Search and get paid £5	39%	39%	40%	40%	49%	33%	48%	41%	28%	44%	35%	44%	36%	42%	40%	40%
I would keep access to Google Search	53%	59%	47%	60%	44%	52%	48%	41%	66%	56%	50%	46%	57%	51%	53%	54%
Don't know	8%	2%	13%	0%	7%	14%	4%	18%	6%	0%	15%	10%	7%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	60	82	28	30	19	19	24	22	24	40	38	38	134	130	121
Weighted	143	68	75	25	28	20	20	20	30	23	40	38	39	135	129	121
In normal times, I would give up access to Google Search and get paid £10	40%	34%	45%	31%	15%	64%	42%	33%	57%	37%	30%	43%	45%	41%	38%	41%
I would keep access to Google Search	44%	51%	38%	65%	59%	16%	48%	49%	26%	50%	46%	48%	38%	44%	47%	47%
Don't know	16%	15%	17%	4%	26%	20%	10%	18%	17%	13%	25%	9%	18%	15%	14%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	65	72	21	31	22	24	20	19	41	28	32	32	128	122	126
Weighted	141	74	67	18	30	23	25	18	26	42	30	32	32	130	124	129
In normal times, I would give up access to Google Search and get paid £20	59%	61%	57%	54%	59%	46%	54%	67%	73%	61%	59%	51%	64%	60%	59%	62%
I would keep access to Google Search	33%	30%	37%	41%	35%	34%	42%	33%	16%	31%	32%	40%	33%	35%	36%	35%
Don't know	8%	9%	6%	6%	6%	19%	4%	0%	11%	8%	9%	9%	4%	5%	4%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	54	72	30	23	20	21	15	18	33	36	22	35	118	117	115
Weighted	125	61	63	24	22	20	22	13	24	33	36	22	33	116	114	112
In normal times, I would give up access to Google Search and get paid £50	58%	64%	51%	47%	48%	71%	62%	63%	59%	67%	52%	53%	59%	58%	57%	60%
I would keep access to Google Search	32%	27%	37%	53%	34%	15%	29%	37%	24%	27%	38%	31%	28%	32%	34%	31%
Don't know	10%	9%	12%	0%	18%	14%	10%	0%	18%	6%	9%	16%	13%	10%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	54	82	26	33	18	25	16	18	36	38	20	41	127	122	123
Weighted	136	61	75	22	29	19	26	15	25	36	37	23	40	126	120	122
In normal times, I would give up access to Google Search and get paid £100	67%	72%	63%	56%	63%	57%	72%	87%	72%	86%	62%	52%	63%	69%	69%	70%
I would keep access to Google Search	19%	18%	19%	40%	23%	22%	16%	0%	5%	14%	19%	29%	17%	19%	18%	20%
Don't know	14%	9%	19%	3%	14%	22%	12%	13%	23%	0%	19%	20%	20%	13%	13%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(101.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	125	57	67	24	34	21	23	10	13	35	36	19	33	118	117	115
Weighted	125	65	59	20	34	21	24	8	17	35	36	18	33	118	116	113
In normal times, I would give up access to Google Search and get paid £200	71%	78%	62%	49%	79%	67%	70%	73%	84%	71%	82%	47%	73%	72%	72%	72%
I would keep access to Google Search	23%	15%	31%	46%	18%	22%	26%	9%	7%	24%	11%	43%	24%	23%	23%	24%
Don't know	7%	7%	7%	5%	3%	11%	4%	18%	9%	5%	7%	10%	4%	5%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(102.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	60	88	32	31	27	16	25	17	38	34	31	45	137	137	134
Weighted	146	68	78	27	29	28	17	22	23	38	34	30	44	135	134	132
In normal times, I would give up access to Google Search and get paid £500	73%	77%	70%	70%	70%	78%	69%	82%	70%	73%	75%	74%	72%	74%	75%	74%
I would keep access to Google Search	21%	18%	23%	30%	20%	15%	19%	15%	25%	25%	22%	17%	19%	21%	19%	19%
Don't know	6%	5%	7%	0%	9%	7%	13%	3%	5%	2%	3%	9%	9%	5%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	61	68	30	23	23	20	15	18	34	24	35	34	121	116	116
Weighted	132	69	63	26	23	24	21	13	25	34	26	36	34	123	117	118
During a lockdown, I would give up access to Google Search and get paid £1.25	25%	26%	24%	20%	31%	26%	25%	17%	28%	32%	32%	30%	9%	26%	22%	25%
I would keep access to Google Search	66%	64%	68%	73%	50%	65%	70%	83%	61%	66%	68%	61%	68%	66%	69%	68%
Don't know	9%	10%	8%	7%	19%	9%	5%	0%	11%	2%	0%	9%	23%	8%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	61	85	36	24	25	20	25	16	32	35	30	47	137	135	137
Weighted	144	69	75	29	23	26	21	22	22	32	34	30	45	134	132	135
During a lockdown, I would give up access to Google Search and get paid £2.50	26%	30%	22%	23%	34%	16%	35%	39%	11%	40%	26%	19%	20%	26%	25%	25%
I would keep access to Google Search	67%	64%	69%	75%	53%	72%	60%	55%	82%	55%	67%	69%	74%	68%	68%	69%
Don't know	8%	7%	8%	2%	13%	12%	5%	6%	7%	5%	7%	12%	7%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	117	48	69	27	26	18	18	15	13	32	26	23	35	106	108	108
Weighted	114	54	60	22	25	19	19	12	17	33	26	20	34	103	104	105
During a lockdown, I would give up access to Google Search and get paid £5	33%	35%	32%	48%	28%	32%	33%	25%	30%	39%	43%	31%	23%	33%	34%	32%
I would keep access to Google Search	54%	54%	55%	52%	48%	47%	56%	69%	63%	55%	50%	50%	59%	58%	53%	58%
Don't know	12%	11%	14%	0%	24%	21%	11%	6%	7%	6%	7%	19%	19%	9%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	157	71	86	30	36	25	22	22	22	42	49	29	34	149	144	139
Weighted	159	80	78	27	33	26	23	19	30	41	49	30	35	151	144	139
During a lockdown, I would give up access to Google Search and get paid £10	38%	46%	31%	39%	27%	45%	41%	45%	39%	46%	30%	40%	38%	39%	38%	39%
I would keep access to Google Search	48%	43%	54%	57%	60%	39%	45%	42%	43%	47%	55%	44%	46%	48%	51%	50%
Don't know	13%	11%	15%	4%	13%	16%	14%	13%	18%	7%	16%	16%	16%	13%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	59	86	27	35	22	25	25	12	37	42	27	39	136	133	130
Weighted	144	67	77	23	34	23	26	22	17	37	42	27	38	135	131	127
During a lockdown, I would give up access to Google Search and get paid £20	52%	53%	50%	43%	47%	52%	52%	68%	52%	47%	49%	55%	58%	51%	53%	51%
I would keep access to Google Search	38%	34%	43%	52%	42%	35%	40%	24%	32%	47%	43%	37%	27%	40%	40%	41%
Don't know	10%	14%	7%	5%	10%	13%	8%	9%	16%	6%	8%	8%	15%	9%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	55	80	30	33	21	17	17	17	29	36	27	41	125	125	118
Weighted	134	63	71	23	31	22	18	17	23	29	35	29	39	123	123	115
During a lockdown, I would give up access to Google Search and get paid £50	59%	54%	64%	50%	41%	58%	59%	71%	83%	53%	63%	60%	59%	61%	60%	62%
I would keep access to Google Search	27%	28%	25%	46%	40%	14%	30%	22%	5%	33%	29%	24%	22%	26%	26%	26%
Don't know	14%	18%	11%	5%	19%	28%	12%	7%	12%	14%	8%	17%	18%	13%	14%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	60	73	17	29	18	21	24	25	31	30	29	43	125	119	118
Weighted	138	69	68	13	29	18	22	21	34	32	31	31	43	128	121	120
During a lockdown, I would give up access to Google Search and get paid £100	66%	64%	68%	63%	50%	84%	71%	74%	63%	74%	63%	68%	63%	68%	65%	70%
I would keep access to Google Search	26%	30%	22%	29%	46%	5%	24%	19%	24%	26%	30%	25%	24%	26%	28%	25%
Don't know	8%	7%	9%	8%	4%	10%	5%	7%	12%	0%	7%	7%	13%	6%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(110.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	122	43	78	15	35	18	26	13	15	33	29	25	34	116	111	112
Weighted	122	48	72	12	33	18	27	10	21	34	29	23	34	115	109	110
During a lockdown, I would give up access to Google Search and get paid £200	68%	75%	62%	50%	76%	50%	65%	86%	73%	74%	71%	53%	66%	68%	70%	70%
I would keep access to Google Search	23%	18%	27%	50%	22%	21%	27%	0%	20%	19%	18%	35%	26%	25%	24%	25%
Don't know	9%	7%	11%	0%	2%	29%	8%	14%	7%	7%	11%	12%	8%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(111.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	64	67	28	33	26	13	18	14	32	39	25	35	123	123	120
Weighted	132	72	59	25	30	28	14	16	19	33	38	24	35	123	122	119
During a lockdown, I would give up access to Google Search and get paid £500	75%	78%	69%	76%	66%	69%	77%	91%	78%	79%	73%	70%	74%	76%	74%	76%
I would keep access to Google Search	20%	20%	20%	24%	23%	28%	23%	4%	8%	21%	20%	13%	23%	20%	20%	18%
Don't know	6%	2%	11%	0%	11%	3%	0%	4%	14%	0%	6%	17%	4%	4%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	47	86	20	29	25	18	24	18	37	31	30	36	127	122	121
Weighted	133	54	78	16	27	26	19	21	25	36	32	30	34	125	120	119
In normal times, I would give up access to YouTube and get paid £1.25	34%	36%	33%	16%	24%	25%	44%	53%	44%	40%	41%	32%	24%	35%	34%	35%
I would keep access to YouTube	55%	53%	55%	80%	62%	59%	39%	34%	56%	51%	53%	61%	54%	54%	56%	56%
Don't know	11%	11%	11%	4%	15%	16%	17%	12%	0%	9%	5%	7%	21%	10%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	57	75	27	32	15	27	15	16	39	26	29	37	126	120	125
Weighted	134	64	70	23	31	16	28	13	22	39	26	31	37	128	120	127
In normal times, I would give up access to YouTube and get paid £2.50	38%	42%	35%	27%	38%	28%	34%	47%	58%	42%	41%	45%	24%	38%	38%	39%
I would keep access to YouTube	54%	51%	58%	73%	49%	66%	63%	44%	30%	53%	59%	41%	67%	55%	56%	53%
Don't know	7%	7%	7%	0%	13%	6%	4%	9%	12%	5%	0%	14%	9%	7%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	52	74	28	28	19	17	13	21	31	36	19	40	118	113	117
Weighted	126	59	67	23	26	20	18	11	28	33	36	17	40	117	111	116
In normal times, I would give up access to YouTube and get paid £5	44%	41%	46%	38%	25%	31%	35%	62%	72%	71%	40%	28%	31%	41%	39%	41%
I would keep access to YouTube	45%	45%	44%	59%	57%	52%	47%	20%	24%	29%	53%	61%	43%	46%	50%	47%
Don't know	12%	14%	10%	3%	18%	17%	18%	18%	4%	0%	8%	11%	26%	13%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	49	76	22	26	20	17	26	15	23	42	28	30	116	114	107
Weighted	125	56	68	18	24	20	18	24	21	23	43	27	29	116	112	105
In normal times, I would give up access to YouTube and get paid £10	55%	46%	62%	25%	44%	49%	64%	71%	74%	49%	73%	34%	51%	54%	54%	54%
I would keep access to YouTube	38%	46%	33%	75%	48%	31%	30%	24%	26%	51%	20%	61%	35%	41%	42%	42%
Don't know	7%	8%	5%	0%	8%	20%	6%	5%	0%	0%	7%	4%	14%	5%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	63	71	33	34	25	19	15	9	29	40	26	38	126	130	124
Weighted	132	71	59	27	33	26	20	13	12	28	40	27	35	123	127	120
In normal times, I would give up access to YouTube and get paid £20	50%	40%	61%	43%	31%	47%	52%	81%	90%	55%	45%	54%	50%	51%	52%	52%
I would keep access to YouTube	38%	45%	29%	51%	48%	41%	37%	5%	10%	38%	50%	37%	25%	38%	39%	39%
Don't know	12%	14%	10%	7%	21%	12%	11%	14%	0%	7%	5%	8%	25%	11%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	138	57	81	31	24	26	24	19	14	36	31	31	40	130	127	122
Weighted	138	64	74	26	24	27	25	17	20	37	30	32	39	130	126	121
In normal times, I would give up access to YouTube and get paid £50	73%	76%	71%	53%	55%	63%	96%	87%	94%	85%	86%	58%	65%	75%	73%	74%
I would keep access to YouTube	20%	22%	18%	47%	34%	23%	0%	8%	0%	15%	6%	34%	24%	20%	20%	21%
Don't know	7%	2%	11%	0%	10%	14%	4%	4%	6%	0%	8%	8%	11%	6%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	123	60	63	21	25	15	21	22	19	30	27	24	38	114	107	108
Weighted	126	68	57	18	25	15	22	21	25	31	28	23	39	116	107	109
In normal times, I would give up access to YouTube and get paid £100	70%	70%	69%	61%	46%	66%	76%	96%	74%	76%	65%	68%	68%	73%	71%	74%
I would keep access to YouTube	16%	15%	18%	33%	29%	20%	14%	0%	5%	17%	18%	18%	16%	18%	19%	19%
Don't know	14%	15%	13%	6%	25%	14%	10%	4%	22%	7%	18%	15%	16%	9%	10%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(119.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	63	87	32	41	21	22	17	17	40	38	28	44	139	139	138
Weighted	147	71	77	27	38	22	23	14	23	41	37	27	43	137	136	134
In normal times, I would give up access to YouTube and get paid £200	70%	66%	73%	47%	63%	77%	77%	85%	83%	73%	69%	71%	67%	70%	68%	69%
I would keep access to YouTube	26%	31%	21%	53%	32%	18%	18%	5%	12%	27%	22%	29%	26%	26%	27%	26%
Don't know	4%	3%	5%	0%	4%	4%	5%	10%	5%	0%	9%	0%	7%	4%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(120.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	154	74	79	26	35	30	17	23	23	37	39	35	39	142	142	136
Weighted	158	84	72	22	33	32	18	20	31	38	39	36	40	144	143	137
In normal times, I would give up access to YouTube and get paid £500	72%	71%	74%	62%	63%	70%	65%	86%	86%	80%	69%	67%	70%	75%	74%	75%
I would keep access to YouTube	20%	20%	19%	38%	25%	20%	24%	11%	5%	15%	21%	25%	21%	19%	20%	20%
Don't know	8%	9%	7%	0%	12%	10%	12%	4%	9%	5%	10%	9%	9%	6%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	64	78	19	31	29	27	18	19	28	39	29	46	135	130	129
Weighted	145	73	71	16	29	30	28	16	25	28	38	31	46	137	131	131
During a lockdown, I would give up access to YouTube and get paid £1.25	34%	33%	34%	35%	21%	17%	22%	60%	65%	30%	33%	41%	32%	34%	31%	33%
I would keep access to YouTube	52%	53%	52%	58%	61%	56%	63%	35%	30%	70%	51%	42%	50%	54%	57%	56%
Don't know	14%	14%	15%	7%	18%	27%	15%	5%	5%	0%	16%	17%	18%	13%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	51	79	29	31	17	18	22	13	40	26	23	39	120	119	117
Weighted	127	58	69	24	28	17	19	22	18	40	26	22	37	117	114	114
During a lockdown, I would give up access to YouTube and get paid £2.50	32%	36%	29%	22%	25%	24%	33%	43%	52%	38%	29%	32%	27%	33%	30%	30%
I would keep access to YouTube	56%	57%	56%	73%	67%	60%	44%	52%	31%	60%	59%	57%	52%	59%	62%	60%
Don't know	12%	8%	15%	4%	9%	17%	22%	5%	17%	2%	11%	11%	20%	8%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	51	80	23	29	15	23	22	20	26	48	28	29	122	120	121
Weighted	131	58	72	20	27	16	24	17	27	27	46	28	27	121	118	119
During a lockdown, I would give up access to YouTube and get paid £5	40%	36%	42%	28%	38%	19%	26%	47%	71%	55%	45%	38%	15%	39%	38%	37%
I would keep access to YouTube	50%	54%	48%	72%	51%	54%	61%	37%	29%	29%	48%	55%	73%	52%	55%	53%
Don't know	10%	10%	10%	0%	11%	26%	13%	16%	0%	15%	7%	7%	12%	8%	8%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	78	75	33	38	19	26	19	18	33	35	31	53	140	136	131
Weighted	157	87	70	29	36	21	28	18	26	35	38	30	54	143	137	131
During a lockdown, I would give up access to YouTube and get paid £10	45%	45%	46%	31%	34%	48%	54%	48%	66%	58%	52%	34%	39%	46%	46%	44%
I would keep access to YouTube	45%	47%	42%	67%	51%	47%	39%	42%	18%	38%	41%	57%	45%	47%	48%	50%
Don't know	10%	8%	12%	2%	15%	6%	8%	10%	16%	4%	7%	9%	16%	8%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	50	93	30	30	31	16	23	13	41	36	26	39	138	138	129
Weighted	136	57	79	23	28	31	17	20	17	39	33	26	38	131	131	121
During a lockdown, I would give up access to YouTube and get paid £20	54%	50%	56%	52%	36%	42%	62%	91%	54%	69%	58%	46%	38%	54%	54%	53%
I would keep access to YouTube	34%	39%	30%	45%	51%	32%	38%	6%	23%	26%	26%	47%	41%	35%	35%	36%
Don't know	12%	10%	14%	3%	13%	26%	0%	4%	23%	5%	16%	7%	21%	11%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	62	86	34	36	28	18	14	19	40	39	27	42	137	135	135
Weighted	149	71	78	27	35	30	19	12	26	41	39	27	40	136	132	133
During a lockdown, I would give up access to YouTube and get paid £50	66%	67%	66%	42%	64%	64%	66%	82%	90%	73%	76%	59%	54%	68%	66%	66%
I would keep access to YouTube	29%	30%	28%	58%	26%	29%	28%	18%	10%	25%	20%	34%	41%	28%	31%	30%
Don't know	5%	3%	6%	0%	10%	7%	5%	0%	0%	3%	4%	6%	5%	4%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	105	36	68	25	21	12	18	15	14	25	26	26	26	98	98	99
Weighted	103	40	62	21	19	12	19	13	20	24	26	24	27	97	96	98
During a lockdown, I would give up access to YouTube and get paid £100	72%	61%	80%	74%	52%	84%	61%	89%	81%	71%	75%	66%	73%	73%	71%	73%
I would keep access to YouTube	23%	30%	17%	26%	44%	8%	28%	11%	13%	29%	21%	30%	15%	24%	25%	23%
Don't know	5%	8%	3%	0%	4%	8%	11%	0%	6%	0%	4%	4%	12%	3%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(128.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?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	118	61	57	22	24	17	15	19	21	31	26	24	32	114	104	105
Weighted	123	69	53	20	24	18	16	18	28	34	28	25	30	118	107	108
During a lockdown, I would give up access to YouTube and get paid £200	79%	76%	83%	64%	58%	71%	93%	100%	91%	82%	81%	72%	76%	80%	79%	81%
I would keep access to YouTube	12%	13%	10%	32%	25%	12%	0%	0%	0%	9%	11%	15%	14%	12%	13%	11%
Don't know	9%	12%	6%	4%	18%	17%	7%	0%	9%	9%	8%	13%	9%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(129.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	145	69	76	25	34	28	21	22	15	38	35	36	36	134	134	132
Weighted	146	78	68	21	33	30	22	19	21	36	36	36	38	135	134	132
During a lockdown, I would give up access to YouTube and get paid £500	71%	67%	75%	52%	62%	78%	81%	79%	74%	73%	71%	63%	75%	71%	70%	71%
I would keep access to YouTube	21%	24%	18%	48%	32%	18%	10%	4%	13%	25%	22%	27%	13%	20%	23%	21%
Don't know	8%	9%	7%	0%	7%	4%	10%	17%	13%	2%	7%	10%	12%	8%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	73	68	24	31	18	20	27	21	33	41	26	40	132	128	127
Weighted	144	83	61	21	30	19	21	24	28	34	43	26	40	134	129	127
In normal times, I would give up access to Google Maps and get paid £1.25	33%	36%	30%	40%	30%	22%	25%	49%	33%	33%	28%	35%	39%	33%	33%	32%
I would keep access to Google Maps	56%	56%	55%	55%	45%	73%	70%	48%	52%	62%	62%	46%	51%	58%	60%	59%
Don't know	11%	8%	14%	5%	25%	5%	5%	3%	15%	4%	10%	19%	10%	8%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	57	83	30	30	19	24	22	16	31	37	23	49	133	125	125
Weighted	139	65	73	24	28	20	25	19	22	31	38	22	47	130	121	121
In normal times, I would give up access to Google Maps and get paid £2.50	39%	37%	39%	54%	31%	42%	25%	37%	43%	39%	39%	34%	41%	39%	39%	36%
I would keep access to Google Maps	51%	49%	53%	46%	52%	53%	54%	49%	50%	57%	46%	55%	47%	52%	53%	55%
Don't know	11%	14%	8%	0%	16%	5%	21%	14%	7%	3%	15%	12%	12%	9%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	53	73	26	29	20	16	16	19	34	33	30	27	120	117	113
Weighted	126	60	65	21	26	21	17	15	26	34	34	29	26	119	116	112
In normal times, I would give up access to Google Maps and get paid £5	43%	44%	42%	46%	23%	41%	19%	65%	63%	48%	37%	50%	35%	45%	44%	40%
I would keep access to Google Maps	52%	52%	52%	54%	74%	44%	75%	25%	37%	48%	55%	46%	62%	51%	53%	56%
Don't know	5%	4%	6%	0%	3%	15%	6%	10%	0%	5%	8%	4%	4%	4%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	61	76	18	43	21	17	16	22	36	26	31	43	129	127	126
Weighted	140	70	70	15	42	21	18	13	30	37	26	32	43	131	128	128
In normal times, I would give up access to Google Maps and get paid £10	55%	49%	60%	59%	53%	33%	59%	61%	65%	53%	57%	58%	51%	54%	54%	53%
I would keep access to Google Maps	39%	46%	32%	41%	36%	62%	41%	34%	26%	43%	37%	42%	36%	40%	40%	41%
Don't know	7%	5%	8%	0%	11%	4%	0%	5%	9%	4%	6%	0%	14%	6%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	61	90	29	34	30	19	23	17	30	35	41	44	137	139	139
Weighted	153	69	83	24	32	32	20	20	24	31	36	40	44	137	138	138
In normal times, I would give up access to Google Maps and get paid £20	61%	54%	65%	65%	43%	61%	63%	58%	78%	65%	57%	57%	61%	60%	60%	60%
I would keep access to Google Maps	31%	37%	25%	35%	44%	26%	26%	39%	11%	29%	38%	38%	21%	32%	33%	32%
Don't know	9%	8%	9%	0%	13%	13%	11%	4%	10%	6%	5%	4%	18%	8%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	113	51	61	18	28	16	15	19	17	30	27	20	34	107	104	101
Weighted	116	58	57	15	28	16	16	18	23	31	27	21	35	110	106	104
In normal times, I would give up access to Google Maps and get paid £50	79%	78%	79%	70%	71%	80%	87%	87%	82%	76%	83%	85%	73%	80%	79%	80%
I would keep access to Google Maps	12%	10%	15%	30%	14%	13%	7%	6%	6%	17%	9%	7%	14%	11%	12%	12%
Don't know	9%	12%	6%	0%	15%	7%	7%	6%	12%	7%	7%	7%	13%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	56	79	35	29	20	19	19	13	35	37	25	37	128	124	124
Weighted	132	63	69	30	26	21	20	17	18	35	34	27	34	124	120	120
In normal times, I would give up access to Google Maps and get paid £100	69%	71%	67%	70%	49%	65%	79%	76%	85%	64%	78%	76%	59%	70%	69%	69%
I would keep access to Google Maps	22%	21%	22%	30%	37%	10%	16%	16%	8%	30%	8%	20%	28%	21%	22%	23%
Don't know	9%	7%	11%	0%	13%	25%	5%	9%	7%	6%	14%	4%	13%	9%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(137.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	57	84	31	20	28	25	19	18	37	43	24	35	127	123	119
Weighted	140	65	75	24	19	30	26	17	24	37	42	23	36	126	121	116
In normal times, I would give up access to Google Maps and get paid £200	74%	69%	79%	76%	60%	67%	72%	89%	84%	78%	65%	92%	67%	77%	77%	76%
I would keep access to Google Maps	15%	17%	13%	22%	17%	18%	20%	11%	0%	14%	26%	0%	13%	14%	14%	16%
Don't know	11%	14%	8%	3%	22%	14%	8%	0%	16%	8%	8%	8%	20%	9%	10%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(138.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	53	78	29	30	24	27	13	9	36	31	30	33	125	127	124
Weighted	129	59	69	24	29	24	29	11	13	35	31	30	32	123	123	120
In normal times, I would give up access to Google Maps and get paid £500	84%	85%	82%	81%	73%	80%	89%	93%	100%	80%	93%	73%	92%	86%	85%	86%
I would keep access to Google Maps	10%	6%	13%	9%	15%	12%	11%	0%	0%	16%	5%	16%	2%	9%	10%	10%
Don't know	7%	10%	4%	10%	12%	9%	0%	7%	0%	5%	2%	12%	6%	5%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	63	74	23	33	24	23	19	15	41	33	26	36	129	124	130
Weighted	137	72	65	19	30	26	24	18	20	41	33	27	35	128	122	128
During a lockdown, I would give up access to Google Maps and get paid £1.25	34%	32%	35%	37%	22%	45%	17%	34%	53%	36%	35%	28%	32%	34%	33%	35%
I would keep access to Google Maps	55%	58%	52%	63%	64%	37%	74%	60%	32%	56%	51%	52%	62%	56%	59%	57%
Don't know	11%	10%	13%	0%	14%	17%	9%	7%	15%	8%	14%	19%	6%	9%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	62	67	31	32	18	14	19	16	32	31	23	43	124	115	116
Weighted	132	70	61	26	31	19	15	19	22	34	31	24	43	126	114	116
During a lockdown, I would give up access to Google Maps and get paid £2.50	45%	42%	48%	53%	46%	34%	36%	43%	52%	46%	63%	57%	24%	46%	48%	45%
I would keep access to Google Maps	47%	50%	46%	47%	48%	59%	64%	51%	23%	46%	31%	43%	64%	48%	48%	51%
Don't know	7%	8%	6%	0%	6%	6%	0%	6%	24%	8%	7%	0%	12%	7%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	62	75	25	28	24	20	21	19	36	35	30	34	125	122	120
Weighted	140	70	70	22	27	25	21	18	26	38	36	30	33	127	124	122
During a lockdown, I would give up access to Google Maps and get paid £5	56%	50%	61%	55%	36%	54%	55%	76%	65%	47%	51%	68%	56%	57%	55%	55%
I would keep access to Google Maps	38%	44%	33%	45%	57%	29%	40%	16%	35%	50%	40%	21%	41%	40%	41%	40%
Don't know	6%	6%	6%	0%	7%	17%	5%	8%	0%	3%	9%	11%	3%	3%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	64	66	28	39	22	16	19	6	28	35	32	32	123	120	114
Weighted	128	72	56	24	39	23	17	18	8	28	34	33	31	121	118	112
During a lockdown, I would give up access to Google Maps and get paid £10	62%	55%	71%	66%	54%	67%	69%	66%	48%	57%	67%	63%	59%	62%	63%	60%
I would keep access to Google Maps	32%	42%	18%	34%	36%	28%	25%	30%	33%	36%	27%	29%	36%	31%	31%	33%
Don't know	6%	3%	10%	0%	10%	4%	6%	4%	18%	7%	6%	8%	5%	7%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	54	91	21	36	22	26	20	21	35	40	26	41	134	132	130
Weighted	144	62	82	17	33	23	27	16	28	36	39	26	39	132	128	127
During a lockdown, I would give up access to Google Maps and get paid £20	62%	54%	67%	56%	42%	69%	65%	77%	71%	59%	69%	54%	61%	63%	61%	61%
I would keep access to Google Maps	29%	35%	26%	37%	43%	19%	31%	23%	19%	41%	23%	30%	28%	31%	31%	32%
Don't know	9%	11%	7%	6%	15%	13%	4%	0%	10%	0%	8%	16%	11%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	49	77	31	22	17	24	17	15	22	32	34	38	120	118	116
Weighted	125	55	70	26	21	17	25	14	21	20	33	34	38	119	116	114
During a lockdown, I would give up access to Google Maps and get paid £50	75%	78%	74%	74%	69%	82%	67%	80%	87%	73%	84%	71%	74%	76%	75%	76%
I would keep access to Google Maps	18%	18%	18%	26%	17%	12%	25%	15%	6%	24%	14%	23%	14%	18%	19%	19%
Don't know	7%	4%	9%	0%	14%	6%	8%	5%	7%	4%	2%	6%	12%	6%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	67	75	22	36	17	21	23	24	42	31	30	40	133	132	131
Weighted	144	77	66	17	33	18	22	21	32	43	31	30	40	135	133	131
During a lockdown, I would give up access to Google Maps and get paid £100	82%	83%	80%	88%	75%	89%	81%	93%	75%	83%	76%	86%	83%	81%	82%	82%
I would keep access to Google Maps	11%	9%	13%	8%	13%	11%	10%	3%	16%	13%	11%	12%	8%	12%	11%	11%
Don't know	7%	7%	7%	4%	12%	0%	10%	3%	9%	4%	13%	3%	9%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(146.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	47	88	27	29	24	20	21	15	33	38	28	36	126	127	124
Weighted	134	53	81	23	27	24	21	17	21	33	39	27	35	125	124	121
During a lockdown, I would give up access to Google Maps and get paid £200	77%	71%	81%	63%	51%	84%	85%	87%	100%	78%	76%	71%	85%	78%	77%	77%
I would keep access to Google Maps	14%	17%	12%	27%	32%	12%	5%	0%	0%	22%	8%	21%	7%	14%	15%	15%
Don't know	9%	12%	7%	9%	17%	4%	10%	13%	0%	0%	16%	8%	8%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(147.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	133	54	79	32	19	28	18	15	21	33	35	21	42	124	124	117
Weighted	132	62	71	26	18	29	19	12	28	33	35	20	42	123	122	116
During a lockdown, I would give up access to Google Maps and get paid £500	78%	76%	80%	75%	69%	68%	83%	88%	91%	81%	85%	70%	73%	80%	79%	80%
I would keep access to Google Maps	12%	16%	8%	23%	20%	12%	6%	6%	4%	14%	7%	25%	10%	11%	12%	11%
Don't know	10%	7%	11%	3%	11%	20%	11%	6%	4%	5%	8%	5%	17%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	48	79	25	36	19	21	16	10	29	27	30	39	119	118	118
Weighted	123	54	69	20	34	19	22	14	14	29	27	27	37	115	113	113
In normal times, I would give up access to Google Docs and get paid £1.25	43%	50%	37%	48%	40%	33%	33%	62%	49%	45%	40%	44%	41%	44%	43%	42%
I would keep access to Google Docs	45%	44%	46%	52%	41%	48%	52%	33%	40%	52%	50%	36%	41%	46%	47%	48%
Don't know	13%	6%	18%	0%	19%	20%	14%	5%	11%	3%	10%	20%	18%	10%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	62	72	26	26	21	23	22	16	27	36	23	44	124	120	123
Weighted	134	70	63	21	24	22	24	21	22	27	35	24	44	123	119	122
In normal times, I would give up access to Google Docs and get paid £2.50	51%	45%	58%	49%	34%	55%	48%	60%	64%	54%	53%	54%	48%	52%	53%	51%
I would keep access to Google Docs	38%	43%	33%	42%	51%	40%	43%	33%	18%	43%	35%	37%	39%	39%	38%	40%
Don't know	10%	11%	9%	9%	15%	4%	9%	7%	17%	3%	12%	9%	13%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	68	73	24	29	25	22	16	25	42	39	26	34	131	129	128
Weighted	147	77	69	22	28	26	23	14	34	44	40	27	35	136	132	133
In normal times, I would give up access to Google Docs and get paid £5	63%	62%	64%	72%	38%	73%	45%	89%	72%	72%	69%	44%	60%	64%	62%	61%
I would keep access to Google Docs	25%	26%	24%	28%	27%	19%	46%	11%	16%	24%	21%	35%	22%	24%	26%	27%
Don't know	12%	12%	12%	0%	34%	8%	9%	0%	12%	4%	10%	21%	17%	11%	12%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	63	75	28	30	24	21	19	17	36	30	31	42	127	124	120
Weighted	139	71	67	25	26	26	22	17	23	36	29	31	43	126	123	120
In normal times, I would give up access to Google Docs and get paid £10	64%	66%	64%	53%	47%	63%	62%	81%	88%	68%	67%	64%	60%	66%	65%	65%
I would keep access to Google Docs	28%	29%	26%	47%	37%	29%	29%	8%	12%	29%	21%	32%	29%	27%	30%	30%
Don't know	8%	5%	10%	0%	17%	8%	9%	11%	0%	3%	12%	4%	11%	7%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	64	83	31	38	20	25	19	16	35	37	33	43	141	135	134
Weighted	149	73	75	26	36	21	26	19	22	36	37	32	43	141	134	132
In normal times, I would give up access to Google Docs and get paid £20	69%	72%	67%	69%	58%	49%	80%	90%	75%	60%	87%	57%	70%	69%	70%	70%
I would keep access to Google Docs	22%	17%	25%	29%	30%	35%	8%	4%	18%	33%	10%	29%	18%	23%	22%	23%
Don't know	9%	11%	8%	3%	12%	16%	12%	6%	7%	8%	3%	15%	13%	8%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	131	55	75	20	31	21	18	21	20	28	37	25	39	124	122	115
Weighted	133	63	69	16	30	22	19	17	28	28	37	28	37	126	122	114
In normal times, I would give up access to Google Docs and get paid £50	73%	71%	75%	77%	73%	77%	72%	81%	65%	79%	83%	62%	66%	73%	73%	76%
I would keep access to Google Docs	14%	16%	12%	23%	13%	9%	28%	11%	5%	10%	12%	24%	12%	15%	15%	15%
Don't know	13%	13%	13%	0%	14%	14%	0%	8%	30%	11%	5%	14%	21%	12%	12%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	60	74	30	30	28	18	17	11	35	39	32	27	123	122	122
Weighted	133	67	65	26	29	30	19	14	15	34	39	32	26	122	119	120
In normal times, I would give up access to Google Docs and get paid £100	83%	86%	80%	75%	67%	100%	78%	79%	100%	88%	78%	86%	82%	85%	83%	83%
I would keep access to Google Docs	10%	8%	12%	18%	18%	0%	11%	10%	0%	10%	5%	14%	14%	10%	10%	10%
Don't know	7%	6%	8%	7%	15%	0%	11%	10%	0%	2%	18%	0%	4%	5%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(155.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	54	89	37	26	19	20	24	17	35	38	25	43	136	131	128
Weighted	140	61	79	30	24	19	21	22	24	35	38	25	41	133	128	125
In normal times, I would give up access to Google Docs and get paid £200	82%	76%	86%	79%	77%	74%	80%	91%	90%	79%	88%	83%	77%	83%	84%	85%
I would keep access to Google Docs	13%	18%	9%	21%	15%	17%	15%	3%	5%	18%	12%	9%	13%	12%	12%	12%
Don't know	5%	6%	5%	0%	8%	10%	5%	5%	5%	3%	0%	8%	10%	5%	4%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(156.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	120	48	72	19	28	19	14	20	20	35	27	25	31	113	113	110
Weighted	120	55	65	15	26	19	15	17	27	35	28	25	29	114	113	109
In normal times, I would give up access to Google Docs and get paid £500	82%	81%	83%	84%	70%	73%	100%	87%	85%	82%	86%	73%	84%	82%	83%	86%
I would keep access to Google Docs	10%	10%	10%	11%	22%	0%	0%	13%	10%	7%	9%	19%	9%	11%	11%	9%
Don't know	8%	9%	7%	4%	7%	27%	0%	0%	5%	11%	4%	8%	7%	7%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	72	74	25	33	34	17	17	20	35	41	30	39	137	134	132
Weighted	148	83	65	21	32	35	18	16	26	36	40	32	38	139	135	132
During a lockdown, I would give up access to Google Docs and get paid £1.25	51%	59%	42%	48%	52%	54%	41%	55%	53%	63%	52%	41%	49%	52%	52%	52%
I would keep access to Google Docs	39%	35%	43%	52%	37%	37%	53%	36%	26%	32%	37%	43%	42%	39%	40%	40%
Don't know	10%	6%	15%	0%	11%	9%	6%	9%	21%	5%	11%	15%	9%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	49	79	22	30	29	15	15	18	27	28	27	45	121	118	113
Weighted	128	56	72	19	27	30	16	13	25	26	29	27	44	119	116	112
During a lockdown, I would give up access to Google Docs and get paid £2.50	47%	47%	46%	51%	34%	49%	53%	56%	46%	32%	67%	52%	39%	47%	46%	47%
I would keep access to Google Docs	44%	45%	44%	49%	58%	37%	40%	44%	37%	60%	33%	31%	50%	46%	48%	46%
Don't know	9%	8%	9%	0%	7%	14%	7%	0%	17%	9%	0%	16%	11%	6%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	62	72	29	27	17	25	17	19	38	35	28	30	122	124	122
Weighted	135	70	64	23	26	17	26	15	26	38	35	26	32	122	123	121
During a lockdown, I would give up access to Google Docs and get paid £5	63%	55%	72%	64%	34%	59%	72%	83%	75%	72%	67%	54%	58%	64%	65%	67%
I would keep access to Google Docs	25%	30%	19%	28%	51%	30%	20%	9%	5%	28%	26%	33%	13%	25%	26%	25%
Don't know	12%	15%	9%	8%	15%	11%	8%	8%	20%	0%	7%	13%	29%	10%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	63	82	28	33	24	31	16	14	31	44	27	43	134	137	129
Weighted	146	71	74	24	32	25	33	14	19	32	44	26	43	134	136	128
During a lockdown, I would give up access to Google Docs and get paid £10	65%	61%	67%	41%	60%	75%	68%	89%	64%	67%	68%	62%	62%	67%	64%	66%
I would keep access to Google Docs	22%	26%	17%	54%	18%	5%	23%	11%	14%	30%	25%	15%	15%	21%	23%	22%
Don't know	14%	13%	15%	4%	22%	20%	10%	0%	22%	4%	7%	23%	23%	12%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	147	63	84	34	31	15	19	29	19	40	34	26	45	136	137	136
Weighted	146	71	74	29	30	16	20	25	26	42	33	25	43	136	136	133
During a lockdown, I would give up access to Google Docs and get paid £20	69%	62%	75%	76%	57%	64%	58%	81%	74%	68%	67%	65%	74%	71%	71%	68%
I would keep access to Google Docs	21%	25%	17%	17%	30%	22%	37%	9%	15%	29%	17%	31%	12%	22%	22%	22%
Don't know	10%	13%	7%	7%	13%	13%	5%	10%	10%	3%	16%	4%	14%	7%	7%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	123	43	79	24	28	19	16	17	19	37	26	27	32	116	106	112
Weighted	126	49	76	20	27	19	17	16	27	38	27	28	31	118	106	113
During a lockdown, I would give up access to Google Docs and get paid £50	74%	67%	79%	71%	56%	60%	75%	83%	95%	66%	85%	68%	77%	74%	73%	73%
I would keep access to Google Docs	17%	18%	16%	25%	25%	23%	19%	9%	5%	21%	7%	28%	13%	19%	19%	19%
Don't know	9%	14%	6%	4%	19%	17%	6%	7%	0%	13%	7%	4%	10%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	50	77	29	26	18	17	22	15	28	35	29	32	118	118	117
Weighted	125	57	69	24	23	19	18	20	21	27	35	29	30	116	115	115
During a lockdown, I would give up access to Google Docs and get paid £100	85%	81%	88%	75%	74%	78%	88%	96%	100%	83%	84%	83%	87%	86%	85%	84%
I would keep access to Google Docs	13%	19%	7%	25%	12%	22%	12%	4%	0%	14%	13%	14%	11%	12%	13%	13%
Don't know	3%	0%	5%	0%	14%	0%	0%	0%	0%	3%	2%	3%	3%	2%	2%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(164.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	61	74	31	41	19	15	17	13	36	31	31	38	132	127	122
Weighted	134	69	64	26	39	20	16	15	18	35	32	30	37	129	124	118
During a lockdown, I would give up access to Google Docs and get paid £200	82%	87%	79%	83%	67%	80%	93%	100%	93%	85%	89%	76%	79%	83%	84%	83%
I would keep access to Google Docs	9%	5%	12%	15%	14%	15%	0%	0%	0%	13%	2%	10%	10%	9%	8%	9%
Don't know	9%	8%	9%	3%	19%	5%	7%	0%	7%	2%	9%	13%	10%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(165.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	59	71	18	25	21	27	24	15	30	36	25	38	122	113	115
Weighted	131	67	64	15	24	22	29	21	21	31	34	27	38	123	112	115
During a lockdown, I would give up access to Google Docs and get paid £500	80%	81%	79%	69%	67%	86%	85%	77%	94%	82%	75%	83%	81%	82%	82%	83%
I would keep access to Google Docs	8%	5%	11%	24%	15%	0%	7%	7%	0%	18%	9%	0%	5%	8%	9%	9%
Don't know	11%	14%	9%	7%	18%	14%	7%	16%	6%	0%	15%	17%	14%	10%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	47	86	25	30	21	18	26	14	36	36	26	36	123	119	120
Weighted	130	53	75	21	26	21	19	23	19	34	34	26	35	119	115	115
In normal times, I would give up access to my smartphone and get paid £1.25	16%	27%	9%	16%	20%	16%	17%	21%	6%	15%	17%	21%	14%	15%	15%	14%
I would keep access to my smartphone	76%	68%	82%	84%	64%	79%	83%	68%	86%	83%	74%	72%	75%	80%	81%	81%
Don't know	7%	4%	9%	0%	17%	4%	0%	11%	8%	2%	9%	7%	11%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	155	64	91	29	34	29	23	20	20	41	39	24	49	145	144	137
Weighted	155	73	82	24	31	30	24	18	27	42	39	24	48	145	142	136
In normal times, I would give up access to my smartphone and get paid £2.50	23%	26%	19%	29%	21%	21%	26%	35%	9%	18%	16%	36%	26%	23%	23%	22%
I would keep access to my smartphone	69%	65%	72%	67%	66%	69%	70%	65%	76%	82%	79%	50%	60%	71%	70%	72%
Don't know	8%	8%	9%	4%	13%	9%	4%	0%	15%	0%	4%	14%	14%	6%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	50	82	31	29	26	13	19	14	30	34	27	38	123	118	114
Weighted	129	57	72	25	27	27	14	16	19	29	34	26	36	120	114	109
In normal times, I would give up access to my smartphone and get paid £5	23%	34%	14%	18%	28%	16%	31%	39%	13%	32%	17%	9%	34%	23%	23%	22%
I would keep access to my smartphone	69%	58%	78%	72%	65%	77%	69%	61%	67%	65%	77%	75%	60%	70%	70%	72%
Don't know	8%	8%	8%	10%	7%	7%	0%	0%	20%	2%	6%	17%	6%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	54	75	17	28	18	23	21	23	32	31	32	34	125	122	117
Weighted	132	62	69	13	27	19	24	17	32	34	31	33	33	127	124	119
In normal times, I would give up access to my smartphone and get paid £10	21%	20%	20%	42%	26%	17%	21%	11%	13%	10%	20%	24%	29%	20%	20%	19%
I would keep access to my smartphone	69%	70%	68%	58%	66%	66%	74%	77%	68%	80%	70%	63%	61%	70%	71%	72%
Don't know	11%	9%	12%	0%	7%	17%	4%	13%	18%	10%	11%	13%	10%	10%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	64	65	30	32	20	16	12	19	30	34	29	34	119	122	117
Weighted	132	72	60	26	32	21	17	11	26	32	34	30	33	122	125	119
In normal times, I would give up access to my smartphone and get paid £20	35%	40%	29%	47%	24%	21%	50%	33%	38%	38%	47%	28%	29%	33%	35%	33%
I would keep access to my smartphone	56%	50%	63%	53%	70%	65%	37%	46%	52%	62%	45%	63%	51%	60%	59%	60%
Don't know	9%	9%	9%	0%	6%	14%	13%	20%	11%	0%	8%	10%	20%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	57	80	35	24	23	22	15	18	32	34	26	43	127	124	126
Weighted	137	64	73	29	23	24	23	13	25	32	35	26	42	126	122	124
In normal times, I would give up access to my smartphone and get paid £50	39%	37%	41%	26%	24%	46%	50%	35%	54%	45%	43%	32%	39%	39%	38%	35%
I would keep access to my smartphone	55%	57%	53%	74%	62%	50%	50%	60%	35%	43%	51%	64%	60%	55%	57%	59%
Don't know	5%	5%	5%	0%	14%	4%	0%	6%	11%	12%	5%	4%	2%	6%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	58	84	24	31	21	28	23	15	36	31	29	45	132	129	127
Weighted	143	66	77	20	30	22	29	21	21	36	32	30	44	132	128	127
In normal times, I would give up access to my smartphone and get paid £100	41%	45%	38%	35%	34%	43%	57%	33%	39%	40%	35%	51%	40%	42%	40%	42%
I would keep access to my smartphone	46%	42%	50%	56%	50%	42%	28%	55%	54%	55%	55%	29%	44%	46%	48%	47%
Don't know	13%	14%	12%	9%	16%	15%	14%	12%	7%	5%	11%	20%	16%	12%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(173.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	60	68	28	30	19	20	18	15	33	34	29	32	122	117	120
Weighted	130	68	61	24	30	19	21	16	20	33	34	29	32	122	116	119
In normal times, I would give up access to my smartphone and get paid £200	48%	54%	42%	41%	39%	54%	55%	56%	52%	43%	43%	51%	53%	49%	49%	47%
I would keep access to my smartphone	44%	40%	49%	59%	50%	46%	30%	40%	35%	54%	49%	44%	33%	45%	45%	46%
Don't know	7%	7%	8%	0%	10%	0%	15%	5%	14%	4%	8%	5%	14%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(174.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	68	61	21	36	19	19	20	14	32	37	28	31	122	119	120
Weighted	130	77	53	18	34	21	20	18	19	33	37	27	32	122	118	119
In normal times, I would give up access to my smartphone and get paid £500	57%	57%	57%	61%	45%	58%	53%	78%	59%	44%	54%	68%	66%	57%	57%	58%
I would keep access to my smartphone	30%	23%	39%	33%	43%	15%	37%	18%	21%	43%	26%	16%	31%	31%	31%	30%
Don't know	13%	19%	4%	6%	11%	28%	11%	4%	20%	13%	20%	17%	4%	12%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	58	76	33	28	22	14	19	19	39	35	27	32	124	121	119
Weighted	135	66	68	27	27	23	15	17	26	38	36	27	31	123	119	117
During a lockdown, I would give up access to my smartphone and get paid £1.25	10%	7%	14%	14%	3%	15%	14%	4%	12%	8%	20%	0%	11%	8%	9%	9%
I would keep access to my smartphone	78%	76%	80%	82%	86%	67%	78%	74%	79%	84%	70%	95%	68%	82%	85%	85%
Don't know	12%	17%	6%	4%	11%	19%	7%	22%	10%	8%	10%	5%	21%	9%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	58	82	27	30	25	21	19	19	35	43	27	35	131	132	129
Weighted	141	66	74	23	27	26	22	17	26	35	43	26	35	131	131	127
During a lockdown, I would give up access to my smartphone and get paid £2.50	15%	24%	5%	29%	10%	13%	24%	7%	5%	15%	17%	7%	15%	12%	14%	13%
I would keep access to my smartphone	76%	66%	86%	68%	81%	73%	67%	80%	86%	74%	73%	81%	79%	80%	77%	78%
Don't know	9%	11%	9%	3%	9%	13%	10%	13%	10%	11%	10%	12%	6%	8%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	124	52	72	28	28	21	18	15	14	26	22	26	49	114	109	108
Weighted	124	59	65	24	27	22	19	13	19	28	22	25	48	113	106	106
During a lockdown, I would give up access to my smartphone and get paid £5	18%	27%	10%	25%	23%	0%	23%	24%	14%	22%	14%	15%	19%	18%	17%	17%
I would keep access to my smartphone	70%	66%	73%	75%	63%	86%	66%	70%	56%	72%	79%	72%	62%	71%	72%	73%
Don't know	13%	8%	17%	0%	14%	14%	11%	6%	30%	5%	8%	13%	19%	11%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	120	50	70	25	28	20	19	12	16	25	35	26	34	114	112	111
Weighted	120	57	63	20	27	21	20	10	22	26	36	26	31	114	112	109
During a lockdown, I would give up access to my smartphone and get paid £10	28%	34%	22%	12%	23%	35%	32%	25%	37%	22%	19%	31%	39%	28%	26%	25%
I would keep access to my smartphone	66%	62%	69%	84%	63%	50%	68%	68%	63%	75%	71%	60%	56%	67%	69%	70%
Don't know	7%	4%	9%	3%	13%	15%	0%	7%	0%	3%	10%	8%	5%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	151	61	90	30	33	20	22	21	25	37	39	26	47	141	136	137
Weighted	151	70	81	25	31	21	23	17	34	37	37	26	47	140	134	136
During a lockdown, I would give up access to my smartphone and get paid £20	27%	34%	20%	35%	24%	17%	32%	22%	27%	29%	25%	37%	19%	26%	27%	25%
I would keep access to my smartphone	62%	59%	65%	65%	60%	74%	59%	74%	51%	64%	68%	49%	65%	63%	64%	66%
Don't know	11%	7%	15%	0%	15%	9%	9%	4%	21%	7%	7%	14%	16%	11%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	71	72	27	33	24	22	23	14	31	36	32	43	133	132	132
Weighted	144	80	64	23	32	26	23	22	19	34	34	32	43	134	133	133
During a lockdown, I would give up access to my smartphone and get paid £50	36%	35%	36%	20%	21%	34%	46%	57%	44%	32%	36%	29%	43%	37%	36%	35%
I would keep access to my smartphone	60%	59%	60%	80%	69%	62%	54%	34%	49%	64%	59%	64%	51%	59%	59%	61%
Don't know	5%	6%	4%	0%	10%	4%	0%	9%	6%	4%	5%	6%	5%	5%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	55	79	17	32	22	16	32	17	37	41	19	35	127	123	123
Weighted	136	63	71	13	31	24	17	27	24	37	40	20	35	126	122	122
During a lockdown, I would give up access to my smartphone and get paid £100	42%	50%	36%	37%	26%	47%	31%	57%	53%	33%	58%	32%	38%	42%	41%	42%
I would keep access to my smartphone	46%	36%	55%	58%	54%	49%	57%	36%	31%	61%	32%	51%	44%	46%	48%	48%
Don't know	12%	15%	9%	5%	20%	4%	13%	7%	17%	6%	10%	17%	18%	12%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(182.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	59	67	20	31	24	27	13	11	31	30	31	33	121	117	115
Weighted	126	66	60	18	29	24	29	13	14	31	30	31	33	121	116	115
During a lockdown, I would give up access to my smartphone and get paid £200	45%	51%	37%	38%	37%	47%	41%	65%	53%	50%	43%	43%	44%	45%	43%	45%
I would keep access to my smartphone	48%	40%	57%	58%	55%	45%	48%	35%	38%	50%	46%	45%	49%	48%	49%	48%
Don't know	7%	9%	6%	4%	8%	8%	11%	0%	9%	0%	11%	12%	7%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(183.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	58	84	33	31	18	23	20	17	41	29	36	34	133	132	124
Weighted	141	66	76	27	29	19	24	18	24	39	31	37	33	131	130	123
During a lockdown, I would give up access to my smartphone and get paid £500	58%	64%	52%	58%	43%	62%	70%	60%	58%	59%	46%	66%	63%	57%	58%	58%
I would keep access to my smartphone	33%	26%	40%	29%	52%	15%	30%	35%	31%	30%	43%	30%	31%	36%	34%	35%
Don't know	9%	10%	8%	13%	6%	23%	0%	4%	12%	12%	11%	5%	7%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	61	79	28	29	25	23	19	16	34	36	25	42	129	128	127
Weighted	140	69	71	25	27	26	24	16	22	34	36	25	42	127	127	126
In normal times, I would give up access to Gmail and get paid £1.25	41%	43%	40%	31%	39%	29%	48%	59%	50%	51%	42%	21%	44%	40%	40%	42%
I would keep access to Gmail	51%	47%	55%	69%	47%	55%	52%	41%	39%	49%	49%	63%	48%	52%	54%	52%
Don't know	8%	10%	5%	0%	14%	16%	0%	0%	11%	0%	9%	16%	8%	8%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	128	55	72	30	31	22	17	14	14	34	36	28	30	119	119	118
Weighted	128	62	65	25	30	23	18	13	19	34	36	29	29	119	117	117
In normal times, I would give up access to Gmail and get paid £2.50	40%	40%	40%	38%	38%	40%	24%	60%	44%	47%	45%	32%	32%	39%	39%	39%
I would keep access to Gmail	50%	51%	48%	62%	55%	51%	59%	23%	35%	53%	38%	59%	52%	53%	52%	51%
Don't know	11%	9%	12%	0%	7%	9%	18%	17%	22%	0%	17%	9%	16%	8%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	54	74	29	35	18	15	21	11	34	33	30	31	121	120	121
Weighted	126	61	64	24	34	19	16	18	15	33	32	29	31	119	118	118
In normal times, I would give up access to Gmail and get paid £5	43%	49%	37%	42%	33%	41%	33%	69%	53%	55%	40%	38%	37%	43%	43%	41%
I would keep access to Gmail	46%	44%	49%	58%	56%	44%	47%	23%	37%	39%	49%	47%	52%	48%	47%	48%
Don't know	10%	7%	13%	0%	11%	15%	20%	8%	10%	5%	11%	15%	10%	9%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	111	47	64	25	24	16	17	18	11	23	31	22	33	101	103	98
Weighted	109	53	56	21	22	16	18	17	15	25	30	21	31	99	100	96
In normal times, I would give up access to Gmail and get paid £10	46%	43%	49%	38%	35%	37%	47%	64%	63%	40%	39%	46%	62%	48%	46%	47%
I would keep access to Gmail	48%	51%	46%	52%	53%	57%	53%	36%	37%	53%	59%	49%	35%	48%	50%	49%
Don't know	5%	6%	5%	10%	12%	6%	0%	0%	0%	8%	3%	5%	3%	4%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	145	64	81	28	34	14	21	22	26	33	34	32	43	136	127	126
Weighted	150	72	78	24	33	15	22	19	37	34	37	33	43	140	129	128
In normal times, I would give up access to Gmail and get paid £20	51%	39%	61%	52%	46%	21%	52%	48%	66%	46%	64%	39%	53%	50%	50%	51%
I would keep access to Gmail	40%	50%	31%	44%	38%	58%	34%	52%	30%	49%	36%	47%	31%	41%	42%	42%
Don't know	9%	11%	8%	4%	16%	21%	14%	0%	4%	5%	0%	14%	15%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	51	78	23	32	20	24	17	13	37	38	17	35	124	121	119
Weighted	127	58	69	18	30	21	25	15	18	37	37	16	34	121	117	116
In normal times, I would give up access to Gmail and get paid £50	57%	61%	54%	46%	52%	57%	71%	63%	54%	70%	52%	46%	50%	57%	56%	59%
I would keep access to Gmail	34%	29%	37%	54%	36%	29%	25%	27%	32%	27%	32%	46%	40%	35%	35%	32%
Don't know	9%	10%	8%	0%	12%	14%	4%	10%	14%	3%	16%	8%	10%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	64	84	26	39	27	21	16	21	40	35	35	39	143	139	139
Weighted	150	73	75	21	36	28	22	15	28	41	34	35	39	143	138	137
In normal times, I would give up access to Gmail and get paid £100	66%	61%	71%	50%	52%	69%	76%	71%	82%	69%	73%	66%	55%	66%	66%	65%
I would keep access to Gmail	27%	30%	23%	43%	37%	20%	19%	21%	18%	24%	27%	24%	33%	27%	28%	28%
Don't know	7%	9%	5%	7%	11%	12%	5%	8%	0%	7%	0%	9%	12%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(191.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	55	81	27	24	26	17	19	23	32	28	32	43	124	122	117
Weighted	137	63	74	22	22	26	18	17	31	32	30	33	41	125	122	116
In normal times, I would give up access to Gmail and get paid £200	66%	64%	68%	59%	58%	54%	76%	93%	66%	70%	60%	68%	67%	68%	68%	70%
I would keep access to Gmail	27%	27%	27%	38%	33%	34%	24%	7%	22%	24%	36%	22%	25%	26%	27%	27%
Don't know	7%	9%	5%	3%	9%	12%	0%	0%	13%	6%	4%	10%	8%	6%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(192.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	71	79	24	26	28	27	28	17	35	39	29	46	141	135	133
Weighted	151	81	70	20	25	30	28	25	23	35	38	30	48	142	134	134
In normal times, I would give up access to Gmail and get paid £500	69%	70%	67%	74%	44%	71%	78%	76%	71%	70%	70%	79%	61%	72%	71%	72%
I would keep access to Gmail	22%	21%	23%	26%	35%	22%	19%	19%	12%	22%	23%	18%	25%	22%	23%	23%
Don't know	9%	9%	9%	0%	20%	7%	4%	5%	17%	8%	7%	4%	14%	7%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	52	80	30	26	20	19	20	17	35	32	33	31	122	122	119
Weighted	130	59	71	24	25	20	20	17	23	35	31	32	30	120	119	116
During a lockdown, I would give up access to Gmail and get paid £1.25	40%	37%	43%	35%	38%	30%	47%	55%	41%	53%	35%	32%	41%	38%	40%	42%
I would keep access to Gmail	55%	59%	52%	61%	59%	70%	48%	36%	54%	47%	58%	68%	52%	59%	57%	55%
Don't know	4%	4%	5%	4%	3%	0%	5%	8%	5%	0%	7%	0%	7%	3%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	66	76	30	35	18	25	16	18	44	35	23	38	134	129	133
Weighted	142	74	68	26	33	19	26	14	24	45	34	24	37	134	127	131
During a lockdown, I would give up access to Gmail and get paid £2.50	34%	32%	36%	29%	31%	40%	24%	36%	47%	36%	36%	28%	33%	33%	33%	32%
I would keep access to Gmail	56%	57%	55%	63%	55%	39%	76%	54%	43%	58%	58%	51%	58%	58%	58%	59%
Don't know	10%	11%	10%	8%	14%	21%	0%	11%	10%	7%	7%	21%	9%	9%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	128	48	79	23	29	25	21	13	17	29	28	31	39	119	114	112
Weighted	129	54	73	20	28	25	22	10	23	30	28	30	39	120	114	111
During a lockdown, I would give up access to Gmail and get paid £5	38%	33%	42%	25%	29%	37%	52%	61%	37%	47%	35%	31%	36%	39%	37%	38%
I would keep access to Gmail	46%	52%	42%	68%	51%	47%	29%	32%	46%	50%	60%	40%	41%	48%	50%	48%
Don't know	16%	15%	16%	7%	21%	16%	19%	7%	17%	4%	6%	29%	22%	13%	12%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	58	86	31	29	26	24	19	17	31	37	30	47	137	135	132
Weighted	145	66	78	26	27	27	25	16	23	31	39	30	44	136	133	130
During a lockdown, I would give up access to Gmail and get paid £10	43%	35%	50%	37%	37%	19%	62%	57%	53%	42%	50%	47%	33%	43%	44%	43%
I would keep access to Gmail	51%	60%	43%	60%	51%	70%	38%	36%	42%	50%	48%	45%	59%	50%	50%	52%
Don't know	6%	5%	7%	3%	12%	11%	0%	7%	5%	8%	2%	8%	8%	6%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	119	56	63	27	29	21	16	14	12	20	29	19	50	109	110	107
Weighted	119	63	56	23	27	22	17	12	17	20	28	20	50	108	109	106
During a lockdown, I would give up access to Gmail and get paid £20	49%	48%	49%	58%	42%	48%	44%	64%	40%	34%	54%	53%	51%	49%	48%	48%
I would keep access to Gmail	37%	39%	35%	42%	43%	24%	37%	31%	43%	57%	39%	25%	32%	39%	38%	39%
Don't know	14%	13%	16%	0%	14%	27%	19%	6%	16%	10%	7%	22%	17%	13%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	125	64	61	25	29	15	20	23	13	28	31	32	33	118	117	112
Weighted	126	73	54	20	28	17	21	23	18	29	31	32	34	120	117	113
During a lockdown, I would give up access to Gmail and get paid £50	66%	66%	67%	62%	53%	72%	70%	77%	69%	68%	66%	77%	55%	67%	67%	67%
I would keep access to Gmail	26%	26%	26%	35%	37%	21%	25%	13%	23%	23%	28%	15%	38%	27%	28%	28%
Don't know	8%	8%	7%	3%	10%	7%	5%	10%	8%	9%	6%	8%	7%	6%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(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 £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	64	85	22	29	26	24	27	21	38	47	24	37	135	133	133
Weighted	149	73	76	18	27	27	25	24	28	37	47	25	37	134	131	132
During a lockdown, I would give up access to Gmail and get paid £100	66%	69%	64%	66%	38%	70%	71%	73%	81%	64%	64%	75%	66%	68%	67%	69%
I would keep access to Gmail	25%	23%	27%	34%	39%	22%	25%	22%	13%	28%	26%	19%	25%	24%	25%	26%
Don't know	8%	8%	9%	0%	23%	8%	4%	5%	5%	8%	9%	6%	9%	8%	8%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(200.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	54	76	20	30	25	16	20	19	34	37	28	30	120	115	114
Weighted	131	62	69	15	29	26	17	17	26	34	39	27	29	121	115	114
During a lockdown, I would give up access to Gmail and get paid £200	70%	73%	67%	70%	55%	72%	56%	85%	83%	77%	62%	56%	83%	72%	70%	73%
I would keep access to Gmail	20%	14%	25%	25%	30%	12%	31%	15%	11%	19%	26%	27%	9%	19%	20%	19%
Don't know	10%	13%	7%	5%	15%	16%	13%	0%	6%	5%	11%	17%	8%	9%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(201.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		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	147	60	86	32	38	20	17	22	18	43	34	30	37	144	139	136
Weighted	146	68	77	27	36	21	18	20	25	42	33	32	36	143	137	133
During a lockdown, I would give up access to Gmail and get paid £500	72%	72%	72%	63%	71%	55%	82%	87%	77%	78%	69%	72%	68%	73%	73%	73%
I would keep access to Gmail	20%	20%	20%	30%	18%	30%	18%	9%	12%	14%	25%	18%	21%	20%	19%	19%
Don't know	8%	8%	8%	7%	11%	15%	0%	4%	11%	8%	6%	10%	11%	7%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(202.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £1.25 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	57	70	24	25	21	15	19	23	33	25	26	41	120	117	116
Weighted	130	66	64	20	25	22	16	17	31	33	27	28	41	121	118	118
In normal times, I would give up access to Gmail and get paid £1.25	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I would pay £1.25 and not be tracked	50%	40%	60%	77%	45%	36%	67%	34%	48%	46%	57%	37%	55%	51%	52%	51%
I would prefer to be tracked	32%	45%	19%	23%	45%	39%	27%	38%	22%	42%	17%	42%	29%	33%	34%	32%
Don't know	18%	15%	21%	0%	10%	24%	7%	28%	30%	12%	26%	21%	16%	15%	15%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(203.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £2.50 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	59	67	25	28	24	19	20	11	32	31	25	38	121	118	111
Weighted	128	67	60	20	27	26	20	19	15	33	31	25	38	121	117	111
I would pay £2.50 and not be tracked	40%	39%	43%	65%	30%	41%	42%	35%	29%	39%	47%	37%	37%	41%	43%	41%
I would prefer to be tracked	40%	38%	41%	24%	53%	46%	42%	39%	26%	36%	44%	40%	41%	42%	42%	41%
Don't know	20%	24%	16%	11%	17%	13%	16%	26%	45%	25%	9%	23%	23%	17%	15%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(204.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £5 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	128	52	76	25	27	19	20	19	18	27	39	27	34	120	118	117
Weighted	129	59	70	20	26	20	21	17	25	28	39	25	35	120	117	116
I would pay £5 and not be tracked	40%	42%	39%	50%	45%	38%	45%	27%	35%	42%	47%	38%	34%	41%	40%	42%
I would prefer to be tracked	37%	35%	39%	33%	31%	48%	55%	40%	21%	33%	29%	39%	49%	38%	38%	39%
Don't know	23%	24%	22%	17%	24%	14%	0%	34%	45%	25%	23%	24%	16%	22%	22%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(205.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £10 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	125	51	73	31	36	20	18	13	7	34	32	23	34	115	113	112
Weighted	120	57	62	26	34	21	19	11	9	32	29	23	34	110	108	106
I would pay £10 and not be tracked	40%	47%	34%	47%	59%	27%	22%	30%	29%	38%	39%	41%	45%	42%	42%	42%
I would prefer to be tracked	40%	43%	36%	45%	31%	31%	56%	40%	45%	42%	38%	48%	30%	39%	40%	40%
Don't know	20%	10%	29%	8%	10%	42%	22%	30%	26%	20%	23%	11%	24%	19%	18%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(206.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £20 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	118	51	66	18	27	21	17	12	23	33	32	23	30	111	106	106
Weighted	121	58	62	15	25	21	18	11	31	34	34	23	30	115	108	107
I would pay £20 and not be tracked	24%	19%	29%	42%	51%	13%	24%	26%	0%	27%	19%	24%	27%	25%	24%	26%
I would prefer to be tracked	48%	55%	41%	58%	16%	52%	53%	58%	59%	42%	54%	56%	41%	48%	46%	49%
Don't know	28%	26%	30%	0%	33%	35%	23%	17%	41%	32%	27%	20%	33%	27%	29%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(207.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £50 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	155	61	93	26	36	29	23	21	20	37	33	33	50	143	141	135
Weighted	156	69	85	21	34	30	24	18	28	40	34	32	47	144	141	135
I would pay £50 and not be tracked	24%	24%	25%	51%	28%	18%	22%	12%	16%	26%	23%	28%	23%	23%	25%	25%
I would prefer to be tracked	52%	56%	50%	43%	59%	34%	61%	66%	55%	53%	63%	42%	52%	54%	52%	53%
Don't know	23%	20%	25%	6%	13%	48%	17%	22%	29%	21%	14%	30%	25%	23%	23%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(208.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £100 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	144	66	78	24	35	23	16	25	21	37	38	31	36	133	131	132
Weighted	145	75	70	21	33	25	17	21	28	37	38	32	37	134	130	132
I would pay £100 and not be tracked	19%	19%	18%	37%	26%	13%	13%	19%	5%	17%	22%	14%	23%	19%	20%	20%
I would prefer to be tracked	54%	56%	53%	63%	45%	47%	63%	66%	52%	53%	52%	59%	52%	52%	54%	55%
Don't know	27%	25%	29%	0%	29%	40%	25%	15%	43%	30%	27%	27%	25%	29%	27%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(209.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £200 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	56	85	29	32	17	25	21	17	29	38	28	43	132	129	130
Weighted	139	63	76	25	30	17	26	17	23	30	37	28	42	130	126	127
I would pay £200 and not be tracked	29%	22%	35%	48%	36%	11%	40%	13%	13%	21%	28%	46%	26%	29%	29%	30%
I would prefer to be tracked	51%	54%	49%	32%	52%	59%	48%	66%	58%	53%	50%	42%	54%	52%	52%	53%
Don't know	20%	23%	16%	20%	12%	30%	12%	22%	29%	26%	21%	12%	21%	19%	19%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(210.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £500 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	69	84	38	28	22	29	24	12	40	42	34	36	143	141	139
Weighted	151	77	73	31	27	23	31	22	17	39	41	35	35	140	136	136
I would pay £500 and not be tracked	27%	23%	32%	45%	17%	23%	27%	18%	27%	25%	26%	31%	25%	29%	27%	29%
I would prefer to be tracked	47%	48%	46%	48%	48%	45%	45%	48%	49%	50%	55%	44%	37%	47%	49%	47%
Don't know	26%	29%	22%	8%	35%	32%	28%	34%	24%	25%	18%	26%	37%	24%	24%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(211.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £1.25?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	134	65	68	29	34	21	27	13	10	25	38	26	44	122	120	123
Weighted	134	73	60	26	32	22	29	12	14	25	39	27	43	122	119	122
I would switch to a different search engine for a month and get paid £1.25	27%	32%	21%	30%	24%	19%	26%	57%	20%	32%	27%	25%	27%	26%	26%	28%
I would keep access to Google Search	62%	59%	67%	62%	69%	67%	59%	31%	69%	61%	59%	75%	58%	67%	65%	65%
Don't know	11%	9%	12%	8%	7%	14%	15%	12%	11%	8%	14%	0%	15%	7%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(212.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £2.50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	52	90	34	35	21	21	20	12	35	41	28	37	134	131	133
Weighted	138	58	79	28	32	22	22	17	17	35	37	30	34	129	126	128
I would switch to a different search engine for a month and get paid £2.50	27%	25%	29%	35%	13%	29%	24%	26%	43%	31%	23%	25%	27%	26%	26%	25%
I would keep access to Google Search	56%	60%	53%	52%	76%	50%	62%	58%	22%	59%	65%	48%	51%	58%	58%	60%
Don't know	17%	15%	19%	13%	11%	21%	14%	17%	35%	10%	12%	27%	23%	16%	16%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(213.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £5?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	61	80	27	35	16	21	25	18	33	45	28	35	135	132	130
Weighted	141	69	71	22	33	17	22	22	25	33	43	28	35	134	129	128
I would switch to a different search engine for a month and get paid £5	29%	30%	28%	30%	27%	27%	24%	32%	32%	32%	29%	27%	28%	29%	30%	30%
I would keep access to Google Search	58%	62%	55%	62%	59%	62%	57%	53%	56%	56%	57%	55%	61%	59%	57%	58%
Don't know	13%	8%	17%	8%	14%	11%	19%	15%	12%	12%	14%	18%	10%	12%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(214.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £10?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	131	52	78	22	30	23	20	23	13	37	32	21	40	124	124	119
Weighted	130	59	70	17	29	24	21	20	18	36	34	20	39	123	122	116
I would switch to a different search engine for a month and get paid £10	49%	54%	43%	40%	49%	32%	65%	46%	62%	65%	55%	30%	38%	50%	48%	48%
I would keep access to Google Search	42%	38%	46%	56%	41%	47%	30%	54%	23%	27%	33%	60%	53%	42%	43%	45%
Don't know	9%	8%	11%	4%	10%	21%	5%	0%	15%	8%	12%	9%	9%	8%	9%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(215.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £20?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	124	55	69	22	29	21	18	20	14	30	26	31	35	114	112	102
Weighted	125	62	63	19	27	22	19	18	20	29	27	31	35	115	112	99
I would switch to a different search engine for a month and get paid £20	49%	49%	49%	31%	25%	64%	67%	69%	49%	78%	25%	40%	53%	49%	51%	50%
I would keep access to Google Search	33%	32%	34%	56%	49%	9%	28%	17%	37%	14%	57%	36%	27%	34%	33%	37%
Don't know	18%	18%	17%	13%	26%	28%	6%	15%	14%	8%	18%	24%	21%	17%	16%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(216.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £50?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	61	82	29	27	29	17	21	20	35	36	29	41	132	130	127
Weighted	142	70	72	24	26	30	18	18	26	37	36	27	41	131	129	127
I would switch to a different search engine for a month and get paid £50	65%	71%	58%	58%	65%	59%	70%	63%	73%	77%	75%	49%	56%	68%	65%	68%
I would keep access to Google Search	25%	21%	29%	39%	24%	20%	18%	29%	21%	16%	16%	37%	32%	23%	23%	24%
Don't know	10%	8%	13%	3%	11%	21%	12%	8%	6%	7%	9%	14%	12%	9%	11%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(217.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £100?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	147	59	88	23	27	26	21	27	23	36	34	30	44	135	134	130
Weighted	148	67	81	18	26	27	22	23	32	37	34	30	45	135	133	130
I would switch to a different search engine for a month and get paid £100	68%	75%	63%	74%	52%	68%	62%	85%	72%	73%	67%	61%	73%	67%	66%	71%
I would keep access to Google Search	23%	20%	25%	26%	30%	21%	34%	9%	18%	27%	21%	28%	14%	25%	25%	25%
Don't know	9%	5%	12%	0%	18%	11%	5%	6%	9%	0%	12%	11%	13%	8%	8%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(218.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £200?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	125	57	68	23	29	18	22	13	20	36	29	27	32	117	110	112
Weighted	129	64	64	20	27	18	23	12	27	38	31	28	32	121	111	113
I would switch to a different search engine for a month and get paid £200	72%	79%	65%	64%	69%	55%	82%	100%	73%	70%	76%	74%	69%	72%	73%	74%
I would keep access to Google Search	17%	14%	20%	33%	21%	5%	9%	0%	22%	17%	20%	13%	16%	18%	16%	15%
Don't know	11%	7%	15%	3%	10%	40%	9%	0%	5%	13%	4%	13%	15%	10%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(219.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £500?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	129	60	69	31	28	21	15	12	22	35	29	30	34	125	121	122
Weighted	131	69	62	25	27	23	16	11	30	36	29	31	33	126	121	123
I would switch to a different search engine for a month and get paid £500	78%	84%	72%	62%	62%	86%	80%	93%	95%	79%	92%	68%	75%	79%	78%	79%
I would keep access to Google Search	15%	11%	20%	32%	21%	5%	20%	7%	5%	18%	5%	17%	21%	15%	17%	15%
Don't know	6%	5%	8%	6%	18%	9%	0%	0%	0%	3%	3%	15%	4%	6%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(220.A) Overall, do you have a favourable or unfavourable impression of Google as a company?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very unfavourable	5%	5%	4%	11%	4%	3%	8%	1%	1%	2%	5%	6%	5%	5%	5%	5%
Somewhat unfavourable	7%	7%	7%	12%	8%	6%	3%	5%	8%	12%	5%	6%	5%	7%	7%	8%
Neutral	28%	29%	27%	19%	21%	28%	24%	43%	38%	25%	27%	31%	30%	27%	27%	26%
Somewhat favourable	27%	29%	25%	18%	25%	23%	32%	28%	35%	27%	30%	28%	22%	28%	27%	28%
Very favourable	30%	26%	34%	36%	39%	35%	30%	19%	17%	32%	30%	27%	32%	32%	32%	32%
Don't know	3%	4%	2%	4%	3%	4%	3%	3%	0%	2%	2%	2%	5%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(221.A) And do you have a favourable or unfavourable impression of how Google has responded to Covid-19?

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Very unfavourable	3%	4%	2%	9%	2%	2%	6%	0%	0%	1%	3%	7%	3%	3%	4%	3%
Somewhat unfavourable	4%	4%	4%	6%	8%	2%	4%	1%	0%	5%	2%	2%	5%	4%	4%	4%
Neutral	41%	39%	43%	26%	33%	43%	43%	54%	52%	42%	43%	38%	41%	40%	40%	39%
Somewhat favourable	21%	24%	18%	26%	20%	19%	18%	23%	20%	22%	21%	24%	17%	22%	21%	22%
Very favourable	20%	17%	22%	23%	25%	23%	22%	10%	12%	20%	21%	19%	19%	21%	21%	21%
Don't know	11%	12%	11%	10%	12%	11%	8%	12%	16%	9%	10%	10%	14%	11%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(222.A) Do you agree or disagree with the following statements?: Overall, the tech industry is a force for good in the UK

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	14%	15%	13%	22%	16%	16%	10%	8%	9%	14%	13%	16%	13%	14%	14%	14%
Agree	41%	39%	43%	35%	43%	34%	49%	40%	45%	44%	47%	39%	34%	42%	43%	43%
Neither agree or disagree	32%	32%	31%	24%	26%	37%	34%	39%	33%	28%	29%	33%	37%	31%	30%	30%
Disagree	5%	6%	5%	8%	6%	3%	4%	3%	6%	6%	3%	6%	6%	6%	5%	5%
Strongly disagree	2%	3%	1%	5%	2%	2%	0%	4%	0%	3%	1%	1%	2%	2%	2%	2%
Don't Know	6%	5%	7%	6%	8%	7%	2%	5%	7%	4%	6%	6%	7%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(223.A) Do you agree or disagree with the following statements?: Recent innovations by the tech industry have improved my quality of life

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	13%	15%	11%	22%	17%	13%	10%	5%	6%	15%	9%	16%	11%	13%	14%	13%
Agree	36%	42%	30%	42%	41%	42%	30%	40%	19%	43%	38%	33%	29%	37%	39%	39%
Neither agree or disagree	35%	29%	41%	22%	31%	34%	43%	35%	45%	30%	39%	33%	38%	34%	33%	35%
Disagree	8%	7%	9%	7%	3%	4%	10%	12%	13%	6%	6%	12%	8%	7%	7%	6%
Strongly disagree	4%	3%	4%	2%	0%	0%	4%	7%	11%	2%	5%	1%	5%	4%	3%	4%
Don't Know	5%	5%	6%	5%	8%	7%	3%	2%	5%	4%	4%	5%	8%	4%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(224.A) Do you agree or disagree with the following statements?: Recently, progress in new technology has slowed down

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	6%	8%	4%	8%	9%	6%	3%	3%	1%	6%	4%	6%	4%	6%	5%	6%
Agree	20%	24%	17%	33%	30%	19%	19%	9%	8%	17%	21%	23%	21%	21%	22%	21%
Neither agree or disagree	37%	35%	38%	35%	33%	45%	35%	39%	36%	33%	40%	34%	40%	36%	36%	37%
Disagree	22%	21%	24%	13%	17%	16%	34%	33%	25%	30%	20%	21%	19%	23%	23%	24%
Strongly disagree	4%	5%	3%	5%	5%	4%	1%	1%	5%	4%	2%	2%	7%	4%	4%	4%
Don't Know	11%	7%	15%	6%	7%	10%	8%	15%	24%	10%	13%	14%	9%	10%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(225.A) Do you agree or disagree with the following statements?: Online platforms spread more disinformation and fake news than the traditional media

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	16%	16%	16%	17%	10%	20%	18%	17%	16%	20%	13%	19%	12%	16%	17%	17%
Agree	38%	38%	39%	40%	38%	26%	32%	39%	53%	40%	39%	35%	37%	40%	38%	39%
Neither agree or disagree	31%	30%	31%	26%	37%	37%	34%	30%	19%	26%	36%	29%	32%	30%	30%	31%
Disagree	9%	10%	9%	9%	8%	10%	12%	8%	6%	8%	9%	11%	9%	9%	9%	9%
Strongly disagree	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%
Don't Know	5%	6%	5%	7%	7%	6%	3%	4%	5%	4%	3%	6%	8%	4%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(226.A) Do you agree or disagree with the following statements?: On balance, the Internet has reduced my day to day privacy

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	13%	14%	12%	18%	13%	10%	11%	15%	8%	13%	11%	16%	10%	13%	13%	13%
Agree	36%	38%	33%	37%	39%	30%	39%	36%	34%	43%	39%	29%	32%	38%	38%	39%
Neither agree or disagree	31%	31%	32%	25%	31%	38%	22%	37%	37%	26%	29%	39%	33%	31%	29%	31%
Disagree	10%	10%	11%	10%	6%	10%	18%	7%	9%	10%	9%	10%	11%	10%	10%	10%
Strongly disagree	3%	2%	3%	3%	2%	3%	3%	1%	4%	1%	2%	2%	5%	3%	3%	2%
Don't Know	7%	6%	9%	7%	8%	9%	8%	4%	8%	6%	9%	5%	9%	6%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham

(227.A) Do you agree or disagree with the following statements?: There is not enough choice in online search engines

		Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	609	261	346	120	137	98	91	87	76	151	155	125	171	569	557	549
Weighted	609	296	311	100	130	102	96	77	104	153	155	125	168	568	551	544
Strongly agree	5%	6%	3%	7%	7%	3%	6%	2%	1%	7%	1%	7%	4%	4%	4%	4%
Agree	16%	19%	13%	22%	25%	15%	18%	11%	4%	20%	13%	19%	15%	17%	17%	18%
Neither agree or disagree	33%	33%	32%	30%	30%	34%	25%	42%	37%	29%	31%	37%	33%	32%	32%	32%
Disagree	32%	30%	34%	26%	25%	38%	37%	29%	38%	34%	37%	27%	30%	33%	32%	33%
Strongly disagree	8%	6%	9%	8%	8%	7%	10%	8%	7%	5%	10%	6%	10%	8%	8%	8%
Don't Know	7%	5%	8%	6%	6%	3%	4%	8%	13%	5%	8%	5%	8%	6%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 5th Jan 2020

Data weighted by interlocking age & gender to representative proportions for Birmingham